International Journal of Business and Management Invention
ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X
www.ijbmi.org Volume 2 Issue 7‖ July. 2013‖ PP.23-35

Brand Preference of Packed Milk – Comparative Study on Rural and Urban Consumers In Kanyakumari District

[1,]Dr.S.Sivasankaran [2,] Dr.R.Sivanesan
[1,]*Asst. Prof. in Commerce, S.T.Hindu College, Nagercoil, Kanyakumari District Tamilnadu*
[2,]*Asst. Prof. in Commerce, St.Jerome's College of Arts and Science, Anandhanadarkudy, Near Nagercoil, Kanyakumari, Tamilnadu*

ABSTRACT: *India has the highest livestock population in the world with 50 percent of the buffaloes and 20 percent of the world's cattle population, most of which are milk cows and milk buffaloes. India's dairy industry is considered as one of the most successful development programmes in the post-Independence period. In the year 2006-07 the total milk production in the country was over 94.6 million tonnes with a per capita availability of 229 gms per day. The industry had been recording an annual growth of 4 percent during the period 1993-2005, which is almost 3 times the average growth rate of the dairy industry in the world. Milk processing in India is around 35 percent, of which the organized dairy industry account for 13 percent of the milk produced, while the rest of the milk is either consumed at farm level, or sold as fresh, non-pasteurized milk through unorganized channels. Dairy Cooperatives account for the major share of processed liquid milk marketed in the India. Milk is processed and marketed by 170 Milk Producers' Cooperative Unions, which federate into 15 State Cooperative Milk Marketing Federations.*

KEYWORDS: *Brand, Brand Preference, Milk, Behaviour, Awareness, Co-operative*

I. INTRODUCTION

India has the highest livestock population in the world with 50 percent of the buffaloes and 20 percent of the world's cattle population, most of which are milk cows and milk buffaloes. India's dairy industry is considered as one of the most successful development programmes in the post-Independence period. In the year 2006-07the total milk production in the country was over 94.6 million tonnes with a per capita availability of 229 gms per day. The industry had been recording an annual growth of 4 percent during the period 1993-2005, which is almost 3 times the average growth rate of the dairy industry in the world. Milk processing in India is around 35 percent, of which the organized dairy industry account for 13 percent of the milk produced, while the rest of the milk is either consumed at farm level, or sold as fresh, non-pasteurized milk through unorganized channels. Dairy Cooperatives account for the major share of processed liquid milk marketed in the India. Milk is processed and marketed by 170 Milk Producers' Cooperative Unions, which federate into 15 State Cooperative Milk Marketing Federations. Over the years, several brands have been created by cooperatives like Amul (GCMMF), Vijaya (AP), Verka (Punjab), Saras (Rajasthan). Nandini (Karnataka), Milma (Kerala) and Gokul (Kolhapur). Uttar Pradesh, Punjab, Haryana, Rajasthan, Gujarat, Maharashtra, Andhra Pradesh, Karnataka and Tamil Nadu are the milk surplus states in India. The manufacturing of milk products is obviously high in these milk surplus States. Exports of dairy products have been growing at the rate of 25 percent per annum in the terms of quantity terms and 28% in terms of value since 2001. Significant investment opportunities exist for the manufacturing of value-added milk products like milk powder, packaged milk, butter, ghee, cheese and ready-to-drink milk products. India has emerged as the largest milk producing country in the world with present level of annual milk production estimated as 94.5 million tonnes. We expect a production level of 135 million tonnes by the year 2015. India has a large livestock population base constituting 278 million livestock including 180.5 million cattle, 82.8 million buffaloes, 4 million sheep and 9.2 million goats. The livestock population is projected to increase to 322 million by the year 2015. The large livestock population is raised primarily on crop residues and grazing in the common property including basement. The forest area, which was a major source of grazing, is no longer available to livestock breeders especially landless people. As a consequence, the available feed resources fall short of the nutritional requirement. The shortfall is estimated as 59.9 million tonnes for the green fodder and 19.9 million tonnes for dry fodder. This shortfall is likely to increase by 2015 to 63.5 million tonnes of green fodder and 23.56 million tonnes of dry fodder.

1.1.Dairy industry in Tamilnadu

Dairy sector has assumed much significance by generating income not only to the rural but also to the urban and semi-urban population in the state especially to women folk by providing self-employment opportunity. Milk and milk products provide essential nutrition to all walks of life. It provides livelihood to millions of small and marginal farmers in the state. Tamilnadu is an agricultural oriented State and majority of the farmers owns cattle. Dairying provides the main source of income next to agriculture. In a tropical country like India, agriculture may fail sometimes, due to monsoon failure but dairying never fails and gives them regular, steady income.

II. STATEMENT OF THE PROBLEM

Milk producers in India is characterised by low yielding non-descript cows and buffaloes. Millions of small producers with little or no land holdings, use of crop residues and natural herbage with or without costly concentrates as cattle feed. The average milk productivity of a cow in India is very low. Increase in animal productivity is to be achieved through upgrading of breeds and better feeding and grazing practices. While efforts have been steadily made to increase the milk productivity and the efficiency of the dairy processing industry. Increase in milk production is expected to be primary through the increase in milk productivity rather than the number animals. Today, almost all the people are consuming milk and milk products. Brand preferences of the rural and urban consumers are differ. Some buyers are totally brand loyal, buying only one brand in a product group. Most of the buyers switch over to other brands. The present study has been taken to find out the “Brand Preference of Packed Milk among Rural and Urban Consumers”.

III. OBJECTIVES OF THE STUDY

The main objectives of the present study is as follows

- To study the factors influencing brand preference of milk among rural and urban consumers.
- To analyse the problems faced by rural and urban consumers in the usage of different branks of milk.
- To find out the reasons for switchover from one brand to other brand of milk.
-

IV. METHODOLOGY

This study based on both primary and secondary data. The data which is collected in a fresh manner and which is not available is termed as primary data. For the purpose of collecting primary data with regard to the brand loyalty of milk among rural and urban consumers, the researcher has carefully designed an interview schedule. The prevailing data is termed as the secondary data. Secondary data were collected from books, journals, magazines, newspapers and published articles from leading journals.

V. SAMPLE DESIGN

Since the objective of the study is to find out the brand loyalty of milk among rural and urban consumers, the researcher has adopted convenient sampling technique for data collection. The Kanyakumari District consists of 108 villages (that is rural areas) and 60 towns (that is urban areas). The researcher has taken 300 samples for the present study, which comprises of 150 respondents from the rural areas and 150 respondents from urban areas. For the present study the researcher select seven popular branded milk in Kanyakumari District (Aavin, Arokya, Nanjil, Komatha, Chkra, Vijay and Tasteme)

VI. FRAMEWORK OF ANALYSIS

The collected data were processed with the help of appropriate statistical tools in order to fulfil the objectives of the study. The collected data were carefully classified and tabulated. For the present study the researcher used percentile analysis, Likert Scaling Technique and Garrett Ranking Technique.

VII. ANALYSIS OF THE STUDY

This part analyse the brand loyalty of milk among rural and urban consumers in Kanyakumari District in various aspects.

7.1.Age of the Respondents

The age of the consumer is one of the important demographic characteristics of the consumers which influence more on their consumption pattern and brand loyalty. The distributions of respondents based on their age are shown in Table 1.

Table 1
Age of the Respondents

Age (Years)	Rural		Urban		Total	
	Resp.	**Percent**	**Resp.**	**Percent**	**Resp.**	**Percent**
Less than 20	15	10.00	25	16.65	40	13.35
20 – 30	25	16.65	44	29.35	69	23.00
30 – 40	56	37.35	32	21.35	88	29.35
40 – 50	34	22.65	25	16.65	59	19.65
Above 50	20	13.35	24	16.00	44	14.65
Total	**150**	**100**	**150**	**100**	**300**	**100**

Source: Primary data

It is clear from Table 1 that, among the 150 rural milk consumers, 56 respondents (37.35 percent) are in the age group of 30 – 40, 34 respondents (22.65 percent) are in the age group of 40 – 50, 25 repondents (16.65 percent) are in the age group of 20 – 30, 20 respondents (13.35 percent) are in the age group of above 50 years and only 15 respondents (10 percent) are in the age group of less than 20 years.

It is clear that majority of rural consumers are in the age group of 30 to 40 years.

Among the 150 urban milk consumers, 44 respondents (29.35 percent) are in the age group of 20-30, 32 respondents (21.35 percent) are in the age group of 30-40, 25 respondents (16.65 percent) are in the age group of 40-50 and less than 20 and only 24 respondents (16 percent) are in the age group of above 50.
It is clear that majority of urban consumers are in the age group of 20-30. Among the total respondents, majority of respondents (29.35 percent) are in the age group of 30-40.

7.2.Education of the Respondents

The level of education among the respondents indicates the level of awareness in the marketing environment. The distribution of respondents on the basis of their educational qualification is presented in Table 2.

Table 2
Education of the Respondents

Education	Rural		Urban		Total	
	Resp.	**Percent**	**Resp.**	**Percent**	**Resp.**	**Percent**
Illiterate	18	12.00	02	01.35	20	06.65
1st to 12th standard	55	36.65	15	10.00	70	23.35
Graduate	32	21.35	51	34.00	83	27.65
Post Graduate	24	16.00	48	32.00	72	24.00
Professional	21	14.00	34	22.65	55	18.35
Total	**150**	**100**	**150**	**100**	**300**	**100**

Source: Primary data

It is clear from Table 2 that, among the rural respondents, 55 respondents (36.65 percent) have the educational qualification of 1st standard to 12th standard, 32 respondents (21.35 percent) are qualified with Degree, 24 respondents (16 percent) are qualified with Post Graduate Degree, 21 respondents (14 percent) are qualified with professional courses and only 18 respondents are illiterate.It is clear that majority of rural respondents are qualified with 12th standard.Among the urban consumers, 51 respondents (34 percent) are qualified with Degree, 48 respondents (32 percent) are qualified with Post Graduate Degree, 34 respondents (22.65 percent) are qualified with professional courses and only two respondents are illiterate.

It is clear that majority of urban consumers are qualified with Degree.

Among the total respondents majority of respondents are qualified with Degree.

7.3.Occupation of the Respondents

Occupation is one of the important factors to determine standard of living of the individual. The distribution of rural and urban milk consumers' occupation are presented in Table 3.

Table 3
Occupation of the Respondents

Occupation	Rural		Urban		Total	
	Resp.	**Percent**	**Resp.**	**Percent**	**Resp.**	**Percent**
Govt. Employee	12	08.00	31	20.65	43	14.35
Private Employee	25	16.65	39	26.00	64	21.35
Businessmen	26	17.35	48	32.00	74	24.65
Dependent	35	23.35	26	17.35	61	20.35
Former/Cooly	52	34.65	06	04.00	58	19.30
Total	**150**	**100**	**150**	**100**	**300**	**100**

Source: Primary data

It is clear from Table 3 that, among the rural milk consumers, 52 consumers (34.65 percent) are former and cooli, 35 consumers (23.35 percent) are dependent, 26 consumers (17.35 percent) are businessmen, 25 consumers (16.65 percent) are private employee and only 12 consumers (8 percent) are Government employee.

It is clear that majority of rural consumers are former. Among the urban milk consumers, 48 consumers (32 percent) are businessmen, 39 consumers (26 percent) are private employee, 31 consumers (20.65 percent) are Government employee, 26 consumers (17.35 percent) are dependent and only six consumers are cooly.

It is clear that majority of urban consumers are businessmen. Among the total (300) consumers, majority of consumers are businessmen and private employee.

7.4.Gender of the Respondents

Gender is one of the important social factors which influence the consumer behaviour, brand awareness and brand loyalty. The distribution of milk consumers on the basis of gender are presented in Table 4

Table 4
Gender of the Respondents

Gender	Rural		Urban		Total	
	Resp.	**Percent**	**Resp.**	**Percent**	**Resp.**	**Percent**
Male	70	46.65	90	60.00	160	53.35
Female	80	53.35	60	40.00	140	46.65
Total	**150**	**100**	**150**	**100**	**300**	**100**

Source: Primary data

It is clear from Table 4 that, among the urban milk consumers, 80 consumers (53035 percent) are female and 70 consumers (46.65 percent) are male.

It is clear that majority of rural consumers are female.

Among the urban milk consumers, 90 consumers (60 percent) are male and the remaining 60 consumers (40 percent) are female.

It is clear that majority of urban consumers are male.

Among the total consumers, majority of consumers are male.

7.5. Marital Status of the Respondents

Another important factor to determine brand loyalty is marital status. The distribution of respondents on the basis of their marital status is presented in Table 5.

Table 5
Marital Status of the Respondents

Marital Status	Rural		Urban		Total	
	Resp.	**Percent**	**Resp.**	**Percent**	**Resp.**	**Percent**
Married	120	80.00	095	63.35	215	71.65
Un-Married	030	20.00	055	36.65	085	28.35
Total	**150**	**100**	**150**	**100**	**300**	**100**

Source: Primary data

It is clear from Table 5 that, among the rural milk consumers, 120 consumers (80 percent) are married and only 30 consumers (20 percent) are unmarried. It is clear that majority of rural consumers are married.

Among the urban milk consumers, 95 consumers (63.35 percent) are married and 55 consumers (36.65 percent) are unmarried.

It is clear that majority of urban consumers are married.

Among the total consumers, majority of milk consumers are married.

7.6.Monthly Income of the Respondents

Monthly income is one of the important factor to determine brand of the products. The distribution of respondents on the basis of their monthly income is as follows

Table 6
Monthly Income of the Respondents

Income	Rural		Urban		Total	
	Resp.	Percent	Resp.	Percent	Resp.	Percent
Below Rs.3000	55	36.65	08	05.35	63	21.00
Rs.3000 to Rs.6000	32	21.35	20	13.35	52	17.35
Rs.6000 to Rs.9000	24	16.00	33	22.00	57	19.00
Rs.9000 to Rs.12000	21	14.00	41	27.30	62	20.65
Above Rs.12000	18	12.00	48	32.00	66	22.00
Total	**150**	**100**	**150**	**100**	**300**	**100**

Source: Primary data

It is clear from Table 6 that, among the rural milk consumers, 55 consumers (36.65 percent) earned below Rs.3000, 32 consumers (21.35 percent) earned Rs.3000 to Rs.6000, 24 consumers (16 percent) earned Rs.6000 to Rs.9000, 21 consumers (14 percent) earned Rs.9000 to Rs.12000 and only 18 consumers (12 percent) earned above Rs.12000. It is clear that majority of rural consumers earned below Rs.3000.Among the urban milk consumers, 48 consumers (32 percent) earned above Rs.12000, 41 consumers (27.30 percent) earned Rs.9000 to Rs.12000, 33 consumers (22 percent) earned RS.6000 to Rs.9000, 20 consumers (13.35 percent) earnted Rs.3000 to Rs.6000 and only eight consumers earned below Rs.3000. It is clear that majority of urban consumers earned above Rs.12000.

Among the total consumers majority of consumers are earned above Rs.12000.

7.3.Brand Choice of the Respondents

The researcher wants to know if the consumers prefer a branded milk used in theiry daily life and this is presented in Table 7

Table 7
Brand Choice of the Respondents

Brand Name	Rural		Urban		Total	
	Resp.	Percent	Resp.	Percent	Resp.	Percent
Aavin	16	10.65	80	53.35	96	32.00
Arokya	35	23.35	30	20.00	65	21.65
Nanjil	62	41.35	20	13.35	82	27.35
Tasteme	07	04.65	05	03.30	12	04.00
Chakra	08	05.35	04	02.65	12	04.00
Komatha	12	08.00	08	05.35	20	06.65
Vijay	10	06.65	03	02.00	13	04.35
Total	**150**	**100**	**150**	**100**	**300**	**100**

Source: Primary data

It is clear from Table 7 describes about the brand of milk currently used by the respondents. Among the rural consumers, 62 consumers (41.35 percent) are using Nanjil brand, 35 consumers (23.35 percent) are using Arokya brand, 16 consumers (10.65 percent) using Aavin brand,12 consumers (8 percent) are using Komatha brand, 10 consumers (6.65 percent) are using Vijay brand, 8 conumers (5.35 percent) using Chakra brand and only seven consumers are using tastme brand. It is clear that majority of rural consumers are using Nanjil brand. Among the urban consumers, 80 consumers (53.35 percent) are using Aavin brand, 30 consumers (20 percent) are using Arokya brand, 20 consumers (13.35 percent) are using Nanjil brand, eight consumers (5.35 percent) are using Komatha brand and only four consumers (2.65 percent) are using Chakra brand.

It is clear that majority of urban consumers are using Aavin brand. Among the total consumers majority of consumers are using Aavin brand.

7.3.Opinion about Package of different brands of Milk

One of the important factors of brand preference and brand loyalty is attractive package which may effectively influence consumers in buying the same brand of milk again and again. To understand the opinion about package of milk among the rural and urban consumers the researcher used the Likert Scaling Technique. The rural consumers opinion about the package of different brand of milk is presented in the Table 8

Table 8

Opinion about Package of different brands of Milk (Rural Consumers)

Brand Name	V. Good (5)		Good (4)		Moderate (3)		Low (2)		Very Low (1)		Total		Rank
	Res.	Wegt	Res.	Weigt	Res.	Wegt	Res.	Wegt	Res	Wegt	Res	Wegt	
Aain	14	070	20	080	60	180	30	060	26	26	150	416	**III**
Arokya	37	185	40	160	38	114	25	050	10	10	150	470	**II**
Nanjil	60	300	35	140	25	075	20	040	10	10	150	565	**I**
Tasteme	06	030	15	060	30	090	40	080	59	59	150	319	**V**
Chakra	10	050	12	048	22	066	35	070	71	71	150	305	**VI**
Komatha	14	070	25	100	35	105	50	100	26	26	150	401	**IV**
Vijay	08	040	11	044	21	063	35	035	75	75	150	257	**VII**

Source: Primary data

It is clear from Table 8 that, Nanjil brand package is very good it has been attained first rank (total score 565), second rank (total score 470) has been attained by Arokya brand also very good, third rank (total score 416) has been attained by Aavin brand, fourth rank (total score 401) has been attained by Komatha brand and last rank (total score 257) has been attained by Vijay brank.It is clear that majority of rural consumers are highly satisfied with Nanjil brand package.The rural consumer's opinion about the package of different brand of milk is presented in the Table 8.1

Table 8.1

Opinion about Package of different brands of Milk (Urban Consumers)

Brand Name	V. Good (5)		Good (4)		Moderate (3)		Low (2)		Very Low (1)		Total		Rank
	Res.	Wegt	Res.	Weigt	Res.	Wegt	Res.	Wegt	Res	Wegt	Res	Wegt	
Aavin	70	350	30	120	25	075	15	030	10	10	150	585	**I**
Arokya	35	175	25	100	35	105	30	060	25	25	150	465	**II**
Nanjil	25	125	20	080	35	105	35	070	35	35	150	415	**III**
Tasteme	05	025	11	044	22	066	45	090	67	67	150	292	**VI**
Chakra	06	030	10	040	20	060	50	100	64	64	150	294	**V**
Komatha	08	040	15	060	25	075	40	080	62	62	150	317	**IV**
Vijay	03	015	10	040	22	066	50	100	65	65	150	286	**VII**

Source: Primary data

It is clear from Table 8.1 that, Aavin brand package is very good it has been attained by first rank (total score 585), second rank (total score 465) has been attained by Arokya brand, third rank (total score 415) has been attained by Nanjil brand, fourth rank (317) has been attained by Komatha brand, fifth rank (total score 294) has been attained by Chakra brand and last rank (total score 286) has been attained by Vijay brand.

It is clear that majority of consumers are highly satisfied with Aavin brand's package.

7.4.Opinion about Price of different brands of Milk

Price is a very important factor to influence purchasing decision, purchasing pattern, brand loyalty, brand preference and the switch over of the brand. Price is the indicator for the new consumers. The opinion about the price of different brand of milk is analysed with the help of Likert Scaling Technique. The rural consumer's opinion about the price of milk is presented in Table 9

Table 9
Opinion about Price of different brands of Milk (Rural Consumers)

Brand Name	Very High (5)		High (4)		Moderate (3)		Low (2)		Very Low (1)		Total		Rank
	Res.	Wegt	Res.	Weigt	Res.	Wegt	Res.	Wegt	Res	Wegt	Res	Wegt	
Aavin	15	075	20	080	40	120	40	80	35	35	150	390	**III**
Arokya	40	200	15	060	20	060	35	70	40	40	150	430	**I**
Nanjil	10	050	15	060	30	090	40	80	55	55	150	335	**VII**
Tasteme	15	075	25	100	30	090	40	80	40	40	150	385	**IV**
Chakra	18	090	20	080	30	090	42	84	40	40	150	384	**V**
Komatha	20	100	20	080	20	060	40	80	50	50	150	370	**VI**
Vijay	22	110	18	072	42	126	38	76	30	30	150	414	**II**

Source: Primary data

It is clear from Table 9 that, first rank (total score 430) has been attained by Arokya brand so the rural consumers feel that price is very high, second rank (total score 414) has been attained by Vijay brand, third rank (total score 390) has been attained by Aavin brand, fourth rank (total rank 385) has been attained by Tastme brand, fifth rank (total score 384) has been attained by Chakra brand and last rank (total score 335) has been attained by Nanjil brand so majority of rural consumers feels that Nanjil brand price is very low.It is clear that Arokya brand price is very high.. The urban consumer's opinion about the price of milk is presented in Table 9.1

Table 9.1
Opinion about Price of different brands of Milk (Urban Consumers)

Brand Name	Very High (5)		High (4)		Moderate (3)		Low (2)		Very Low (1)		Total		Rank
	Res.	Wegt	Res.	Weigt	Res.	Wegt	Res.	Wegt	Res	Wegt	Res	Wegt	
Aavin	08	040	15	060	55	165	40	080	32	32	150	377	**VII**
Arokya	25	125	30	120	45	135	30	060	20	20	150	460	**I**
Nanjil	12	060	18	072	50	150	38	076	32	32	150	390	**VI**
Tasteme	18	090	22	088	40	120	40	080	30	30	150	408	**IV**
Chakra	19	095	24	096	42	126	38	076	33	33	150	426	**III**
Komatha	16	080	20	080	40	120	50	100	24	24	150	404	**V**
Vijay	20	100	22	088	44	132	46	092	18	18	150	430	**II**

Source: Primary data

It is clear from Table 9.1 that, first rank (total score 460) has been attained by Arokya brand, so the urban consumers feels that price is very high, second rank (total score 430) has been attained by Vijay brand, third rank (total score 426) has been attained by Chakra brand, fourth rank (total score 408) has been attained by Tastme brand, fifth rank (total score 404) has been attained by Komatha brand, sixth rank (total score 390) has been attained by Nanjil brand and last rank (total score 377) has been attained by Aavin brand, so the majority of urban consumers feels that price is very low.It is clear that Arokya brand price is very high.

7.5.Opinion about Taste of different brands of Milk

Another important factor to brand preference and brand loyalty is the taste of milk. Good taste indicates more sales and more brand preference. To know the taste of various brand of milk the researcher used five point scaling technique. The rural consumers' opinion about taste of different brand of milk is presented in the Table 10

Table 10
Opinion about Taste of different brands of Milk (Rural Consumers)

Brand Name	Very Good(5)		Good (4)		Moderate (3)		Low (2)		Very Low (1)		Total		Rank
	Res.	Wegt	Res.	Weigt	Res.	Wegt	Res.	Wegt	Res	Wegt	Res	Wegt	
Aavin	20	100	20	080	40	120	48	096	22	22	150	418	**III**
Arokya	24	120	22	088	65	195	30	060	09	09	150	472	**I**
Nanjil	21	105	20	080	52	156	41	082	16	16	150	439	**II**
Tasteme	08	040	13	052	41	123	48	096	40	40	150	351	**VI**
Chakra	09	045	10	040	45	135	52	104	34	34	150	358	**V**
Komatha	10	050	15	060	38	114	50	100	37	37	150	361	**IV**
Vijay	06	030	11	044	33	099	55	110	45	45	150	328	**VII**

Source: Primary data

It is clear from Table 10 that, first rank (total score 472) has been attained by Arokya brand, so the majority of consumers feels that taste is very good, second rank (total score 349) has been attained by Nanjil brand, third rank (total score 418) has been attained by Aavin brand, fourth rank (total score 361) has been attained by Komatha brand and last rank (total score 328) has been attained by Vijay brand so the majority of rural consumers feels that taste is very poor. It is clear that majority of rural consumers feels that Arokya brand taste is very good.The urban consumers' opinion about taste of different brand of milk is presented in the Table 10.1.

Table 10.1
Opinion about Taste of different brands of Milk (Urnan Consumers)

Brand Name	Very Good(5)		Good (4)		Moderate (3)		Low (2)		Very Low (1)		Total		Rank
	Res.	Wegt	Res.	Weigt	Res.	Wegt	Res	Wegt	Res	Wegt	Res	Wegt	
Aavin	23	115	25	100	33	099	55	110	14	14	150	438	**II**
Arokya	25	125	26	104	35	105	45	090	19	19	150	443	**I**
Nanjil	20	100	25	100	30	090	55	110	20	20	150	420	**III**
Tasteme	15	075	16	064	29	087	59	118	31	31	150	375	**VII**
Chakra	16	080	18	072	30	090	56	112	30	30	150	384	**VI**
Komatha	18	090	20	080	35	105	42	084	35	35	150	394	**IV**
Vijay	14	070	18	072	40	120	45	090	33	33	150	385	**V**

Source: Primary data

It is clear from Table 10.1 that, first rank (total score 443) has been attained by Arokya brand so majority of urban consumers feels that taste is very good, second rank (total score 438) has been attained by Aavin brand, third rank (total score 420) has been attained by Nanjil brand, fourth rank (total score 394) has been attained by Komatha brand, fifth rank (total score 385) has been attained by Vijay brand and last rank (total score 375) has been attained by Tasteme. It is clear that majority of urban consumers feels Arokya brand taste is very good.

7.6.Reason for using same Brand

The researcher also analyse the reason for using same brand again and again, because it shows the real brand loyalty.

Table 11
Reason for using same Brand

Reason	Rural		Urban		Total	
	Resp.	**Percent**	**Resp.**	**Percent**	**Resp.**	**Percent**
Liked by all family members	20	13.35	25	16.65	45	15.00
Ideal price	48	32.00	30	20.00	78	26.00
High quality	35	23.35	35	23.35	70	23.35
Easy Availability	40	26.65	50	33.35	90	30.00
Good Package	07	04.65	10	06.65	17	05.65
Total	**150**	**100**	**150**	**100**	**300**	**100**

Source: Primary data

It is clear from Table 11 that, among the rural respondents, 48 consumers (32 percent) are using the same brand for the reason of ideal price, 40 consumers (26.65 percent) are using the same brand for the reason of easy availability, 35 consumers (23.35 percent) are using high quality, 20 consumers (13.35 percent) are using the same brand for the reason of liked by all family members and only seven consumers (4.65 percent) are using same brand for the reason of good package.It is clear that majority of rural respondents are using the same brand for the reason of ideal price. Among the urban respondents, 50 consumers (33.35 percent) are using the same brand reason for easy availability, 35 consumers (23.35 percent) are using the same brand reason of high quality, 30 consumers (20 percent) are using the same brand reason of ideal price and only 10 consumers (6.65 percent) are using same brand reason of good package.It is clear that majority of urban consumers are using the same brand reason of easy availability. Among the total respondents, majority of consumers are using the same brand reason of easy availability.

7.7.Opinion about purchase of same brand in future

Purchasers may buy the same brand in the future, due to its good performance and satisfaction. Sometimes it may be a contrary one due to the poor performance or the entry of a new producer into the market. The opinion about purchase of same brand in future is presented in Table 12

Table 12
Opinion about purchase of same brand in future

Brand Name	Rural				Urban				Total			
	Yes		No		Yes		No		Yes		No	
	No.	**Perc.**	**No.**	**Perc.**	**No.**	**Perc.**	**No.**	**Perc.**	**No.**	**Perc.**	**No.**	**Perc.**
Aavin	16	13.35	00	00.00	75	69.50	05	11.90	91	39.90	05	06.95
Arokya	30	25.00	05	16.65	10	09.25	20	47.60	40	17.50	25	34.75
Nanjil	62	51.65	00	00.00	16	14.80	04	09.50	78	34.25	04	05.55
Tastme	00	00.00	07	23.35	00	00.00	05	11.90	00	00.00	12	16.65
Chakra	02	01.65	06	20.00	00	00.00	04	09.50	02	00.90	10	13.85
Komatha	10	08.35	02	06.65	07	06.45	01	02.45	17	07.45	03	04.15
Vijay	00	00.00	10	33.35	00	00.00	03	07.15	00	00.00	13	18.10
Total	120	100	30	**100**	108	100	42	100	228	100	72	100

Source: Primary data

It is clear from Table 12 that, out of 150 rural consumers, 120 consumers opined that they would purchase the same brand in future and the remaining 30 consumers would not purchase the same brand in future.

Out of 150 urban consumers, 108 consumers' opined that they would purchase the same brand in future and the remaining 42 consumers would not purchase the same brand in future.

Among the total consumers majority of consumers would purchase the same brand in future.

7.8.Difficulties faced by the consumers at the time of using Milk

The researcher also analyse the problems faced by the consumers at the time of using of milk. For this purpose the researcher used Garrett Ranking Technique. The problem faced by the rural consumers at the time of using milk is presented in the Table 13.

Table 13
Difficulties faced by Rural consumers at the time of using Milk

SL. NO.	REASON	GARRETT MEAN SCORE (AVG. SCORE)	RANK
1	Milk turning-sour	74.68	**I**
2	Not preserving for long days	53.74	**VI**
3	Short supply	52.85	**VII**
4	In-proper door delivery	54.60	**V**
5	Low Quality	56.25	**IV**
6	High Price	68.30	**II**
7	Adulteration	61.50	**III**

Source: Primary data and Calculated data

It is clear from Table 13 that, first rank (Avg. score 74.68) has been attained by milk turning-sour, second rank (Avg. Score 68.30) has been attained by high price, third rank (Avg. Score 61.50) has been attained by Adulteration, fourth rank (Avg. Score 56.25) has been attained by low quality of milk, sixth rank (Avg. Score 53.74) has been attained by not preserving for long days and last rank (Avg. Score 52.85) has been attained by short supply.It is clear that majority rural consumers are facing milk turning-sour at the time of using milk.The problem faced by the rural consumers at the time of using milk is presented in the Table 13.1.

Table 13.1
Difficulties faced by Urban consumers at the time of using Milk

SL. NO.	REASON	GARRETT MEAN SCORE (AVG. SCORE)	RANK
1	Milk turning sour	66.75	**I**
2	Not preserving for long days	45.50	**VII**
3	Short supply	50.22	**VI**
4	In-proper door delivery	57.82	**III**
5	Low Quality	55.25	**IV**
6	High Price	60.22	**II**
7	Adulteration	53.88	**V**

Source: Primary and calculated data

It is clear from Table 13.1 that, first rank (Avg. Score 66.75) has been attained by milk turning-sour, second rank (Avg. Score 60.22) has been attained by high price, third rank (Avg. Score 57.82) has been attained by In-proper door delivery, fourth rank (Avg. Score 55.25) has been attained by low quality of milk, fifth rank (Avg. Score 53.88) has been attained by adulteration and last rank (Avg. Score 45.50) has been attained by not preserving for long days.

It is clear that majority urban consumers are facing milk turning-sour at the time of using milk.

7.9.Reason for Preferring Particular Brand of Milk

Consumers prefer a particular brand for many reasons such as quality, price, availability and package. The producer and marketer must have to analyse the reasons for preferring a particular brand. For analysing the reason for preferring particular brand of milk the researcher used Garrett Ranking Technique. The reason for preferring particular brand among the rural consumers is presented in Table 14.

Table 14
Reason for Preferring Particular Brand among the Rural Consumers

SL. NO.	REASON	GARRETT MEAN SCORE (AVG. SCORE)	RANK
1	Best Quality	54.25	**IV**
2	Thickness	59.85	**II**
3	No Bacteria/No Cloistral	48.22	**VI**
4	Normal Price	61.58	**I**
5	Easy Availability	55.89	**III**
6	Brand Name	45.22	**VII**
7	Any time available	50.25	**V**

Source: Primary and Calculated data

It is clear from Table 14 that, first rank (Avg. Score 61.58) has been attained by normal price of milk, second rank (Avg. Score 59.85) has been attained by thickness of milk, third rank (Avg. Score 55.89) has been attained by easy availability of milk, fourth rank (Avg. Score 54.25) has been attained by best quality of milk and last rank (Avg. Score 45.22) has been attained by brand name. It is clear that majority of rural consumers prefer the particular brand reason for normal price.The reason for preferring particular brand among the urban consumers is presented in Table 14.1.

Table 14.1
Reason for Preferring Particular Brand among the Urban Consumers

SL. NO.	REASON	GARRETT MEAN SCORE (AVG. SCORE)	RANK
1	Best Quality	64.25	**I**
2	Thickness	56.21	**V**
3	No Bacteria/No Cloistral	50.03	**VII**
4	Normal Price	58.24	**IV**
5	Easy Availability	62.01	**II**
6	Brand Name	61.98	**III**
7	Any time available	53.09	**VI**

Source: Primary and Calculated data

It is clear from Table 14.1 that, first rank (Avg. Score 64.25) has been attained by best quality, second rank (Avg. Score 62.01) has been attained by easy availability, third rank (Avg. Score 61.98) has been attained by brand name, fourth rank (Avg. Score 58.24) has been attained by normal price and last rank has been attained by no bacteria and no cloistral.It is clear that majority of urban consumers prefer the particular brand reason for best quality.

Level of Satisfaction of Milk Consumers at various factors

Consumers purchase goods as a result of certain mental and economic forces that create desire or want and they know that they can be satisfied by the articles offered for purchase. To find out the level of satisfaction, the researcher used Likert Scaling Technique. Level of satisfaction of milk consumers at various factors among the rural consumers is presented in the Table 15.

Table 15
Level of Satisfaction of Milk Consumers at various factors (Rural Consumers)

Factors	Very High		High		Moderate		Low		V.Low		Total		Rank
	Res	Wegt	Res	Weigt	Res.	Wegt	Res.	Wegt	Res	Wegt	Res	Wegt	
Price	05	025	10	040	15	045	70	140	50	50	150	300	**VII**
Quality	10	050	25	100	35	105	40	080	40	40	150	375	**V**
Good Health	08	040	10	040	20	060	60	120	52	52	150	312	**VI**
Package	15	075	30	120	40	120	40	080	25	25	150	420	**IV**
Availability	40	200	20	080	20	060	40	080	30	30	150	450	**II**
Taste	25	125	30	120	30	090	40	080	25	25	150	440	**III**
Thickness	35	175	30	120	35	105	45	090	05	05	150	495	**I**

Source: Primary data

It is clear from Table 15 that, first rank (total score 495) has been attained by thickness of milk so rural consumers are highly satisfied with thickness of milk, second rank (total score 450) has been attained by availability, third rank (total score 440) has been attained by taste of milk, fourth rank (total score 420) has been attained by package and last rank (total score 300) has been attained by price of the milk so majority of consumers are highly dis-satisfied with price of the milk.It is clear that majority of rural consumers are highly satisfied with thickness of milk.Level of satisfaction of milk consumers at various factors among the urban consumers is presented in the Table 15.1

Table 15.1
Level of Satisfaction of Milk Consumers at various factors (Urban Consumers)

Factors	Very High		High		Moderate		Low		V.Low		Total		Rank
	Res	Wegt	Res	Weigt	Res.	Wegt	Res.	Wegt	Res	Wegt	Res	Wegt	
Price	32	160	28	112	30	090	40	080	20	20	150	462	IV
Quality	40	200	30	120	25	075	30	060	25	25	150	480	II
Good Health	30	150	20	080	20	060	50	100	30	30	150	420	VI
Package	18	090	22	088	26	078	34	068	50	50	150	374	VII
Availability	45	225	35	140	30	090	20	040	20	20	150	515	I
Taste	32	160	28	112	30	090	30	060	30	30	150	452	V
Thickness	35	175	30	120	30	090	25	050	30	30	150	465	III

Source: Primary data

It is clear from Table 15.1 that, first rank (total score 515) has been attained by availability of milk, second rank (total score 480) has been attained by quality of milk, third rank (total score 465) has been attained by thickness of milk, fourth rank (total score 462) has been attained by price of milk and last rank (total score 374) has been attained by package of milk. It is clear that majority of urban consumers are highly satisfied with availability of milk.

VIII. SUMMARY OF FINDINGS

From this study the researcher records the following important findings.The study reveals that majority of rural consumers are in the age group of 30 to 40 years and majority of urban consumers are in the age group of 20-30. The study reveals that majority of rural respondents are qualified with 12th standard and majority of urban consumers are qualified with Degree. The study shows that majority of rural consumers are former and majority of urban consumers are businessmen. The researcher found that majority of rural and urban consumers are male and married. The study describes that majority of rural consumers earned below Rs.3000 and majority of urban consumers earned above Rs.12000. The study shows that majority of rural consumers are using Nanjil brand and majority of urban consumers are using Aavin brand. Majority of rural consumers are highly satisfied with Nanjil brand package and majority of urban consumers are highly satisfied with Aavin brand package. Majority of rural and urban consumers feels that Arokya brand price is very high. Majority of rural and urban consumers feels that Arokya brand taste is very good. Majority of rural respondents are using the same brand for the reason of ideal price and majority of urban respondents are using the same brand for the reason of easy availability. Majority of consumers would purchase the same brand in future. Majority of the rural and urban consumers are facing milk turning-sour at the time of using milk. Majority of rural consumers prefer the particular brand reason for normal price and majority of urban consumers prefer the particular brand reason for best quality of milk. Majority of rural consumers are highly satisfied with thickness of milk and majority of urban consumers are highly satisfied with easy availability of milk.

IX. SUMMARY OF SUGGESTIONS

The present study reveals about the brand preference of packed milk among the rural and urban consumers in kanyakumari District. The researcher grasped up various factors and summed up them. Relevant suggestions to solve the problems of rural and urban consumers are given below: Majority of rural and urban buyers felt that some branded milk supply was poor in quality. The researcher suggests that the quality of milk may be improved and modified according to the taste of the consumers. Some respondents opined that buyers have not identified their brand milk because of the package colour, size and designs as it imitates or resembles that of other branded milk. The researcher suggest to the manufacturers should concentrate on the package design and models so as to differentiate from the other brands of milk. Majority of respondents opined that the branded milk price is too high. The researcher suggests that the companies which produce branded milk should maintain reasonable price for their brand, it will certainly induce the new customer who belongs to the middle and the lower classes. Majority of respondents felt that the popular brands are not available in their residential area. The researcher suggests that the manufacturers can take good measures to distribute their brand in all places of kanyakumari District (particularly Aavin take necessary steps to distribute their brand to rural areas). Many respondents felts that many branded milk are not given sufficient advertisement. The results of the study show that the markerters of the branded milk must be efficient and plan their advertising as a strategy to make and impact on the minds of potential buyers. “Television advertisement” is effective. The researcher observes that the consumption pattern of milk is completely differ in rural and urban areas and the growth of urbanization may change the consumption pattern of milk even among the rural consumers.

The producers have to accept the changing scenario and formulate their marketing strategies to sell their products. Marketing strategies may be focused on two aspects, namely, physical and promotional aspects. The importance of the twoe aspects is completely different in the rural and urban market. So, it is the right time to discriminate between the marketing strategies to position the product in two different markets.

X. CONCLUSION

The study "Brand Preference of Milk in rural and urban consumer" determines how far the consumers are satisfied with the overall performance of the branded milk producers. Now the dairy industry is facing tremendous competition and many private companies enter into this field. In order to sustain in the market by giving better service, a company should always try to find out the satisfaction level of the consumers and should take all necessary steps and measures to retain the customers

REFERENCES:

[1] Acharaya B.K "Marketing and Sales Management", (1985) Himalaya Publishing House, Mumbai.
[2] Arun Kumar, Meenaksh N"Marketing Management",(2006) Vikas Publishing house, New Dehi.
[3] David L Louden and Albert J. "Consumer Behaviour concepts and applications" Mc.Graw-Hill Book Company, Singapore.
[4] Milk Procurements and technical inputs manual, National Dairy Development board Anands.
[5] Loison T.M. "Elements of Dairying"
[6] Rajagopal, "Rural Marketing", Discovery publishing House, New Delhi.
[7] Kubendran V., Vanniarajan T. "Comparative Analysis of Rural and urban consumers on milk consumption" Indian Journal of Marketing, Dec.,2005.
[8] Jayanthi J "Dairy as an Instrument of women Empowerment" Southern Economist, Vol.45, Aug.15, 2006.
[9] Prashant Mishra and Upinder Dhar, "Factor influencing Brand loyalty: A comparative study of rural and urban consumer", Indian Journal of Marketing, Nov,2004
[10] Vinayak Raddy A, "Indian Dairy Scenario: An Analysi" Southern economist, Vol45, Nov.15,2006.
[11] Business today, "Indian understand the importance of Brands"Feb27-2005.
[12] Business world, "Bringing FMG back to growth" July11, 2005.
[13] Business world, "Brand (Manager proofing)", July 4, 2005.
[14] www.dairyindustry.co.in
[15] www.dairyindustry.org.on
[16] www.milkproducts.in
[17] www.milkproduction.org.in