



Brand Preference of Packed Milk- Comparative Study on Rural and Urban Consumers in Amreli District.

ABSTRACT:

Saurashtra has the highest livestock population in the Gujarat with 50 percent of the buffaloes and 20 percent of the India's cattle population, most of which are milk cows and milk buffaloes. Gujarat's dairy industry is considered as one of the most successful development programmes in the post-Independence period. In the year 2009-10 the total milk production in the Gujarat was over 134.6 million tonnes with a per capita availability of 329 grams per day. The industry had been recording an annual growth of 4.87 percent during the period 1995-2008, which is almost 3.25 times the average growth rate of the dairy industry in the India. Milk processing in India is around 38 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 235 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 is the largest milk producer country among the world, which is the prestigious matter for the country. Among the estimates of total milk production of the country, Gujarat state gives about 7.79% contribution and also enjoys Fourth rank among the all state & union territory of the country in the year 2012-13. **Gujarat state had contributed 1.55% milk towards the whole world's milk production in the year 2010. This is the unique mile stone for the state.** In the year 2012-13 estimated milk yield per day per in milk animal of various category viz. crossbred cow, indigenous cow, buffalo and goat of the Gujarat state is 8.81kgs., 3.95 kgs., 4.78 kgs, and 0.43 kgs, Respectively. Whereas milk yield per day of India is 7.02 kgs, 2.36 kgs, 4.80 kgs, & 0.43 kgs, respectively, this shows high productivity as compared to national average (Except Buffalo?)

Gujarat has the highest livestock population in the India with 65 percent of the buffaloes and 30 percent of the India's cattle population, most of which are milk cows and milk buffaloes. Gir region buffaloes and cow are the famous all over the world. Gujarat'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 and every year growth in it. India rank first in milk production, according for 18.5% of world production, achieving an annual output of 146.3million tones during 2014-15 as compare to 137.69 million tonnes during 2013-14 recording a growth of 6.26%. 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. Uttar Pradesh, Punjab, Haryana, Rajasthan, Gujarat, Maharashtra and many other states are the milk surplus states in India. 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.

The livestock population is projected to increase to 322 million by the year 2015. The forest area, which was a major source of grazing, is no longer available to livestock breeder's 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.

Year wise estimated milk production and Procurement, Gujarat State

Sr. No	Year	Production		Procurement	
		Annual Production ('000 M.T)	Lakh Litre Per Day	Lakh Litre Per Day	Daily Milk Procurement In % To Total Production
1	2002-03	6420.21	170.77	50.70	29.69
2	2003-04	6745.41	179.42	58.52	32.62
3	2004-05	6960.00	185.13	64.17	34.66
4	2005-06	7533.10	200.38	66.69	33.28
5	2006-07	7911.73	209.87	76.49	36.45
6	2007-08	8387.18	223.09	86.93	38.97
7	2009-2010	8842.84	235.21	94.11	40.01
8	2010-2011	9320.84	247.93	94.58	38.15
9	2011-2012	9816.51	260.40	101.38	38.93
10	2012-2013	10314.63	274.36	117.33	42.76

Source by: 30th SURVEY REPORT ON ESTIMATES OF MAJOR LIVESTOCK PRODUCTS FOR THE YEAR 2012-2013 GUJARAT STATE

II. Dairy industry in Gujarat:

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. Gujarat is famous through AMUL. It provides livelihood to millions of small and marginal farmers in the state. Milk and milk products provide essential nutrition to all walks of life. Gujarat 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 in Saurashtra, due to monsoon failure but dairying never fails and gives them regular, steady income.

III. STATEMENT OF THE PROBLEM:

Milk producers in Gujarat 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 Gujarat [**in 2011-12 - 2058.80 tones; 2012-13 -2176.75 tones**] is very low. Increase in animal productivity is to be

achieved through upgrading of breeds and better feeding and grazing practices. 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 are 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 brands of milk.
- To find out the reasons for switchover from one brand to other brand of milk.

IV. METHODOLOGY

This study is based on most of primary and limited on secondary data. The data which are collected in a fresh manner and it is not available is termed as primary data. For the purpose of collecting primary data with related 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 and govt. of India and Gujarat.

V. SAMPLE DESIGN

The researcher has adopted convenient sampling technique for data collection. The Amreli District consists of **627** villages (that is rural areas) and **11** towns (that is urban areas). The researcher has taken 350 samples for the present study, which comprises of 175 respondents from the rural areas and 175 respondents from urban areas. For the present study the researcher select seven popular branders' milk in Amreli District (Sheetal, Gauri, Dhara, Amul, Mahi, Gokul and Sagar)

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. 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 Amreli District in various aspects.

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

Table 1
Age of the Respondents Age

Age (Years)	Rural		Urban		Total	
	Resp.	Percentage	Resp.	Percentage	Resp.	Percentage
Less than 20	15	08.57	25	14.28	40	11.43
20 -30	35	20.00	50	28.57	85	24.29
30-40	62	35.43	42	24.00	104	29.71
40-50	40	22.86	32	18.29	72	20.57
50 above	23	13.14	26	14.86	49	14.00
Total	175	100	175	100	350	100

Source: Primary data

It is clear from Table 1 that, among the 175 rural milk consumers, 62 respondents (35.43 percent) are in the age group of 30 – 40, 40 respondents (22.86 percent) are in the age group of 40 – 50, 35 respondents (20.00 percent) are in the age group of 20 – 30, 23 respondents (13.14 percent) are in the age group of above 50 years and only 15 respondents (8.57 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 175 urban milk consumers, 50 respondents (28.57 percent) are in the age group of **20-30**, 42 respondents (24.00 percent) are in the age group of **30-40**, 32 respondents (18.29 percent) are in the age group of **40-50** and **less than 20** and only 25 respondents (14.28 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 (29.71 percent) are in the age group of **30-40**.

- 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

Graduation	Rural		Urban		Total	
	Resp.	Percentage	Resp.	Percentage	Resp.	Percentage
Illiterate	21	12.00	02	01.14	23	06.57
1 st to 12 th Std.	64	36.57	17	09.71	81	23.15
Graduate	37	21.14	60	34.29	97	27.71
Post Graduate	28	16.00	56	32.00	84	24.00
Professional	25	14.29	40	22.86	65	18.57
Total	175	100	175	100	350	100

Source: Primary data

It is clear from Table 2 that, among the rural respondents, 64 respondents (36.57 percent) have the educational qualification of 1st standard to 12th standard, 37 respondents (21.14 percent) are qualified with Degree, 28 respondents (16 percent) are qualified with Post Graduate Degree, 25 respondents (14.29 percent) are qualified with professional courses and only 21 respondents are illiterate. It is clear that majority of rural respondents are qualified with 12th standard.

Among the urban consumers, 60 respondents (34.29 percent) are qualified with Degree, 56 respondents (32 percent) are qualified with Post Graduate Degree, 40 respondents (22.86 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.

- 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.	Percentage	Resp.	Percentage	Resp.	Percentage
Govt. Employee	14	08.00	36	20.57	50	14.29
Private Employee	29	16.57	46	26.29	75	21.43
Businessmen	30	17.14	56	32.00	86	24.57
Dependant	41	23.43	30	17.14	71	20.28
Farmers/ Hawkers	61	34.86	07	04.00	68	19.43
Total	175	100	175	100	350	100

Source: Primary data

It is clear from Table 3 that, among the rural milk consumers, 61 consumers (34.86 percent) are farmers and Hawkers, 41 consumers (23.43 percent) are dependent, 30 consumers (17.14 percent) are businessmen, 29 consumers (16.57 percent) are private employee and only 14 consumers (8 percent) are Government employee. It is clear that majority of rural consumers are farmers and Hawkers.

Among the urban milk consumers, 56 consumers (32 percent) are businessmen, 46 consumers (26.29 percent) are private employee, 36 consumers (20.57 percent) are Government employee, 30 consumers (17.14 percent) are dependent and only 07 consumers are farmers and Hawkers.

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

- 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.	Percentage	Resp.	Percentage	Resp.	Percentage
Male	82	46.86	105	60	187	53.43
Female	93	53.14	70	40	163	46.57
Total	175	100	175	100	350	100

Source: Primary data

It is clear from Table 4 that, among the urban milk consumers, 93 consumers (53.14 percent) are female and 82 consumers (46.86 percent) are male. It is clear that majority of rural consumers are female.

Among the urban milk consumers, 105 consumers (60 percent) are male and the remaining 70 consumers (40 percent) are female. It is clear that majority of urban consumers are male.

Among the total consumers, majority of consumers are male.

- **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.	Percentage	Resp.	Percentage	Resp.	Percentage
Married	140	80	111	63.43	251	71.71
Un-Married	035	20	064	36.57	099	28.29
Total	175	100	175	100	350	100

Source: Primary data

It is clear from Table 5 that, among the rural milk consumers, 140 consumers (80 percent) are married and only 35 consumers (20 percent) are unmarried. It is clear that majority of rural consumers are married.

Among the urban milk consumers, 111 consumers (63.43 percent) are married and 64 consumers (36.57 percent) are unmarried. It is clear that majority of urban consumers are married. Among the total consumers, majority of milk consumers are married.

- **Monthly Income of the Respondents:**

Monthly income is one of the important factors 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.	Percentage	Resp.	Percentage	Resp.	Percentage
Below Rs.9,000	64	36.57	09	05.14	73	20.86
Rs.9,000 to Rs. 18,000	37	21.15	23	13.14	60	17.14
Rs.18,000 to Rs.25,000	28	16.00	39	22.28	67	19.14
Rs.25,000to Rs.30,000	25	14.28	48	27.44	73	20.86
Rs.30,000 to above	21	12.00	56	32.00	77	22.00
Total	175	100	175	100	350	100

Source: Primary data

It is clear from Table 6 that, among the rural milk consumers, 64 consumers (36.57 percent) earned below Rs.9,000, 37 consumers (21.15 percent) earned Rs.9,000 to Rs.18,000, 28 consumers (16 percent) earned Rs.18,000 to Rs.25,000, 25 consumers (14.28 percent) earned Rs.25,000 to Rs.30,000 and only 21 consumers (12 percent) earned above Rs.30,000. It is clear that majority of rural consumers earned below Rs.9,000.

Among the urban milk consumers, 56 consumers (32 percent) earned above Rs.30,000, 48 consumers (27.44 percent) earned Rs.25,000 to Rs.30,000, 39 consumers (22.28 percent) earned Rs.18,000 to Rs.25,000, 23 consumers (13.14 percent) earned Rs.9,000 to Rs.18,000 and only eight consumers earned below Rs.9,000. It is clear that majority of urban consumers earned above Rs.30,000.

Among the total consumers majority of consumers are earned above Rs.30,000.

- Brand Choice of the Respondents:

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

Table 7
Brand Choice of the Respondents

Brand Name	Rural		Urban		Total	
	Resp.	Percentage	Resp.	Percentage	Resp.	Percentage
Amul	19	10.86	93	53.14	112	32.00
Sheetal	72	41.14	34	19.43	106	30.29
Mahi	41	23.43	23	13.14	64	18.28
Dhara	08	04.57	06	03.43	14	04.00
Gauri	09	05.14	05	02.86	14	04.00
Gokul	14	08.00	09	05.14	23	06.57
Sagar	12	06.86	05	02.86	17	04.86
Total	175	100	175	100	350	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, 72 consumers (41.14 percent) are using Sheetal brand, 41 consumers (23.43 percent) are using Mahi brand, 19 consumers (10.86 percent) using Amul brand, 14 consumers (8 percent) are using Gokul brand, 12 consumers (6.86 percent) are using Sagar brand, 9 consumers (5.14 percent) using Gauri brand and only 8 consumers are using Dhara brand. It is clear that majority of rural consumers are using Sheetal brand.

Among the urban consumers, 93 consumers (53.14 percent) are using Amul brand, 34 consumers (19.43 percent) are using Sheetal brand, 23 consumers (13.14 percent) are using Mahi brand, 9 consumers (5.14 percent) are using Gokul brand and only 5 consumers (2.86 percent) are using Sagar and Gauri brand.

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

- 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
	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	
Amul	16	080	23	092	70	210	35	070	31	031	175	483	III
Sheetal	70	350	41	164	29	087	23	046	12	012	175	659	I
Mahi	43	215	47	188	44	132	29	058	12	012	175	605	II
Dhara	07	035	17	68	35	105	47	094	69	069	175	371	V
Gauri	12	060	14	056	26	078	41	82	83	083	175	359	VI
Gokul	16	080	29	116	41	123	58	116	30	030	175	465	IV
Sagar	09	045	13	052	24	072	41	82	87	087	175	338	VII

Source: Primary data

It is clear from Table 8 that, Sheetal brand package is very good it has been attained **first** rank (total score 659), **second** rank (total score 605) has been attained by Mahi brand also very good, **third** rank (total score 483) has been attained by Amul brand, **fourth** rank (total score 465) has been attained by Gokul brand and last rank (total score 338) has been attained by Sagar brand. It is clear that majority of rural consumers are highly satisfied with Sheetal 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
	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	
Amul	82	410	35	140	29	087	17	034	12	012	175	683	I
Sheetal	41	205	29	116	41	123	35	070	29	029	175	543	II
Dhara	29	145	23	092	41	123	41	082	41	041	175	483	III
Mahi	09	045	17	068	30	090	47	094	72	72	175	369	IV
Gauri	07	035	12	048	23	069	58	116	75	075	175	343	V
Gokul	06	030	13	052	26	078	52	104	78	078	175	342	VI
Sagar	03	015	12	048	26	078	58	116	76	076	175	333	VII

Source: Primary data

It is clear from Table 8.1 that, **Amul** brand package is very good it has been attained by first rank (total score 683), second rank (total score 543) has been attained by **Sheetal** brand, third rank (total score 483) has been attained by **Dhara** brand, fourth rank (369) has been attained by **Mahi** brand, fifth rank (total score 343) has been attained by **Gauri** brand and last rank (total score 333) has been attained by Sagar brand.

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

- 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	V.High (5)		High (4)		Moderate (3)		Low(2)		Very Low(1)		Total		Rank
	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	
Amul	47	235	17	068	23	069	41	082	47	047	175	501	I
Sheetal	17	085	29	116	35	105	47	094	47	047	175	447	IV
Dhara	17	085	23	092	47	141	47	094	41	041	175	453	III
Mahi	26	130	21	084	49	147	44	088	35	035	175	484	II
Gauri	17	085	29	116	35	105	47	094	47	047	175	447	IV
Gokul	21	105	23	092	35	105	49	098	47	047	175	447	IV
Sagar	23	115	23	092	23	069	47	094	59	059	175	429	V

Source: Primary data

It is clear from Table 9 that, first rank (total score 501) has been attained by Amul brand so the rural consumers feel that price is very high, second rank (total score 484) has been attained by Mahi brand, third rank (total score 453) has been attained by Dhara brand, fourth rank (total rank 447) has been attained by Sheetal; Gauri and Gokul brand, fifth rank (total score 429) has been attained by Sagar brand so majority of rural consumers feels that Sagar brand price is very low. It is clear that Amul 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	V.High (5)		High (4)		Moderate (3)		Low(2)		Very Low(1)		Total		Rank
	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	
Amul	29	145	35	140	52	156	35	070	24	24	175	535	I
Sheetal	21	105	27	108	48	144	42	84	37	37	175	478	III
Dhara	21	105	25	100	47	141	47	94	35	35	175	475	IV
Mahi	23	115	26	103	51	154	54	107	21	21	175	500	II
Gauri	19	095	23	092	47	141	58	116	28	28	175	472	V
Gokul	14	070	21	084	58	174	44	088	38	38	175	454	VI
Sagar	09	045	17	068	064	192	48	096	37	37	175	438	VII

Source: Primary data

It is clear from Table 9.1 that, first rank (total score 535) has been attained by Amul brand, so the urban consumers feels that price is very high, second rank (total score 500) has been attained by Mahi brand, third rank (total score 478) has been attained by Sheetal brand, fourth rank (total score 475) has been attained by Dhara brand, fifth rank (total score 472) has been attained by Gauri brand, sixth rank

(total score 454) has been attained by Gokul brand and last rank (total score 438) has been attained by Sagar brand, so the majority of urban consumers feels that price is very low. It is clear that Amul brand price is very high.

- 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	V.Good (5)		Good (4)		Moderate (3)		Low(2)		Very Low(1)		Total		Rank
	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	
Amul	12	060	17	068	44	132	58	116	44	44	175	420	IV
Sheetal	28	140	26	104	76	228	35	070	10	10	175	552	I
Dhara	24	120	23	092	61	183	48	096	19	19	175	510	II
Mahi	23	115	23	92	47	141	56	112	26	26	175	486	III
Gauri	10	050	12	048	52	156	61	122	40	40	175	416	V
Gokul	09	045	15	060	48	144	56	112	47	47	175	408	VI
Sagar	07	035	13	052	38	114	64	128	53	53	175	382	VII

Source: Primary data

It is clear from Table 10 that, first rank (total score 552) has been attained by Sheetal brand, so the majority of consumers feels that taste is very good, second rank (total score 510) has been attained by Dhara brand, third rank (total score 486) has been attained by Mahi brand, fourth rank (total score 420) has been attained by Auml brand and last rank (total score 382) has been attained by Sagar brand so the majority of rural consumers feels that taste is very poor. It is clear that majority of rural consumers feels that Sheetal 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 (Urban Consumers)

Brand Name	V.Good (5)		Good (4)		Moderate (3)		Low(2)		Very Low(1)		Total		Rank
	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	
Amul	29	145	30	120	41	123	52	104	23	23	175	515	I
Sheetal	21	105	23	092	41	123	49	147	41	41	175	508	III
Dhara	23	115	29	116	35	105	64	128	24	24	175	488	IV
Mahi	27	135	29	116	38	114	64	128	17	17	175	510	II
Gauri	16	080	21	084	47	141	52	104	40	40	175	449	V
Gokul	19	095	21	084	35	105	65	130	35	35	175	449	V
Sagar	17	085	19	076	34	102	69	138	36	36	175	437	VI

Source: Primary data

It is clear from Table 10.1 that, first rank (total score 515) has been attained by Amul brand so majority of urban consumers feels that taste is very good, second rank (total score 510) has been attained

by Mahi brand, third rank (total score 508) has been attained by Sheetal brand, fourth rank (total score 488) has been attained by Dhara brand, fifth rank (total score 449) has been attained by Gauri and Gokul brand and last rank (total score 437) has been attained by Sagar. It is clear that majority of urban consumers feels Amul brand taste is very good.

- 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

Income	Rural		Urban		Total	
	Resp.	Percentage	Resp.	Percentage	Resp.	Percentage
Liked by all family members	23	13.14	29	16.57	52	14.86
Ideal price	56	32.00	35	20.00	91	26.00
High quality	41	23.43	41	23.43	82	23.43
Easy Availability	47	26.86	58	33.14	105	30.00
Good Package	08	04.57	12	06.86	20	05.71
Total	175	100	175	100	350	100

Source: Primary data

It is clear from Table 11 that, among the rural respondents, 56 consumers (32 percent) are using the same brand for the reason of ideal price, 47 consumers (26.86 percent) are using the same brand for the reason of easy availability, 41 consumers (23.43 percent) are using high quality, 23 consumers (13.14 percent) are using the same brand for the reason of liked by all family members and only 08 consumers (4.57 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, 58 consumers (33.14 percent) are using the same brand reason for easy availability, 41 consumers (23.43 percent) are using the same brand reason of high quality, 35 consumers (20 percent) are using the same brand reason of ideal price and only 12 consumers (6.86 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.

- 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

Income	Rural				Urban				Total			
	Yes		No		Yes		No		Yes		No	
Amul	38	27.14	00	00	72	57.15	04	8.16	110	41.35	04	4.77

Sheetal	72	51.43	00	00	20	15.87	06	12.24	092	34.58	06	7.14
Dhara	04	02.86	05	14.29	06	04.76	02	4.09	010	03.76	07	8.33
Mahi	15	10.72	00	00	25	19.84	00	00	040	15.04	00	0.00
Gauri	05	03.57	08	22.86	00	00	15	30.61	005	01.88	23	27.38
Gokul	03	02.14	12	34.29	00	00	10	20.41	003	01.13	22	26.19
Sagar	03	02.14	10	28.56	03	02.38	12	24.49	006	02.26	22	26.19
Total	140	100	35	100	126	100	49	100	266	100	84	100

Source: Primary data

It is clear from Table 12 that, out of 175 rural consumers, 140 consumers opined that they would purchase the same brand in future and the remaining 35 consumers would not purchase the same brand in future. Out of 175 urban consumers, 126 consumers' opined that they would purchase the same brand in future and the remaining 49 consumers would not purchase the same brand in future. Among the total consumers majority of consumers would purchase the same brand in future.

- 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

No	Reason	Garrett Mean Score (Average Score)	Rank
1	Milk turning-sour	73.68	I
2	Not preserving for long days	65.78	IV
3	Short supply	53.55	VII
4	In-proper door delivery	56.32	VI
5	Low Quality	59.82	V
6	High Price	69.78	II
7	Adulteration	66.84	III

Source: Primary data and calculated data

It is clear from Table 13 that, **first** rank (Avg. score 73.68) has been attained by milk turning-sour, **second** rank (Avg. Score 69.78) has been attained by high price, **third** rank (Avg. Score 66.84) has been attained by Adulteration, **fourth** rank (Avg. Score 65.78) has been attained by not preserving for long days, **fifth** rank (Avg. Score 59.82) has been attained by low quality of milk, sixth rank (Avg. Score 56.32) has been attained by In-proper door delivery of milk and last rank (Avg. Score 53.55) has been 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 urban 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

No	Reason	Garrett Mean Score (Average Score)	Rank
1	Milk turning-sour	67.65	I
2	Not preserving for long days	44.51	VII

3	Short supply	48.89	VI
4	In-proper door delivery	55.78	III
5	Low Quality	52.74	IV
6	High Price	58.13	II
7	Adulteration	51.20	V

Source: Primary and calculated data

It is clear from Table 13.1 that, **first** rank (Avg. Score 67.65) has been attained by milk turning-sour, **second** rank (Avg. Score 58.13) has been attained by high price, **third** rank (Avg. Score 55.78) has been attained by In-proper door delivery, **fourth** rank (Avg. Score 52.74) has been attained by low quality of milk, **fifth** rank (Avg. Score 51.20) has been attained by adulteration and last rank (Avg. Score 44.51) 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.

- 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

No	Reason	Garrett Mean Score (Average Score)	Rank
1	Easy Availability	54.98	III
2	Normal Price	62.72	I
3	Best Quality	54.52	IV
4	Brand Name	44.32	VII
5	Any time available	51.25	V
6	Thickness	59.58	II
7	No Bacteria/No fat	47.26	VI

Source: Primary and Calculated data

It is clear from Table 14 that, **first** rank (Avg. Score 62.72) has been attained by normal price of milk, **second** rank (Avg. Score 59.58) has been attained by thickness of milk, **third** rank (Avg. Score 54.98) has been attained by easy availability of milk, **fourth** rank (Avg. Score 54.52) has been attained by best quality of milk and **last** rank (Avg. Score 44.32) 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

No	Reason	Garrett Mean Score (Average Score)	Rank
1	Easy Availability	61.46	II
2	Normal Price	57.25	IV
3	Best Quality	66.43	I
4	Brand Name	59.97	III
5	Any time available	51.86	VI
6	Thickness	55.12	V
7	No Bacteria/No fat	47.20	VII

Source: Primary and Calculated data

It is clear from Table 14.1 that, **first** rank (Avg. Score 66.43) has been attained by best quality, **second** rank (Avg. Score 61.46) has been attained by easy availability, **third** rank (Avg. Score 59.97) has been attained by brand name, **fourth** rank (Avg. Score 57.25) has been attained by normal price and **last** rank has been attained by no bacteria and no fat. 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 (5)		High (4)		Moderate (3)		Low (2)		Very Low (1)		Total		Rank
	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	
Price	29	145	35	140	35	105	47	094	29	029	175	513	III
Quality	12	060	29	116	41	123	47	094	46	046	175	439	V
Package	09	045	12	048	23	069	70	140	61	061	175	363	VI
Availability	47	235	23	092	23	069	47	094	35	035	175	525	II
Good Health	06	030	12	048	17	051	82	164	58	058	175	351	VII
Taste	17	085	35	140	47	141	47	094	29	029	175	489	IV
Thickness	41	205	35	140	41	123	52	104	06	06	175	578	I

Source: Primary data

It is clear from Table 15 that, first rank (total score 578) has been attained by thickness of milk so rural consumers are highly satisfied with thickness of milk, second rank (total score 525) has been attained by availability, third rank (total score 513) has been attained by price of milk, fourth rank (total score 489) has been attained by taste and last rank (total score 351) has been attained by Good health of the milk so majority of consumers are highly dis-satisfied with Good health 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 (5)		High (4)		Moderate (3)		Low (2)		Very Low (1)		Total		Rank
	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	Resp.	Weight	
Price	17	085	35	140	47	141	47	094	29	029	175	489	IV
Quality	47	235	23	092	23	069	47	094	35	035	175	525	II
Package	06	030	12	048	17	051	82	164	58	058	175	351	VII
Availability	41	205	35	140	41	123	52	104	06	06	175	578	I
Good Health	09	045	12	048	23	069	70	140	61	061	175	363	VI
Taste	12	060	29	116	41	123	47	094	46	046	175	439	V
Thickness	29	145	35	140	35	105	47	094	29	029	175	513	III

Source: Primary data

It is clear from Table 15.1 that, first rank (total score 578) has been attained by availability of milk, second rank (total score 525) has been attained by quality of milk, third rank (total score 513) has been attained by thickness of milk, fourth rank (total score 489) has been attained by price of milk and last rank (total score 351) 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 farmers/ Hawkers 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.9, 000 and majority of urban consumers earned above Rs.30, 000. The study shows that majority of rural consumers are using Sheetal brand and majority of urban consumers are using Amul brand. Majority of rural consumers are highly satisfied with Sheetal brand package and majority of urban consumers are highly satisfied with Amul brand package. Majority of rural and urban consumers feels that Amul brand price is very high. Majority of rural and urban consumers feels that Amul 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 Amreli 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 Amreli District (particularly Amul 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 marketers of the branded milk must be efficient and plan their advertising as a strategy to make an impact on the mind of potential buyers. "Local TV Channel advertisement" is effective. The researcher observes that the consumption pattern of milk is completely differing 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. The importance of the two 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.

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