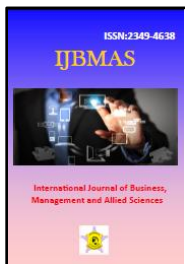

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**CONSUMER PREFERENCE FOR BRANDED MILK AND NON-BRANDED
MILK IN PUNJAB**

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ABSTRACT

India is one of the main makers of milk and milk items and assumes a striking position in the world's delineate. Punjab is one of the most elevated milk creating state of India. Specialist characterizes Milk and dairy item customers into two classes as brand clients and non-brand clients. The two kinds are utilizing dairy items yet their sources of items are unique. It is to be viewed as that branded items are more hygiene, sheltered and as per Indian food safety measures, however next to these certainties lots of purchasers are utilizing non-branded dairy items in light of their own reasons. So in this paper author tries to contrast these two sorts of customers and their reason. This paper will dissect the purposes for the employments of non-branded items. Milk production in India is around 35 percent, of which the organized dairy industry represents 13 percent of the milk created, while whatever remains of the milk is either devoured at cultivate level, or sold as new, non-purified milk through chaotic channels. Dairy Cooperatives represent the real offer of prepared fluid milk advertised in the India.

KEYWORDS –Milk, Milk Products, Consumer Preference, Branded, Dairy.

1. INTRODUCTION

Today India is one of the biggest milk delivering nations on the planet. The improvement in dairy segment in India is a standout amongst the best advancement projects of India particularly after the independence. This part merits an assignment since when the world milk generation demonstrated a negative development of 2%, it indicated expanded development rate of 4%. In any case, the interest for the milk is still more than its supply on the grounds that the aggregate evaluated request of the aggregate populace of India is 80 million tones yet the supply is assessed 72 billion tones. Amid the time of 1993-2005, a yearly development of 4% is recorded by the division, which is relatively equivalent to 3 times of normal development rate of the dairy segments on the planet while in the time of 2006-2007, the aggregate milk generation was more than 94.6 million tones with a for every capita accessibility of 229 gm for each day in the nation. With the present level of milk creation, India has developed as the biggest milk delivering nation on the planet and a generation level of 135

million tons is normal till the year 2016, on the grounds that Highest animals populace are accessible in India. Add up to 278 million animals are found in India which incorporate 180.5 million cattle, 82.8 million buffaloes, 4 million sheep and 9.2 million goats and this populace of domesticated animals is likewise anticipated that would increment to 322 million till the year 2016 [1].

Branded dairy industry in India is around 35%, of which the composed dairy industry represent 13% of the milk created, while whatever is left of the milk is sold through disorderly channels. In India dairy business has been seen as rural cottage industry throughout the years. Sorted out division of dairy began with the foundation of branded dairy ranches and co-agent milk unions with the commitment of white upheaval. Since Independence this Industry has made high development. The organized dairies in India have been effectively occupied with the normal business creation of purified packaged milk for Indian dairy items. Presently outside world have a chances to put resources into world's biggest and quickest developing dairy industry by signing joint endeavors or by sending out from India. [2]

1.1 Dairy industry in Punjab

Advance of Punjab's economy had been begun from its creation. Its yearly normal development rate in the previous eight years (2005-06-2012-13) is 8.8% higher than 8.0% development rate of entire nation in spite of its aggregate geological zone, which is 2.4% of the geological region of the nation. The commitment of state in national GDP is 3.4 % as on 2012-13. The state is isolated into many locale inside these lots of urban areas and towns exists. Punjab is one of the wealthier conditions of India and had the second most noteworthy per capita salary in the nation including the biggest number of rural crorepatis in India. In 2013-14, Punjab 's PCI was about `1.33 lakh while the across the country normal was about `74. Punjab is a standout amongst the most dynamic conditions of India. All three segments as essential, auxiliary and tertiary areas are developing colossally. Commitment of dairy industry in essential division of Punjab. It implies in all finished world Punjab is where the staple nourishment is milk and milk items. Consumption perspective as well as underway perspective Punjab is in positions. Punjab is main residences of overall renowned type of buffaloes for profitability are "murreh" and "punjabi". Punjab dairy industry can be arrange into two general classifications as organized and un-organized. Organized division can be co-agent and private. These areas are enlisted under MMPO-1992, and guarantee their cleanliness, quality, amount, costs, and conveyance according to standards and controls. It incorporates branded dairy items as Amul, Vita, Mother Dairy, Lakshya and some more. Then again non- organized segment is unrecorded, unhygienic, unregulated and wild. It incorporates free milk, cheddar and curd from halwais and so on the two areas are winning in Punjab yet extent of sloppy segment is more than organized part. Utilization example of both branded and unbranded items are diverse in provincial and urban regions.

2. OBJECTIVE OF THE STUDY

- To study the consumer preference on purchase of branded v/s non-branded milk and milk products.
- To study the customer attitudes towards various milk dairies as compared to the branded milk companies.

3. LITERATURE REVIEW

Kumar et al. (1987) [3] inspected the components impacting the purchasing behaviour of 200 respondents for different diary items. Nation of starting point and brand of the items were cross-classified against age, sex and salary. Results uncovered that the considered elements were autonomous of age, instruction and pay. The brand picture appeared to be more critical than the inception of the item, since the shoppers were pulled in by the brands.

Shanthi (1987) [4] examined consumer preference for 'Aavin' milk and its items in Royapettah and Mylapore. It was discovered that great quality combined with the cost was the primary purpose behind buyer inclination for milk and milk items. Amend weight and comfort found the second place

and third place with cleanliness coming next. The amount of milk buy expanded with the expansion in the extent of the family. It was likewise discovered that utilization of Aavin milk did not increment with increment in pay.

Borah and Saikia (1996) [5] examined the purchaser's preference to milk and milk items in greater Guwahati. The investigation uncovered that the private division filled in as the greatest provider of milk. A base level of buyers never bought milk for utilization. Inclination for morning milk was higher than that for night milk.

Jain and Sharma (1999) [6] led an investigation on customer opinion for buy of milk and milk items by gathering information from 300 example family units in Chandigarh city, 150 of every a town of Rohtak region and 100 of every two towns of Rohtak locale (Northern India) and comparative information from city, town and town families in Bangalore and Mandya region (Southern area). Sources of Purchase for milk and milk items, customers inclination for various sources, factors impacting buy decision and explanations behind not expending milk of the sorted out part and its inclination by shoppers in the southern area.

In food market there is a neck to neck rivalry amongst branded and non-branded sustenance items. Branded sustenance makers need to receive some branding procedures to get the upper hand. Gehlhar M. et al (2009) examined that for advancement in food industry marked maker can be a principle source as they have a potential for predominant return. By separating our item from rivals, a firm can get an advantage of brand initiative. So items advancement and brand administration are two fundamental methodologies embraced by worldwide food market. client desires characterize the requirements, needs and assumptions of a client about an item or administration. Client desire will be impacted by his view of the item and can be made by past involvement, promoting, noise and brand picture. Client maintenance is the exertion completed by an organization to guarantee that its client do no change over to the competition's items and administrations. Client desires are more profound and more extensive than prerequisites as they are clients recognition and basic to firm's achievement. The best methods for affecting client desire are build up truth, teach, clarify, do it in private, indicate them, at that point offer and last is adjust the give and take [7].

4. RESEARCH METHODOLOGY

This research depends on both primary and secondary information. The first run through gathered information which isn't before accessible is named as primary information. With the end goal of essential information with respects of relative examination of branded and non-branded clients, the analyst has painstakingly outlined a survey. Officially accessible data is known as secondary information. Optional information was gathered from diaries, sites, inquire about papers and magazines.

Sample Design

Since the goal of the research is to do near investigation amongst brand and non-brand client, author has utilized helpful sampling method for information gathering. The author has taken 600 sample of respondents to measure from Punjab state, out of 600 respondents 575 are substantial respondents.

5. RESULT AND DISCUSSION

5.1 Age of the respondents: The age is one of the major demographic parameter of the respondents which reflects their brand preference and their consumption way. Age wise distribution of respondents is shown in table.

Table 1 Age wise distribution of Respondents.

| S.N. | Age of Respondent | No.of Respondents |
|------|--------------------|-------------------|
| 1. | Less than 18 years | 84 |
| 2. | 18 to 35 years | 280 |
| 3. | 35 to 45 years | 140 |
| 4. | 45 to 55 years | 60 |
| 5. | More than 55 years | 36 |

5.2 *Education status of respondents*: Education level of respondents shows the awareness level of respondents about the milk items. The education wise distribution of respondents is shown in table.

Table 2: Education wise distribution of Respondents

| S.N. | Education of the Respondent | No. of respondent |
|------|-----------------------------|-------------------|
| 1. | High School | 264 |
| 2. | Intermediate | 240 |
| 3. | Graduate | 66 |
| 4. | Post graduate | 30 |
| 5. | Diploma and others | 0 |

5.3 *Favorite brands of respondents*: Although various brands of packed milk are available in the study area, the table shows the favorite brand of respondents.

Table 3 Favorite Brand of Respondents

| S.N. | Brand preferred | No. of Respondents |
|------|-----------------|--------------------|
| 1. | Amul | 66 |
| 2. | Verka | 426 |
| 3. | Motherdairy | 36 |
| 4. | Baani | 24 |
| 5. | Reliance | 18 |
| 6. | Milkfood | 12 |
| 7. | Nestle | 18 |

Preference of branded and non-branded milk on the basis of the family size.

Table 4: family size

| Family members below 12 | Braded Milk Consumers | | Unbranded Milk Consumers | |
|-------------------------|-----------------------|---------|--------------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| 0 | 238 | 59.5 | 110 | 55.0 |
| 1 | 99 | 24.8 | 59 | 29.5 |
| 2 | 53 | 13.3 | 26 | 13.0 |
| 3 | 8 | 2.0 | 3 | 1.5 |
| 4 | 2 | .5 | 2 | 1.0 |

5.4 *Reason for using branded packed milk over non-branded packed milk*: The customers incline toward a specific brand of packed milk for some reasons, for example, quality, value, accessibility and cleanliness related variables. The marketer must have analyzed the purpose behind favoring a specific brand which helps the marketer in taking different key choices. The table demonstrates the reasons of utilizing a specific brand.

Table 4: Reason for choosing the branded packed milk over non-branded milk.

| S.N. | Factor | Respondents |
|------|-------------------|-------------|
| 1. | Cost | 24 |
| 2. | Quality | 382 |
| 3. | Hygiene Related | 66 |
| 4. | Easy Availability | 120 |
| 5. | Others | 8 |

6. CONCLUSION AND SIGGESTION

The work on "Customer preference of Branded and non-Branded milk in Punjab" decides the consumer's level of fulfillment and reasons of disappointment about marked dairy items and reason

select the non-branded items. Presently the dairy business is confronting tremendous rivalry amongst branded and unbranded dairy items. Keeping in mind the end goal to support in the market, organization needs to fulfill their consumer by evacuating the reasons of disappointment and manage their customers.

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