A Study on Consumer Brand Preference towards G K Dairy with Special Reference to Thanjavur

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ABSTRACT: The purpose of this study was to compare and contrast the various strategies and approaches utilised by corporations and their impact on customer preferences. Convenience sampling was used to choose a sample of 130 customers for descriptive study. Surveys and books were used to gather primary data; secondary data was obtained from the internet. Findings from this survey show that the majority of customers are drawn to a product because of its flavour or because of the brand's promotions, discounts, and special offers. Using the findings, the researcher may learn about different marketing methods used by firms and also get insight into customer preferences and perceptions. Organizations may use the findings of this research to design clear and effective ways to attract the most customers, which will in turn help the company make more money. If a brand has a problem, it can recognise it and take action to fix it. Research shows that branding has an important impact in customer purchasing behaviour, along with other considerations like as price, flavour and promotions.

I. INTRODUCTION

Consumer brand preference is a necessary step in understanding consumer brand choice; has consequently received great concentration from marketers. Its reveal the significance of incorporating information regarding brand preference into the brand choice model. Brand preferences characterize consumer dispositions to act of kindness a particular brand. It refers to the behavioral tendencies showing the extent to which consumers to act of kindness one brand over another.

Brand preference is close to actuality in terms of showing consumer assessment of brands. In the marketplace, consumers frequently face situations of choosing from several options. Consumer preferences for brands reveal three responses such as cognitive, affective and behavioral. The cognitive mechanism encompasses the utilitarian attitude of brand essentials. The affective responses term to the degree of fondness or favoring that reflects consumer feelings towards the brand. The cognitive or behavioral tendencies are denoted by the consumers' predicted or approached act towards the object. It is the exposed preference showed in consumers' choices. Considers that the association of behavioral result likes readiness to pay and brand preference.

Brand Preference
Brand preference reflects a desire to use a particular company's products or services, even when there are equally priced and equally-available alternatives. In fact, more often than not, brand preference indicates a desire to seek out a specific product or service, even when it requires paying more or expending more effort to obtain it. Brand preference is important to companies because it provides an indicator of their customers' loyalty, the success of their marketing tactics, and the strength of their respective brands.

Purpose
Measures of brand preference attempt to quantify the impact of marketing activities in the hearts and minds of customers and potential customers. Higher brand preference usually indicates more revenues (sales) and profit, also making it an indicator of company financial performance.

Brand preference is used in many   marketing applications including copy testing, brand lift and brand valuation.

Construction
There are at least three classes of methodologies to measure brand preference: Brand choice measures – veiled choice of preferred brand from a competitive set of brands Survey questions – unveiled self-report of preferred brand

Constant sum measures – planned purchases among a competitive set of brands

FACTORS INFLUENCE OF CONSUMER BRAND PREFERENCE

These are assumed to be associated with the behavioral tendencies factors that influence the process of building your brand preference Highlight your benefits. You should understand what makes your company stand out among competitors. Remember that clients don't usually look for brands or products — they look for solutions to their problems. Therefore, you need to define your unique value proposition and talk about the benefits you offer. To make this scheme work, you should research your clients' needs and preferences to grab some insights and see the whole picture. If you genuinely believe in the uniqueness and value of your product, so will your customers.

Create customer profiles. They should include personal data about your customers that will help you understand them better. A customer profile usually consists of user gender, age, location, job, income level, and other important information. You can collect this data via subscription forms, CRM systems, surveys and polls, analytics tools, and email campaigns. You can tell the users that this data will help you craft the most relevant offers and improve customer service.

Analyze your customer behavior. User behavior on your site and social media accounts can tell much about their preferences and shopping habits. If users add items to their shopping cart without buying, reconsider the design of your checkout because it may take too long to order. If customers contact your support team with the same questions every day, they probably fail to find the answers on your site. Consider paying particular attention to your site navigation, resources available, and FAQ section. If clients never return to you to purchase again, they may question your product quality. Contact them and ask for their feedback for you to improve your services.

Increase customer engagement. People love brands that engage with their audience on socials which is the key to building a powerful emotional connection. Consider creating polls and surveys to discover your followers' opinions about your products or services and sharing some behind-the-scenes via Instagram Stories.

Support your clients at each stage of their buyer journey. Your leads won't buy your products immediately if they have difficulties with your service. Don't panic; it happens. Your task is to be one step ahead and predict these issues. Determine at which stage you lose leads, analyze the obstacles, and be proactive. A well-thought content marketing strategy will help your leads eliminate possible problems. Offer them how-to, checklists, reminders, video guides, and demos to realize how things work. Let your sales manager or customer retention team consult clients individually to understand them better.

Build customer loyalty. Loyal customers shop regularly, spend more on purchases than first- time buyers, and are a great source of word-of-mouth for your brand. They will definitely share their positive experience with friends and colleagues and, as a result, bring in new customers. To attract more devoted clients, you can hire more customer care agents, create a loyalty program, offer VIP tiers, collect customer feedback, optimize your efforts accordingly, send triggered emails, and segment your audience. Your efforts will pay off with high revenue and a strong brand reputation.

STATEMENT OF THE PROBLEM

Brand preference is an effort to recognize and forecast human action in buyingdecision. These actions can take part in a great role in prospect market potentials of packet **G K** Dairy industry in Thanjavur is fast growing and expanding one. Studies on brand preference for milk will definitely help in its future growth and development in the right direction. Brand preferences of the rural and urban consumers are vary. Some buyers are totally brand loyal, buying only one brand in a product group. Most of the buyers frequent switch over switch over to other brands. The present study has been conducted to find out the "Consumers brand preference for milk in Thanjavur".

OBJECTIVES OF THE STUDY

* To discuss the consumption pattern of the respondents towards Dairy products.
* To analyze the brand preferences and influencing factors of the respondents towardsdairy products.
* Brand preference is used in many marketing applications including in this firm
* The customers to perceive that your brand offers and best value
* The factor influence of customers brand preference in the firm
* To go into the problems faced by respondents in dairy products.
* To offer suggestions for the development of the dairy sector

SCOPE OF THE STUDY

The study that covers the attitude and perception of the consumer's preference for GK Dairy products in Thanjavur district. This will be of immense use to the marketers in the dairy industry. This study will help the private brands to improve and to bring some innovation in their products which will fulfill the needs and desires of the consumers. Moreover, this study will help the policymakers to frame the policies to improve the productivity of milk based on the increasing demand for milk and dairy products.

LIMITATION OF THE STUDY

- The research finding was applied only in Thanjavur
- The different views and opinions provided by the respondents were subjected toPersonal bias.
- The respondents may not be true in filling up the questionnaires.
- The study was only confined to 130 respondents.
- The reliability of the data may not be dependable.

II. REVIEW OF LITERATURE

Dorsch etal, 2016)1 In the present literature brand preference has been increased. There is more new innovation and creativities ideas are in the market with high risk and from that most are failed to create a market place that creates the need of the marketers to have clear cut view of success factor in branded adoption. How the consumer prefers for various good and services this is quite often explained in Theories of adoption. In brand preference profitability, risk, cost are essential and some theories are also emphasis these things. The performance of a product and its function depends on the ability of the product quality. (Kotler, 2016)2 Consumer preference explains how a consumer ranks a collection of goods or services prefers one collection over another this definition assumes that consumers rank goods or services by the amount of satisfaction, or utility, afforded. it is subjective (individual) tastes, which is measured by utility of various bundles of goods. Deeper understanding of consumer preference can help marketers' better design marketing program and build a long term relationship with consumers. Thus ,this review focus on consumer preference of people towards milk and milk product in Ethiopia. To do this literature review we exploited a wide range of secondary data sources including vocational domestic and foreign articles, publications, reports, researches, studies, and statistics.

(Adentunji etal. 2017)3 Advertisement and sales promotion create the awareness about the product; it has positive impact on sales. Innovation has always played a key role in expansion and creation of any category – the innovation in processing coupled with innovation in packaging of raw milk, paved way for an alternate healthy beverage segment. Today the packaged milk and milk-based beverage segment offers everything from plain pasteurized variants of milk such as toned milk, double toned milk, skimmed milk, ultra-high- temperature (UHT) pasteurized milk, full cream milk, standardized milk to fortified milk and slew of ready-to drink (RTD) milk-based beverages – flavored milk, milk shakes, cold

Bhanu et al., (2017)4 studied consumers' preferences for milk products in Trivandrum city (India) and revealed that almost all the households in the sample, preferred whole fluid milk. the possible reason for preferring whole milk were taste, satisfaction, quality, availability, low price and bulkiness of the product. They also reported that yogurt was the most preferred milk product by all the sample households followed by Ice-cream , ghee, butter, and cheese in their study area.

Bharat and Pradip (2017)5 have undertaken research on consumer preference towards packed and unpacked fluid milk with special reference to Veraval city. The result showed that 60.8% of respondents consumed unpacked fluid milk, 32.5% consumed packed fluid milk while 6.5% of respondents consumed both unpacked and packed fluid milk. The finding also indicates that standard quality of milk, fat level, price, freshness and availability of product were determine households' fluid milk consumption choices among packed, unpacked and both packed unpacked milk consumption choices. Investigate factors affecting consumer behavior of dairy products in Algeria using co-variance analysis. The study revealed that pasteurised milk and yoghurt have the biggest share in dairy product purchases. They also found that geographical location, number of children per household, price and monthly income were important factors driving milk consumption in Algeria.

(Martini and Forcellini 2018)6In the de-composition approach preference measures by ordinal, interval, or ratio scale; independent variables are experimentally manipulated and consumers comparatively evaluate several alternatives of

configurations of products . From this evaluation the utilities of the attributes are obtained, which are utilized later for the calculation of the utility of a specific variant of the product Pasteurization is that it renders milk such safer to drink. However, it is easy to destroy the enzymes which make milk easier to digest and alter the flavor of the milk although person who is comfortable with the pasteurized mild may not be a aware of the difference between raw milk and pasteurized milk. Consumer's behavior to product choice is greatly affected by economic circumstances

Karthik et al. (2018)7 in their study, conducted in Chittor, examined consumer perception towards organized and unorganised dairy products. The study found that large proportion of dairy products in India is marketed through unorganised sector. The Chittor district was largely dominated by the unorganised sector because of regular supply, easy availability of desired quantity, monthly credit, and door delivery. The organized sector of dairy products was preferred by the consumers considering varieties of milk, based on fat content, quality, and packaging. The study suggested that dairy companies in the district should make efforts to provide products available in the convenience stores and make door to door delivery service to tap the unorganised market. The value-added dairy products should be developed without compromising the quality, freshness, hygiene and packed products to the consumer.

Betelhem (2019)8 studied determinants of pasteurized milk brand preference of Addis Ababa milk brand customers. she found that 56.1% of the respondent consumed pasteurized milk all the times while 43.9% unpasteurized milk had consumed sometimes. Her study also revealed that marketing stimuli (product characteristics, pricing strategies, packaging ,promotion and place factors) , psychological factors (own needs at time of purchase and belief held about product and company.) and consumers' personal factors (age of household , knowledge held, occupation of household headed, family size and level of income) have the power to determine customer milk brand preference in the city.

(Iliriana Miftari, 2019)9 explained that in the compositional approach preferences measured on an interval scale and consumers comparatively evaluate the several levels of attributes of the products. From this evaluation one can estimate the utilities of these attributes that will later be utilized to compose the utility of a product in particular. On the other hand, the hybrid approach utilizes the measurements of the utility of the attributes that have been obtained in both compositional and de-compositional manner. The proliferation of nutrition

Naresh K (2020)10 reported results of a study which measured the response of consumer to promotional deals for dairy products. The objectives were to determine extent to which consumption of various dairy products was influenced by deals; to analyze response of household with various demographic characteristics; and to determine relative response for different types of promotional deals An advertisement, as defined by Hanson (1990) is consumer education, this is because advertisements are informative sources to consumers and the dairy milk market for long and it has been observed that gluts do occur at times in the market, these gluts may be due to the ignorance (lack of awareness) of the products, which now makes these products remain for longer than necessary on the shelves where they may exceed their expiry dates thereby causing losses to producer and sellers alike, the need therefore to enlighten the public (consumers) has now led marketers into spending money on enlightening the populace about the presence and importance of their products, this they do through advertising and sales promotion.

Mohammad et al.,(2020)11 examined urban consumer preferences for quality and safety attributes of meat and milk in Bangladesh using conjoint analysis. The result shows that 'low priced, low-fat, unadulterated milk from a local cow' and full-cream milk were the most preferred profile in the case of raw and pasteurized milk respectively, while high-priced, low- fat, adulterated milk from a crossbred cow' and low fat milk in a paper carton' were the least preferred in the case of raw and pasteurized milk profile respectively The result also shows that freshness, taste and purity were the most important factor for determining the quality and safety of recently purchased raw and pasteurized milk while fat content was the least important factor for determining quality and safety of recently purchased raw and pasteurized milk.

(Kotler and Keller, 2021)12 Identifying, defining, responding to and sometimes leading customer and consumer tastes and requirements will always represent the primary considerations of a marketing organization. Globally, the consumption of dairy products continues to increase in what is constantly changing market environment. Cow's milk is a natural food and is the basis for all other dairy products. We need milk for all the vitamins and minerals it contains, that are essential to a healthy life. Milk provides us with calcium which helps to maintain the strength and density of our bone. This mineral also helps to prevent bone loss.

Ingaval and Thaker (2022)13 studied consumers' preference for milk & milk products. The study revealed that the consumers preferred packed branded milk products. The consumers' purchase-decision was changed because of

availability, advertisement, product quality & price of products. The study also indicated grocery shops, bakers & sweet markets were preferred places of purchase of dairy products, some consumers preferred company outlets for their dairy products purchase.

Sumathi (2023)14 analysed the customer perception towards marketing of different brands of packaged milk at Coimbatore city, Tamil Nadu. The study found that respondents were more aware about milk brand. The respondents were highly satisfied with quantity, quality and availability of packaged milk. The study suggested that the marketing managers have to create high degree of awareness among the customers regarding milk companies and strengthen their supply chain & logistics to promote and make the product easily available to the end consumers

P.Jayakumar (2023)15 Consumers preference are influenced by psychological characteristics, personal situation, social forces, environmental influences and marketing programs .it can also be determined by observing his or her choice behavior. Several previous studies identified , different approaches for measuring consumer preferences for instance) classified measurements of consumer preferences in to three approaches namely compositional, de compositional and hybrid approaches and dairy products – rather than supplements – as the preferred source of calcium The American diet is chronically low in calcium – a nutrient that plays a valuable role in building strong bones and reducing the risk of osteoporosis. Research indicates calcium may also reduce high blood pressure and decrease the risk of heart disease and certain cancers. The latest evidence suggests that calcium may even help in the fight against obesity – which has become an epidemic in this country. Studies indicate that calcium plays a the body's natural fat burning ability and may make weight loss efforts more effective and improves the overall health condition of the consumer.

III. RESEARCH METHODOLOGY

"A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure". The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

PERIOD OF STUDY
The duration taken by the researcher for the data collection and analysis regarding the customer satisfaction of G K Dairy, Thanjavur for three months.

DATA COLLECION
The following techniques were adopted for data collection.

Primary data
Primary data was collected through face to face interviews while filling upquestionnaires (130 respondents).

Secondary data
Relevant information was gathered from magazines, newspapers and project reportsthat formed the secondary data.

Sample design
Convenience sampling techniques were used for the study.

Sample Size
The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 130 respondents.

POPULATION
The aggregate elementary units in the survey are referred to as the population. Here it covers the entire customers of G K Dairy, Thanjavur.

SAMPLING METHOD
Sampling method utilized was convenience sampling was adopted.

SAMPLING TECHNIQUES
Stratified random sampling is a method of sampling that involves the division of a population into smaller groups known as strata. In stratified random sampling,or stratification, the strata are formed based on members' shared attributes or characteristics.

SAMPLING UNIT:
In this study the researcher has addressed questionnaire to the Sample Respondents

TOOLS USED
STATISTICAL TOOLS USED

The commonly used statistical tools for analysis of collected data are:
1. Percentage analysis
2. Chi Square analysis
3. Correlation analysis
4. Anova

SIMPLE PERCENTAGE ANALYSIS
This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent.

No. of respondents

Simple percentage **=** ………………………… X 100

Total No. of respondents

CHI-SQUARE ANALYSIS
The Chi- square test is one of the simplest and most wickedly used non-parametric tests in statistical work. The quantity x^2 describes the magnitude at the discrepancy between theory and observation.

$$x^2 = \sum = \frac{(O-E)^2}{E}$$

O = Observed FrequencyE = Expected Frequency
The calculated value at Chi-square. Is compacted with the table value x^2 given degrees offreedom at a creation specific level of significance

CORRELATION
Correlation is computed into what is known as the correlation coefficient, whichranges between -1 and +1. Perfect positive correlation (a correlation co-efficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

ANOVA
Appraisal of progress, or ANOVA, is a solid certified method that is utilized to show capability between at any rate two systems or parts through importance tests. It likewise shows us an approach to manage make various appraisals a few group induces. The Anova test is performed by seeing two sorts of grouping, the variety between the model derives, comparatively as the combination inside the entirety of the models. Under alluded to equation watches out for one way Anova test encounters:

$$F = \frac{MST}{MSE}$$

IV. FINDINGS

- Majority 54.6% of the respondents are male.
- Maximum 36.2% of the respondents are Below 25 years of age group
- Maximum 40.8% of the respondents are qualified in SSLC/HSC
- Maximum 30.0% of the respondents are Rs.15,000-Rs.20,000 income.
- Majority 47.7% of the respondents are 3-5 members.
- Majority 56.2% of the respondents are Unmarried.
- Majority 33.1% of the respondents are preference to Own label.
- Maximum 39.2% of the respondents are preferred in Aroma.
- Majority 43.1% of the respondents are using Milk.
- Majority 40.8% of the respondents are consumption on 1-2 litre.
- Maximum 37.7% of the respondents are purchasing the Nearby shop.
- Maximum 28.5% of the respondents are Develop marketing strategies.
- Maximum 26.9% of the respondents are reasons for buying Correct Quantity.
- Majority 33.1% of the respondents are preferred in Good quality
- Maximum 37.7% of the respondents are purchasing to Brand image.
- Majority 40.8% of the respondents are highly satisfied with this milk.
- Majority 33.8% of the respondents are using 3- 6 months.
- Majority 40.8% of the respondents are opinion about Highly satisfied with qualityof milk.
- Majority 42.3% of the respondents are Excellent promotion efforts.
- Majority 45.4% of the respondents are Excellent brand offers.
- Majority 40.0% of the respondents are using Brand Valuation.
- Maximum 34.6% of the respondents are Attract customer.
- Majority 38.5% of the respondents are strongly agree with Support your clients.

V. SUGGESTIONS

- The milk brands have to reduce the price of the products based on the affordability of all the care of people.
- The milk vendors have to ensure that the milk is not adulterated with milk powder and water. The brand players have to ensure the availability of the products at all times forthe convenience of the people.
- The sales of expired dairy products have to be avoided by the players of dairy products. Dairy products should always be stored in a hygienic place and at a cool temperature. Awareness has to be created in the midst of the public to check the manufacturing date and expiry date before the purchase of dairy products.
- To develop the awareness among the rural areas to increase the strength of dairy products. The government should give most important in dairy products to development of rural peoples.
- The advanced breeding technologies to accelerate the development of our high potential Indian cattle and buffalo breeds are to be developed.
- Quality control methods are to be developed since milk is supplied from a large number of farmers in our country.

VI. CONCLUSION

This study "Brand Preference for milk in rural and urban consumers in Thanjavur" determines how the consumers are satisfied with the entire performance of the branded milk. In order to hold the market potentiality and prospective customer, the dairy industry shall ensure with betterment of service. The recent years the dairy industry facing hectic competition due to the entry of private concerns. A firm should always attempt to find out the satisfaction level of the consumers and must take all essential steps and measures to keephold of the customers.

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