



Brand Preferences of Intermediaries towards Milk Brands: A Study of Kurnool District in Andhra Pradesh

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Abstract: India is the world's largest dairy producer. Indian Dairy sector has grown substantively over the years. Dairy products demand in India has increased dramatically in both rural and urban sectors. However, as a larger population is migrating from rural areas to cities. Thus, creates greater demand for dairy products. Andhra Pradesh state is the one of the ten largest milk producing states in India. In the state, major milk contributors are Vijaya, Jagat, Dodla, Tirumala, Arokya and other dairy Industries. The entire producers are contributing their major contribution for securing Andhra Pradesh in to Top position in India. These dairy Industries are the major competitors of producing milk and milk products in the state of the Andhra Pradesh and they are procures milk, processes it and sells milk and milk products to consumers. It is at this juncture, a study has been conducted to examine the brand preferences of intermediaries towards milk brand in Kurnool district of Andhra Pradesh.

Key Words: Brand Preferences, Milk Brands, Branded Milk, Milk Brand Intermediaries.

Introduction: India is the world's largest dairy producer. Indian Dairy sector has grown substantively over the years. Dairy products demand in India has increased dramatically in both rural and urban sectors. However, as a larger population is migrating from rural areas to cities. Thus, creates greater demand for dairy products. Andhra Pradesh state is the one of the ten largest milk producing states in India. In the state, major milk contributors are Vijaya, Jagat, Dodla, Tirumala, Arokya and other dairy

Industries. The entire producers are contributing their major contribution for securing Andhra Pradesh in to Top position in India. These dairy Industries are the major competitors of producing milk and milk products in the state of the Andhra Pradesh and they are procures milk, processes it and sells milk and milk products to consumers. It is at this juncture, a study has been conducted to examine the brand preferences of intermediaries towards milk brand in Kurnool district of Andhra Pradesh.



Table No. 1 : Top 10 Milk Producing States in India

Rank	Name of the State	Milk (Million Tons)
1	Uttar Pradesh	23.33 Million Tons
2	Rajasthan	13.94 Million Tons
3	Andhra Pradesh	12.762 Million Tons
4	Gujarat	10.315 Million Tons
5	Punjab	9.714 Million Tons
6	Madhya Pradesh	8.838 Million Tons
7	Maharashtra	8.734 Million Tons
8	Haryana	7.04 Million Tons
9	Tamil Nadu	7.0 Million Tons
10	Bihar	6.845 Million Tons

Source: www.trendingtopmost.com

Review of Literature:

A literature review is an account of what has been published on a topic by qualified scholars and researchers. It is a text written by somebody to consider the vital points of current knowledge including supportive findings, as well as theoretical and methodological hand-outs to a particular topic. The researcher has reviewed number of articles related to the consumer attitude and their behaviour towards different products as well as milk and milk products. The reviews under this chapter not only concentrated one demographic area, but covered to determine the previous views of researchers on attitude and behaviour of customers towards any products.

Dr. S.P. Savitha (2017)¹, "A study on consumer preference towards 'AMUL PRODUCT' in Madurai city". AMUL (Anand milk produced union limited) formed in 1946, is a dairy co-operative movement in India. India largest food brand trusted Amul product for its quality and product available at affordable price. Amul product enjoying No.1 position in dairy industry this stand to further strength its position. This research is pertaining to find out the

present consumer satisfaction of Amul product. Amul product has a good reputation among the consumers in Madurai. So it can be extended to supply rural area also.

Mrs. Sonali Dhawan (2016)², "A study on consumer behaviour towards various branded and non-branded milk with special reference to Jabalpur district in Madhya Pradesh". Consumer behaviour can be defined as the behaviour that consumer display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy needs and wants. But there is a lack of awareness among the consumer about milk they are consuming. The campaign has to be run by the companies how they pasteurized the milk and how hygienic it is to use branded milk.

Akhila D and Dr. C. Boopathi (2015)³, "Consumer behaviour on Aavin milk and dairy products in Pollachi of Tamil Nadu". Tamilnadu state is one of the ten largest milk producing states in India. The aim of the study is reveal consumer perception over Aavin milk products based on their age, education,



qualification and monthly income of the consumer's family. Many people buy Aavin milk for its quality than the price. If the Aavin product is too high than other brands. The aavin take necessary steps to satisfy their consumers.

Elangovan.N and Gomatheeswaran.M (2015)⁴ focused on consumer behaviour towards various brands of milk and milk products. Consumers' lifestyles are influenced by number of factors. Like culture, subculture, values, demographic factors, social status, reference groups, household and also the internal makeup of the consumer, which are emotions, personality motives of buying, perception and learning. The study was examining the differences in consumer's behaviour with socio and economic characteristics towards brand selection.

Ananda Kumar. A and Babu.S (2014)⁵ made an attempt to find the factors affecting consumer's buying behaviour, with the focus on dairy products. The variables include packaging, cost, availability, ingredients, product popularity, product quality, product taste, etc., that influence the choice of a brand from among those in the consideration list, but may not be the most important and primary determinants for short listing brands. The study is useful to the marketers as they can create various marketing programs that they believe will be of interest to the consumers. It can also boost their marketing strategy.

Statement of the Problem : Review of previous research studies has revealed that some research gap is observed. So the present study helps to explore the

brand preferences of intermediaries towards milk and milk products.

Need for the Study : Kurnool is the Gate of the Rayalaseema region. After bifurcation of the Andhra Pradesh State, the Govt. of Andhra Pradesh giving more importance to for development of selected cities in Andhra Pradesh, Kurnool District is one among them. In this connection change in the economy and change in the preference of milk brands and milk products in the market by the intermediaries namely dealers, retailers, outlets etc. Therefore, the study on brand preferences of intermediaries towards milk and milk products in Kurnool District.

Objectives of the Study : The following are the objectives of the study

- ✓ To study the existing literature and to find research gap.
- ✓ To identify the source of brand awareness for milk and milk products.
- ✓ To examine the preferences / demand for various brands of milk and milk products.
- ✓ To offer suitable suggestions for further development of dairy industry.

Research Methodology : Research is a scientific inquiry aimed at learning new facts, testing ideas, etc. It is the systematic collection, analysis and interpretation of data to generate new knowledge and answer a certain question or solve a problem. Kurnool District, the Gateway of Rayalaseema Region in Andhra Pradesh has been selected for the study. For administrative purposes, the Kurnool district is divided in to three revenue divisions. The data collected for



the study from the selected Three Revenue Divisions namely Kurnool , Nandyal, and Adoni . The data was collected by survey method with the help of structured questionnaire. The survey method is used to get the opinions of the intermediaries of milk and milk products. The research instrument used for the survey is a well-structured questionnaire consisting of both open-ended and close-ended questions. A sample of 25

consumers from each revenue division has been selected for the study. The total resultant sample size is 75. Out of 75 consumers from each revenue division, 25 consumers were taken from urban area, 25 from suburban area and 25 from rural area representing entire spectrum of the society. After elimination of few partially unfilled questionnaires, the final resultant sample is 72.

Table No. 2 : Details of Sample Size

S.No.	Name of the Revenue Davison	Total
1.	Kurnool	25
2.	Nandyal	25
3.	Adoni	25
	Total	75

Source: Field Survey

Research Design : The study was conducted in Kurnool District. The Research study describes the Brand Preferences and different views of respondents who are dealing with milk and milk products. The researcher employs statistical techniques,

Sources of Data : The study is based on the both primary and secondary sources of data.

Primary Data : The primary data is obtained from the survey conducted in the Kurnool District with help of constructed questionnaire, which consists of open-end and close-end questions.

Secondary Data : The secondary data is obtained from the various previous research studies and articles, business magazines and other sources.

Sample Design : Sample design is a definite plan to obtain a sample from a given population. It refers to the techniques or the procedures the researchers would adopt in selection items for the sample. An attempt was made to make the sample representative to the target market for products under study.

Period of the Study: The study has been undertaken from 2014 to 2019. The period of primary data collection is from January to December 2019.

Statistical Tools and Techniques : For the analysis of the data various graphs and tables are used. The appropriate statistical tools were also used where ever necessary in analyzing quantitative data in order to arrive at logical conclusions and interpretations in a scientific manner, some of the statistical tools used



in analyzing the data are : Classification, Tabulation, 't' – Test, 'Chi-Square' – Test etc.,

secondary source about milk and milk products in from Three Revenue Divisions Kurnool district are presenting and analyzing as per required parameter and drawing conclusions of the study.

Data Analysis and Interpretation : Data collected through questionnaire and

Table No. 3 : Details about Source of Brand Awareness

Source Of Brand Awareness of milk					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertisements	2	2.8	2.8	2.8
	Company Representative	6	8.3	8.3	11.1
	Distributor	64	88.9	88.9	100.0
	Total	72	100.0	100.0	

Source: Field Survey

It can be analyzed from the table no. 3 that, with regard to source of brand awareness about milk, 2.8% of the respondents rated the source of awareness as advertisements, 8.3% of the respondents rated the source of awareness as company representative and 88.9% of the respondents rated the

source of awareness as distributor. It can be concluded from the above data that, majority of 88.9% of the respondents rated the source of awareness as distributor. It indicates that, distributors have in turn appointed next level intermediaries.

Table No. 4 : Details about Sales of Vijaya milk per day

Sales of Vijaya Milk Per Day					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		16	22.2	22.2	22.2
	Upto 25 Ltrs	39	54.2	54.2	76.4
	26 to 50 Ltrs	3	4.2	4.2	80.6
	51 to 75 Ltrs	2	2.8	2.8	83.3
	76 Ltrs and above	12	16.7	16.7	100.0
	Total	72	100.0	100.0	

Source: Field Survey

It can be observed from the table no. 4 that, with regard to sales of Vijaya milk per day, 39 respondents are having sales up to 25 liters, 3 respondents are

having sales from 26 to 50 liters, 2 respondents are having sales from 51 to 75 liters and 12 respondents are having sales 76 liters and above. It can be



concluded from the above data that, majority of 39 respondents are having sales up to 25 liters. It indicates that, many of the outlets are selling in less quantities.

Table No. 5 : Details about sales of Vijaya curd per day

Sales of Vijaya Curd Per Day					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		23	31.9	31.9	31.9
	0 to 5 ltrs	26	36.1	36.1	68.1
	5.1 to10 ltrs	17	23.6	23.6	91.7
	Above 15 ltrs	6	8.3	8.3	100.0
	Total	72	100.0	100.0	

Source: Field Survey

It can be observed from the table no. 5 that, with regard to sales of Vijaya curd per day, 26 respondents are having sales up to 5 liters, 17 respondents are having sales from 5.1 liters to 10 liters, 6 respondents are having sales above 15

liters. It can be concluded from the above data that, majority of 26 respondents are having sales up to 5 liters. It indicates that, many of the outlets are selling in less volume of quantity.

Table No. 6 : Details about Sales of Vijaya Butter milk per day

Sales of Vijaya Butter Milk Per Day					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		60	83.3	83.3	83.3
	0 to 1 ltr	11	15.3	15.3	98.6
	1.1 to 2 ltrs	1	1.4	1.4	100.0
	Total	72	100.0	100.0	

Source: Field Survey

It can be analyzed from the table no. 6 that, with regard to sale of Vijaya Butter Milk per day, 11 respondents are having sales up to 1 liter, only 1 respondent is having sales from 1.1 liter to 2 liter. It can be concluded from the

above data that, majority of 11 respondents are having sales up to 1 ltrs. It indicates that, many of the dealers/retailers are selling in the curd in small quantity.



Table No. 7 : Details about sales of Vijaya Butter per day

Sales of Vijaya Butter Per Day					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		61	84.7	84.7	84.7
	0 to 1 kgs	7	9.7	9.7	94.4
	1.1 to 2 kgs	4	5.6	5.6	100.0
	Total	72	100.0	100.0	

Source: Field Survey

It can be described from the table no. 7 that, with regard to sale of Vijaya Butter per day, 7 respondents are having sales up to 1 kg, 4 respondent is having sales from 1.1 to 2 kgs. It can be

concluded from the above data that, majority of 7 respondents are having sales up to 1 kg. It indicates that, many of the dealers are selling in the small quantities.

Table No. 8 : Details about sales of Vijaya Paneer per day

Sales of Vijaya Paneer Per Day					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		60	83.3	83.3	83.3
	0 to 1 kgs	10	13.9	13.9	97.2
	1.1 to 2 kgs	2	2.8	2.8	100.0
	Total	72	100.0	100.0	

Source: Field Survey

It can be explained from the table no. 8 that, with regard to sale of Vijaya Paneer per day, 10 respondents are having sales up to 1 kg, 2 respondent is having sales from 1.1 to 2 kgs. It can be

understood from the above data that, majority of 10 respondents are having sales up to 1 kg. It indicates that, dealers / Retailers are selling Vijaya paneer in the small quantities.

Table No. 9 : Details about Sales of Jagat Milk per day

Sales of Jagat Milk Per Day					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		35	48.6	48.6	48.6
	Upto 25 Ltrs	33	45.8	45.8	94.4
	51 to 75 Ltrs	4	5.6	5.6	100.0
	Total	72	100.0	100.0	

Source: Field Survey



Table No. 10 : Details about sales of Amruth Milk per day

Sales of Amruth Milk Per Day					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		41	56.9	56.9	56.9
	Upto 25 Ltrs	25	34.7	34.7	91.7
	51 to 75 Ltrs	2	2.8	2.8	94.4
	76 Ltrs and above	4	5.6	5.6	100.0
	Total	72	100.0	100.0	

Source: Field Survey

It can be observed from the table no. 9 that, with regard to sales of jagat milk per day, 33 respondents are having sales up to 25 liters, 4 respondents are having sales from 51 to 75 liters. It can be concluded from the above data that, majority of 33 respondents are having sales up to 25 liters. It indicates that, many of the outlets are selling in less quantity. It can be observed from the table no. 10 that, with regard to sales of

Amruth milk per day, 25 respondents are having sales up to 25 liters, 2 respondents are having sales from 51 to 75 liters and 4 respondents are having sales 76 liters and above. It can be concluded from the above data that, majority of 25 respondents are having sales up to 25 liters. It indicates that, many of the outlets are selling in less quantity.

Table No. 11 : Details about sales of Arokya Milk per day

Sales of Arokya Milk Per Day					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		38	52.8	52.8	52.8
	Upto 25 Ltrs	29	40.3	40.3	93.1
	26 to 50 Ltrs	3	4.2	4.2	97.2
	76 Ltrs and above	2	2.8	2.8	100.0
	Total	72	100.0	100.0	

Source: Field Survey

Table No. 12 : Details about sales of Jersey Milk per day

Sales of Jersey Milk Per Day					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		67	93.1	93.1	93.1
	Upto 25 Ltrs	3	4.2	4.2	97.2
	26 to 50 Ltrs	2	2.8	2.8	100.0
	Total	72	100.0	100.0	

Source: Field Survey



It can be observed from the table no. 11 that, with regard to sales of Aroky milk per day, 29 respondents are having sales up to 25 liters, 3 respondents are having sales from 26 to 50 liters and 2 respondents are having sales 76 liters and above. It can be concluded from the above data that, majority of 29 respondents are having sales up to 25 liters. It indicates

that, many of the outlets are selling in less quantity.

It can be analyzed from the table no. 12 that, with regard to sales of Jersey milk per day, 3 respondents are having sales up to 25 liters, 2 respondents are having sales from 26 to 50 liters, It indicates that, many of the outlets are selling in less quantities.

Table No. 13 : Details about sales of Dodla Milk per day

Sales of Dodla Milk Per Day					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		56	77.8	77.8	77.8
	Upto 25 Ltrs	14	19.4	19.4	97.2
	76 Ltrs and above	2	2.8	2.8	100.0
	Total	72	100.0	100.0	

Source: Field Survey

It can be analyzed from the table no. 13 that, with regard to sales of Dodla milk per day, 14 respondents are having sales up to 25 liters, and 2 respondents are having sales 76 liters and above. It can be concluded from the above data that, It indicates that, many of the outlets are selling in less quantities.

Scope of the Study : The milk is one of the nature's nearly perfect foods and milk contains proteins, fats, sugars and variety of mineral substances and vitamins. Dairy industry is providing regular employment and income to the people. Intermediaries namely, dealers and retailers play a vital role in selling the brands. The milk is one of the nature's nearly perfect foods and milk contains proteins, fats, sugars. The present study is aimed to examine the brand preferences of intermediaries towards milk brand in Kurnool district of Andhra Pradesh.

Limitations of the Study

The following are the limitations of the study.

- The results are based on entirely the survey conducted in Kurnool district region and cannot be generalized as a whole for other geographical regions.
- The respondents are intermediaries dealing with milk brands have furnished fair and true data.
- The study is based on sample. Hence, it may not give a true picture of the entire market.

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