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A Study on Brand Positioning of Milk with Special Reference to Coimbatore City

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A B S T R A C T

A lot of brands of milk products are available in the market. But the consumers prefer a particular brand which is much affordable to them. The study aims to understand the consumers brand positioning towards variable milk brands from the respondents in Coimbatore using simple percentage, rank analysis. Both primary and secondary data is used and sampling is collected from 120 respondents through convenient sampling method. This researcher has taken the packaged milk products of Aavin, Arokya, Aroma and Sakthi. The main objective is to study the factors influencing the brand, brand availability, problems and level of satisfaction of the consumer in purchasing various brands of milk.

Keywords: Consumer preference, brand positioning, brand image.

1. Introduction of the study

Brand positioning is the process of positioning your brand in the mind of your customers. More than a tagline or a fancy logo, brand positioning is the strategy used to set your business apart from the rest. Effective brand positioning happens when a brand is perceived as favorable, valuable, and credible to the consumer. The sum of those three becomes unique to your business, and as a result, your customers carve out a place for you in their minds.

The origin of the positioning strategy is from the communication strategy of the businesses but now it becomes an indispensable part of marketing strategy. It creates a picture in the consumers mind by the means of information gathered. Once the factors affecting consumer perception has been finalized, then the success of brand depends upon how brand is positioned in the market according to provided information. A well-positioned brand is based upon the current and future requirement of customers. This will help companies to position their brand in best way to achieve the competitive advantage. Positioning is considered as one of the fundamental components of branding strategy as it has a direct effect on the decision taken by a brand to influence the consumers. It is in relation to the competitor and from the perspective buyer. Positioning is well defined concept in literature. But no definition is universally accepted.

One of the most rigorous positioning typologies was given by Blankson and Kalafatis (2004). This positioning strategy is based on consumers" expectations as positioning can be successful if it is based on customer perspective. For long term survival in the market, a firm has to assess their offerings and manage it in relation to consumers need. Blankson and Kalafatis developed a scale calculating customer derived typology of positioning strategies. Each eight positioning strategies developed is the mixture of few variables. Top of the range strategy is the mixture of five variables as posh, prestigious, status, range, upper class and top of the range. Strategy Service is the combination of four associated strategy as personal attention, impressive service, important, friendly.

2. Statement of the problem

Milk is an essential commodity in life of Indian consumers. They prepare healthy and energy drinks for consumption. The main challenge for marketers is, to create the consumer loyalty by quality, freshness odour and taste. It is necessary for the marketers to known the consumer's response towards their own brand milks availability, acceptability and affordability. The consumers aware on packaging process, ingredients added as preservatives and the hazards caused while consuming the processed and packed milk.

3. Objectives of the study

➢   To identify the expectation and perception of consumers towards the milk brand.

➢   To know the important attributes of brands and attitude of the consumer in brand positioning.

> ➤ To examine the differences in consumer's behaviour towards brand selection.

4. Scope of the study

A lot of brands of milk products are available in the market. But the consumers prefer a particular brand which is much affordable to them. The study aims to understand the consumers brand loyalty towards variable milk products from the respondents of in Coimbatore. The researcher will take the packaged milk products of Aavin, Arokya, Aroma, and Sakthi for the research.

5. Research Methodology

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. It encompasses what data they're going to collect and where from, as well as how it's being collected and analyzed.

5.1 Data Collection

Data collection is the process of collecting and analyzing information on relevant variables in a predetermined, methodical way so that one can respond to specific research questions, test hypotheses, and assess results.

Data collection is of two types:

➤ Primary data

   ➤ Secondary data

1. **Primary Data:**

Primary data is the data were collected from the respondents in Coimbatore city with the help of questionnaire.

2. **Secondary Data:**

Secondary data is the data were collected from annual reports, journals, magazines, website and books.

5.2 Area of Study

The survey was conducted in Coimbatore City with 153 respondents.

5.3 Period of Study

The Period taken to complete this Research is 6 months.

5.4 Statistical Tools

Tools used for the study were following:

1. Simple Percentage Analysis

2. Rank Analysis

3. Chi-square Analysis

6. Limitation of the study

✓ The sample size was limited to 153 respondents only

✓ The study is purely based on primary data.

✓ The consumers point of view was considered.

✓ The time limit is one of the main factors to conduct the study effectively.

7. Review of Literature

- Anggita Putri (2018), Market Segmentation and Product Positioning Analysis of Cow Milk Processing Brand E-co Farm Bogor Agricultural University, E-co farm hopes to be able to produce and sell more processed dairy products but in fact until now E-co farm has not been able to meet its expectations in terms of producing more products and expanding the marketing area. This research is conducted in order to see the consumer's behaviour by analyzing market segmentation and the positioning of E-co farm milk products based on attributes in the product and formulating the right strategy for the development of beverage business of processed products of cow's milk of E-co farm IPB.

- Ms.J. Annammal (2019)[1], Shopper behaviour is outlined because the behaviour that buyers show in searching for, purchasing, using, evaluating and taking away product and services that they expect can satisfy shopper wants and needs. Customers also are influenced by the promoting activities. Thus, the study focuses on shopper behaviour towards varied brands of milk and milk product with special relation to Arokiya milk in Ammapet in Thanjavur town.

- Olha Kovalchuk (2020),"Branding as An Effective Marketing Strategy for The Competitiveness of The Dairy Industry," The main trends in the development of the range of dairy products are studied. The subject of research is a set of theoretical, methodological aspects of the organization and application of branding dairy companies in order to increase their competitiveness. Branding as an effective tool of communication policy of enterprises will ensure and then increase the competitiveness of poultry products through its personalized positioning and promotion.

- Dr M. Manida (2020),Customer Attitude and Perception Towards Aavin Milk, Aavin is the greatest dairy satisfying development in India. It has moreover observed that it has made an extraordinary proportion of support of existing exchange. The general perception of purchaser side is Aavin must to believe the relative quality thing at a lesser expense or more prominent amount".

- Dr Subhadeep Chakraborty (2020) , Mr Subhadeep Mukherjee, A Study on Customer's Satisfaction towards Brands of Select Fast Moving Consumer Goods, the paper endeavours to highlight how much the customers are satisfied with the brands of FMCG products. Existing literature shows that product quality, service quality, perceived value and financial benefit actually affect customer satisfaction. So, analysis in this paper is made to see the correlation with customer satisfaction to other independent variables selected.

- Loksanjit.P. K (2020), The study aims to understand the consumer's brand loyalty towards variable milk and milk products from the respondents in Coimbatore using simple percentage, like scale, rank analysis. Both primary and secondary data is used and sampling is collected from 120 respondents through convenient sampling method. The researchers have taken the packaged milk products of Aavin, Arokya, Aroma and Sakthi for the research. The main objective is to study the consumer behaviour and the factors influencing the brand, brand awareness, problems and level of satisfaction of the consumer in purchasing various brands of milk and milk products.

- GustiNoorlitaria A (2020), The study is to investigate the impact of brand awareness on purchase intention which mediated by the perceived quality and brand loyalty. The study was conducted in the samarinda city food restaurant. This research collected and processed 80 respondents by using a questionnaire method. The questionnaires itself were using a Likert scale which was used to measure 16 indicators based on partial Least Square analysis method.

- Mrs. P. Anuncia Gabriela (2022), A Study on Customer Satisfaction towards Milk Products with Reference to Coimbatore City, the study analysis the growth and performance of the company by using performance ratios. The various tools like percentage method and rank correlation were used for the study. The report analyses a brief image of the milk products through the report. The main objectives of this study to find out the satisfaction of the consumers and factors influencing to buy the milk products. Finally, milk products are performing well in terms of performance and it is satisfactory.

7.1 Research Gap

A research gap is a question or a problem that has not been answered by any of the existing studies or research within your field. Sometimes, a research gap exists when there is a concept or new idea that hasn't been studied at all. Sometimes you'll find a research gap if all the existing research is outdated and in need of new/updated research. The previous research indicates the consumers had faced the problems on low quality, Packaging and through analysis we identified the factors like quality, better Packaging, adulteration and milk standard are increased. The availability of the product has increased.

8. Analysis and Interpretation of Data

Analysis of Data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer questions, test hypotheses or disprove theories.

Statistician John Tukey defined data analysis in 1961 as: "Procedures for analyzing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analyzing data."

The following tools were used:

- Simple Percentage Analysis

- Rank Analysis

- Chi-square Analysis.

8.1 Simple Percentage Analysis

Percentage method refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100%, which facilitate relative comparison.

Formula:

$$\text{Percentage} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} * 100$$

Table No: 4.1.1

Table showing place of purchase of milk by the respondents

Place of purchase	Frequency	Percentage
Retail store	39	25.5
Supermarket	26	17.0
Door delivery	41	26.8
Milk booth	47	30.7
Total	153	100.0

Interpretation

The above table shows that 30.7% of the respondents prefer Milk booth, 26.8% of the respondents prefer Door delivery, 25.5% of the respondents prefer Retail store and 17% of the respondents prefer Supermarket.

Majority 30.7% of the respondents prefer Milk booth to purchase milk.

Chart No: 1

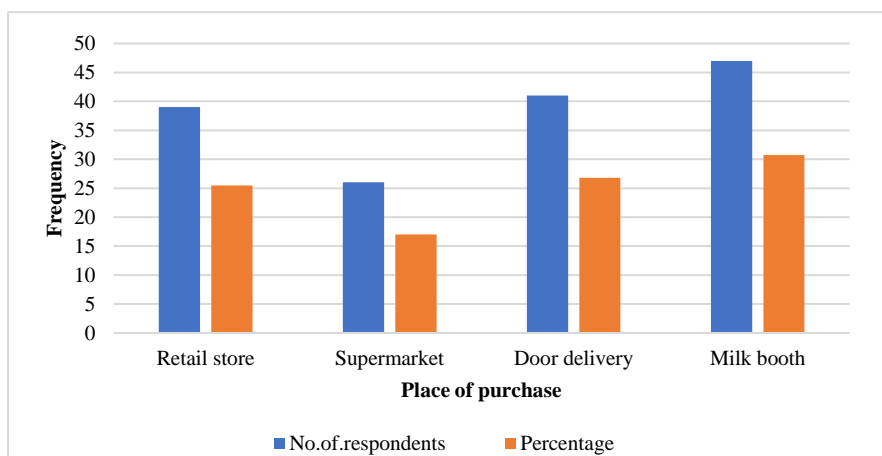**Chart showing place of purchase of milk by the respondents**

Table No: 2
Table showing that the types of milk preferred by the respondents

Types of milk	Frequency	Percentage
Toned milk	38	24.9
Double toned milk	38	24.8
Standardized milk	45	29.4
Full cream milk	32	20.9
Total	153	100.0

Interpretation

The above table shows that 29.4 % of the respondents prefer standardized milk, 24.9% of the respondents prefer toned milk, 24.8% of the respondents prefer double toned milk and 20.5% of the respondents prefer full cream milk.

Majority 29.4 % of the respondents prefer standardized milk which has maximum demand.

Chart No: 2
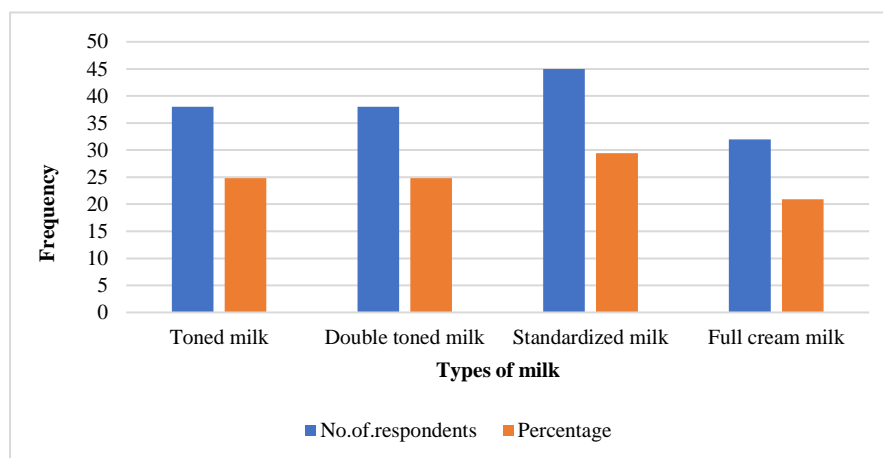
Chart showing the types of milk preferred by the respondents

Table No: 3

Table showing the uniqueness of the brand from its competitors

Features	Frequency	Percentage
By offering the lowest price	28	18.3
By promoting its use of organic ingredients	82	53.6
By using the same packaging as competitors	28	18.3
By targeting a different demographic than competitors	15	9.8
Total	153	100.0

Interpretation

The above table shows that 53.6% of the respondents prefer by promoting its use of organic ingredients, 18.3% of the respondents prefer by offering the lowest price ,18.3% of the respondents prefer by using the same packaging as competitors and 9.8% of the respondents prefer targeting a different demographic than competitors.

Majority 53.6% of the respondents prefer by promoting its use of organic ingredients to differentiate it from competitors.

Table No: 4

Table showing the factors of packaging of milk by the respondents

| Factors of packaging	Frequency	Percentage
Attractive	26	17.0
Informative	40	26.1
Protective	35	22.9
Eco-friendly	52	34.0
Total	153	100.0

Interpretation

The above table shows that 34% of the respondents prefer eco-friendly packaging, 26.1% of the respondents prefer informative packaging, 22.9% of the respondents prefer protective packaging and 17% of the respondents prefer attractive packaging of milk.

Majority 43.1% of the respondents prefer eco-friendly packaging of milk.

Chart No: 4

Chart showing the factors of packaging of milk by the respondents
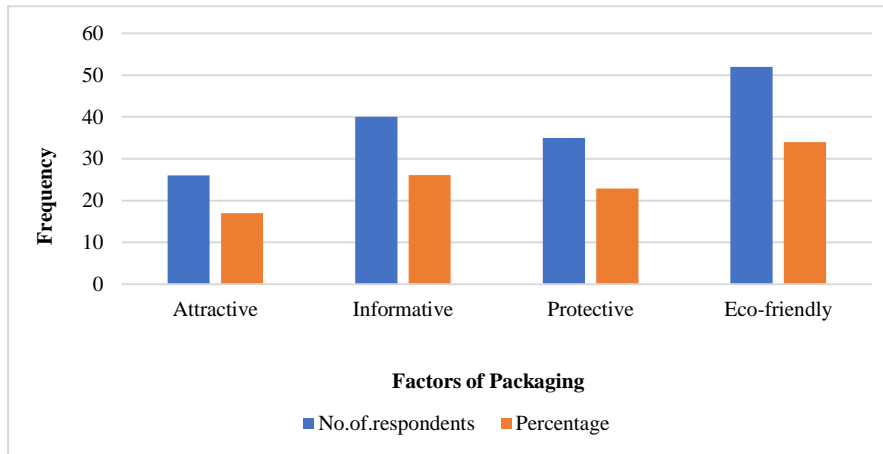
8.1 Rank Analysis

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre-order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally pre-ordered by hardness, while degrees of hardness are totally ordered.

FORMULA

$$P = \frac{1000(R - 0.5)}{N}$$

P = Percentile Position

R= Rank

N= Number of item

Table No: 5

Table showing the ranking of milk brands

Brand	5	4	3	2	1	Total	Rank
Aavin	10	22	48	156	385	621	1
Aroma	2	38	87	264	185	576	2
Sakthi	11	54	165	136	130	496	3
Arokya	9	76	129	156	120	490	4

Interpretation

The table depicts that the aavin milk brand preferred first and it is followed by aroma, Sakthi and arokya.

Table No: 6

Table showing the ranking of important attributes of product while considering milk

Attributes	5	4	3	2	1	Total	Rank
Quality	11	6	39	112	490	658	1
Price	5	20	84	280	200	589	2
Brand reputation	4	24	129	172	255	584	3
Variety	13	38	84	168	255	558	4

Interpretation

The table depicts that quality of the product satisfied the customers first and it is followed by price, brand reputation and variety of milk.

Table No: 7

Table showing the ranking of difficulties faced while using milk

Difficulties	Most Difficult	Difficult	Neither/nor	Not Difficult	Total	Rank
Not preserving for long days	72	90	87	28	277	4
Adulteration	33	134	135	32	334	3
Short Supply	36	92	153	80	361	2
Low Quality	28	96	171	80	375	1

Interpretation

The table depicts that the low quality of milk is solved first and it is followed by short supply, adulteration and not preserving for long days.

Table No: 8

Table showing the ranking of preferences for following factors

Preference	Quality	Price	Package	Availability	Brand reputation	Total	Rank
Aavin	83	54	42	60	70	309	4
Aroma	37	114	99	72	40	362	3
Arokya	31	62	162	92	70	417	2
Sakthi	28	56	117	164	85	450	1

Interpretation

The table depicts those factors of Sakthi milk preferred first and it is followed by arokya, aroma and aavin milk.

8.1 Chi-Square Analysis

FORMULA

$$\text{Chi} - \text{square value} (\Sigma) = \frac{(\text{Observed value} - \text{expected value})^2}{\text{Expected value}} * 100$$

$$\text{Expected value} = \frac{\text{Row total} * \text{Grand total}}{\text{Grand total}}$$

$$\text{Degree of freedom} = (\text{Row} - 1) * (\text{Column} - 1)$$

Significance value for chi-square is 5% (i.e., 0.05). If the calculated value is less than the table value, it is accepted. Else in another situation it is rejected.

Table No: 4.3.1

Table showing the relationship between the age with types of milk prefer

Hypothesis

H_0 : There is no significant relationship between age and types of milk.

H_1: There is a significant relationship between age and types of milk.

		Which milk product has maximum demand?				Total
		Toned milk	Double toned milk	Standardized milk	Full cream milk	
Age	Below 18	3	4	2	2	11
	18 - 30	27	26	33	25	111
	30 - 40	6	3	6	4	19
	Above 40	2	5	4	1	12
Total		38	38	45	32	153

	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	5.034a	9	.831
Likelihood Ratio	5.177	9	.819
Linear-by-Linear Association	.041	1	.840
N of Valid Cases	153		

Level of significance   = 5% or 0.05

Degree of freedom   = 9

Chi-square value X^2 = 5.034

Table value   = 16.919

Interpretation

In the above analysis, the calculated Chi-square value {5.03} is less than the table value {16.92} at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is no significant relationship between Age group and their preference level towards the types of milk.

Table No: 4.3.2

Table showing the relationship between preference for milk brand and factors for purchasing of milk

Hypothesis

H_0: There is no significant relationship between preference of milk brand and factors for purchasing of milk.

H_1: There is a significant relationship between preference of milk brand and factors for purchasing of milk.

		What is the important factor for purchasing of milk?				Total
		Taste	Price	Availability	Brand Reputation	
Which milk brand do you usually prefer to buy?	Aavin	32	7	21	13	73
	Aroma	15	12	17	8	52
	Arokya	6	2	4	1	13
	Sakthi	3	4	3	5	15
Total		56	25	45	27	153

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.452a	9	.246
Likelihood Ratio	11.510	9	.242
Linear-by-Linear Association	.994	1	.319
N of Valid Cases	153		

Level of significance   = 5% or 0.05

Degree of freedom   = 9

Chi-square value X^2 = 11.452

Table value   = 16.919

Interpretation

In the above analysis, the calculated Chi-square value {11.45} is less than the table value {16.92} at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is nosignificant relationship between preference for milk brand and factors for purchasing of milk.

9. Findings, Suggestion and Conclusion

The objective of the study was to know the brand positioning of milk and to analyze the specific factors which influence the customers to buy milk brands and to study future developmental aspects and trends in milk brand. The study has been analyzed using techniques of percentage analysis, rank analysis and chi-square analysis. The final chapter is an attempt to summarize the findings of the study based on which few suggestions have been made.

9.1 Findings

9.1.1 Percentage Analysis

➢   30.7% of the respondents prefer Milk booth to purchase milk.

➢ 29.4 % of the respondents prefer standardized milk which has maximum demand.

➢ 53.6% of the respondents prefer by promoting its use of organic ingredients to differentiate it from competitors.

➢ 43.1% of the respondents prefer eco-friendly packaging of milk.

9.1.2 Rank analysis

➢ The brand satisfied the customers most is Aavin and it is followed by Aroma, Sakthi and Arokya.

➢ The attribute satisfied the customers most is Quality and it is followed by price, brand reputation and variety of milk.

➢ The most common complaint solved first is low quality and it is followed by the short supply, adulteration and not preserving for long days.

➢ The factors of Sakthi milk preferred first and it is followed by arokya, aroma and aavin milk.

9.1.3 Chi – square analysis

➢ The selected factors likely age group and their preference level towards the types of milk have no significant relationship between them.

➢ The selected factors likely preference for milk brand and factors for purchasing of milk no significant relationship between them.

9.2 Suggestions

The respondents suggest improving purity and reducing adulteration. The easy availability of branded milk in the respondent's location by increasing the number of milk booths and improving speed of home delivery. The above improvement makes the consumer to retain with the same brand and increasing brand loyalty. The customer's opinion intimate to reduce the price of the milk brand and this will increase their sales turnover. The customer feels that the Eco-friendly package of milk is good because it is easily degradable so the milk brands need to take measure to provide milk in an Eco-friendly package.

9.3 Conclusion

Milk is an essential thing that every person including infants and adults prefer. Though vendor milk had acquired the qualities of healthy and tasty, people preferred to buy branded milk. Mostly the branded milk products like Aavin, Arokya, Aroma and Sakthi had attracted the consumer buying behaviour. The Study analysed the problems faced by the consumers in the usage of different brands of milk and found the reasons for switching from one brand to other brand of milk. The future scope for this study could be increasing the brand positioning of milk in Coimbatore.

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Annexure

1. Age

o   Below 18

- o   19-30
- o   31-40
- o   Above 40

2. Which milk brand do you usually prefer to buy?

- o   Aavin
- o   Aroma
- o   Arokya
- o   Sakthi

3. Where do you usually purchase milk?

- o   Retail store
- o   Supermarket
- o   Door delivery
- o   Milk booth

4. How do you rank the following brand? (5 being positive & 1 being negative)

	5	4	3	2	1
Aavin					
Aroma					
Sakthi					
Arokya					

5. Rate the difficulties faced by you at the time of using milk?

	Most difficult	Difficult	Neither/nor	Not difficult
Not preserving for long days				
Adulteration				
Short supply				
Low quality				

6. Which of the brand do you prefer for the following factors?

	Quality	Price	Package	Availability	Brand reputation
Aavin					
Aroma					
Sakthi					
Arokya					

7. Which milk product has maximum demand?

- o   Toned milk
- o   Double toned milk
- o   Standardized milk
- o   Full cream milk

8. Rank the attributes of the product do you find most important when considering milk?

	5	4	3	2	1
Quality					
Price					

Brand reputation					
Variety					

9. What is the important factor for purchasing of milk?

- o Taste
- o Price
- o Availability
- o Brand Reputation

10. How can milk brand differentiate itself from competitors?

- o By offering the lowest price
- o By promoting its use of organic ingredients
- o By using the same packaging as competitors
- o By targeting a different demographic than competitors

11. How important is the packaging of the milk when choosing a brand?

- o Attractive
- o Informative
- o Protective
- o Eco-friendly