

A Study on relationship between income level and branded Milk

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Abstract

The study was designed to investigate the influence of Milk brand dimensions by income level of the respondents. The study covers the population includes 325 consumers from Tamil nadu, who are all using branded milk. The questionnaires were given to 500 consumers who are all using branded milk. Out of 500 consumers contacted, 325 questionnaires were received with required coverage and details. The participants completed the two sets of self-reported questionnaires, including Background characteristics and variables chosen for this study in order to measure the influence of branded milk are the Salience, performance, Imagery, Judgment, Feelings and Resonance. The collected data were computed and analysed via Descriptive statistics and one - way ANOVA. The findings of the study were generalized as follows: Statistically significant differences were found in Income level by the different brand dimensions like Imagery, feelings and there is no statistically significant difference in dimension of Salience, performance and Resonance. In the end of the study implications and conclusion were provided.

Keywords: Brand, Milk, Imagery, Salience, feelings

1. Introduction

“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”

– Jeff Bozos

Brands are the wealth generators of the twenty-first century. Earlier, firms were differentiated on the basis of wealth producing assets like factories. In the new era of a globalized marketplace, brands are key drivers of economic values of a corporation. Brands are the ultimate differentiators; they drive consumer buying, revenues and also the value of the business. Harsh verma (2006). According to Jack Trout, a leading Marketing strategist, people want to express themselves through brand. Brands express a person's personality and people he or she likes to be associated with. This creates a demand for a particular brand. Although mere product cannot be sold easily; brands can convince customers for a particular product and can create loyal customers. (Keller 2003 p. 75). Brand *salience* relates to the awareness of the brand. Brand *performance* relates to the satisfaction of customers' functional needs. Brand *imagery* relates to the satisfaction of customers' psychological needs. Brand *judgments* focus on customers' opinions based on performance and imagery. Brand *feelings* are the customers' emotional responses and reactions to the brand. Brand *resonance* is the relationship and level of identification of the customer with a brand. Based on Keller's model of CBBE. Salience is achieving the right brand identity involves creating brand salience with customers. Brand Salience relates to aspects of the awareness of the brand. Brand awareness refers to the ability to recall and recognise the brand, as reflected by their ability to identify the brand under different conditions. Brand awareness also involves linking – the brand name, logo, symbol, and so forth to certain associations in memory. Brand Performance relates to the ways in which the product or service attempts to meet customers' more functional needs. Thus Brand Performance refers to the intrinsic properties of the Brand in terms of inherent product or service characteristics. Brand Performance transcends the ingredients and features that make up the product or service to encompass aspects of the brand that augment these characteristics. There are five important types of attributes and benefits that often underlie brand performance. They are Primary ingredients & supplementary features, Product reliability, durability & serviceability, Service effectiveness, efficiency and empathy, style & design and price. The other main type of Brand meaning involves brand imagery. Brand Imagery deals with the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs. Brand imagery is how people think about a brand abstractly, rather than what they think the brand actually does. Imagery associations can be formed directly (from a customer's own experiences and contact with the product, brand, target market or usage situation) or indirectly (through the depiction of these same considerations as communicated in brand advertising or by some other source of information, such as word of mouth). It also includes User Profiles, Purchase and usage situations, Personality and values and History, heritage and experiences. Brand Judgements focus on customers' personal opinions and evaluations with regard to the brand. Brand Judgements involve how customers put together all the different performance and imagery associations of the brand to form different kinds of opinions. Brand Judgements include, Brand Quality, Brand credibility, Brand consideration and Brand superiority. Brand feelings are customers' emotional responses and reactions with respect to the

brand what feelings are evoked by the marketing program for the brand or by other means. The final step of the model focuses on the ultimate relationship and level of identification that the customer has with the brand. Brand resonance refers to the nature of this relationship and the extent to which customers feel that they are in synchronise with the brand. Resonance is characterised in terms of intensity or the depth of the psychological bond that customers have with the brand, as well as the level of activity engendered by this loyalty. Specifically Brand Resonance can be broken down in to four categories: Behavioural Loyalty, Attitudinal attachment, Sense of community and Active engagement. Armitt & Claire (2004) Milk is such a part of everyday life that no one gives it much thought as it's poured over cereal or into cups of tea. The milk development council wanted to raise awareness of the health benefits of drinking milk. It wanted to use online advertising for the first time the target 20-40 year old parents, particularly mothers and young women. The pre and post campaign tracking showed a 9% increase overall in awareness of the online advertising for milk. A third of respondents recalled the internet as the source of the advertising while almost half (44%) remembered the milk gives you strong teeth message on the MSN home page 35% recalled the milk gives you strong bones message on the MSN Horoscopes channel. The pre-campaign Questionnaire had 383 responses and the post campaign on had 348. The result also indicated that the dairy council's target audience had been reached over three Quarters of respondents to the Questionnaire on the MSN Horoscope channel were female. Bittar & Christine (2003) Milk, Hold the cholesterol: Branded under the name Dairene, Products containing 1% fat and 3% fat and now being introduced to stores in south Florida. Even skim or fat free milk contains cholesterol, but milkman Edgolstein said that his manufacturing process during which he adds vegetable oil eliminates the cholesterol. Calories in dairene are the same as 2% and 3% milk. The milk also has a 28-day shelf life. Goldstein said he doesn't think that vegetable oil infused milk will dissuade consumers if they are interested in a cholesterol free product many might not even notice that the label is marked fat free milk with vegetable oil because often consumers just pick up containers by the fat content color code. Wechsler et al (1995) Substitution of low fat for whole milk is an important strategy for reducing saturated fat consumption, but intake of whole milk remains high among Latinos. To assess whether this is related to the unavailability of low fat milk. The study reveals that 251 grocery stores and 25 supermarkets in a predominantly low-income urban Latino community, low fat milk was available in 73% of grocery stores and 96% of supermarkets but it constituted only 15% of total milk volume in grocery stores and 37% of that volume in supermarkets since lack of availability was not a major obstacle to increasing low fat milk consumption. public health nutrition campaigns should focus on increasing consumer demand.

2. Research Methodology

2.1 Objectives of the Study

To study the influence of Income Level of the respondents on dimensions of Milk branding

2.2 Sample & Instrumentation

The questionnaires were given to 500 consumers who are all using branded milk. Respondents of the samples were above 18 years using branded milk only. Out of 500 consumers contacted, 325 questionnaires were received with required coverage and details. The instruments of this study involved two parts: the first section of the instrument consisted of forced-choice questions about demographic characteristics: gender, marital status, age, occupation, monthly income level. The second section variables chosen for this study in order to measure the influence of branded milk in Indian Retail Markets are taken from branding milk dimension contains of 60 items and characterized into six sub scales : (a) Salience (items 1 to 7), (b) Performance (items 8 to 13), (c) Imagery (items 14 to 18), (d) Judgment (items 19 to 36), (e) Feelings (items 37 to 42), (f) Resonance (items 43 to 60). The milk branding dimension 60 items are evaluated on a five-point Likert scale ranging from 1 to 5, using the anchors "5=strongly agree, 4=agree, 3=Neutral, 2=Disagree, 1=Strongly disagree".

Cronbach, s alpha is a coefficient (a number between 0 and 1) that is used to rate the internal consistency (homogeneity) or the correlation of items in a test. If the test has a strong internal consistency most measurement experts agree that it should show only moderate correlation among items (0.70 to 0.90). The reliability coefficients for the variables chosen for the study should have to be more than 0.70, to consider it as an acceptable value (Nunnally, 1978). In this study the Reliability analysis shows that all the factors have shown alpha value greater than 0.7, indicating the evidence of reliability and the overall reliability of the instrument is 0.92. So, the items constituting each variable under study have reasonable internal consistency and shows that all the dimensions of Branded Milk have a positive reliability. The factors and dimensions included for analysis carry a good degree of

reliability to support the objectives formulated. All dimensions have got significant relationship to make the real representation of the study. Hence it is concluded that the data collected in this study is highly reliable. Can see table 1

3. Data Analysis

The Statistical Package for the Social Science (SPSS) for Microsoft Windows 16.0 was used to complete the analysis of the collected data. Descriptive statistics, including means, standard deviations were implemented in order to investigate the demographic data, and the influence of branded milk-test, one-way analysis of variance (ANOVA) were used to determine whether any significant relationships exist among respondents. In addition, the .05 level of statistical significance was set at all statistical tests in the present study.

3.1 Result of Data Analysis

3.1.1 To study the significant difference in various dimensions of Branding by the Income level of respondents

The descriptive table 1 (see below) provides some very useful descriptive statistics the mean, standard deviation for the dependent variables for all the groups and when all groups are combined (Total). The F-value and also the significant value

From the table 2. we can see that in this the significance level of Saliency is 0.174 ($P = .174$), which is above 0.05 and, therefore, there is no statistically significant difference between saliency of branding by Income level of respondents, significance level of performance is 0.089 ($P = .089$) which is above 0.05 and, therefore, there is no statistically significant difference between Performance of branding by Income level of respondents, significance level of Imagery is 0.005 ($P = .005$) which is below 0.05 and, therefore, there is statistically significant difference between Imagery of branding by Income level of respondents, significance level of Judgment is 0.075 ($P = .075$) which is above 0.05 and, therefore, there is no statistically significant difference between Judgment of branding by Income level of respondents, significance level of Feelings is 0.029 ($P = .029$) which is below 0.05 and, therefore, there is statistically significant difference between Feelings of branding by Income level of respondents, significance level of Resonance is 0.090 ($P = .090$) which is above 0.05 and, therefore, there is no statistically significant difference between Resonance of branding by Income level of respondents

3.1.2 Homogeneity of Variances

Test of Homogeneity of Variances shows table 3 the result of Levene's Test of Homogeneity of Variance, which tests for similar variances. If the significance value is greater than 0.05 then we have homogeneity of variances.

We can see from this that Levene's F Statistic has a significance value of Saliency is 0.341, Performance is 0.267, Imagery is 0.075, Judgment is 0.163, Feelings is 0.635, Resonance is 0.646 and, therefore, the assumption of homogeneity of variance is met.

3.1.3 Post hoc test

Since we rejected the null hypothesis in Imagery dimension (we found differences in the means), we should perform a Turkey's W multiple comparison to determine which means are different. Using the previous output, here is how such an analysis might appear.

3.1.4 Multiple Comparisons for imagery Dimension

The table 4 indicates that significant differences existed among imagery dimension and Income level of the respondents. According to the results of the Turkey's W multiple comparison analysis, significant differences existed among the groups of Less than Rs.30, 000, More than Rs.30, 000 and Dependent. This shows that dependents are highly attached with brand of milk among three groups. Because they can buy any time branded milk, but unbranded can get only at specific time then the next case is they can get brand milk anywhere, It's so much convenient to housewives. Everyday mostly dependents are using milk so they know more about usage which brand is good or bad, they have more chance to talk about brand with neighbours, relatives and friend and if they like they have the capability to attached more towards the preferred brand milk

3.1.5 Multiple Comparisons for Feeling Dimension

Since we rejected the null hypothesis in Imagery dimension (we found differences in the means), we should perform

a Turkey's W multiple comparison to determine which means are different. Using the previous output, here is how such an analysis might appear.

The table 5 indicates that significant differences existed among Feeling dimension and Income level of the respondents. According to the results of the Turkey's W multiple comparison analysis, significant differences existed among the groups of More than Rs.30, 000 and Dependent With respect to the Income level. This shows that dependents have high Positive feeling with brand of milk among three groups. Earlier when dependents used unbranded milk they had a feeling that if they drink milk they will become fat. But branded milk come with new strategy as the convince of consumers fat free, semi cholesterol content, the customers can get any type of milk from the retailers and are readymade available in the retail market ,consumers can get any type of milk .So now young women also started drinking branded milk, by the influence of media children ,old age people started drinking milk while they are drinking they have feeling that their mental ability will improve, Branded milk will keep them physically fit and also having so much positive feeling. Dependents are taking care of these family members and they have positive feelings about preferred branded milk.

4. Findings and Discussion

With reference to the objective in this study, the findings and discussions were summarized as follows.

1. Statistically significant differences existed among imagery dimension and Income level of the respondents. According to the results of the Turkey's W multiple comparison analysis, significant differences existed among the groups of Less than Rs.30,000, More than Rs.30,000 and Dependent. This shows that dependents are highly attached with brand of milk among three groups. Because they can buy any time branded milk, but unbranded can get only at specific time then the next case is they can get brand milk anywhere, It's so much convenient to housewives. Everyday mostly dependents are using milk so they know more about usage which brand is good or bad, they have more chance to talk about brand with neighbours, relatives and friend and if they like they have the capability to attached more towards the preferred brand milk

2. Statistically significant differences existed among Feeling dimension and Income level of the respondents. According to the results of the Turkey's W multiple comparison analysis, significant differences existed among the groups of More than Rs.30, 000 and Dependent With respect to the Income level. This shows that dependents are high Positive feeling with brand of milk among three groups. Earlier when dependents used unbranded milk they had a feeling that if they drink milk they will become fat. But branded milk come with new strategy as the convince of consumers fat free, semi cholesterol content, the customers can get any type of milk from the retailers and are readymade available in the retail market ,consumers can get any type of milk .So now young women also started drinking branded milk, by the influence of media children ,old age people started drinking milk while they are drinking they have feeling that their mental ability will improve, Branded milk will keep them physically fit and also having so much positive feeling. Dependents are taking care of these family members and they have positive feelings about preferred branded milk.

5. Conclusion

As all of us know milk is an essential commodity in human life cycle. Milk is added in every human's life in some way or other every day. Earlier in 1970s milk can be purchased only from milk vendors and for that we should have a good relation with the vendors. Otherwise we will miss our chance of getting the milk. These milks are carried in open containers without any safety measures forms. In 21st century all the items including milk are sold in different and different readymade forms in different kinds of packets. Milk costs us little more than bottled water. Now a day's milk can be purchased at any time from a retailer. In cities the milk can be purchased through the automatic vending machines. The findings derived from the current study may suggest some pedagogical implications. After analysis we found that small differences exist in the income level that implies the different groups prefer or opinion differs on purchase of branded milk. It created a curiosity to us to find out which group really differing on the opinions. By the help of Post hoc we found out that the dependent differ the opinion among other class. It may be due to the decisions taken by house wives due to the financial constraint and reach ability of the product which is branded. It strongly conforms in future also the value for brand in the milk segment will sustain.

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Table 1: Reliability Coefficients for the constructs (α Value)

S.No	Dimensions	Reliability Coefficients
1	Saliency	.917
2.	Performance	.896
3.	Imagery	.865
4.	Judgment	.867
5.	Feelings	.935
6.	Resonance	.868
Overall Reliability of the Instrument		.921

Table-2 Analysis of variance (ANOVA)

Income Level	N	Mean				Standard Deviation				F	Sig
		G1	G2	G3	Total	G1	G2	G3	Total		
Saliency	325	3.86	3.93	3.99	3.91	.572	.461	.599	.570	1.76	0.174
Performance	325	3.57	3.48	3.69	3.60	.537	.497	.604	.556	2.44	0.089
Imagery	325	3.20	3.02	3.41	3.24	.641	.587	.762	.683	5.48	0.005
Judgment	325	3.64	3.54	3.74	3.66	.509	.397	.535	.508	2.61	0.075
Feelings	325	3.55	3.43	3.70	3.58	.569	.622	.615	.594	3.57	0.029
Resonance	325	3.43	3.40	3.55	3.47	.449	.488	.491	.469	2.42	0.090

Note: G1-Less than Rs .30, 000, G2-More than Rs.30, 000, G3-Dependent, N-Number of sample size.

Table-3 Test of Homogeneity of Variance

Income Level	Levene statistic	Df1	Df2	Sig
Saliency	1.079	2	322	.341
Performance	1.325	2	322	.267
Imagery	2.612	2	322	.075
Judgment	1.827	2	322	.163
Feelings	.454	2	322	.635
Resonance	.438	2	322	.646

Table-4 Multiple comparisons Image of the product Tukey HSD

(I) Monthly income of the respondent	(J) Monthly income of the respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than Rs.30,000	More than Rs.30,000	.175	.119	.303	-.10	.45
	Dependent	-.210*	.084	.033	-.41	-.01
More than Rs.30,000	Less than Rs.30,000	-.175	.119	.303	-.45	.10
	Dependent	-.386*	.127	.008	-.69	-.09
Dependent	Less than Rs.30,000	.210*	.084	.033	.01	.41
	More than Rs.30,000	.386*	.127	.008	.09	.69

*. The mean difference is significant at the 0.05 level.

Table-5 Feelings of the customer towards the product Tukey HSD

(I) Monthly income of the respondent	(J) Monthly income of the respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than Rs.30,000	More than Rs.30,000	.118	.104	.492	-.13	.36
	Dependent	-.152	.073	.098	-.32	.02
More than Rs.30,000	Less than Rs.30,000	-.118	.104	.492	-.36	.13
	Dependent	-.270*	.111	.043	-.53	.00
Dependent	Less than Rs.30,000	.152	.073	.098	-.02	.32
	More than Rs.30,000	.270*	.111	.043	.01	.53

*. The mean difference is significant at the 0.05 level.

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