

A Study on Brand Awareness and Consumer Preference at Milky Mist Dairy Foods Limited

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ABSTRACT

Brand awareness and consumer preference are crucial for the success of any brand, especially in the dairy industry, where trust and quality are central to consumer choices. This study investigates brand awareness levels and the factors influencing consumer preferences for Milky Mist Dairy Foods Limited. The research explores consumer perceptions regarding product quality, taste, packaging, pricing, and promotional activities.

Primary data were collected from 150 consumers through structured questionnaires and interviews, and secondary data were obtained from journals, market reports, and company publications. Statistical methods such as percentage analysis, weighted averages, and correlation analysis were used to evaluate the findings.

Results indicate that Milky Mist has a high level of brand recognition, largely due to its consistent product quality, innovative packaging, and effective marketing. Consumer preferences are heavily influenced by freshness, taste, and trust in the brand, while promotional campaigns enhance brand recall. The study concludes that maintaining high brand awareness, consistent quality, and consumer-centric marketing strategies are vital for strengthening brand loyalty and sustaining market growth.

1. INTRODUCTION

Brand awareness refers to the extent to which consumers recognize and recall a brand in different purchasing situations. It is a key driver of brand equity, influencing consumer behavior, loyalty, and purchase decisions. In competitive industries like dairy products, high brand awareness allows companies to stand out and maintain a strong market position. Consumers often choose familiar brands they trust, particularly in products related to health and daily nutrition.

Consumer preference reflects the choice or inclination of consumers toward a particular brand, influenced by perceived value, taste, quality, price, packaging, and promotional strategies. Understanding these preferences is crucial for brands to align their product offerings with market expectations and enhance customer satisfaction.

Milky Mist Dairy Foods Limited, based in Erode, Tamil Nadu, has developed a strong market presence through its diverse product range, including paneer, butter, ghee, curd, cheese, cream, and flavored milk. The company has focused on hygiene, freshness, and taste consistency, which has earned consumer trust. Packaging innovations and strategic marketing campaigns have further enhanced the brand's visibility and consumer recall.

This study aims to explore how brand awareness influences consumer preference for Milky Mist products. By examining consumer perceptions, the research seeks to provide insights into marketing effectiveness, brand positioning, and factors driving loyalty in the dairy industry.

2. NEED FOR THE STUDY

Brand awareness and consumer preference are critical for sustaining market leadership. In the dairy industry, where multiple brands compete, understanding consumer behavior helps companies design effective marketing strategies and product innovations. Studying brand awareness enables firms to identify how well their products are recognized and remembered by consumers in the target market.

Consumer preference research helps identify factors that drive purchase decisions, such as quality, price, packaging, and promotional activities. By analyzing these factors, organizations can prioritize investments in product development, marketing campaigns, and customer engagement initiatives. It also provides insights into consumer expectations and perceptions, allowing brands to make informed strategic decisions.

Additionally, brand awareness impacts customer loyalty and repeat purchases. Consumers are more likely to choose brands they are familiar with, associate with quality, and trust. Understanding these dynamics allows companies to strengthen brand equity, maintain competitive advantage, and achieve long-term growth. This study is particularly relevant for Milky Mist as it seeks to consolidate its market presence while addressing changing consumer needs and preferences.

3. OBJECTIVES OF THE STUDY

Primary Objective

To analyze brand awareness and consumer preference at Milky Mist Dairy Foods Limited.

Secondary Objectives

1. To assess the level of consumer recognition and recall of Milky Mist products.
2. To identify factors influencing consumer preference, including taste, freshness, packaging, price, and brand trust.
3. To evaluate the impact of marketing and promotional activities on consumer perceptions.
4. To analyze the influence of demographic factors on brand awareness and preference.
5. To provide strategic recommendations for enhancing brand loyalty and market growth.

LITERATURE REVIEW

According to the study “Consumers’ acceptance and preferences for nutrition-modified and functional dairy products,” consumers prefer dairy products that provide health benefits, good quality, and nutritional value. The study also highlighted that consumer awareness and knowledge significantly influence purchase decisions and brand acceptance.

A research study on consumer awareness of dairy products in Gujarat revealed that consumers mainly focus on price, taste, appearance, and brand image while purchasing dairy products. The study found that brand awareness plays a major role in influencing customer preference and buying behaviour.

Another study titled “Consumers’ Choice and Preferences of Dairy Based Products” explained that dairy products are commonly consumed in households and that factors such as product quality, freshness, taste, and marketing strategies strongly affect consumer preference.

A study conducted on customer satisfaction towards Milky Mist products in Erode City found that consumers highly preferred Milky Mist products because of their taste, quality, and affordability. Paneer was identified as the most preferred product among consumers. The study also observed that strong brand loyalty existed among customers, though improvements in packaging and product availability were suggested.

Similarly, the study “Customer Preference towards Milk Products with Special Reference to Milky Mist in Coimbatore City” concluded that factors such as freshness, product quality, brand image, reasonable pricing, and easy availability significantly influence customer preference toward Milky Mist products. The study also emphasized that demographic factors like age, income, and occupation affect consumer buying behaviour.

Research on brand loyalty and brand awareness has shown that customer experience, social media marketing, and brand association play a major role in strengthening customer loyalty. Effective advertising and promotional strategies help companies create strong awareness among consumers and improve their purchasing decisions.

Studies related to green marketing and perceived quality also indicate that consumers are increasingly attracted to brands that maintain quality standards, hygiene, and environmentally responsible practices. Such strategies positively influence brand awareness and customer trust in food and dairy companies.

From the reviewed literature, it can be understood that brand awareness, product quality, pricing, taste, freshness, packaging, advertisement, and customer satisfaction are the major factors influencing consumer preference in the dairy industry. Milky Mist has established a strong position in the South Indian dairy market through quality products and effective branding strategies. However, continuous improvement in packaging, distribution, and promotional activities can further enhance customer satisfaction and brand loyalty.

Summary of Literature Review

The literature review indicates that brand awareness plays a significant role in influencing consumer preference and purchasing decisions. Previous studies emphasize that factors such as product quality, brand image, price, advertisement, packaging, and availability strongly affect consumer behavior.

Researchers also highlight that effective promotional strategies and customer satisfaction contribute to brand loyalty and repeat purchases. Consumers generally prefer brands that are familiar, trustworthy, and associated with quality products.

However, many previous studies mainly focus on FMCG products and general consumer behavior, with limited attention to dairy food industries and regional dairy brands such as Milky Mist. Existing research also provides less discussion on consumer preference toward value-added dairy products and the role of modern marketing strategies in improving brand awareness.

Therefore, the present study attempts to examine brand awareness and consumer preference specifically in Milky Mist Dairy Foods Limited by analyzing customer perception, purchasing behavior, promotional effectiveness, and brand loyalty.

5. RESEARCH METHODOLOGY

Research Design

The study uses a descriptive research design to understand consumer awareness and preference patterns. It examines both qualitative and quantitative aspects of consumer behavior.

Data Sources

Primary Data: Collected via structured questionnaires and interviews with 150 consumers in Erode city.

Secondary Data: Sourced from industry reports, academic journals, company records, and market research studies.

Sample and Sampling Technique

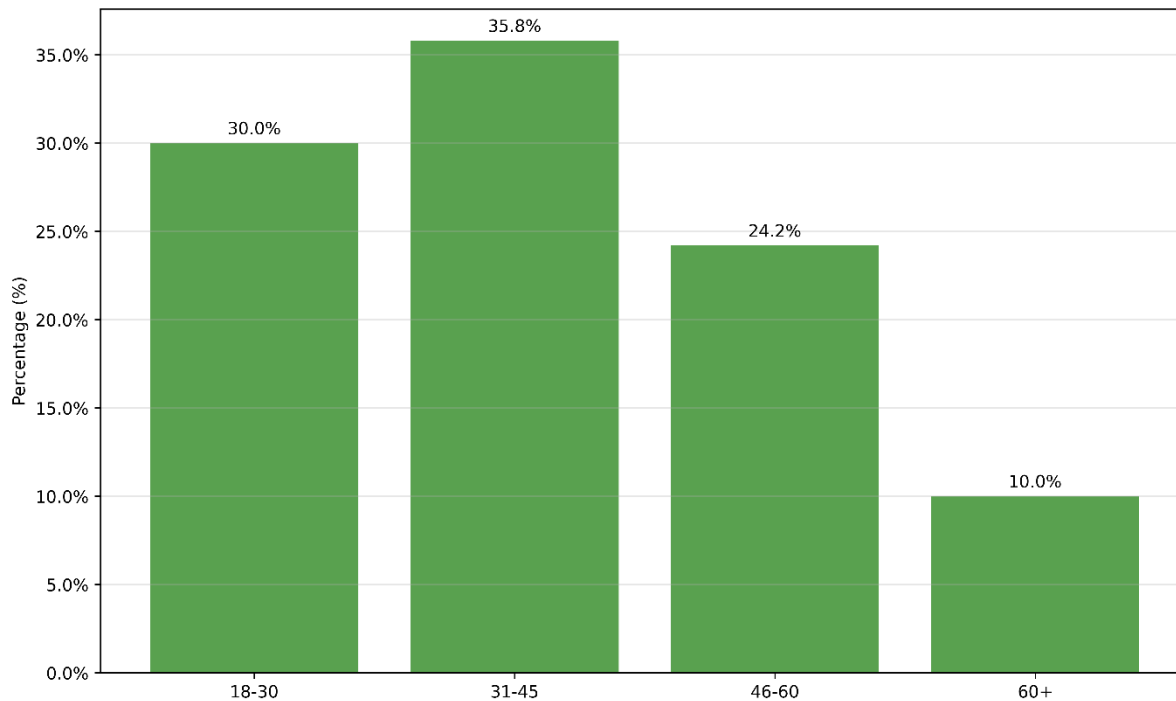
Respondents were selected using convenience sampling, targeting consumers who regularly purchase dairy products from local retailers and supermarkets.

Tools for Analysis

- Percentage analysis to determine levels of brand recognition and awareness.
- Weighted average analysis to rank factors influencing consumer preference.
- Correlation analysis to examine the relationship between brand awareness and consumer preference.
- Graphical tools such as bar charts and pie charts for visual representation.

6. DATA ANALYSIS AND INTERPRETATION

S.No.	Age Group	No. of Respondents	Percentage (%)
1	18 – 30 Years	36	30.0
2	31 – 45 Years	43	35.8
3	46 – 60 Years	29	24.2
4	Above 60 Years	12	10.0
	Total	120	100.0



S.No.	Occupation	No. of Respondents	Percentage (%)
1	Homemaker	38	31.7
2	Salaried / Government Employee	27	22.5
3	Business / Self-employed	24	20.0
4	Student	18	15.0
5	Retired / Others	13	10.8
	Total	120	100.0

7. DISCUSSION

Brand awareness directly influences consumer preference for Milky Mist. High recognition ensures that consumers recall the brand during purchase decisions, fostering trust and loyalty. Taste and freshness emerged as the most critical factors driving preference, consistent with prior literature on dairy products.

Marketing activities, including advertisements, social media campaigns, and promotional events, reinforce brand recognition and influence buying behavior. Consumers also evaluate packaging, price, and brand reputation when choosing Milky Mist products. Demographic factors such as age, income, and lifestyle affect preference, highlighting the importance of targeted marketing.

The study suggests that Milky Mist's emphasis on quality, hygiene, and innovative packaging has contributed significantly to both brand awareness and consumer preference. Maintaining consistency and investing in consumer engagement initiatives are crucial for sustaining market leadership.

8. FINDINGS

1. Milky Mist enjoys high brand awareness among urban consumers.
2. Taste and freshness are the primary factors influencing consumer preference.
3. Packaging and brand trust also affect purchase decisions.
4. Marketing campaigns enhance recognition and brand recall.
5. Younger and higher-income consumers are more likely to prefer Milky Mist.
6. Brand awareness is strongly correlated with consumer preference and loyalty.

9. SUGGESTIONS

1. Maintain consistent product quality and freshness across all dairy products.
2. Innovate packaging for convenience, attractiveness, and sustainability.
3. Target younger and higher-income groups with digital marketing campaigns.
4. Enhance promotional strategies via in-store displays and social media.
5. Monitor consumer feedback regularly to improve brand positioning.
6. Highlight hygiene and quality certifications in marketing to strengthen trust.

10. CONCLUSION

Brand awareness significantly influences consumer preference at Milky Mist Dairy Foods Limited. High recognition and trust in the brand lead to repeat purchases and loyalty. Taste and freshness are the most important factors influencing preference, while packaging, pricing, and promotional strategies also play critical roles.

Marketing campaigns and promotional efforts enhance visibility and reinforce consumer trust. Demographics such as age and income further shape preference, highlighting the importance of targeted marketing. Maintaining high product quality, innovative packaging, and strong brand communications is essential for sustaining consumer preference and strengthening market position.

Overall, the study confirms that consistent quality, effective marketing, and strong brand awareness are critical drivers of consumer preference and long-term business growth in the dairy industry. By focusing on these factors, Milky Mist can maintain its competitive advantage and continue to grow sustainably.

11. REFERENCES

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