

# Passionate Preference and Purchase Behaviour of Pasteurized Milk products in Virudhunagar District

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### Abstract

*Milk is an essential commodity in the life of Indian consumers. They prefer healthy and energy drinks for consumption. The main challenge for marketers is, to create the consumer loyalty by quality, freshness, odour and taste. Marketers need to know the consumers response towards their own brand milk and dairy product of its availability, acceptability and affordability.*

*Today, almost all the people are consuming milk and milk products. Brand preferences of the rural and urban consumers are differ. Some buyers are totally brand loyal, buying only one brand in a product group. Most of the buyers switch over to other brands. 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. In the modern business world, due to the development of science and technology, many new brands have been introduced in different technical term wise classification of products in the market every year. The present study has been taken to find out the Brand Preference of Packed Milk among Rural and Urban Consumers.*

**Keywords: Packed Milk, Pasteurized milk, Consumer behavior.**

### Introduction

Today's marketer is keen to closely monitor the changes, especially to keep regular track of the changing pattern of consumer's aspirations and competitive actions. Any business success ultimately depends on what consumers choose to do. With a rising awareness of brands, the discerning buyer is choosier. Studies on Consumer behaviour have become increasingly important as the consumers are becoming more heterogeneous and discerning. A firm must understand the buyer the buyer behaviour, his/her preference in favour of one brand or product, what motivates him or her to select a brand or product and who influences him or her to buy the brand or product.

Milk is an indispensable item of consumption for human beings. Man and milk animal lived in proximity and their relationship dates back to the origin of civilisation. Prior to urbanisation, the usual practice was to consume milk in its fresh form or after simple processing. The extra milk was converted into short-term conserved products or puddings that were consumed in a phased and leisurely