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Consumption Pattern of Packed Milk Versus Fresh Milk

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Abstract:

Agriculture being the vocation of the majority was considered the genuine industry to be technologies worldwide. It is an accepted fact the milk from the very origin of human's life on the earth, has been the most likely and captivating food its energetic qualities. In the early days, milk could be easily managed and availed. But with the industrial growth, population explosion, change in life style, above all over, increasing consumption of the meats of milk generating cattle and their evacuation from cities caused the problems of milk scarcity and unavailability at its unprecedented and gravity level, especially, in the big crowded cities. We have tried our best to compile the same in the report, which we observed and learnt during our Research on "Consumers buying behavior towards packed milk vs fresh milk".

Keywords: fresh milk, packed milk, liters per day, hygiene, price differences

1. Introduction

Back Ground: Agriculture being the vocation of the majority was considered the genuine industry to be technologies worldwide. So this recognized phenomenon amplified the agro-based industry astonishingly and unprecedented during the last three decades. As the market- oriented concept of business and trade holds the popular and attractive vase behind the process of manufacturing consumer goods, the progressive businessman to explore new fields and niches resulting in consumer satisfaction do always efforts. This enchanting and fascinating process of exploration and Research was basic factor, which brought about the origin and innovation of milk industry to meet some unsatisfied needs of milk- consumer.

It is an accepted fact the milk from the very origin of human's life on the earth, has been the most likely and captivating food its energetic qualities. In the early days, milk could be easily managed and availed. But with the industrial growth, population explosion, change in life style, above all over, increasing consumption of the meats of milk generating cattle and their evacuation from cities caused the problems of milk scarcity and unavailability at its unprecedented and gravity level, especially, in the big crowded cities. To meet this milk scarcity problems, powder milk was launched into market but it could not achieve the real target despite its propagation and advertisement of its hygienic effects and still the need of fresh and natural milk were felt among the consumer.

1.1. Process of Packed Milk

Packed milk is a processed milk. We collect milk from the approved dairy farms and process it keeping the highest standards. Many people doubt that packed milk is made of chemicals or its proceeds synthetically but it is a quite misleading conception.

1.2. Milk Collection

The method adopted in collection of milk from dairies is, to only collect milk from the approved suppliers who are running their cattle farms in accordance with the prescribed standards. The temperature is maintained at 8°C without adding ice. The chiller containers are especially cleaned before milk is stored in them. This milk is then transported to the factory.

1.3. Factory Reception

As soon as milk reaches the factory reception the qualified chemists and microbiologists for conducting a series of tests once again test it. This enables us to mark the milk confirming it to be international standards.

1.4. Process

The milk is then pasteurized at 78°C killing 98% germs / bacteria. The milk after pasteurization is then standardized as prescribed by the Pakistan Pure Food Laws at 35% fats and 8.9% SNF (Solid Non-Fats). This process makes it a premium quality product.

1.5. Standardization

Standardization is a process in which the excess fats and SNF's are removed from the milk in order to achieve the standard of 3.5% Fat and 8.9% SNF as prescribed by the Pakistan.

1.6. Homogenization

Homogenization is a process in which all the cream in the milk is mixed. In this process, milk is passed through 200 Bars of pressure, which in turn breaks each cell to 0.5 microns, which is 200 times smaller than its actual size.

1.7. Skims Milk

There are mainly two types of milk powders, full cream and skimmed. SKIMZ is a skimmed milk powder. Full cream powder contains 28% fat, whereas SKIMS as compared to full cream milk powder.

1.8. Marketing of Milk

In the business world, consumer is the most important elements. Health of well being the consumer sets the future prosperity and performance of business. If the good are properly channeled and sold to consumer the activity of the production begins to cease. Mainly the question lies who our customer is and where they are located? What they want? And what price they are willing to pay for our product?

The question is how to reach them? This task involves the establishment of strategy covering channels of distributions and physical distribution of the product.

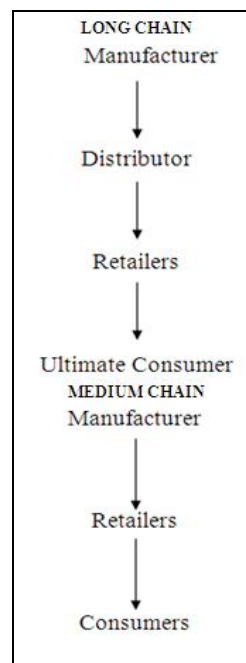


Figure 1: Available Channels for Tetra Pack Milk

2. Statement of Problem

To what extent, people are responding towards the packed milk? The superiority of packed milk is in the areas of hygiene, convenience, taste, nourishment and affordable price. Price of packed milk is though higher, but it is economical in the sense that its quantity required to make a certain number of tea cups is half of that of fresh milk.

We have observed that in spite of these facts, most of the families prefer fresh milk. Why is this so? Problem is to be defined and investigation is to be carried out that whether fresh milk is really preferred over packed milk or not and what could be the possible reasons for it.

2.1. Hypothesis

- Ho = Fresh milk is preferred over packed milk.
- Hi = Packed milk is preferred over fresh milk.

3. Theoretical Framework

People prefer fresh milk, because of its easy availability, low price, free from germs and good taste. Based on the observations, the most important variables in comparison of fresh and packed milk are quality, price, hygiene, taste and nourishment the variable of primary interest or the dependent variable is “preference for the type of milk”. The independent variables influencing are below:

- Quality
- Price
- Hygiene
- Taste
- Nourishment
- Income

The most influencing factor is the income of families. Most of families may strongly believe that the independent variables are in favor of a certain kind of milk, but they will surely prefer the one they can afford.

4. Objectives of the Research

The objective of the research is:

- To find out whether as to the consumers prefer fresh milk over packed milk .
- To examine preferences of milk consumers.

5. Research Methodology

Tools of research use for the data collection will be personal interviewing and questionnaire and secondary data as well.

5.1. Sampling

The process of using a small number of items or parts of the whole population to make conclusions about the whole population.

5.2. Samples

A sample is a subset or some part of a large population. In research 100 respondents were selected by us to represent the sample.

5.3. Sampling Techniques Applied

We select non probability sampling techniques, under which We applied quota sampling and probability sampling by means of which We applied systematic sampling.

We interviewed the people at their home. We selected those people who were willing to answer the question. We filled in the questionnaire and some questionnaires were distributed to the people and were collected after two or three days.

6. Analysis & Results

Type of Milk Use	No of Respondents
Fresh	6
Packed	25
Both	19
Total	50

*Table 1: Usage of milk type
Source: primary data*

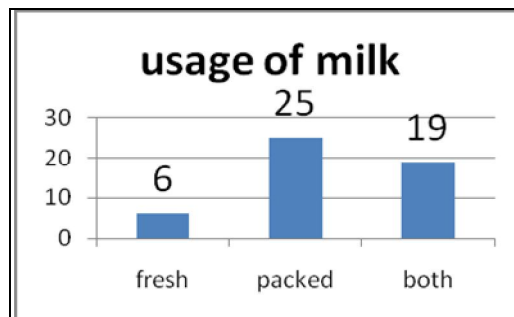


Figure 1: usage of milk type

Interpretation: the above table to reveals that the total respondents (50) will use as follows 6 members fresh milk will use, 25 members packed milk will be use, 19 members both types of milk will be use.

Litters Purchase Daily	No. of Respondents
1 Litter	8
2 litters	16
3 litters	13
above 3 litters	13
Grand Total	50

Table 2: Litters purchase daily

Source: primary data

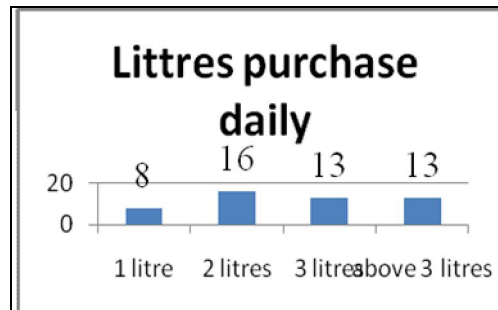


Figure 2: litters purchase daily

Interpretation: In the above table we can know about purchase of milk daily in the form of liters by all respondents. 8 respondents are purchasing 1 liter daily, 16 respondents are purchasing 2 liters daily, 13 respondents are purchasing 3 liters daily and 13 respondents are purchasing more than 3 liters daily.

Preference of Purchase	No. of Respondents
price	12
quality	8
availability	23
taste	7
Grand Total	50

Table 3 : Preference of Purchase

Source: primary data

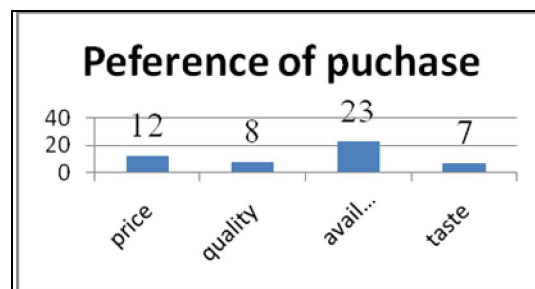


Figure 3: preference of purchase

Interpretation: In the above tell about the preference of the respondents while purchasing the milk for consumption. 12 members of respondents are having preference on price, 8 members of respondents are having preference on quality, 23 members of respondents are having preference on availability, and 7 members of respondents are having preference on taste.

Price Difference	No of Respondents
4 Rs	6
5Rs	15
6Rs	15
more than 6 Rs	14
Grand Total	50

Table 4: Price Difference

Source: primary data



Figure 4: price difference

Interpretation: the above table to reveals the price difference between the fresh milk and packed milk available in the market.6 member said there will be 4 Rs difference in price, 15 member said there will be 5Rs difference in price, 15 member said there will be 6 Rs difference in price and remaining 14 member said there will be more than 6 Rs difference in price.

Hygienic Milk	No of Respondents
packed	0
fresh	50
total	50

Table 5: Hygienic Milk
Source: primary data

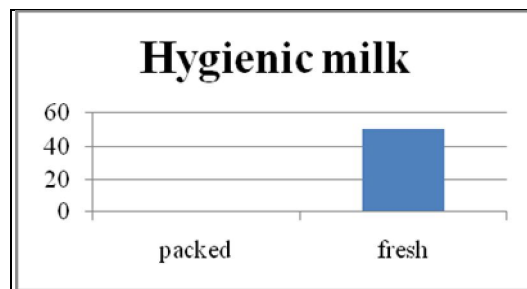


Figure 5 : hygienic milk

Interpretation: the above table tells the opinion of the respondents on the hygienic matter about the milk. All the total respondents (50) tell that fresh milk was more hygienic than the packed milk.

6.1. Chi-Square Test

Here total sample size is 50 as in this we observed 20% had use both the fresh milk and packed milk and remaining 80% had usage packed milk of the one.

We expected by these respondents that 85% had changed their attitude and remaining 15% had not changed their attitude.

We used chi – square of a non parametric

$$\text{Formula} = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}}$$

Group	Observed values (O)	Expected values(E)	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
1	40	42	-2	4	0.09
2	10	8	2	4	0.5
				Total	0.59

Table 6

Degree of freedom = n-1 = 2-1 = 1

The table value of chi-square for 1 d.f at 5% level of significance is 3.841, so hypothesis is accepted.

As the value of calculated is less than the table value which means the calculated value can be said to have erases just because of chance. Hence the hypothesis does hold good.

7. Conclusion

From the research conducted, it has been observed that. There is no signification relation between the use of packed milk and fresh milk. About 83.6% people use only fresh milk whereas only 4% people use packed milk. The rest of people use both packed and fresh milk. Therefore, the hypothesis stated earlier, i.e.' fresh milk is preferred over packed milk, is accepted on the basis of results. Also, the relationship of education with use of packed milk is not very strong.

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