

ANALYSIS OF CONSUMER PREFERENCE AND USAGE PATTERN OF BRANDED FRESH MILK IN NIZWA, SULTANATE OF OMAN

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ABSTRACT

In today's highly informed and competitive market, a key to success of any business depends on knowing the consumer, the consumption patterns and understanding factors influencing the decision-making. This is needed to develop an attractive offer of products, supporting services, communication means and other marketing tools to meet customer's needs. Milk, as one category of dairy products, belongs to the group of basic daily-consumed products characterized by relatively high purchase frequency. The aim of this study is to identify the satisfaction of fresh milk among Omani consumers in Nizwa and to understand the factors influencing the purchase. There are three fresh milk brands in the market: Almarai, A'Safwah and Al Rawabi. The study area is in Nizwa and a sample of 368 Omani households are selected for the study. It is found that 64% of Omanis use Almarai fresh milk. Al Rawabi is the most favourite brand for 11% of the consumers and A'Safwah is the favourite for 24% the consumers. The average satisfaction of users of Almarai is 9.16, which is the highest. The average satisfaction for Al Rawabi is 8.78 and comparatively satisfaction is the least for A'Safwah (8.52). The major factor that influence the purchase of fresh milk is 'quality' followed by 'date of packaging' and 'availability of the product'. The average amount of consumption of milk by Omanis per week is 0.85 litres.

KEYWORDS: Consumer behavior, Consumer satisfaction, Consumer preference, Fresh milk, Full fat, Low fat, Double cream, Skimmed fresh

1. INTRODUCTION

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities. Solomon (2004) characterizes a consumer behaviour as a process involved when individual or groups select, buy, use, or dispose of products, services, experiences or ideas to satisfy their needs and desires. Solomon (2013) argues that marketers can influence consumers in their behaviour and in how consumers use the products or services marketer sell. A simple model of consumer behaviour illustrated by Assael (1993) states how consumers are exposed to various marketing stimuli (purchase related communications), which are designed to influence consumers' decisions. Consumers' reaction to the stimuli is based on three sets of variables; thus, Psychological set, that

is, the general state of mind toward an object that determines positive or negative reactions toward a brand. Consumer's personal characteristics in the form of demographics, life-style, and personality also influence the choice of products that consumers purchase. Environmental factors also influence consumer behaviour. These include consumer's social class, family, reference groups and culture.

Fresh milk is a rich source of several essential nutrients, including protein, calcium, phosphorus, vitamin A and vitamin D. It has been perceived by consumers as an important source of nutrients, especially calcium for good bone and teeth health (Bus and Worsley 2003; Wham and Worsley 2003). Medical researchers have found out that there are positive correlations between fresh milk consumption and the reduction of risk for coronary heart diseases and strokes (Shaper et al 1991; Massey 2001). Fresh milk can also provide benefits in weight management (Zemel 2002). Though, the demand for powdered milk is high, there is a particular problem that modern science has largely ignored, which is the nutritive value of heat – labile elements in milk. Some nutrients are destroyed by heat and available only in raw form and some of the factors transmitted by milk are thermolabile. Therefore, the best milk from the nutritional stand point is “fresh milk” (Schmid 2006). Packed milk is considered safe for consumption in comparison to open milk which is considered contaminated, adulterated and carrier of several disease causing pathogens and elements (Moeezuddin, 2004).

1.1 Statement of the problem

A preliminary investigation among 29 consumers in Nizwa identified that 26 (89%) of the consumers use Almarai fresh milk and 3 (11%) consumers use A'Safwah. There are only three competing brands in fresh milk; Almarai (Saudi Arabia), Al Rawabi (UAE) and A'Safwah (Oman). An observation among the leading shops in Nizwa also showed that Almarai has more sales and the domestic brand is demanded less by the consumers. The consumption frequency is regular for this product and it is imperative to conduct a study to know the preference and consumption of fresh milk. Previous studies in Omani context has not been conducted and therefore this study addresses these gaps.

1.2 Significance of the study

The study aims to identify the market share of three fresh milk brands available in Sultanate of Oman. The study helps to find out the market share of fresh milk brands, define the target market behavior and analyse the behavior and preferences. This study helps the organizations to identify the reasons of consumer preference and choice of brand and to implement strategies to improve the sales and promote domestic brand. This will help the domestic brand A'Safwah to reposition their brand in the minds of Omani customers.

1.3 Objectives of the study

- To understand the brand share of fresh milk in Nizwa.
- To identify the level of satisfaction of branded fresh milk users.
- To analyse the factors that determine consumption of fresh milk.
- To identify the reasons for less demand for A'Safwah brand.

2. LITERATURE REVIEW

Hanishkanthraja & Subburaj (2018), assessed the consumer preference towards Aavin Brand with special reference to Madurai District Cooperative milk Union. The prime reason for consumer preference of Aavin brand is ‘good quality’ followed by ‘correct quantity and maintenance of quality’. The relationship between the consumer preference and monthly expenses on milk indicated a significant response on the variables reasonable price, correct weight, convenient sales point, good quality, convenient packing. The variables adequate quality, maintenance of quality, purchase policy, advertisement, and product information were insignificant. Jayakumar and Loganathan (2015) investigated milk consumption and preferences among the households in Tiruchirappalli District, Tamil Nadu State, India.

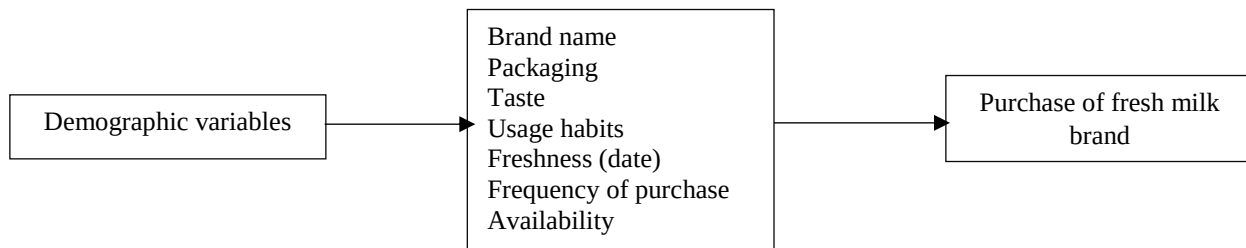
Results indicated that better educated household heads, higher income and larger households, and households with children under seven years of age consumed more milk than others. Kumar and Babu (2014) conducted a research on brand preference, customer satisfaction and influencing factors regarding dairy products purchase behaviour in Pondicherry State, India. They examined the importance of six selected factors, namely advertisement, brand preference, product availability, product pricing, product quality and product variety on consumer dairy purchase behaviour. Shahram Gilaninia, (2013) investigated the effective factors of packaging dairy products and prioritizing these factors

on consumer behavior in the Guilan Farhangian stores. They assessed the effect of visual elements (shape, color, size) and information (tags) dairy products packaging on consumer behavior.

The results indicated that the visual elements of color and packaging and information factors (the label) have a significant impact on consumer. Rustu Yayar (2012) investigated packed and unpacked milk consumption and preferences among Turkish households. Empirical results indicate that better educated household heads, higher income and larger households, and households with children under seven years of age consumed more packed milk than others. Ayyaz, Badar & Ghafoor (2011) examined the level and determinants of consumer perception of packed milk in Pakistan. Data were collected from 120 consumers of packed milk from three major cities of Pakistan i.e. Lahore, Faisalabad and Multan. The results indicated that consumers mostly perceive packed milk relatively better due to its various quality attributes. Younger, married and male consumers irrespective of education level have greater preferences for packed milk.

Aen De Alwis, Edirisinghe and Athauda (2009) focused on analysing the consumer attitudes, demographic and economic factors that affect fresh milk consumption among the mid-country consumers of Sri Lanka. Results showed age of the respondent, cost and usage related attitudinal factor and Nutrition related attitudinal factors are the key determinants of milk consumption levels. However, household monthly income, health problems affect on fresh milk consumption and level of education play more important roles in consumption. Lifestyle factors have also influenced the habitual food choices of the consumer and some others studies have illustrated that membership of social category such as gender, age, education, occupational status and ethnicity may influence food selection behaviours and the attitudes and beliefs on which they depend on (Wham and Worsley 2003; Bus and Worsley 2003). Factors influencing consumer attitudes and acceptance of a product may include product attributes, price as well as consumer's social demographic and possible interaction between these factors (Peng et al 2006). Auma (2004) identified the factors that influence consumers' choice of milk brands in Nairobi and to establish the extent to which the identified factors influenced brand choice. The findings indicated that consumers regarded product factors as important in determining their brand choices -quality, quantity, colour, smell, thickness and taste.

2.1 Conceptual framework



3. RESEARCH METHODOLOGY

The study is descriptive in nature. The study area is in Nizwa and the data is collected from the household from Firq, Haya Turath, Burkat Al Mooz, Taymsa, Reddah, Karsha, The period of study is from September 2018 to November 2018. The total number of households in Nizwa is 8661 (National Center for Statistics and Information, 2012). The population includes all the Omani households in Nizwa. The population of Omanis in Wilayat of Nizwa is 80,958 (Statistical Year Book, 2017). According to Census Survey by National Center for Statistics and Information (NCSI, 2012), the total number of households in Nizwa is 8661. This is taken as the sampling frame. The sample size is determined as 368 (Krejcie and Morgan, 1970) households. The sampling method adopted for the collection of samples is simple random sampling method, where in the households are contacted on a random basis. One member is selected from each household. Primary data is collected with the help of a structured questionnaire. Pilot study was done among 27 respondents to identify the validity of the questions. Thus well-structured questionnaire is used for data collection. Mean and standard deviation is used for analysis. Coefficient of variation (CV) is used to analyse the consistency of

variables that affect the fresh milk brands. The satisfaction of favourite brand is measured by using a 10 point rating scale. The level of satisfaction is calculated by using the formula mean (plus or minus) standard deviation.

4. ANALYSIS OF THE STUDY

Table 1: Demographic profile of respondents

Age	No of responses	In percentage
Below 20	39	11%
20-30	211	57%
>30-40	76	20%
>40-50	36	10%
>50	6	2%
Total	368	100%
Gender	No of responses	In percentage
Male	145	39%
Female	223	61%
Total	368	100%
Monthly family income	No of responses	In percentage
Less than 500	197	53%
501-1000	110	30%
1001-1500	43	12%
1501-2000	12	3%
>2000	6	2%
Total	368	100%
Marital Status	No of responses	In percentage
Married	177	48%
Unmarried	191	52%
Total	368	100%
Number of family members	No of responses	In percentage
< 4	73	20%
4	61	17%
5	52	14%
6	43	11%
7	62	17%
>7	77	21%
Total	368	100%
Educational qualification	No of responses	In percentage
10 th	25	7%
Secondary	32	9%
Diploma	61	16%
Advanced Diploma	70	19%
Baccalaureate	139	38%
Masters	24	6.5%
Others	17	4.5%
Total	368	100%

It is clear from table no.1 that 57% of the respondents of this study belongs to the age group of 20 to 30 years. 20% of the customers are in the age group of more than 30 to 40 years. Among the sample respondents, 61% are females and 39% are males. 53% of the respondents have a monthly income of less than OMR 500 and 30% of the respondents are in the income group between OMR 501 to OMR 1000. The marital status of the respondents shows that 52% are unmarried and 48% of the consumers are married. 21% of the families have more than seven members in the family. Only 20% of the family members have less than four members in their family. The educational status of the respondents revealed that 38% are Baccalaureate and 19% are Advanced Diploma holders.

Table 2: Most favorite fresh milk brand

Brands	No of responses	In percentage
Al Rawabi	41	11%
A'Safwah	90	24%
Almarai	237	64%
Total	368	100

The most favorite fresh milk brand of the Omanis in Nizwa is shown in table no.2. It is found that 64% of respondents use Almarai fresh milk. Al Rawabi is the most favourite brand for 11% of the consumers and Alsafwah is the favourite for 24% the consumers.

Table 3: Reasons for choosing favorite brand of fresh milk

Brands/Factors	Brand Name	Packaging	Taste	Quality	Nutrition	Availability	Total
Al Rawabi	13 (32)	4 (10)	9 (22)	6 (14)	2 (5)	7 (17)	41
A'Safwah	11 (12)	11 (12)	24 (27)	15 (17)	12 (13)	17 (19)	90
Almarai	23 (10)	29 (12)	54 (23)	98 (41)	5 (2)	28 (12)	237

Values in parenthesis represent percentage

The reasons for choosing the favourite brand is analysed through table no.3. It is identified that Al Rawabi is chosen by consumers because of brand name (32%) and its taste (22%). A'Safwah is preferred by consumers mainly due to its taste (27%) and availability (19%). 41% of the consumers choose Almarai because of its quality (41%) and taste (23%).

Table 4: Satisfaction of fresh milk brands

Brands	Mean	Standard deviation	Coefficient of variation
Al Rawabi	8.78	1.01	11.50
A'Safwah	8.52	1.04	12.20
Almarai	9.16	1.07	11.68

The satisfaction of fresh milk brands is measured on a 10-point scale. The average satisfaction of users of Almarai is 9.16, which is the highest. The average satisfaction is less for A'Safwah (8.52). But the standard deviation helps to find the spread of values from the mean value. Therefore the coefficient of value is calculated. It is found that consistency for satisfaction is high for Al Rawabi (11.50) and satisfaction is least consistent for A'Safwah.

Table 5: Levels of satisfaction of branded fresh milk

Brands	Low	Medium	High	Total
Al Rawabi	5 (12)	24 (59)	12 (29)	41
A'Safwah	15 (17)	59 (65)	16 (18)	90
Almarai	48 (20)	189 (80)	0	237

Values in parenthesis represent percentage

The levels of satisfaction is calculated with the formula mean (plus or minus) standard deviation. The average satisfaction value of Al Rawabi is 8.78 and the standard deviation is 1.01. Satisfaction for users of Al Rawabi is considered high for values above 9.79 (mean + standard deviation. Values less than 7.77 (mean – standard deviation) is categorized as low. Satisfaction score between 9.79 and 7.77 are taken as medium level. The average satisfaction score of A'Safwah is 8.52 with a standard deviation of 1.04. Scores above 9.56 are categorized as high level and scores less than 7.48 are classified as low level of satisfaction. Values between 9.56 and 7.48 are categorized as medium level of satisfaction. The mean satisfaction of Almarai is 9.16 with a standard deviation of 1.07. Scores above 10.23 are categorized as high level and values below 8.09 are categorized as low level of satisfaction Values between 10.23 and 8.09 are in the medium level of satisfaction.

From the table no.5 it is clear that 29% of the consumers of Al Rawabi are with high level of satisfaction. 12% of the consumers are having low level of satisfaction. 80% of the Almarai users have medium level of satisfaction and 20% are having low level of satisfaction. None of the Almarai users have high level of satisfaction. 18% of the A'Safwah users are having high level of satisfaction and 17% are with low level of satisfaction. The level of satisfaction is high for Al Rawabi and A'Safwah users of fresh milk.

Table 6: Second most preferred brand of fresh milk

Most favoured Brand/ Second choice of brand	Al Rawabi	A'Safwah	Almarai	Total
Al Rawabi	3 (7)	13 (32)	25 (61)	41
A'Safwah	26 (29)	4 (4)	60 (67)	90
Almarai	82 (34)	127 (54)	28 (12)	237

Values in parenthesis represent percentage

Among the 41 consumers who mentioned Al Rawabi as the most favourite brand prefer to choose Almarai (61%) as the second most preferred brand and 32% of the consumers prefer A'Safwah brand. Among the 90 A'Safwah users of fresh milk, 67% of the consumers prefer Almarai as the second most preferred brand and 29% preferred Al Rawabi. Among the 237 respondents of Almarai, 54% of the consumers prefer to buy A'Safwah as the second most preferred brand and 34% of them prefer to buy Al Rawabi.

Table 7: Buy specific brand

Preference to buy	No of responses	In percentage
Buy only one brand	148	40%
Buy all brands	220	60%
Total	368	100

In table no. 7, it is clear that only 40% of the consumers buy a single brand of fresh milk. 60% of the consumers prefer to buy all brand. This also shows that brand loyalty is there only for 40% of the consumers.

Table 8: Type of fresh milk consumers buy

Type of fresh milk	No of responses	In percentage
Full fat	124	34%
Low fat	168	46%
Skimmed fresh	48	13%
Double cream	28	7%
Total	368	100

The type of fresh milk consumers prefer in Nizwa is shown in table no.8. It is identified that 46% of the consumers prefer low fat as they are health conscious. 34% of the consumers buy full fat milk. Only 13% of the consumers prefer skimmed fresh milk and 7% of the users prefer double cream.

Table 9: Preference to consume milk

Preference	No of responses	In percentage
Drink milk alone	148	40%
With tea	102	28%
With coffee	58	16%
With health drinks	26	7%
With cornflakes	34	9%
Total	368	100

In this table no.9 the preference to consume milk is shown. 40% of the consumers drink milk alone because it is more beneficial for health. 28% of the consumers drink milk with tea and 16% of consumers drink fresh milk mixed with coffee. 9% of the consumers take milk with cornflakes and 7% of the consumers drink fresh milk with health drinks.

Table no 10 Consumption Time

Consumption time	No of responses	In percentage
Morning only	212	58%
Evening only	82	22%
Night	74	20%
Total	368	100

Table no.10 reveals the timing of consumption of milk. Consumers prefer to drink fresh milk in the morning, evening and night. 58% of the consumers drink fresh milk in the morning along with the breakfast supplement. 22% of the consumers drink milk in the evening only and 20% of the consumers drink fresh milk in the night.

Table 11: Frequency of purchase of fresh milk

Frequency of purchase	No of responses	In percentage
Buy Daily	154	42%
Buy every two days	89	24%
Buy every three days	42	11%
Buy Weekly	83	23%
Total	368	100

The frequency of purchase of fresh milk is analysed through table no.11. The frequency of purchase is high for the product. Moreover the expiry of the fresh milk brands is six days. It is observed that 42% of the consumers buy fresh milk daily. 24% of the consumers buy fresh milk every two days and 11% of the consumers buy every three days. The frequency of buying fresh milk for 23% of the consumers is on a weekly basis.

Table 12: Quantity of purchase

Quantity of purchase	No of responses	In percentage
One gallon (3.78 litre)	17	5%
2 litre	46	13%
1 litre	85	23%
500 ml	90	24%
200 ml	130	35%
Total	368	100

The quantity of fresh milk purchase is shown in table no .12. It is identified that that 35% of consumers buy 200 ml every time. 24% for consumer buy 500 ml every time and 23% of consumer buy 1 liter in every purchase. 13% of the consumers buy 2 liter in every purchase and 5% of the consumers buy one gallon.

Table.13: Brand wise consumption of fresh milk (in litres)

Brands/ Quantity	One gallon (3.78 litre)	2 litre	1 litre	500 ml	200 ml	Total consumption	Average demand
Al Rawabi	3	7	9	10	12	41.74	1.01
A'Safwah	3	8	19	27	33	66.44	0.74
Almarai	11	31	57	53	85	204.08	0.86
Total	17	46	85	90	130	312.26	0.85

The brand wise consumption of fresh milk is shown in table no.13. The total consumption of 368 consumers in every purchase within a week is 312.26 litres in Nizwa. Hence the average amount of consumption of milk by Omanis is 0.85 litres which is closer to 1 litre. The brandwise consumption reveals that the average consumption of Al Rawabi is 1.01 litres within a week. The average consumption of A'Safwah is 0.74 litres and the average consumption of Almarai is 0.86 litres. This shows that the consumption of fresh milk by Omanis is very less. This is because they also use substitute products like Milk powder and long life milk.

Table 14: Number of family members consuming fresh milk

Number of family members	No of responses	In percentage
< 3	90	24%
3	146	40%
4	55	15%
5	43	12%
> 5	34	9%
Total	368	100

Table no.14 explains the number of family members who consume fresh milk. 40% of the consumers stated that there are three members in the family consuming milk. 24% of the consumers opined that there are less than three members consuming milk in their family. 15% of the respondents have four members in their family. 12% of the consumers stated that there are five family members consuming milk. Only for 9% of the respondents the family members are more than 5.

Table 15: Form of consuming milk

Consumption of milk	No of responses	In percentage
Drink only after boiling	186	51%
Drink fresh milk directly	182	49%
Total	368	100

The response of consumers regarding how they drink milk is analysed through table no. 15. It is identified that 51% of the consumers drink fresh milk only after boiling. Remaining 49% of consumers drink fresh milk directly without boiling the milk.

Table 16: Factor influencing the purchase of fresh milk

Factors	Mean	Standard deviation	Coefficient of Variation
Brand name	4.09	0.83	20.3%
Date of Packaging/expiry	4.25	0.87	20.5%
Labeling	3.73	0.84	22.5%
Taste	4.02	0.84	20.9%
Availability in shops	4.14	0.813	16.6%
Price	3.96	0.92	23.2%
Type of packaging	3.85	0.866	22.4%
Nutritional facts	4.02	0.98	24.4%
Attractive packaging	3.91	0.96	24.5%
Quality of product	4.37	0.85	19.4%

The factors influencing the purchase of fresh milk is analysed in table no.16. The mean value shows that quality is the most important factor for the consumers with a highest value of 4.37. The second highest factor consumers prefer is date of packaging with a mean value of 4.25. To know the consistency of these factors, coefficient of variation is calculated. It is found that consistency is high for 'availability of the product'. The second most consistent factors is the 'quality' of the product. It is also clear that consumers do not give importance to packaging and nutritional contents in fresh milk.

5. FINDINGS OF THE STUDY

- It is found that 64% of respondents use Almarai fresh milk. Al Rawabi is the most favourite brand for 11% of the consumers and A'Safwah is the favourite for 24% the consumers. Consumers who mentioned Al Rawabi as the most favourite brand prefer to choose Almarai (61%) as the second most preferred brand and 32% of the consumers prefer Aasfwah brand. Among the A'Safwah users of fresh milk, 67% of the consumers prefer Almarai as the second most preferred brand and 29% preferred Al Rawabi. Among Almarai consumers, 54% of the consumers prefer to buy A'Safwah as the second most preferred brand and 34% of them prefer to buy Al Rawabi.

- The average satisfaction of users of Almarai is 9.16, which is the highest. The average satisfaction for Al Rawabi is 8.78 and comparatively satisfaction is the least for A'Safwah (8.52). It is found that consistency for satisfaction is high for Al Rawabi and satisfaction is least consistent for A'Safwah.
- 29% of the consumers of AlRawabi are with high level of satisfaction. 12% of the consumers are having low level of satisfaction. 80% of the Almarai users have medium level of satisfaction and 20% are having low level of satisfaction. None of the Almarai users have high level of satisfaction. 18% of the A'Safwah users are having high level of satisfaction and 17% are with low level of satisfaction. The level of satisfaction is high for AlRawabi and A'Safwah users of fresh milk.
- The major factor that influence the purchase of fresh milk is 'quality' with a highest value of 4.37. The second highest factor consumers prefer is date of packaging with a mean value of 4.25. The third factor is availability of the product (4.14). Packaging and labelling are given least preference by the consumers. The coefficient of variation values shows that consistency is high for 'availability of the product' followed by the 'quality' of the product. It is identified that Al Rawabi is chosen by consumers because of brand name (32%) and its taste (22%). A'Safwah is preferred by consumers mainly due to its taste (27%) and availability (19%). 41% of the consumers choose Almarai because of its quality (41%) and taste (23%).
- The consistency of satisfaction for A'Safwah is the least compared with Almarai and Al Rawabi. This shows that there are every chance for A'Safwah consumers to switch over to competitive brands. It is also found that 67% of the A'Safwah users prefer Almarai as their second best choice. The consumption of milk per week is also less (66.4 litres) compared to the demand of Almarai (204.08 litres). When compared with other brands the average consumption of A'Safwah milk is the lowest (0.74 litres in a week). The major reasons identified are lack of positioning of quality by A'Safwah, lack of availability of the product, date of packaging.

5.1 Recommendations

- A'Safwah should increase the supply in stores. This helps to increase the availability in shop and thereby increase sales.
- A'Safwah (fresh milk) should increase distribution in stores in wider target market.
- A'Safwah may decrease the price of fresh milk to increase the sales compared to competitive brands.
- A'Safwah can conduct a campaign in Omani schools by giving some samples. A campaign can be organized by them to disseminate the health aspect of consuming fresh milk. This helps to increase the consumption by children as milk helps in growth.
- A'Safwah brand should give more promotion for fresh milk highlighting its taste.
- Fresh milk brands must promote the product focusing on the health aspect of consuming fresh milk
- Majority of consumers prefer to buy 200 ml and 500 ml. Therefore, fresh milk brands can distribute more of 200 ml and 500ml packaged fresh milk.

5.2 Conclusion

Fresh milk is widely used by people now a days and hence the number of competitors enter into this business has increased considerably. There are only three competitive fresh milk brands in Sultanate of Oman and the market leader is Almarai. Further findings of the study imply that fresh milk has become less relevant to peoples' life-style, and nutritional benefits of fresh milk are not widely understood. However, since negative attitudes to fresh milk were not existed, that may not limit the potential to make fresh milk an everyday part of modern life. The narrow focus of the perceived nutritional benefits of milk appears to have inhibited fresh milks' popular appeal. Moreover there are opportunities to provide target communication about the health benefits of milk. There are opportunities to increase fresh milk consumption by reducing the price and increasing the quality simultaneously and the "market" can promote the consumption of fresh milk in Sultanate of Oman. The study highlights the purpose, reasons of usage and the when of usage of fresh milk. The recommendation provided through this study helps the marketers to improve the satisfaction of the customer by providing them with customized products of fresh milk. Brand marketers therefore need to put more emphasis on factors that are considered important like product attributes, price and brand availability to target their consumers effectively.

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