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Department of Marketing Management BAHIR DAR UNIVERSIT BAHIR DAR Determinants of Consumers´ Milk Brand Preferences in Addis Ababa, Ethiopia

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Abstract: The primary objective of this study was to examine determinants of pasteurized milk brand preference of Addis Ababa milk brand customers. In order to find out the determinants of milk brand preference, the study considered three factors namely Marketing Stimuli, Psychological factors, and Consumers' Personal characteristics. These factors had sub elements which included thirty three dimensions. To assess these factors´ influences on brand preference, a sample size of 416 respondents were selected using convenience sampling technique. Based on the theoretical frame work and objectives of the study 30 items were provided in a 5 point Likert scale to the respondents. The gathered data was analyzed by descriptive and inferential statistics. The researcher used Pearson correlation and regression analysis to analyze the data. The result of the study shows that all the three variables, that is, Marketing Stimuli, Psychological factors, and Consumers' Personal characteristics have a significant positive impact on pasteurized milk brand preference.

Keywords: Brand Preference, Pasteurized Milk, Marketing Stimuli, Psychological Factors,
Consumers' Personal Characteristic

1. Introduction

The dairy sector in Ethiopia is continually growing over the last one to two decades given the large potential for dairy development in the country, the expected growth in income, increased urbanization, and improved policy environment [1]. The shift towards market economy is creating large opportunity for private investment in urban and per-urban dairying. However, the main source of growth is expected to be the growth in demand for dairy products.

It has become very important for industry players to understand the consumers well to enable them design effective strategies that are useful in winning customers

Many variables can influence consumers' buying behaviour. It becomes very tricky for a manager to predict the products that consumers are going to buy and the quantities they would buy in a given period of time. Moreover, managers are not able to know with certainty why consumers choose particular products and not others. Consumers seek benefits to meet their needs; marketers

therefore have to bring out benefits that are in their products in order to appeal to customers more effectively [2]. This study has done with intention to find out the determinants of brand preference of pasteurized milk product with a particular emphasis on household consumers of Addis Ababa.

2. Statement of the Problem

Because of stiff competition, the domination of little dairy processors, practice of informal market and failing of knowing the need of consumer some small processing companies does not enable to provide goods and services efficiently based on the consumer interest because of this some small processing companies disappeared from the market.

In order to ensure continued existence, the players and new entrant need to develop effective strategies that can assure them of survival in a competitive environment. This in turn requires understanding the determinant of Consumers' preference of Milk Brands consumed.

Research studies have been carried out on the Dairy industry even though the study is done with regard to the milk suppliers; processors and retailers, the end product users (customers) are not incorporated. It is obvious that customers play an inevitable role in the profitability as well as success of a certain company and also for sustainable coordinated business. But that the researcher is not sufficiently focused on Determinants of Consumers' preference of Milk Brands in Addis Ababa as researcher attempted to review literature and also obtain recommendation of further research from other researcher study on Consumer behavior of different dairy products.

It is therefore necessary to conduct a study to determine the factors that Consumers consider in the preference of milk brands they consume. Understanding of the Consumers is important as it determines the strategies that a firm may pursue profitably in a competitive environment. This study therefore seeks to answer the following question.

3. Research Hypothesis

H1: Marketing Stimuli factors have a positive and significant influence on Consumers' preference of milk brands.

H2: Psychological factors have a positive and significant influence on Consumers' preference of milk brands.

H3: Consumers' Personal characteristics have a positive and significant influence on Consumers' preference of milk brands.

4. Research Objectives

4.1. General Objective

The general objective of the study is to examine the determinants of consumers' preference of milk brands in the study area.

4.2. Specific Objective of the Study

1. To identify the determinants that influences the consumers' preference of milk brands in Addis Ababa.
2. To examine the extent to which the identified determinants influence brand preference.

5. Review of Related Literature

In today's highly informed, competitive and saturated market, a key to success of any business depends on knowing consumer and his consumption patterns and recognizing and understanding factors influencing his decision making for the purpose of developing an attractive offer of products, supporting services, communication means and other marketing tools that would fit like aglue to customer's needs [3].

Several factors influence consumers' choice of milk brands. Available literature identified thirty six factors.

These factors are classified into three broad categories namely: organizations' marketing stimuli (the 4 Ps of marketing), Consumer's specific factors (psychological and demographics) and environmental factors (culture, Social class, reference group and family).

Organizations' marketing stimuli factors include product characteristics, pricing strategies employed by the firm, promotional and place factors. Product characteristic factors include quality, quantity, taste, smell, colour, thickness, smoothness and packaging design - all of which influence purchase decisions of different consumers indifferent ways. Presentation of a product determines whom it appeals to and how much is purchased of the said product [4]. In the dairy industry, smoothness, thickness and smell of the products also have influence on consumers' purchase decisions besides its colour, quality, quantity and taste. In yoghurt variants, taste and smoothness have greater influence on purchase decisions and those brands that fare well in these factors attract higher preference while on the contrary, size and look of packaging have the least significance [5]. Whereas quality is relative and depends on consumer characteristics, perceived quality of milk brands plays a significant role in determining purchase of different brands [6].

The price charged on a product determines its purchase in relation to the customers that purchase it, how much is purchased and how it is consumed. In food items, price is considered a major determinant of purchases. Pricing also determines market segments targeted by organizations [7]. Consumers' income levels play alongside pricing and determine consumption of milk with low income families consuming either cheaper packaged processed milk or unprocessed and unpackaged milk while consumers with higher incomes not only purchase innovatively packaged milk brands but also high value dairy products like yogurt, cheese and butter offered by renowned and leading brands in the market [8]. Pricing is therefore not only a major determinant of choice of milk brands consumed but also on the type of dairy products consumed [9]. (Kumar).

Place factors, particularly the location of the retail outlet, determine purchase of milk brands and the further the household is from the city or localities with electricity or cooling facilities determines purchase of milk brands that do not require refrigeration like powdered milk and long life milk [10]. The size, layout and general ambience of a retail outlet influence kind of consumers visiting the outlet as well as when and what is purchased from the store [11]. Also important are the store's opening and closing hours, the cleanliness of the store and the range of products available at the store. Availability of supermarkets and high end groceries influence the purchase of milk brands sold through such outlets [12]. Distribution channels used by milk marketers also influence consumption with home delivery and availability of delivery points influencing purchases [1]. Brand availability plays a major role in influencing purchase decision while non availability of brands causes dissatisfaction [9] as consumers prefer to purchase brands that can be found at preferred retail outlets. Consumers easily switch brands when their preferred brands are not available at the stores of choice while those loyal to certain brands are often willing to delay purchase until they are able to access

their brands of choice [13].

Promotions are also credited to contributing positively in the choice of milk brands consumed with the advertising intensity impacting milk purchase decisions [1]. In relation to the demographic factors, key factors that influence milk brand choice are the number of children, household size, education level, reference group and family income. Processed and packaged milk brands are purchased more by high income households with relatively high education and small household families whereas the unpacked and unprocessed milk is mainly consumed by consumers with low income, low education and larger families [8]. Among the marketing stimuli factors, Product attributes were considered very important in determining consumers' brand choices. Most important were Quality, Quantity, Taste and Thickness, while Smell, Colour and Smoothness were considered important. The second factor that was considered as very important was price. The third factor that was considered as very important was brand availability. Consumers confirmed that they would move from one outlet to another in search of their preferred brands without which they would consume brands available at the time of purchase. The fourth determinants were psychological factors of consumers' needs at the time of purchase and attitude about brand and its provider [14].

6. Research Methodology

The research paradigms adapted for this study is quantitative approach (positivism). Descriptive and explanatory type of research design was employed as a main research design for this study to the realization of intended objectives by using Cross-Sectional Studies relevant data was collected at one point in time in order to answer a research question.

6.1. The Population

The population of interest in this study consists of individual household consumers of pasteurized milk in Addis Ababa city.

6.2. Sampling and Sample Size

Convenience sampling method of non probability sampling was applied for the research. Convenience sampling is a technique in which a sample is drawn from that part of a population that is close to hand, readily available or convenient.

The target population for study includes customers of pasteurized milk brand in Addis Ababa. Based on unknown population sample size determination as suggested by Yemane [7].

$$n = N/1 + N(e)2 \qquad (1)$$

Where N=population parameter, n=sample size, e=error of significance.

6.3. Data Collection Techniques

Primary data for the research was collected through structured questionnaire which was developed based on the existing related literatures. In line with prior studies, the questionnaire is comprised of statements measuring the determinant of milk brand preference in Addis Ababa city and it was responded on a five-point Likert type scale to assess the degree of importance where 5= Very important and 1= Not at all important. In order to design the questionnaire, conceptual framework of the study was used.

6.4. Data Analysis Techniques

To meet the specified research objectives, quantitative data analysis was used for the study purpose. The researcher has used SPSS soft ware version 23 to process and compute the collected data. Both descriptive and inferential statistics methods of data analysis were also employed to make the analysis.

6.5. Regression Functions

Regressing consumers' milk brand preference on the determinant of milk brand preference the following equation was formulated.

$$Y = \beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + E \qquad (2)$$

6.6. Reliability and Validity Analysis

Reliability is the degree to which an assessment tool produces stable and consistent results.

Validity refers to how well a test measures what it is purported to measure. Validity is done to assess whether the item measures what it is supposed to measure. To check whether the item is measuring what it is supposed to measure.

The researcher adapts different scale to measure this factor by investigating abroad set of studies in the field. Therefore, standardized questionnaire of previous study was adopted and improved in the pre-data collection stage.

7. Result and Discussion

7.1. Respondents' Milk Brand Consumption Habits

Respondents were required to state whether they consumed pasteurized brand milk all the time. The outcome is as presented by the following table (table 1).

Table 1. Respondents' milk brand consumption habits.

consume habits	Frequency	Percent	Valid Percent	Cumulative Percent
All the times	222	56.1	56.1	56.1
Sometimes	174	43.9	43.9	100.0
Total	396	100.0	100.0	

Source:- researcher´s survey data 2018.

Among the 396 respondents 56.1% were consuming all the times branded milk while 43.9% had consumed sometimes.

7.2. Descriptive Statistics for Factors Influencing Consumers' Choice of Milk Brands

The respondents were asked to indicate the extent to which various factors were important in determining their choice of milk brands. Three indicators of brand preference are considered for the study.

7.2.1. Market Stimuli Factor

Table 2. Descriptive Statistics for market stimuli factor.

market stimuli factor	N	median
Quality of brand	396	5
Quantity of brand	396	3
Smell of brand	396	4
Colour of brand	396	4
Taste of brand	396	4
Thickness of brand (fat content)	396	4
Smoothness of Packaging	396	4
Design of packaging	396	1
Colour of packaging	396	1
Information given on packaging	396	5
Type of packaging	396	2
Type of advertisement of brand	396	2
Models used in advertisement	396	1
Information on product given by sales personnel	396	2
Constant reminders by posters at retail outlets	396	2
Size of the retail outlet	396	2
Price of the product	396	5
Cleanliness of store	396	5
Store's management and help given by staff	396	2
Location of retail outlet	396	4
Availability of brand at retail outlets	396	5
Store's layout	396	1
Arrangement of products on store's shelves	396	1
Valid N (listwise)	396	

Source:- researcher´s survey data 2018.

The first dimension as a determinant of brand preference is Market stimuli factor. This dimension had twenty three elements. Based on the surveyed data, Quality of brand, Price of the product, Availability of brand at retail outlets, Cleanliness of stores and Information given on packaging are very important factor to milk brand preference. Based on the above table (Table 2) Median of those factors is scored equal mean which is 5 as well Taste of brand, Smell of brand, Colour of brand, Thickness of brand (fat content), Smoothness of Packaging and Location of retail outlets is important to milk brand preference Based on the table below (Table 2) they scored 4 median. Quantity of brand scored 3 median score as neither important nor unimportant to milk brand preference.

Type of packaging, Type of advertisement of brand, Information on product given by sales personnel, Constant reminders by posters at retail outlets, Store's management and help given by staff and Size of the retail outlet scored 2 median score as moderately important to milk brand preference. The other determinants are Design of packaging,

Colour of packaging, Models used in advertisement, Store's layout and Arrangement of products on store's shelves which scored, 1 median score as not important to milk brand preference.

7.2.2. Psychological Factors

Psychological factors are represented by 2 determinant factors which are related with the preferred brand is Own needs at time of purchase and Belief held about product and Company. As of table shown below (Table 3) which scored median of 3 and 2 respectively which means Own needs at time of purchase is neither important nor unimportant to milk brand preference but Belief held about product and Company is moderately important to milk brand preference.

Table 3. Descriptive Statistics of Psychological factors.

	N	median
Own needs at time of purchase	396	3
Belief held about product and Company	396	2
Valid N (listwise)	396	

Source:- researcher´s survey data 2018.

7.2.3. Consumers' Personal characteristics

From Consumers' Personal characteristics descriptive result, Family Income level are very important factor to milk brand preference as of (Table 4) which shown below scored 5 median. Age of respondent, Knowledge held by respondent, Occupation of respondent, and Number of people in the house hold was also rated as neither important nor unimportant to milk brand preference. As of table shown below (Table 4) which scored equal median 3.

Influence of associates and friends, and Word-of-mouth references by acquaintances very important factor to milk brand preference as of (Table 4) which shown below scored 5 median. Influence by family of origin (brand used by family) is with 3 median scored which neither important nor unimportant to milk brand preference.

Table 4. Descriptive Statistics of Consumers' Personal characteristics.

	N	median
Age of respondent	396	3
Number of people in the house hold	396	3
Knowledge held by respondent	396	3
Occupation of respondent	396	3
Family Income level	396	4
Influence of associates and friends	396	5
Word-of-mouth references by acquaintances	396	5
Influence by family of origin (brand used by family)	396	3
Valid N (listwise)	396	

Source:- researcher´s survey data 2018.

7.2.4. The Respondents Perception Towards Determinant Factors to Milk Brand Preference

As the Overall milk brand preference determinant table 5 below indicated five determinants including Quality, Promotion, Availability of brand, packaging, and Influence of associates were to signify their importance.

Quality of brand very important to milk brand preference

with median rating to 5 and Availability of brand is important to milk brand preference with median rating to 4. Promotion and packaging median rating is 3 neither important nor unimportant to milk brand preference. Influence of associates median rating is 2 which is moderately important to milk brand preference.

***Table 5.** Descriptive Statistics of overall Brand preference determinant.*

	N	Median
What do you think about the Quality of brand for your milk brand preference?	396	5
What do you think about the role of Promotion of milk brand for your milk brand preference?	396	3
What do you think about Availability of brand for your milk brand preference?	396	4
What do you think about the packaging of brand for your milk brand preference?	396	3
What do you think about the Influence of associates for your milk brand preference?	396	2
Valid N (listwise)	396	

7.3. Data Processing and Analysis

7.3.1. Correlation Analysis

Pearson correlation coefficient.

The correlation matrix between dependent variable and independent variables are exhibited in Table 6 below.

***Table 6.** Correlation Matrix.*

		Marketing Stimuli	Psychological factors	Consumers' Personal characteristics	milk brand preference
Marketing Stimuli	Pearson Correlation	1	.861**	.065	.757**
	Sig. (2-tailed)		.000	.196	.000
	N	396	396	396	396
Psychological factors	Pearson Correlation	.861**	1	.178**	.780**
	Sig. (2-tailed)	.000		.000	.000
	N	396	396	396	396
Consumers' Personal characteristics	Pearson Correlation	.065	.178**	1	.282**
	Sig. (2-tailed)	.196	.000		.000
	N	396	396	396	396
Milkbrand preference	Pearson Correlation	.757**	.780**	.282**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	396	396	396	396

**. Correlation is significant at the 0.01 level (2-tailed).

A correlation analysis above clearly depicts that Psychological factors is the most strong positively and significantly correlated (r=.780** p<0.01) to brand preference. The correlation coefficient (0. 780) is even significant at the 0.01 level. So it is possible to infer that the relationship between Psychological factors and brand preference is very significant. As the result the H2: (Psychological factors have a positive and significant influence on Consumers' preference of milk brands) is accepted.

A correlation analysis from the table above indicates that there exists a significant and strong positive relationship (r=.757** p<0.01) between Marketing Stimuli and milk brand preference. The relationship is significant even at 0.01 levels. Accordingly hypothesis H1 (Marketing Stimuli factors has a positive and significant influence on Consumers' preference of milk brands) is also supported.

When we see the relationship between Consumers' Personal characteristics and milk brand preference, there exist a significant positive relationship between them. The correlation coefficient in this case is 0. 282** which is statistically significant at the 0.00 level. H3 (Consumers' Personal characteristics has a positive and significant influence on Consumers' preference of milk brands) is once again accepted.

7.3.2. Multiple Regression Analysis

Multiple Regression Analysis

In multiple regressions we use an equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + E \qquad (3)$$

Where Y is the dependent variable- consumers' milk brand preference =X1, Marketing Stimuli factors =X2, Psychological factors and =X3, Consumers' Personal characteristics are the explanatory variables (or the regresses). E is error term. β_0 is the intercept term- it gives the mean or average effect on Y of all the variables excluded from the equation, although its mechanical interpretation is the average value of Y when the stated independent variables are set equal to zero.

B1, β_2, and β_3 refer to the coefficient of their respective independent variable which measures the change in the mean value of Y, per unit change in their respective independent variables.

Therefore, in this study the following multiple regressions were used:

Multiple R is a correlation between the observed values of *y*, the values of *y* predicted by the multiple regression models. Therefore, large values of the multiple R represent a large correlation between the predicted and observed values of the

outcome. The model summary table (Table 7) reports the strength of the relationship between the model and the dependent variable, brand preference.

The adjusted R square shown below on table 7, R2 of .653 indicates 65.3 percent of variances in brand preference can be predicted by the three factors used in this research study. Accordingly, there are other variables that influence brand preference of milk brand customers represented by the remaining 34.7 percent. But the majority of the variance in brand preference can be predicted by the three factors included in this study.

From the regressions analysis as shown in the table 7, the three independent variables have an influence on milk brand preference thus the proposed model obtained from the regressions analysis is.

Consumers milk brand preference=1.066+.348 Marketing Stimuli factors+0. 452 Psychological factors+0.139 Personal characteristics

Table 7. Multiple Regression Analysis result Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809[a]	. 655	. 653	. 38086

A. Predictors: (Constant), market stimuli factor, personal factor, psychological factors.

To test the hypothesis of no linear relationship between the predictor and dependent variables, i.e., R-square = 0, the Analysis of Variance (ANOVA) is used. Table 8 presents the F statistics to test how well the regression model fits the data. If the f-statistics is big and the significance level less than 0.05 then the hypothesis of no linear relationship between the independent variable and dependent variable is rejected. Thus in this study F-statistics with 248.258 and significance value of 0.00 the regression model fits the data. Thus all the independent variables Marketing Stimuli, Psychological factors and Consumers' Personal characteristic are linked to the dependent variable milk Brand Preference.

Table 8. Analysis of variance (over all fitness test) ANOVAa.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	108.035	3	36.012	248.258	.000[b]
Residual	56.862	392	.145		
Total	164.897	395			

a. Dependent Variable: brand preference.
b. Predictors: (Constant), stimuli factor, personal factor, psychological factor.

Table 9. Coefficients of determinants of milk brand preference.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.066	.131		8.139	.000
Marketing Stimuli	.333	.056	.348	5.954	.000.
Psychological factors	.327	.043	.452	7.652	.000
Consumers 'Personal characteristics	.139	.030	.139	4.587	.000

Dependent Variable: milk brand preference.

Coefficient table shows which variables are individually significant predictors of dependent variable. Standardized Beta coefficient show the contribution of an individual variables. The Beta weight is the average amount the dependent variable increases when the independent variable increase by one standard unit (all other independent variables are held constant).

8. Conclusion and Recommendations

8.1. Conclusion

From the findings, the following conclusions have been drawn.

i. Regarding correlation analysis, the result of the finding shows a positive and significant relationship between three determinant factors dimensions (Marketing Stimuli, psychological factors and consumers' personal factors) to milk brand preference. From this it pertinent to conclude that independent variables i.e Marketing Stimuli, psychological factors and consumers' personal factors have the power to determine the customer milk brand preference in the city.

ii. Furthermore, multiple regression analysis shows that in consumers´ brand preference in Addis Ababa city, 65.3 percent variance in consumers´ brand preference can be attributed to the three factors used in this research study. Therefore, the researcher can convincingly conclude that the independent variables have a positive and significant influence on the dependant variable (consumers´ brand preference) in Addis Ababa.

iii. As far as the relative influence of an individual component of consumers´ milk brand preference determinant factors dimensions on milk brand preference is concerned, the result of multiple regression coefficients shows that Marketing Stimuli

factors is the most dominant relational dimension in determining the variation on consumers´ milk brand preference in Addis Ababa city for the most part of Marketing Stimuli factors The product attributes namely quality and taste were considered as very important there by ranking number one in milk brand choice determination. These were followed by place or locational factors, specifically brand availability. On the contrary, it can also be concluded that promotional factors such as advertisement type, models used in advertisements, company personnel and use of posters and /or billboards were the least important determinants of milk brand choice among residents living in Addis Ababa, Ethiopia.

8.2. Recommendation

There is need for brand providers to be customer focused by emphasizing on those attributes consumers consider as paramount in influencing their brand choices. Brand providers thus need to carry out marketing research on consumers' needs and come up with marketing mix elements considered important to consumers in order to win within this competitive market.

The findings have serious implications on milk marketers in Addis Ababa who seek to attract consumers with their offerings. Marketers need to appreciate that offering their milk brands to potential consumers against a backdrop of environmental factors and promotional activities would not influence consumers' choice of their milk brands.

Marketers therefore need to pay closer attention to product attributes and specifically to quality, taste and thickness (fat content) of the brands. They should also focus on availability of the products as well as location and Cleanliness of retail outlets. In incorporating these factors in milk marketing strategies, dairy companies are able to have an edge over those that ignore the same and concentrate on environmental and promotional factors. Marketers can continue with promotional factors that enable awareness creation of their brands. They should however not expect the promotions to influence consumer choice of their brands. More resources should be invested in improving product attributes.

List of Abbreviation

DDA	Dairy Development Agency.
DDE	Dairy Development Enterprise.
ECS	Ethiopia central statistics.
EMDIDI	Ethiopian meat and dairy industry development institute.
FAO	Food and Agricultural Organization.
KDB	Kenya Dairy Board.
SDDP	Smallholder Dairy Development Project.
SNV	Netherlands Development Organization.
TCP	Technical Cooperation Program.
UNICEF	The United Nations Children's Fund.
UNRRA	United Nations Relief and Rehabilitation Administration.
WFP	World Food Program.

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