Journal of Business & Economics
Vol. 10, No. 2, 2018, pp. 72-87

To Buy or Not to Buy: Determinants of Purchase Intention for Packaged Milk

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Abstract:

Milk is an integral part of our life and livestock sector is the major sector that contributes significantly in the economy of the country. The objective of this research is to study the factors that hamper the milk buyers to buy packaged milk. Data was collected from the milk buyers/consumers and 500 questionnaires were distributed. Out of which 415 were returned and 293 were included in the final study who prefer the fresh milk over packaged milk. Convenience sampling technique was used. Findings of the study showed that all study factors (social influence, sensory appeal, and price consciousness) have negative effect on purchase intentions for packaged milk. The results of the research study are significant for the milk companies, marketing managers of dairy products in order to understand these factors while making marketing strategies for dairy products specifically packaged milk.

Keywords: *Sensory Appeal, Social Influence, Price Consciousness, Packaged Milk*

1. Introduction

Milk is unanimously known as a complete diet with the presence of vital components such as lactose, proteins, minerals, vitamins, and milk fats. Livestock farming is an essential part of the economy of Pakistan specifically rural economy as it gives more or less regular revenue and readily cashable assets to families that are connected with this sector. Similarly, it is an integral element of agriculture sector of Pakistan by providing 56.3% of its total agricultural value added and 11.76% to GDP at national level (Government of Pakistan, 2017). Livestock products remarkably contribute in a country's exports. As per the available data, meat and its related products/foods worth Rs.23.674 billion were sent to other countries, whereas Rs.11.78 billion of milk and milk related goods were brought in by Pakistan in 2015-16 (Government of Pakistan, 2016). Furthermore, historically, this sector of the economy never has a negative growth rate. On the other hand, with livestock farming, above 8 million families are involved in this business (Agriculture Census Organization, 2010). The people and their children are indulged in the generation of employment through animal husbandry.

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In milk producing countries, Pakistan is at the third number, while the USA at the second number and India is at the number one. 26% of food expenses in Pakistan are consumed on milk and milk related products (Government of Pakistan, 2015). The task of reaching various urban and rural markets is challenging for dairy farmers. The future demand for dairy products is expected to rise rapidly due to reasons like: i) the faster growth in population; ii) increased urbanization and/or rising absolute urban population; iii) the animal based foods are needed for fulfilling the calcium and protein requirements of the population on health ground; and, iv) the income elasticity of demand for milk and meats is also greater than one, implying more than a proportionate increase in demand for dairy products and meat than the rate of rise in income, therefore, better livelihood opportunities in livestock farming are available (Farooq, 2016). Furthermore, the changes in consumption patterns induced by globalization and general developments in the country are also expected to generate additional demand for livestock products including milk.

Despite the clear importance of the dairy sub-sector, it has failed to attract due attention from policy makers and development practitioners. During the last 25 years, milk production increased at the rate of 4.8 percent while the productivity per animal head has improved in cattle but declined in buffaloes. This implies that increase in animal population rather than milk productivity per animal head is the prime source of growth of milk production in the country.

Only 6% of the total milk is processed and available in packed form and remaining 94% milk is used in fresh form (Pakistan Dairy Association, 2016). Milk companies are trying to increase the consumption of packaged milk. But they could not achieve satisfactory results. Companies launched different awareness programs to aware and educate consumers relating to packaged milk. They also invested heavy amounts on advertising and promotion campaigns to promote the packaged milk. They did not receive as much positive response as they are expecting from the customers.

When a customer identifies a need and wishes to satisfy his/her need, his / her decision to buy something is influences by many factors. The marketing literature categorizes these factors in different ways that how these affect the buying behavior of consumers. For example, Lake (2009) classified these factors that influence consumers' behavior on the basis of their origin; internal factors (i.e. psychological)

that originating from the inner side of consumers like beliefs, emotions, attitudes, or motivations, and external factors (i.e. socio-culture) originating from outside environment that cover the consumer like social group, culture, and the structure of households. While Sandhusen (2008) divides the influential factors that affect the consumer behavior into two groups, intrapersonal factors (i.e. those operating within customers like perception, attitude and drivers) and interpersonal factors (i.e. those operating among consumers). Kotler and Armstrong (2004) classified those factors that influence the consumer behavior into four categories, social factors (i.e. reference groups, role, status, family, and member groups), cultural factors (i.e. social class, culture, and subculture), psychological factors (i.e. perception, attitude, motivation, beliefs, and learning), and personal factors (i.e. age, occupation, lifestyle, family life cycle, personality, self-concept, and economic situation). Jain (2010) classified factors that influence consumers in four categories, a) economic factors such as liquid assets, living standard, credit, economic conditions, income, and government policy, b) personal factors i.e. education, age, role, status and family life cycle, c) psychological factors i.e. perception, attitude, learning, personality, motivation and lifestyle, and d) sociological factors such as reference groups, social class, family, peers, culture, and opinion leaders. Furthermore, Schmitz (2012) classified the factors that influence the consumer behavior into four major groups, 1) situational factors i.e. time, mood, social situation, store environment, and social situation; 2) psychological factors i.e. perception, attitude, motivation and attitude; 3) societal factors i.e. social class, opinion leaders, family, culture, subculture, and references groups.

The need for thorough research and study of consumer behavior is now becoming more and more topical. There is a need to understand the customers' expectations from companies. It is also important for the companies to understand the factors specifically at an individual level that influence the customers' decisions. Because the understanding of these needs, expectations, and individual factors help companies in the development of marketing programs, marketing mix, and marketing strategies. Consequently, the purpose of this study is to study the factors that affect consumers while they are going for purchasing packaged milk for their daily life.

2. Literature Review

2.1 Purchase Intention

Purchase intention is a situation in which shoppers tend to buy a particular product in specific conditions (Morinez et al., 2007). It is a type of decision making that finds out the reason to purchase a specific product by customers (Shah et al., 2012). Purchase decisions are complex processes for customers. Usually purchase intention is linked with attitude, perception and behavior of customers. Purchase intention plays an important role for customers to understand and evaluate certain products. For prediction of buying process, purchase intention is an effective device (Gosh, 1990). Number of factors affect the purchase intentions i.e. personal factors, psychological factors, social factors, cultural factors, product factors, and demographic factors (Bahl & Chandara, 2018). Reference groups, household types, social class, family influence, roles, peer influence, and status are social factors. Income, age, education, and occupation are demographic factors. Sensory appeal/product features i.e. taste, color, texture, and smell are product-related factors. Purchase intention can be changed with effect of value, perceived quality, and price (Mirabi et al., 2015). Furthermore, Gogoi (2013) also stated that internal and external motivation also influences consumers during buying process.

2.2 Social Influence

Social influence is defined as how other persons effect the behavioral decisions of a person (Foucault & Scheufele, 2002; Grenny et al., 2008). Social influences are linked with external pressure that a person perceives from their family members, friends, and peers (Wang & Chou, 2014). Theory of socialization proposed that consumers interaction with socialization agents help to learn attitudes and behaviors that are related to consumption (Churchill & Moschis, 1979; Lueg & Finney, 2007; Khan, 2015). There are many other factors i.e. gender, age, and education (Bingham et al., 2014; Dharmasena & Capps, 2014; Bonaventure & Umberger, 2012; Kurajdová et al., 2015), location, label information, and health benefits (Bonaventure & Umberger, 2012; Manneerbro & Wallin, 2007), and ethnicity, nutrition, brand perception, and social status (Kurajdová et al., 2015; Manneerbro & Wallin, 2007) along with social influences that affect the buying behavior for dairy products specifically milk. Social influences have positive relation with the purchase of buying fresh milk.

2.3 Sensory Appeal

Sensory appeal denotes to the appeal of the product's appearance, taste, smell, and texture to shoppers (Lee & Yun, 2015). Appearance, smell, and taste are the sensory attributes for food (Wong et al., 2018). Consumers consider these well-known sensory attributes while taking decisions relating to purchase of food (Steptoe et al., 1995). Product's sensory appeal also affects product choice preference and purchase desire of consumers (Baker et al., 2015). Sensory factors are more important for both genders while purchasing dairy products (Krešić et al., 2010). Sensory factors and nutritional importance positively affect the fresh milk purchase (Kurajdova et al., 2014). Some other researches also revealed that sensory factors i.e. smell, texture, color, aroma, and taste are associated with purchase intentions (Fotopoulos et al., 2003; Pedal & Foster, 2005; Wong et al., 2018).

2.4 Price Consciousness

Lichtenstein et al. (1993) defined price consciousness as the consumer absolute emphasis on payment of low price. Kukar-Kinney et al. (2012) suggested that while shopping, some consumers are more concerned about the price of product rather than focusing on the product itself and they bargain for lower prices whereas some other group of customers don't bargain much for the prices. These both tendencies make former group as price conscious customers and latter group as no-price customers, (Jin & Sternquist, 2004). It is further found that consumers who are price conscious give less importance to the quality of product (Martínez & Montaner, 2006; Konuk, 2015). Price is studied with buying behavior of consumers for purchasing dairy products i.e. milk (Bingham et al., 2014; Kumar & Babu, 2014).

2.5 Theoretical Framework

Different models are proposed by researchers to understand the human intentions and behaviors, but planned behavior theory is one of the most utilized theories that researchers used. Many researchers used this theory to understand the behavior of consumers relating to food products (Catherine & Nilolai, 2016; Yadava & Pathak, 2016; Wong et al., 2018). This study is also based on TPB as this theory stated that attitude and beliefs affect the buying intentions. Wong et al. 2018 also used sensory attributes in their study to check the impact on purchase intentions. So, on the basis of this TPB, following model is proposed with hypotheses:

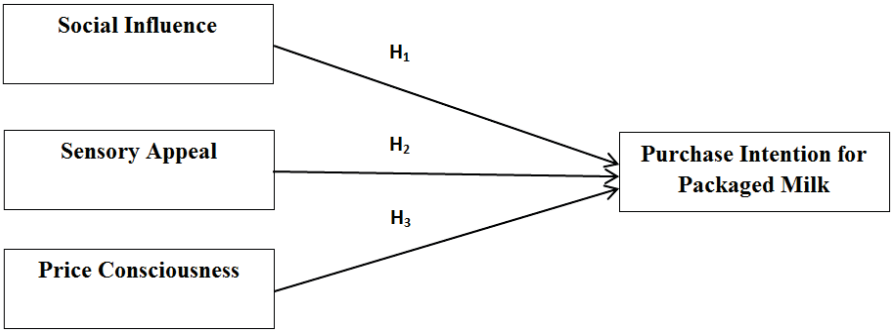

Figure 1: Theoretical Framework

H_1: Social Influence significantly affects the purchase intention of consumers for packaged milk.

H_2: Sensory Appeal significantly affects the purchase intention of consumers for packaged milk

H_3: Price Consciousness significantly affects the purchase intention of consumers for packaged milk

3. Research Methodology

The population of the study was the milk users in Pakistan. To collect the data from the milk users, 500 questionnaires were floated personally. Convenience sampling technique was used to collect the data from milk users. Initially, screening questions were asked from the respondents. Do you buy milk? If yes then which type of milk you usually buy, fresh milk, packaged milk or both? Then they were asked which milk do you prefer fresh milk or packaged milk? The respondents whose preference was fresh milk are included in the final study. Because researchers want to know the factors that hamper them to purchase packaged milk. 415 completely filled questionnaires were received from the respondents. Finally, 293 respondents' data were included in the study that preferred the fresh milk. The nature of the study was cross sectional.

3.1 Measures

The first construct is social influence. Social influence has two dimensions i.e. family influence and peer influence. Family influence and peer influence both are measured through four items each that are adapted from Lueg and Finney (2007).

Sensory appeal is the second construct that consists of taste, freshness, and texture aspects. This construct is measured through 5 items that are adapted from Steptoe et al. (1995) and Boniface and Umberger (2012). Price consciousness is the third variable that is measured through 4 items which are adapted from Kuma et al. (2012). Purchase intention is the last and fourth variable that is measured through 3 items that are adapted from (Wong et al., 2018). All scales were measured on the Likert scale.

Table 1: Summary of Measures

Variables	Instrument Authors	No of items
Social Influence	Lueg and Finney (2007)	8
Sensory Appeal	Steptoe et al. (1995), Boniface and Umberger (2012)	5
Price Consciousness	Kuma et al. (2012)	4
Purchase Intention	Wong et al. (2018)	3

3.2 Procedure

To analyze the data, the technique of partial least square structural equation modeling (PLS-SEM) was adopted. To use PLS-SEM technique, Hair's et al. (2014) recommended procedure was followed. According to this procedure, initially measurement model was analyzed and after that structural model was analyzed.

4. Data Analysis

4.1 Sample Description

The sample of the study was 293 respondents who preferred fresh milk. Sample descriptive showed that 158 respondents were males and remaining 135 respondents were females. While 103 respondents were from the age group of 41-50 year. Most of the respondents have bachelor level education i.e. 79. On the basis of monthly income, 67 respondents have more than 50,000 income. While 93 respondents have 5 to 6 family members. Data were distributed normally as Kurtosis and Skewness resultant values are between range of -2 and 2. Results are presented in following Table-2.

4.2 Measurement Model Analysis

For measurement model validation, reliability (i.e. internal consistency) and validity (i.e. convergent validity and discriminant validity) were measured.

Table 2: Profile of Demographic Variables

Demographic	Category	Frequency	Mean (S.D)	Skewness	Kurtosis
Gender	Male	158	1 mode (0.52)	0.12	-1.99
	Female	135			
Age (In years)	21-30	36	2.90 (1.11)	0.33	-0.66
	31-40	66			
	41-50	103			
	51-60	56			
	Above 60	32			
Education	Matric	53	2.44 (0.94)	-0.09	-0.93
	Intermediate	65			
	Bachelor	79			
	Masters	59			
	Above Master	37			
Monthly Income	Less than 10,000	24	3.42 (0.89)	0.53	-1.59
	10,001-20,000	37			
	20,001-30000	46			
	30,001-40,000	66			
	40,001-50,000	54			
	Above 50,000	67			
Family Size	0-2	21	3.56 (0.95)	0.62	-1.32
	3-4	56			
	5-6	93			
	7-8	78			
	Above 8	45			

4.2.1 Reliability Indicator

First of all, factor loading coefficient of each item was assessed that represents the correlation between latent constructs with their respective observed variables. The items that have outer loading value below 0.50 are deleted as per criterion. Results are presented in following Table-3.

4.2.2 Internal Consistency (IC)

Two criteria (i.e. Cronbach's alpha and composite reliability) are used to check Internal consistency for latent variables of the study. Cronbach's alpha is an estimation of reliability that is based on correlation between variables. On other side, composite reliability utilizes the outer loadings/regression weights to measure internal consistency. The cut off point for internal consistency values is higher than 0.60 (Ballestar et al., 2015). Result exhibited that model is internally consistent. Results are presented in following Table-3.

4.2.3 Convergent Validity

To measure the correlation between the observed variables of respective latent variables, convergent validity was used. So, average variance extracted (AVE) is calculated to check the convergent validity. Values of AVE are above 0.50 that demonstrate that latent constructs are explaining more than 50% of variance of their observed variables. Results are presented in following Table 3.

Table 3: Summary of Measurement Model Analysis

Constructs	Items	Outer Loading	Cronbach's Alpha	Composite Reliability (CR)	AVE*
Social Influences	SiPe2	0.73	0.86	0.86	0.47
	SiPe3	0.72			
	SiPe4	0.67			
	SiFm5	0.62			
	SiFm6	0.70			
	SiFm7	0.70			
	SiFm8	0.67			
Sensory Appeal	PrFe1	0.69	0.86	0.86	0.56
	PrFe2	0.69			
	PrFe3	0.71			
	PrFe4	0.83			
	PrFe5	0.81			
Price Consciousness	PrCo1	0.79	0.83	0.83	0.56
	PrCo2	0.70			
	PrCo3	0.71			
	PrCo4	0.79			
Purchase Intentions	PuIn1	0.71	0.77	0.77	0.53
	PuIn2	0.71			
	PuIn3	0.76			

***** AVE: Average Extracted Variance

4.2.4 Discriminant Validity

To study the difference among latent variables, discriminant validity was used. For that purpose, Fornell-Larcker criterion is employed. This method compares the correlation values of each latent variables with the square root of AVE of each variable. Resultant values presented in Table 4 suggest that square root of AVE of each latent variable is higher than their respective correlation values. Correlation results are also presented in following Table-4 which showed that all constructs have significant correlation with each other.

4.3 Structural Model Analysis

After satisfactory outcomes of the measurement model, next stage is to assess the structural model. In structural model, collinearity analysis, R^2 analysis, effect size

analysis (f^2), and predictive relevance analysis (Q^2) for endogenous variables and structural path coefficients are carried out.

Table 4: Fornell-Larcker Discriminant Validity and Correlation Analysis

Constructs	S_Influences	P_Features	Pr_Consciousness	P_Intentions
Social Influences	**0.69**			
Sensory Appeal	0.52	**0.75**		
Price Consciousness	0.56	0.71	**0.75**	
Purchase Intentions	-0.59	-0.66	-0.77	**0.73**

***** Bold values on diagonal are square root of AVE of each construct and off diagonal values are correlation results among constructs

4.3.1 Collinearity Analysis (VIF Test)

When there is high correlation (i.e. >0.70) among variables, then there are chances that a collinearity issue may exist. So, variance inflation factor (VIF) analysis was performed. VIF resultant values are below the threshold of 5 which showed that collinearity issue does not persist. Results are presented in following Table-6.

4.3.2 Hypothesis Testing

Structural model coefficients denote the relationship between among variables. Result of first hypothesis showed that social influence has a negative effect (i.e. β=-0.21, $p<0.00$) on purchase intention for packaged milk. Second hypothesis showed that sensory appeal has a negative effect (i.e. β=-0.17, $p<0.05$) on purchase intention for packaged milk. In the same way, the third hypothesis showed that price consciousness also has a negative effect (i.e. β=-0.53, $p<0.00$) on purchase intentions for packaged milk. Table-5 presents the coefficients with p-values.

Table 5: Hypotheses Result and Structural Relationship

Hypothesis	Path	Path Coefficient	t Statistics	p Value	Decision
H1	S_Influences→P_Intentions	-0.21	2.90	0.00	Accepted
H2	P_Features→P_Intentions	-0.17	1.99	0.00	Accepted
H3	Pr_Consciousness→P_Intentions	-0.53	5.14	0.05	Accepted

Acronyms: social influence, sensory appeal (P_Features), price consciousness, purchase intentions

4.3.3 Coefficient of Determination (R^2)

R^2 expresses the fraction of variance between endogenous constructs that exogenous constructs. Resultant value of R^2 is 0.64, p 0.00 which is above 0.50 threshold (Hair et al., 2014) that showed data is close to fitted regression line. Results are presented in following Table-6.

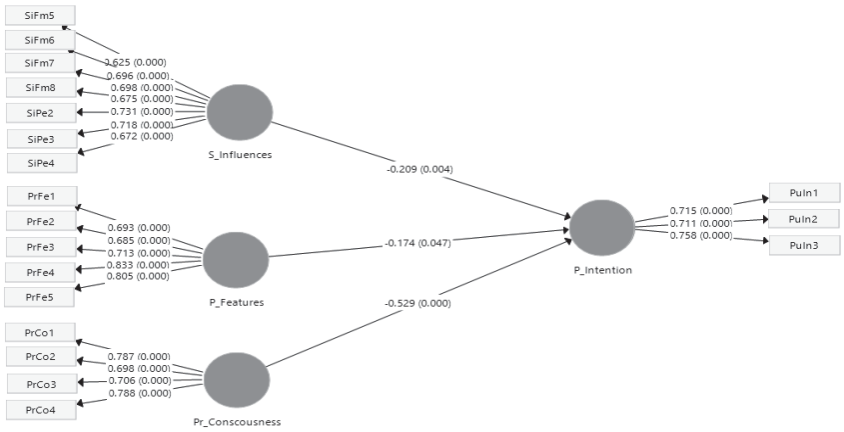

Figure 2: Structural Model

4.3.4 Effect Size (f^2).

Effect size (f^2) helps the researchers to study the relevance of variables in explaining the specific endogenous variable. Resultant values illustrated that social influences (i.e. 0.08) and sensory appeal (i.e. 0.04) have small effect size while price consciousness (i.e. 0.35) has large effect size (Hair et al., 2014). Results are presented in Table-6.

4.3.5 Predictive Relevance (Q^2)

Q^2 measure the predictive relevance of the variables with the endogenous variable. Resultant value of Q^2 is above zero (i.e. 0.31) which showed that predictive relevance exists. Results are presented in Table-6.

Table 6: Structural Model Analysis

Constructs	VIF	f^2	R^2	Q^2
Social Influences	1.52	0.05		
Sensory Appeal	2.09	0.04	0.64	0.31
Price Consciousness	2.22	0.35		

5. Conclusion and Recommendations

5.1 Discussion

This study focusses on factors that hamper the consumers' intentions to purchase packaged milk. The first hypothesis was the effect of social influence on purchase intentions for packaged milk. Results showed that social influences have negative and significant effect on purchase intentions for packaged milk. Previously, social factors also have positive impact on purchase of fresh milk (Kurajdová et al.,

2015). It exhibits that consumers learn from their parents, family members, and from their peers as social learning theory suggested. Buyers have strong beliefs that their parents used the fresh milk and fresh milk is good for their health. So, this belief hinders the buyers to purchase packaged milk. They learnt from their parents that they use fresh milk/fresh milk. Likewise buyers discuss with their peers at their work place about their buying and they take influence from them as well.

The second hypothesis was the effect of sensory appeal on the purchase intentions for packaged milk. Results of current study showed that sensory appeal have negative and significant effect on purchase intentions for packaged milk. It shows that sensory appeal plays an important role in the purchase of a product. This exhibits that buyers who prefer fresh milk/fresh milk, do not like the features of packaged milk. They do not feel freshness in packaged milk that they feel in fresh milk and their beliefs are strong about the fresh milk freshness instead of packaged milk. In the same way, taste of packaged milk does not attract them as they are using fresh milk from their childhood and they are not willing to compromise on product features (sensory attributes).

The third hypothesis was the effect of price consciousness on purchase intentions for packaged milk. Current study showed that price consciousness has negative and significant effect on purchase intentions for packaged milk. Pakistan is a developing country and people have low incomes. Pakistani buyers have more concerns about prices of product and milk is a daily use product. Fresh milk is available on a cheap price at their door step in relation to packaged milk. Their low incomes do not allow them to spend more amount on milk.

5.2 Future Recommendations and Limitations

This research study contributes to the knowledge of consumer purchase intentions for packaged milk that how social factors (family influence and peer influence), sensory appeal (taste, freshness, and texture), and price consciousness effect the buying intentions of the buyers for purchasing packaged milk. This study helps the marketers of packaged milk to understand the social factors and price consciousness that how to tackle these factors while making marketing strategies. On the other hand, it is also helpful for the production managers to understand the product features (sensory characteristics) that consumes needed.

This research study has some limitations. This study took few factors (family influence, peer influence, sensory appeal, and price consciousness) that hamper the buyers to purchase packaged milk. Future studies should consider other marketing factors i.e. promotion, and convenience, cultural factors, demographic factors i.e. gender, age, income, family size, and attitudinal factors i.e. health consciousness, environmental consciousness etc. This study collects data from major cities i.e. Lahore, Rawalpindi, Islamabad, and Karachi. Future researches should consider the other cities to enhance generalizability.

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