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Effect of Packaged Milk Advertisements on Consumer's Buying Behavior



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Abstract: Advertising can influence consumer behaviour by providing information about a product, creating positive associations with the product, and increasing brand awareness. In the case of packaged milk, advertisements aimed at highlighting the health benefits of milk, the convenience of packaged milk, or the taste and quality of the product. These advertisements lead towards increasing demand for packaged milk and influence consumer purchasing behaviour. However, the relationship between advertisements and consumption behaviour can be complex and may depend on a variety of factors, such as the target audience, the content of the advertisement, and the overall marketing strategy. Milk has been a staple of man's diet since the dawn of time, from infancy to old age. This is due to significant regional differences in milk consumption, which are primarily due to insufficient information about milk's superior nutritional benefits rather than differences in consumer behaviour or market structure.

Key Words: Advertisement, Packaged Milk, Consumer's Buying Behavior, Health Benefits, Milk Consumption, Natural ingredients, Nutrients, Supply

JEL Classification:

Introduction

Packaged Milk is known for being a great and nutritious source of calcium, proteins and other essential vitamins and miner. Packaged milk is pasteurized and homogenized, meaning it has been heated to kill off potentially harmful bacteria. In addition, packet milk is fortified with several essential vitamins and minerals, such as calcium, vitamin A, and vitamin D, making it a nutritious and balanced drink. Finally, nutritionists

recommend that adults and children drink low-fat or skimmed packet milk, as it contains fewer calories and less fat compared to whole milk. Packaged milk has become increasingly popular among busy individuals looking to get their daily intake of important nutrition on-the-go. Packaged milk advertisements on consumer behavior is significant because it can help companies understand how to effectively market their Products and potentially influence the purchasing decisions of consumers (Arora & Manchanda, 2021). It

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can also help researchers and policymakers understand the factors that influence consumer behavior and the potential impact of marketing on public health. For example, if the study finds that certain types of milk advertisements are particularly effective at increasing milk consumption, this information could be used to develop more effective marketing campaigns or to develop public health interventions to promote the consumption of milk. On the other hand, if the study finds that certain types of milk advertisements are not effective or even have a negative impact on consumer behavior, this information could be used to inform the development of more effective marketing strategies or to regulate the marketing of milk products to protect public health (Lin, [2015](#)). The study also aims to determine the relationship between behavioral intent to consume packaged milk and attitude toward packaging milk. This Study will also help us investigate the relationship between behavioral intent to consume packaged milk and positive feelings toward packaged milk advertising. Because packaging has moved beyond its traditional function of product protection to convey a comprehensive message to consumers, draw their attention to retail establishments, and make the product easier for them to use, the goal of this article is to determine how packaged milk advertisements affect consumers' purchasing decisions, Linking Packaging to Marketing: how packaging is influencing the marketing strategy. In this article the useful information provided to entrepreneurs, practicing managers, and organizations in order to build customer loyalty for their products. This article aims to inform packaged milk companies about their customers' attitudes and behaviors toward their products, as well as how they can prepare for the future.

Literature Review

A literature review is a summary of research that has been published on a particular topic. It is designed to help researchers understand the current state of Knowledge on a topic and identify areas where further research is

needed. Here are some studies relevant to the literature review on the impact of packaged milk advertisements on consumer behavior: "Influence of advertising on consumer behavior (Kim, [2016](#)).

This study reviews the literature on the influence of advertising on consumer behavior, with a focus on how different types of advertising (e.g., print, television, online) can affect consumer attitudes and purchasing decisions (Lee, [2017](#)).

Investigated the impact of celebrity endorsements on consumer behavior towards packaged milk in India. The study was conducted using a survey-based research design, and data were collected from 317 respondents through online surveys. The study founded that celebrity endorsements had a significant impact on consumer behavior towards packaged milk Products (Tan, Zhang, Zhu, & Jin, 2021). The findings suggest that celebrity endorsements positively influenced the attitude, subjective norm, and perceived behavioral control of consumers towards packaged milk products. The study also found that celebrity endorsements had a significant impact on consumers' intention to purchase packaged milk products. The findings of the study were consistent with previous research that suggests that celebrity endorsements can be an effective marketing tool in promoting packaged milk products. The study contributed to the literature on the impact of advertising on consumer behavior towards packaged milk by providing empirical evidence on the effectiveness of celebrity endorsements in the Indian context. The study suggested that celebrity endorsements can be an effective marketing strategy to promote packaged milk products. Marketers should consider using celebrity endorsements in their advertising campaigns to positively influence consumer behavior towards packaged milk products (Singh & joyti, [2021](#)).

A study was conducted on "The impact of advertisements on consumer behavior towards packaged milk in India" using a survey-based research design, and data were collected from 450 respondents through a structured questionnaire. The study used

regression analysis to analyze the data and test the research hypotheses. The study founded that advertisements had a significant impact on consumer behavior towards packaged milk products in India. The findings suggested that advertisements positively influenced the attitude, subjective norm, and perceived behavioral control of consumers towards packaged milk products. The study also found that the attitude of consumers towards packaged milk products had a significant impact on their intention to purchase such products. The previous research that suggests that advertising can be an effective marketing tool in promoting packaged milk products. The study contributes to the literature on the impact of advertising on consumer behavior towards packaged milk by providing empirical evidence on the effectiveness of advertising in the Indian context. It also suggested that advertising can be an effective marketing strategy to promote packaged milk products in India. Marketers should consider using advertisements in their marketing campaigns to positively influence consumer behavior towards packaged milk products (Nadeem & Shahzad, 2020).

Pakistani scholars conducted a study on the impact of packaging attributes and advertising on consumer behavior towards packaged milk in Pakistan. The study was conducted using a survey-based research design, and data were collected from 250 respondents through a structured questionnaire. The study used regression analysis to analyze the data and test the research hypotheses. The study found that packaging attributes and advertising had a significant impact on consumer behavior towards packaged milk products in Pakistan. The findings suggested that packaging attributes such as attractiveness, convenience, and information had a positive impact on consumers' attitudes towards packaged milk products. The study also found that advertising had a significant impact on consumers' purchase intention towards packaged milk products. The findings of the study were consistent with previous research that suggests that packaging attributes and advertising can be effective marketing tools in

promoting packaged milk products. The study contributed to the literature on the impact of packaging attributes and advertising on consumer behavior towards packaged milk by providing empirical evidence on the effectiveness of these marketing strategies in the Pakistani context. It also suggested that packaging attributes and advertising can be effective marketing strategies to promote packaged Milk products in Pakistan. Marketers should consider improving packaging attributes and using effective advertising campaigns to positively influence consumer behavior towards packaged milk products (Shabbir, Khalid, & Azam, 2021).

Objectives

1. To investigate the relationship between attitude toward the consumption of packaged milk and behavioural intention for consuming packaged milk.
2. To study the relationship between subjective norms and behavioural intention for consuming packaged milk.
3. To determine the relationship between attitude toward advertisements of packaged milk and behavioural intention for consuming packaged milk.

Hypotheses

1. It is more likely seems a positive relation between the attitude towards consuming packaged milk and behavioural intention to drink/consume packaged milk.
2. There might be a positive relation between subjective norms and behavioural intention to drink/consume packaged milk.
3. It is more likely seems that the stronger the positive attitude toward packaged milk advertisements, the higher the behavioural intention to consume packaged milk.
4. It is more likely seems a positive relationship between positive feelings toward advertisements of packaged milk and behavioural intention for consuming Packaged milk.

Significance and Scope of the Study

The study is significant enough. Studying the impact of packaged milk advertisements on consumer behavior is significant because it can help companies understand how to effectively market their products and potentially influence the purchasing decisions of consumers. It can also help researchers and policymakers understand the factors that influence consumer behavior and the potential impact of marketing on public health. For example, if the study finds that certain types of milk advertisements are particularly effective at increasing milk consumption, this information could be used to develop more effective marketing campaigns or to develop public health interventions to promote the consumption of milk. On the other hand, if the study finds that certain types of milk advertisements are not effective or even have a negative impact on consumer behavior, this information could be used to inform the development of more effective marketing strategies or to regulate the marketing of milk products to protect public health.

Methodology

The accomplishment of research imposed not only usage of primary but also secondary data source and varied gathering techniques. Firstly, a literature review took place related in issues with consumer’s behaviour, information about advertisement, fresh milk as relevant studies with the under investigation issue. It is cross-sectional study / Experimental Study , Population is area (People for example students of University of Sargodha) , Unit of analysis (Attitude toward consumption of packaged milk, Subjective Norms, Perceived Behavioral Control, Attitude toward Advertisements of packaged milk, Positive feelings toward advertisements of packaged milk, Negative feelings toward advertisements of packaged milk), Sampling technique is Convenience sampling ,Sample size is 300, Data collection Instrument will be questionnaire. Subsequently, there was quality research. In this situation, quality research is followed as Methodology and as an investigation method the focused group Interview were picked.

Graph 1

Favourite packaged milk brand

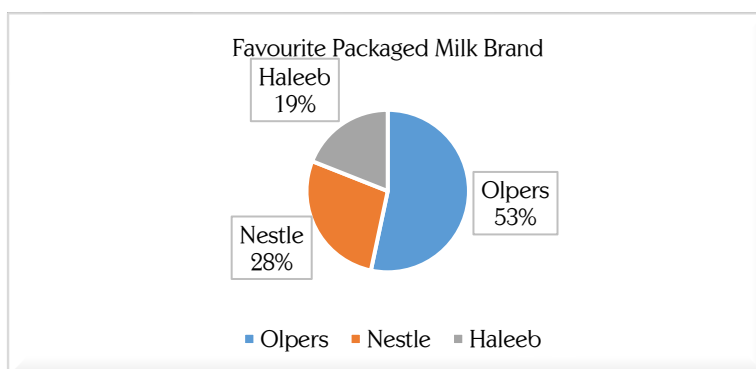


Table 1

Favourite packaged milk brand

	Overall	Age		Gender		Education			Urban/Rural		Economic Status			
		15-24	25-64	Male	Female	FA	BA	MA+	Urban	Rural	Upper	Middle	Lower	
Favorite Packaged Milk Brand	Opler's	53	59	47	50	57	52	45	63	58	43	62	55	11

	Overall	Age		Gender		Education			Urban/Rural		Economic Status		
		15-24	25-64	Male	Female	FA	BA	MA+	Urban	Rural	Upper	Middle	Lower
Nestle	28	28	27	29	26	23	32	28	26	31	27	28	26
Haleeb	19	13	25	21	17	25	23	9	16	27	11	16	63

Table 2

	Overall	Age		Gender	Education		Urban/Rural		Economic Status			Gender	Education		Urban/Rural	
		15-24	Male	Female	FA	BA	Male	Female	FA	BA	Male	Female	FA	BA	Male	Female
Favorite Packaged Milk Brand	53	59	50	57	5	2	45	50	57	52	45	50	57	52	45	50
Opler's	28	28	29	26	2	3	32	29	26	23	32	29	26	23	32	29
Nestle	19	13	21	17	2	5	23	21	17	25	23	21	17	25	23	21
Haleeb																

The table above displays the correlation coefficients between positive feelings towards packaged milk ads (C1-C10) and behavioral intentions to drink packaged milk (I1-I3). The correlations are measured using Pearson's correlation coefficient, and their significance is indicated by the p-values. The table consists of 10 attitude items and 3 behavioral intention items, with a sample size of 300.

The results reveal significant positive correlations between attitudes towards packaged milk ads and behavioral intentions to consume packaged milk. The correlation coefficients range from .347 to .568, all of which are statistically significant at $p < 0.001$.

These findings suggest that individuals who hold more favorable attitudes towards packaged milk ads are more likely to express a stronger intention to drink packaged milk. The data indicates that as the positive attitude towards the ads increases, so does the behavioral intention to regularly consume packaged milk.

The presence of positive correlations across multiple attitude items (C1-C10) and behavioral intention items (I1-I3) strengthens the evidence for the relationship between attitudes towards packaged milk ads and behavioral intention. It implies that the effectiveness of advertisements promoting packaged milk can influence individuals' intention to consume i

Graph 2

Attitude toward packaged milk

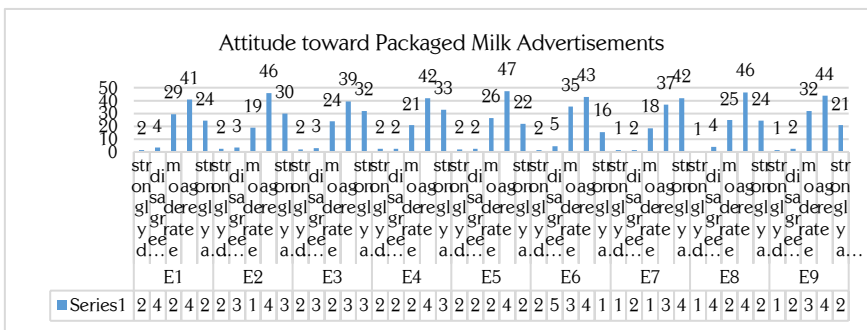


Table 2

Attitude towards Consuming Packaged Milk		Overall	Age		Gender		Education			Urban/Rural		Economic Status		
			15-24	25-64	Male	Female	FA	BA	MA+	Urban	Rural	Upper	Middle	Lower
			My experience with consuming packaged milk was	0	1	0	0	1	1	0	0	0	1	0
	Worst	4	5	3	3	5	2	6	3	1	9	4	3	4
	bad	18	17	19	15	21	18	19	17	14	27	9	19	44
	moderate	47	40	53	49	45	48	51	41	47	46	30	55	44
	good	31	38	25	33	29	31	24	39	37	18	57	23	4
	excellent	1	1	1	2	0	1	1	1	1	1	0	2	0
My experience with consuming packaged milk would be	very unpleasant	2	1	3	2	3	1	4	2	1	5	3	2	4
	unpleasant	19	21	17	16	22	20	21	16	11	37	5	21	52
	moderate	47	42	51	49	44	50	48	42	50	38	31	55	41
	pleasant	31	35	27	31	31	28	26	39	37	18	60	20	4
	very pleasant													

These findings suggest that individuals who hold more favourable attitudes towards packaged milk ads are more likely to express a stronger intention to drink packaged milk. The data indicates that as the positive attitude towards the ads increases, so does the behavioural intention to regularly consume packaged milk.

The presence of positive correlations across multiple attitude items (C1-C10) and behavioural intention items (I1-I3) strengthens the evidence for the relationship between attitudes towards packaged milk ads and behavioural intention. It implies that the effectiveness of advertisements promoting packaged milk can influence individuals' intention to consume

Attitude toward Consuming Packaged Milk

Table 3

Attitude towards Consuming Packaged Milk		Overall	Age		Gender		Education			Urban/Rural		Economic Status		
			15-24	25-64	Male	Female	FA	BA	MA+	Urban	Rural	Upper	Middle	Lower
			My experience with consuming	Worst	0	1	0	0	1	1	0	0	0	1

Attitude towards Consuming Packaged Milk		Overall		Age		Gender		Education			Urban/Rural		Economic Status		
				15-24	25-64	Male	Female	FA	BA	MA+	Urban	Rural	Upper	Middle	Lower
packaged milk was	bad	4	5	3	3	5	2	6	3	1	9	4	3	4	
	moderate	18	17	19	15	21	18	19	17	14	27	9	19	44	
	good	47	40	53	49	45	48	51	41	47	46	30	55	44	
	excellent	31	38	25	33	29	31	24	39	37	18	57	23	4	
My experience with consuming packaged milk would be	very unpleasant	1	1	1	2	0	1	1	1	1	1	0	2	0	
	unpleasant	2	1	3	2	3	1	4	2	1	5	3	2	4	
	moderate	19	21	17	16	22	20	21	16	11	37	5	21	52	
	pleasant	47	42	51	49	44	50	48	42	50	38	31	55	41	
	very pleasant	31	35	27	31	31	28	26	39	37	18	60	20	4	

The table presents data on the attitude toward consuming packaged milk. Overall, the data indicates that respondents generally have positive experiences with consuming packaged milk, with 47% rating it as "good" and 31% as "excellent." Conversely, a smaller percentage of respondents had negative experiences, with 4% rating it as "worst" and 4% finding it "very unpleasant."

Analyzing the data by age, respondents in the 15-24 age group showed a higher proportion of rating their experience as "excellent" (38%) compared to other age groups.

Among gender groups, both males and females generally had positive experiences, with 53% of males and 49% of females rating it as "good."

Graph 3
Subjective norms

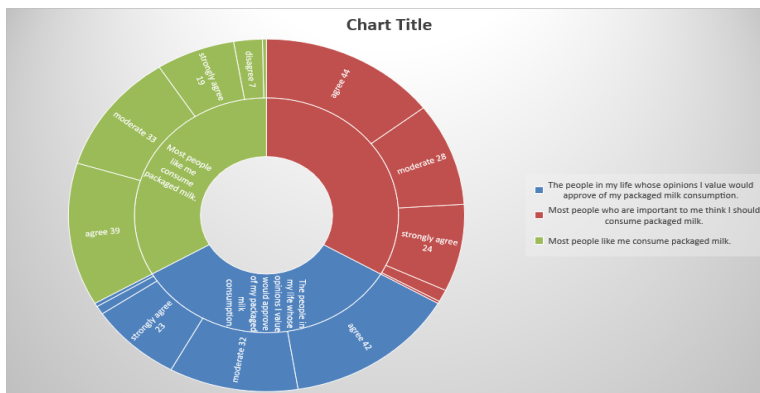


Table 4

Subjective Norms		Age		Gender		Education			Urban/Rural		Economic Status				
		15-24	25-64	Male	Female	FA	BA	MA+	Urban	Rural	Upper	Middle	Lower		
The people in my life whose opinions I value would approve of my packaged milk consumption.														4	
	strongly disagree	1	2	0	1	1	1	1	0	2	1	1	4	4	
	Disagree	2	3	2	2	3	2	3	1	5	2	2	4	4	
	moderate	32	33	31	31	33	33	29	22	52	14	36	63	63	
	Agree	42	39	46	43	42	45	42	40	50	24	43	26	26	
strongly agree	23	24	21	24	21	19	21	28	26	16	37	18	4	4	
Most people who are important to me think I should consume packaged milk.		1	1	0	1	1	0	1	1	0	1	1	0	0	
	strongly disagree														
	Disagree	3	4	3	2	5	4	4	2	1	7	2	3	11	11
	moderate	28	29	27	28	29	27	30	28	20	46	15	31	52	52
	Agree	44	42	45	46	41	44	43	44	50	29	40	48	30	30
strongly agree	24	23	25	23	25	25	22	25	27	17	42	18	7	7	
Most people like me consume packaged milk.		1	1	1	1	1	0	2	1	1	1	1	4	4	
	strongly disagree														
	Disagree	7	7	7	6	8	9	9	3	2	17	5	4	30	30
	moderate	33	34	33	35	32	32	40	28	25	51	20	40	33	33
	Agree	39	40	39	39	40	40	35	43	49	18	44	38	30	30
strongly agree	19	18	21	19	19	19	14	25	22	13	30	16	4	4	

The table shows the overall data on subjective norms related to packaged milk consumption indicates that a majority of respondents expressed a moderate level of agreement (63%) that the people in their lives whose

opinions they value would approve of their consumption behavior. A significant proportion of respondents also indicated agreement (26%), while a smaller percentage strongly agreed (4%). On the other hand, a

minority of respondents disagreed (4%) or strongly disagreed (4%) that their valued individuals would approve of their packaged milk consumption.

When examining the data by age groups, respondents in the age group of 15-24 showed the highest proportion of agreement (23%) that the people important to them would approve of their packaged milk consumption. On the other hand, respondents in the age group of 25-64 had a slightly lower proportion of agreement (21%). These findings suggest that younger individuals may perceive more positive subjective norms regarding packaged milk consumption compared to older individuals.

In terms of gender, both males and females showed similar patterns of subjective norms. However, there was a slightly higher proportion of agreement among females (24%) compared to males (21%). This suggests that females may perceive a slightly stronger approval of packaged milk consumption from the people in their lives whose opinions they value.

Conclusion

The research study aimed to examine the impact of packaged milk advertisements on the consumption behavior of consumers. The study investigated several key constructs and variables related to this topic. These included attitude towards packaged milk ads, behavioral intention to drink packaged milk, subjective Norms, and perceived behavioral control. Overall, this research contributes to the understanding of the impact of packaged milk advertisements on consumers' behavior. The findings highlight the importance of

developing effective advertising strategies to promote packaged milk and shape consumers' attitudes and intentions towards its consumption. These insights can be valuable for marketers and policymakers in developing targeted campaigns and interventions to encourage the consumption of Packaged milk among various population segments. The results and the correlation analysis between attitude toward consuming packaged milk and behavioral intention to drink or consume packaged milk indicate a strong positive relationship between these variables. The correlation coefficients range from .709 to .819, all of which are statistically significant at $p < 0.01$. Therefore, the hypothesis, which states that "there is a significant positive relationship between attitude toward consuming packaged milk and behavioral intention to drink or consume packaged milk" has been accepted. This finding suggests that individuals who have a more positive attitude toward consuming packaged milk are more likely to have a higher intention to drink or consume packaged milk. In other words, individuals who hold favorable beliefs, opinions, or evaluations about packaged milk are more inclined to express their intention to consume it. To conclude, the study finds the Positive attitudes, subjective norms, and effective advertisements in shaping individuals' behavioral intentions to consume packaged milk. The positive correlations observed in these relationships are supported by previous research on consumer behavior. Understanding and targeting these factors can assist marketers and advertisers in developing strategies that increase consumers' intention to drink or consume packaged milk.

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