



Global Advanced Research Journal of Management and Business Studies (ISSN: 2315-5086) Vol. 5(7) pp. 178-188, July, 2016  
Available online <http://garj.org/garjmbs/index.htm>  
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## *Full Length Research Paper*

# **Phenomenological Analysis of Consumers' Preferences, Experiences and Perceptions for Tetra Pack Milk Packages and Usages**

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Accepted 29 May 2016

The purpose of this study is to explore the experience of the consumers' preferences and perception regarding tetra pack milk packaging and its usage. This study help to aware the non-user of Tetra pack milk by providing knowledge that how beneficial it is, it is germ free, environmentally responsive. The methodology uses in this study is exploratory research, it is phenomenological approach and pursue qualitative research designs, it include literature search, interviews, in order to do a research that is align with this thesis objectives as phenomenology is also proposed to offer the in-depth analysis of experience, perception and thinking and also focus on the detection of ideas and receiving consumer insights which will give you richer quality information that can lead to the finding of new initiatives be addressed. This study help the Tetra pack industry to understand consumer behavior regarding packaging attributes and usage. From this research they are able to understand how packaging attract customers and what attributes play important role in decision making and what are the consumers experiences for Tetra pack milk usages in making traditional sweets dishes. Usually consumer prefer Tetra Pack Milk for drinking purpose and also for making tea and shakes but consumer prefer open milk for making sweet dishes just because of it taste, low price and some other reasons. Consumer also feel there is need of improvement in the packaging design and the quality as well. Customers also feel the need of awareness program which help to aware the people and increase the consumption of Tetra Pack Milk.

**Keywords:** Customers Experiences, Tetra Pack Milk Preferences And Customers' Perception

## **INTRODUCTION**

Milk is one of the necessary commodities and vital in one's day-to-day life. Pakistan with present estimates is largest producing country of milk in the world rank as 4th with 33 billion yearly productions. Out of the whole milk

produced, 91 % is in the casual sector like loose milk which is then sell in both rural and urban markets. On the contrary, 9 % of the total milk shaped is catered by package milk producing company and conquered by

leading packaged milk brands like, Nestle MilkPak and Olpers by Engro Foods and Haleeb by Haleeb foods.

Packaged milk was first initiated in Pakistan in 1980s. At that point in time people thought packaged milk was not as well as loose fresh milk. After the launch of Tetra Pack Milk special aggressive movement was in progress in the 90s which change people's minds. Lots of people transformed from traditional, loose, fresh milk to Tetra Pack Milk. The packaged milk business has evolved and there are many players in the industry. All important packaged milk brands in Pakistan are UHT (Ultra Heat Treatment) treated. UHT involves heating milk at 135 degrees for a little seconds and then cooling it down.

In begin when Tetra Pack Milk was launch in Pakistan, consumers normally avoid accepting package milk for their homes and many of them even don't know the usage of Tetra Pack Milk. They think that package milk only use for drinking purpose and a huge group of consumer believes that it was healthy for their body. Haleeb foods is the pioneer in Tetra pack Milk industry and after there are different big name came in this Tetra industry because Tetra Pack Milk industry is rising very rapidly from 1984 when Haleeb foods came in the market (<http://commerceplus.blogspot.com/>, 2010).

Livestock accounts for additional than 10 percent of Pakistan GDP and milk constitutes extra than 50 percent of this division. The segment holds enormous potential for expansion. According to the Economic Survey of Pakistan 2010-11, the gross milk making of Pakistan in fiscal year 2011 remain at 46.4 million tons. This vast quantity makes Pakistan being the fourth major milk producer of the world; it's contribute to in the world milk market is insignificant. (Riaz, 2008)

A more recent happening has been the rapid increase in the contribution of UHT milk. The phenomenal development in supplies of process milk indicates that Pakistan's dairy sector is coming of age. This has been influence of a structural modify that is opening to take place in the milk collection, marketing, processing and distribution systems. Tetra Pack Milk industry is increasing around 14 % annually and opens the occasion for new business, but 14% increase is a slow growth in this advance era. Non-traditional channels, above all specialized in the marketing of processed milk, and conquered by procurement and sharing activities of marketable milk processing firms. The milk production facility was rising in the Pakistan with a ratio of 3% which is the maximum in Asia. Pakistan a most important milk producing animals where a buffalo contributes about 73 % to a whole milk manufacture follow by cows at 24 % and 4% by sheep and goat, respectively. (Riaz, Summer, 2008: pp. 87-128)

Key player in the Tetra Pack Milk industry as follow,

- a) EngroFoods: Olper, Tarang Dairy Omung
- b) Haleeb Foods: Haleeb, Tea Max, All Milk
- c) Nestle : Milk Pack, Everyday(liquid)

- d) Shakarganj: Good Milk, Cha Ka, Dairy Pure
- e) Dalda Foods : Cupshup

Because of marketing experts who give their continuous effort for improving Tetra packages so customer attract it from them and start different awareness program about Tetra Pack Milk usages so it help the industry to grow it. Tetra pack industry grow continuously grow from 80s to till now but after 2006 the Tetra Pack Milk industry grow at ever faster rate when Engro foods came. After Nestle, Engro foods spend a lot of money on innovation and awareness program of Tetra Pack Milk. Market and quality specialists also hope that the expansion of Tetra Pack Milk industry will cause decrease in many health related diseases, because a huge portion of country is still not using Tetra Pack Milk and they don't know how unhealthy open milk is.

### Problem Statement

At the moment greater part of consumers pay for open milk for their usual consumption, on the other hand there is a need for a well and full of nutritional milk for the people. The reason of this study is to analyze the perception of the consumers with Tetra Milk packaging and to expand a better understanding of purchaser preferences for Tetra Pack Milk packages and usages. Specifically, to know which types of packaging and usages will be more fitting and attractive to the market in terms of the attributes influencing consumer's purpose to purchase as well as the factors that influence these preferences.

- a) Pakistan is facing the problem low preference of people toward Tetra Pack Milk.
- b) People are unaware for the healthiness of Tetra Pack Milk.
- c) Another cause of slow growth of Tetra Pack Milk industry is that only few companies are investing in package innovation and advertisement to create awareness among different class of living groups.
- d) Consumer also thinks that the price of packages milk is high.
- e) Lack of new ideas in Tetra Pack Milk packaging.
- f) Lack of awareness about Tetra Pack Milk usages, people still think that it's just for tea and drinking purpose and they open milk at the time when they make sweet, ice cream, etc.
- g) People insight about Tetra Pack Milk superiority is not so good.
- h) Consumers are unaware of Tetra Pack Milk after sale service.
- i) Specialist says Tetra Pack Milk companies will lose their market share if they not investing in package and knowledge program about Tetra Pack Milk usage. The proper recognition of customer fulfillment regarding Tetra Pack Milk helps to retain customers and to enhance

awareness, usages and usefulness of Tetra Pack Milk companies' services. And what type of packages preference of client in future. These are the major customer oriented opportunities and challenges for the Tetra Pack Milk industry in Pakistan. Among the diverse problems regarding customer satisfaction, followings will be the major concern of this study.

### **Research Question**

- 1) What types of traditional usages can be made out from Tetra Pack Milk?
- 2) What consumers think while purchasing the Tetra Pack Milk?
- 3) What consumers perceive with the tetra pack milk? What drives customers to use tetra pack milk?
- 4) What kind of emotional association customer link with Tetra Pack Milk.
- 5) What packaging attribute will give higher satisfaction to consumer?
- 6) What types of market awareness program help customer to link it with their feelings and relations.

### **Research Objective**

The main objectives of this study to explore the experiences of the customers regarding their preferences of tetra pack milk packaging and its usage. This thesis is design to provide assessment of customers with encouraging tools for decision-making regarding suitable packages to apply with the Tetra Pack Milk primary package. Moreover, the evaluation is intended to provide Tetra Pack Milk with useful information concerning key usage of Tetra Pack Milk. Another objective of this study is to inform reflect the non-users of tetra pack milk that how beneficial it is, it is germ free, environmentally responsive.

- To study habitual usages of Tetra Pack Milk.
- To study consumers believe while purchasing the Tetra Pack Milk?
- To evaluate the drives that customers to use tetra pack milk and consumers perceive with the tetra pack milk?
- To explore emotional association customer link with Tetra Pack Milk.
- To study packaging attribute will give superior satisfaction to consumer.
- To study market awareness program which help customer to link it with their feelings and relations.

The objective of this study was to analyze the consumer's preferences regarding packaging and usages of Tetra Pack Milk. Consumers are aware to use only that brands which come in outstanding packing so our research objective is to innovate Tetra Pack Milk packages so customer attract from the attributes of Tetra

Pack Milk and shift from open milk to the hygienic Tetra Pack Milk. From this study the purpose of Tetra Pack Milk industry is communicate to the consumers about diverse types of Tetra Pack Milk usages like fro tea, shake, ice – cream, dessert, and Tetra Pack Milk make also traditional sweet more deliciously then open milk so these things also be kept in mind before making purchase.

### **Significance of Study**

The Significance of the Study will be undertaken to explore the consumer likeness about Tetra Pack Milk package attributes to that extent which help out the industry, management to innovate the Tetra pack package which retailers and consumer prefer. Significantly, this research will inform consumers that the Tetra Pack Milk usages and package attribute are really fulfilling their need or not. And also help the industry to design their pack according to the consumer demand and describe their usages. The research benefits the consumer and Tetra Pack industry to explore the different usage of Packaged Milk and to fulfill their special needs. This study will be very beneficial for the society to get the benefit of hygienic Milk which is 100% safe milk due to its multi layer Tetra Pack.

### **Justification**

The main reason of this thesis study is too alert the people about how healthy are Tetra Pack Milk in today's time. This study give reason for that the buying behavior of consumer toward Tetra Pack Milk will help Tetra Pack Milk industry to make their packaging according to the attributes that today's purchaser prefer at the occasion of purchasing. The industry is going to get advantage from this research in term of enlargement and also it help to increase consciousness among the user of open milk that how unhygienic is open milk in today's situation. The study also give reason for the awareness of Tetra Pack Milk usages in their daily life and Tetra Pack Milk make all types of dairy product or dishes with yummy taste so it's time to say no to open milk and our dairy industry and consumer are the major recipient of this research.

### **Limitations**

Various limitations may exist in this study.

1. The data was collected from the female of Karachi. So the findings of the study may not be considered for other gender.
2. There was no full co-operation from the respondents at the time of interview. Respondent may provide bias information so our information is depend on the respondent.

3. Another limitation this study is undertaken in a very narrow perspective by taking smaller sample size.
4. Related secondary data is difficult to access. Data may not be robust enough to explain complex issues.
5. Time constraint is a main restriction for this study. The occasion period available for data collection and interpretation is limited.

## Scope

The scope of this research is to provide analysis of experiences of consumer about Tetra Pack Milk and provide information about its usage and identify what attribute of packaging that consumer like at the time of purchasing Tetra Pack Milk. It also describes what packaging attributes influence consumer buying behavior and helps to build knowledge among user of Package Milk. The study is conducted in one city and related to Tetra Pack Milk. Further study can be undertaken by Tetra Pack like juice etc

The scope of this study also includes relating to the Tetra Pack Milk usages that how people use Tetra Pack Milk in their day to day life in a unusual way and make things healthy with Tetra Pack Milk and aware people from Tetra Pack Milk that it is Ultra Heat Treatment pack which is more hygienic than open milk. This study help to do packaging superiorly and in accordance with the attributes that people prefer so it assists Tetra Company to build relationship with customer and help to make new customer and also keep them by initiation different awareness program for their usages.

## Assumptions

This study has a number of assumption and we have to suppose different things as an assumption during the research.

1. It is assumed that for the period of this study, participant gender will not significantly explore their perceptions.
2. It is assumed that all target persons will answer all questions truthfully and to the top of their abilities.

## Definition of Key Terms

The key terms that we use in our research is as follow,

### Tetra Pack Milk

Tetra pack milk contain 7 layer packaging which protect milk from germs make it hygienic and also increase their shelf life up to 75days.

## Packaging attributes

A characteristic or feature of a Packaging that is idea to appeal to customers. Attributes of instant Tetra Pack Milk Package, for instance, may include its design, easy handling, color, etc. Attributes have only two achievable ratings negative or positive.

## Tetra Pack Milk usage

The way in which Tetra Pack Milk is normally and correctly used. And also to increase responsiveness what types of Tetra Pack Milk is suitable to daily usages

## UHT

UHT (Ultra Heat Treatment) treated. UHT involve heat milk at 135 degrees Celsius) for a little seconds and then low it down. Ultra-high temperature processing sterilize food by heat it over 135 °C (275 °F) – the high hotness necessary to kill spores in milk - for 1 to 2 seconds.

## Literature Review

This literature had been done through the help of funnel approach i.e. first this study is focused on the global scenario, then it focus on the developing counties and then overview the Pakistan. The gap had been seen in the Pakistan Tetra Pack Milk market for which this study had been conducted to try to fulfill this gap.

Consumer marketplace grows speedily each year and the numerals of companies are upcoming in Tetra Pack Milk. To be prominent beside competitors, all company tries to create somewhat new and to obtain the competitive benefit for given that the milk to the ending customer. Tetra Pack Milk packaging attributes and usages allow company to be diverse from every other company and to comprise more priority between competitors and it contribute main role in communicating Tetra Pack Milk benefits to the buyer (Rundh, 2009, p.988).

Tetra Pack Milk usage remains balanced in the developed countries and even though the worldwide financial calamity has affected a lot of sectors, but it has not affected milk as much as other sector. Because milk is a healthful, nutritious and inexpensive food staple, which 46.5% of the world's people drinks each day. In truth, from 2009 to 2011, whole consumption of Tetra Pack Milk has remained sound globally —rising by 1.3%. . For instance, for every capita usage in Ireland — world's biggest consuming state on a per capita basis is 167 liters for each year. Producers promote Tetra Pack Milk enlargement in developed countries and they introduce

new packaging and usages concept determined by a numeral of consumer trend in these countries. Along with developed countries, the 10 top countries by size are the Australia, France, Germany, Canada, UK, US, Italy, Spain, Japan and South Korea-principally ambient markets. Jointly they represent 74.3% — or 68.4 billion liters milk of Tetra Pack and 23.5% of globally consumption (Index T. P., 2009).

Consumers are the key actors in Germany, France, Spain, Ireland, US and UK marketplace for preparation and implementing packages. The key subject for packaging design is to recognize the consumer. Throughout the purchase decision, the package assist the customer by creating the largely product insight which help the assessment and the building of the correct choice.

Citizens live in the developed countries like U.S.A, UK, Spain, France usually prefer Tetra Pack Milk. Tetra Pack Milk companies in developed countries give special attention to package attributes, add worth to the package and to the product respectively. Consumer subsist in the developed frequently consider packages attribute at the occasion of buy and they think deeply such attributes of packages font, text, graphics and colors have a vital role in package appearance (Ksenia, 2013).

Convenience, social change also play important role in the growth of Tetra Pack Milk in developed countries. For example, in Spain, Tetra Pack Milk was a convenient choice at a time when more and more women were joining the workforce and had less time to shop regularly. In France, the rise of hypermarkets as the main distribution channel for purchasing Tetra Pack milk meant that shopping patterns changed.

At the time of purchase, the main role of the Tetra Pack Milk usages and packaging is to grab the consumers' interest. Tetra Pack Milk business use many packaging attributes, designs, pictures shapes, symbols, colors, combining, signs, messages, images and information. The position of package attributes as well as frontage, and size can be unforgettable elements. In UK and US customers superiorly remember the product as the spoken stimuli are exposed on the right-hand side of the package and non-spoken stimuli are on the left-hand side (Silayoi, 2007, p .1499).

Milk in a Tetra Pack is innovative and sustainable. The US customer is to a great extent of conservative in stare to changes in packages of essential everyday products, in difference to the UK customer who is additional open to change in 'traditional' packaging and sustainability is serving, and ease not frustrated (Steeman, 2009).

In the developed countries customer are busy and they have prolonged lifestyles drive suitable, and they want time-saving solution so Tetra Pack Milk fulfill all their daily routine requirement regarding Milk and provide a full of energy milk which carry Tetra Pack and consumer use it for different purpose in the morning they use it in cereal, Shake, Sweets and in the U.S, the buyer are used to

getting the main volume of milk for low prices. However, customers are moving towards higher-value goods. The best performing segment within Tetra Pack Milk have been improved, value-added and organic milk.

The Developing countries will create demand amid a rising figure of Tetra Pak Milk because it paying attention on health. Tetra Pak Milk is predict to raise by 1.8% throughout the period from billion liters 207.4 in 2012 to billion liters 218.7 in 2015. Overall dairy item for consumption require is set to raise by 2.7% from billion liters 280.3 to billion liters 301.3 throughout this time. **Tetra Pack Milk consumption will grow up at more than twice the rate** worldwide among 2012 and 2015. Tetra Pak's Dairy Index find a flow in demand for ready-to-drink milk is ambitious by active customers who are taste and health-conscious (Index T. P., 2013).

**Consumer in developing countries observes the nutrition in Tetra Pak Milk. In truth, 7 of the world's high rank 10 milk markets are countries that are developing,** Tetra Pak research shows. China is the world's biggest, follow by the India and US. Enlarged demand for Tetra Pak Milk from 2009 to 2014 was mostly drive by 4 emerging countries:, India Brazil, China and Indonesia. (Index T. P., 2013)

Tetra Pak identify 2.7 billion consumers as Tetra Pack industry's subsequently large opportunity. 5th Tetra Pak Dairy Index things to see the challenge and opportunity in gathering increasing expectations of low-income customers in developing countries. Usage by low-income consumers is estimate to rise from about 70 billion liters in 2011 to 88 billion liters in 2015. Numerous of these consumers are anticipated to change in future years from loose milk to Tetra Packaged Milk. Today's low-income customers are tomorrow's middle class," said Jönsson, noting "this is a fair chance for dairy processors to grow customer faithfulness amid a new age group of Tetra Pack Milk customers in developing countries" (milkproduction, 2012).

The essential consumer resistance to adopt Tetra Pack Milk in developing countries is the means of price and availability. Typical customer doubts about Tetra Pack Milk include the misgiving that Tetra Pack is unhealthy, their lack of knowledge and concern that they preserve only be use upper class.

The consumer live in the developing countries like India, Bangladesh, Indonesia usually prefer open milk for their consumption but the rate of Tetra Pack Milk industry is grow much rapidly due to improvement in their daily lifestyle. People in the developing countries consume open milk and Tetra Pack milk for different occasions and their usages is different according to their tradition they use open milk for making sweet dishes and other traditional dishes which require milk. On the other hand people in the developing countries also consider package attribute because it attract the consumer (Index T. P., 2009).

Milk industry is still conquered by loose milk which

constitutes 91 % of annual milk production; there are pros and cons linked with the same. The major concern is the health danger issue associated with the loose milk creation till it is delivered to its regular consumer. Milk is the "white gold" and it is essential for the gold that it be supposed to be pure. So, for the gold of milk, transparency is one of the vital factors. Milk is also used to make Khoya and a special type of sweets. Dairy is one of the growing sections of Livestock sub-sector and an important component of Pakistan's economy. The per capita accessibility of milk at present is 173 litres, which is maximum among the South Asian countries. The average every day production of milk in Pakistan is predictable at about 95 million liters. Punjab is the important province in milk production with a contribution of around 80%. Out of the sum production of 95 million liters of milk per day, about 55% is consumed at basis in the countryside while the remaining 45% is traded in urban centers (Riaz, 2008).

Olper's Milk is 100% stabilizer Free UHT milk. It is the exploit of choice for every time as its full cream richness, fresh and wholesome taste makes every sip a pleasant experience for our regular user. Olper's Milk is also the market leader in packaging improvement where new formats are introduced to make customer lives hassle-free in today's time-sensitive world. First ever in Pakistan to introduce the heli-cap is Olper. And friendly small jug pack with an air grip and scissor free tear option, this brand continues to present its consumers reliable value adding up benefit to make sure an enriched brand experience (<http://www.engrofoods.com/>)

Milk production in Pakistan has seen a stable increase during the last two decades. The production has increased from 8.918 million metric tons in 1982 to 37.811 million metric tons in 2006-07. Many new participants are coming in this segment like Tapal, FFC and Dalda already launch its Liquid Tea whitener with the aim to raise Tetra Pack Milk share from 9% to 12% with its huge awareness and media campaign. Haleeb Foods Limited is now one of the greatest rising packaged food companies in Pakistan with a twelve-monthly turnover of Rs. 14 Billion (2014). It started commercial production in July 1987. Due to constantly superior performance, it has achieved acknowledged leadership in the liquid packaged milk group with a market share of over 52% in its first 17 years. (<http://commerceplus.blogspot.com/>, 2010)

HFL has extremely strong brand name portfolio consisting of dairy. Haleeb is the flagship trademark of the company. Haleeb UHT Milk is accessible in 250ml's of Tetra pack packaging. Tea Max is a leading liquid tea whitener Tetra Pack Milk for Haleeb foods in Pakistan. Due to its physically powerful positioning of the thickest milk for best tea, it has the maximum top of mind awareness and access in the dairy industry of Pakistan. HFL believes in using cutting edge processing and packaging technology to meet consumer prospect of hygienic and high quality food products. It has extra than

30 Tetra machines for its UHT milk brand and 5 UHT units with an ability to produce more than 1.6 Million Liters of Milk every day. Keep in view the quantity possible and increasing growth trend of the marketplace, the company has newly inaugurated a second independent UHT plant at Rahim Yar Khan. In order to give best quality products to its consumers, HFL has an acute supply chain infrastructure. It has heavily invested in a vast system of company operated milk collection centers across the country (<http://commerceplus.blogspot.com/>, 2010).

Milk industry in Pakistan has huge forecast for growth. Packaged milk just has around 9 percent market share. Pakistan milk industry amount comprising diverse dairy products reached at US\$26 billion in urban and rural areas on the growing population and household local consumption, a explore report stated. Pakistan is said to be having eight million undeveloped households that produce more than 35 billion liters of milk annually from about 52 million animals. Yearly milk production is predictable at Rs192 billion (Riaz, 2008).

The arrangement of administration incentives to the developed in the late seventies and the beginning of ultra-high temperature (UHT) milk, along with aseptic packaging material, led to renewed interesting milk processing. Ultra heat treatment (UHT), milk marketed in aseptic packing (Tetra Pack) as well as in Poly pack (Riaz, 2008).

The milk production system in Pakistan is characterized by big numbers of small, in nature dispersed dairy producers who have profitable surpluses of milk. In the past couple of decades, two institutional developments contain taken place in the milk processing division. One is the access by large saleable dairy processing firms that obtain milk from farmers, process it, and produce a range of milk products that are marketed in urban markets. The other one is movement starts to alert the people for Tetra Pack Milk. Many companies are investing good amount of money on consumer awareness i.e. how safe is Tetra Pack Milk and provides them Tetra Pack Milk in innovative packages and also to guide their multiple usages which increases consumption (Bonilla, 2010).

## RESEARCH METHODOLOGY

### Research design

The research design used in this study is exploratory research, it is a phenomenological approach and follows qualitative research designs, it comprises literature searches, interviews, in order to do a research that aligns with my thesis objectives as phenomenology is also proposed to offer the in-depth analysis of experience, perception and thinking. We use a qualitative approach while obtain information from the consumers of Tetra

Pack Milk companies. This research focus on the detection of ideas and receiving consumer insights which will give you richer quality information that can lead to the finding of new initiatives be addressed. It also help to prioritize areas which require in this research and is best right of my research study.

### **Data Collection Strategy**

Both the primary and secondary data was collected in this research work.

### **Primary Data**

This research primarily depended on primary data that was collected from the field. This was done from side to side the use of data collection tool which is incorporated; is interviews.

### **Interviews**

The intention of interviews is to get a deeper thoughtful of the problem and get better the consistency of the collected information, in this data collection process we take interview of some marketing expert.

### **Participant Selection**

This research is qualitative, we had conduct interviews from customer who are using tetra pack milk. The consumer who are purchasing Tetra Pack Milk brands are the participants for the study.

The purposive sampling is used, which is based on judgments. The sample respondents consist of both middle class and the lower class section of the society. No matter who are purchasing more or less quantity of Tetra Pack Milk , the interviews had been stopped at the level of saturation.

### **Instrument Selection for Gathering Data:**

The primary objective of instrument selection for gathering data is the determination of suitable data type that allows me to sufficiently answer research questions. In this research the instrument of data-gathering is interview process. Data selection precedes the real practice of data collection. The instrument selection for gathering data is valid and reliable.

### **Plan of Analysis**

The composed data was analyzed and interpret through phenomenological analysis. The proper coding, sorting

and siftings stages was conducted to extract the categories and explore the experiences in proper way. The word analysis is deliberately evaded as analysis means breaking the data into parts that may distract the whole phenomena. This study used explication of the data which means exploring the constituents of phenomena while keeping the whole context. The process starts with phenomenological reduction, proceeds with outlining the meaning units, clustering that meaning units to generate themes, then summarizing, validating and altering each of interviews would be done and finally extorting common and unique themes from in depth discussions and interviews and creating a composite summary.

## **DISCUSSION AND ANALYSIS**

Information is gathered by conducting interviews of the customers of tetra pack milk. Interviews have been taken from three different places of Karachi. Interpretive Phenomenological Analysis is phenomenological in that it wishes to explore an individual's personal perception or account of an event or state as opposed to attempting to produce an objective record of the event or state itself. Thus, one important theoretical touchstone for IPA is phenomenology, which originated with Husserl's attempts to construct a philosophical science of consciousness. IPA is also a strongly idiographic approach concerned with detailed analysis of the case either as an end in itself or before moving to similarly detailed analyses of other cases (<http://www.ipa.bbk.ac.uk/about-ipa>)

### **Creditability Test**

The questionnaire is designed on the basis of Concept Dimension & Element (CDE) analysis. Then it was sent to the research experts who reviewed it and modified some of its questions. It was also sent to the advisor for reviewing after modification. The questionnaire was also sent to the marketing department of Dalda Foods (dairy business) for approvals, after that the data collection process start.

### **Phenomenological Analysis**

## **DISCUSSION**

The consumers of tetra pack milk are majorly said that the tetra pack is more convenient than open milk. Consumer believed that it is more easily used and repeatedly consumption of tetra pack milk is more but

| S.No                                                 | Theme/Categories         | R-1            | R-2                  | R-3                              | R-4           | R-5                 | R-6             | R-7            |
|------------------------------------------------------|--------------------------|----------------|----------------------|----------------------------------|---------------|---------------------|-----------------|----------------|
| <b>Consumer Perception of Tetra Pack Milk</b>        |                          |                |                      |                                  |               |                     |                 |                |
| 1                                                    | Convenient               | Easy to use    | Comfortable handling | No                               | No            | Consumption is easy | Easy Handling   | Yes            |
| 2                                                    | Safe & Hygienic          | Safe & healthy | Hygienic             | Pure                             | Ensure Health | Healthiness         | Yes             | Yes            |
| 3                                                    | Attachment               | 8              | 3                    | 4                                | 6             | 3                   | 7               | 7              |
| 4                                                    | Time Save                | Yes            | No                   | Tension free                     | No            | No                  | No              | Yes            |
| 5                                                    | Usage Brand              | Haleeb/Olper   | Good Milk            | Milk Pack                        | Milk Pack     | Nesvita             | Milk pack/Olper | Haleeb         |
| 6                                                    | Quality Satisfaction     | Somehow        | Yes                  | Yes                              | Yes           | Yes                 | Yes             | To some extent |
| <b>Packaging attributes effect Consumer Decision</b> |                          |                |                      |                                  |               |                     |                 |                |
| 7                                                    | Tetra Pack Design        | Important      | No                   | Helicap design pack              | Important     | No                  | Important       | Important      |
| 8                                                    | Color and Images on Pack | Yes            | No                   | Doesn't matter we trust on brand | Yes           | Yes                 | Yes             | No             |

  

| S.No                                                 | Theme/Categories         | R-8                  | R-9                         | R-10            | R-11                | R-12                       | R-13      | R-14      |
|------------------------------------------------------|--------------------------|----------------------|-----------------------------|-----------------|---------------------|----------------------------|-----------|-----------|
| <b>Consumer Perception of Tetra Pack Milk</b>        |                          |                      |                             |                 |                     |                            |           |           |
| 1                                                    | Convenient               | Easy usage           | Yes                         | No              | Comfortable         | Yes                        | Yes       | Yes       |
| 2                                                    | Safe & Hygienic          | Yes                  | Safe from Germs             |                 | Yes                 | No                         | Yes       | Yes       |
| 3                                                    | Attachment               | 6                    | 6                           | 7               | 4                   | 6                          | 8         | 6         |
| 4                                                    | Time Save                | Yes                  | Yes                         | No time wastage | No                  | Save time for dish washing | No        | Yes       |
| 5                                                    | Usage Brand              | Milk Pack            | Olper                       | Milk Pack       | Olper               | Milk Pack                  | Milk Pack | Milk Pack |
| 6                                                    | Quality Satisfaction     | Yes                  | Yes                         | Yes             | Yes                 | Yes                        | Yes       | Yes       |
| <b>Packaging attributes effect Consumer Decision</b> |                          |                      |                             |                 |                     |                            |           |           |
| 7                                                    | Tetra Pack Design        | No                   | Jar shape design            | Yes             | No                  | No                         | No        | Important |
| 8                                                    | Color and Images on Pack | Combination of color | Red color is much important | Yes             | Important red color | Like color of Milk pack    | Important | Yes       |

| S.No | Theme/Categories          | R-1                     | R-2              | R-3                  | R-4              | R-5                     | R-6                    | R-7                    |
|------|---------------------------|-------------------------|------------------|----------------------|------------------|-------------------------|------------------------|------------------------|
| 9    | Easier to Purchase        | No boiling              | Available easily | No                   | Availability     | Easy use anytime        | Doesn't matter         | Availability important |
| 10   | Protection from Germs     | Germs free              | No               | Yes                  | Multi layer pack | Protect me              | Pure milk              | Bacteria free          |
| 11   | Smart Pack/ Jug shape     | Different SKU important | Jug shape        | Size important       | Smart Pack size  | 250ml pack with helicap | Shape like olper 250ml | Yes                    |
| 12   | Attractiveness of Package | Color attract           | No               | Color doesn't matter | No               | Image attract           | Red color and images   | Graphic eye catching   |

### Consumer Consumption of Tetra Pack Milk

|    |                                          |                                             |                     |                               |                              |                |                                   |                                 |
|----|------------------------------------------|---------------------------------------------|---------------------|-------------------------------|------------------------------|----------------|-----------------------------------|---------------------------------|
| 13 | Usage of Tetra Pack Milk for Tea & Shake | Yes                                         | Yes                 | Yes                           | Tetra Pack give better taste | Yes            | Only for tea                      | Yes                             |
| 14 | Differentiation of Taste from Open Milk  | Open milk give better taste                 | Yes                 | Yes                           | Yes                          | Yes            | Taste is different from open milk | No                              |
| 15 | Creaminess of Tetra Pack Milk            | Yes                                         | No                  | No                            | No                           | Thick & creamy | Thickness                         | Creaminess                      |
| 16 | Satisfaction of Price                    | Yes                                         | Somehow             | No                            | Some level                   | Yes            | Yes I think                       | May be                          |
| 17 | Usage of Tetra Pack in Keer, Custard     | No                                          | Yes                 | Open milk                     | No                           | No             | Open milk                         | Yes                             |
| 18 | Consumption Increase                     | People unaware so need of awareness program | Introduce new brand | Aware people in low line area | Price reduce                 | Free sample    | Awareness program                 | Free sample near open milk shop |
| 19 | Source of Knowledge                      | T.v, Radio, F.B                             | T.v, F.B            | T.v, F.B                      | T.v, Magazine ,F.B           | T.v, F.B       | T.v, Newspaper, F.B, Twitter      | T.v, Radio, F.B                 |

| S.No | Theme/Categories          | R-8                          | R-9                   | R-10           | R-11                    | R-12                                   | R-13             | R-14                                         |
|------|---------------------------|------------------------------|-----------------------|----------------|-------------------------|----------------------------------------|------------------|----------------------------------------------|
| 9    | Easier to Purchase        | One time buying              | No                    | Availability   | No                      | Easy to use on different time          | Carrying easy    | Easy to buy on monthly shopping              |
| 10   | Protection from Germs     | No                           | Save from Germ        | Pure as nature | No                      | No                                     | Yes              | No                                           |
| 11   | Smart Pack/ Jug shape     | Easy storable shape          | Easy carry able shape | No             | Handle Shape Smart pack | Jug shape                              | No               | Shape important                              |
| 12   | Attractiveness of Package | Attractive pack force to buy | Red color attract     | No             | Shelf space             | Design & color of Milk pack attract me | Bright packaging | Good packaging bring better image of product |

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|----|------------------------------------------|--------------------|--------------------------|-------------------|-------------------------------|-----------------------------|----------------------------------------------|----------------------------|
| 13 | Usage of Tetra Pack Milk for Tea & Shake | No                 | Everyday powder          | Yes               | Tea Whitener                  | Yes                         | Yes                                          | Yes                        |
| 14 | Differentiation of Taste from Open Milk  | Big difference     | Tetra pack milk is thick | Yes               | Yes                           | Taste difference is present | Yes                                          | smell & taste is different |
| 15 | Creaminess of Tetra Pack Milk            | Thick              | No                       | Creamy            | Tetra pack milk is creaminess | No                          | Creamy                                       | No                         |
| 16 | Satisfaction of Price                    | so so              | No                       | No                | Yes                           | Yes                         | Yes                                          | No                         |
| 17 | Usage of Tetra Pack in Keer, Custard     | No                 | Yes                      | No                | Yes                           | Open milk                   | No                                           | Open milk                  |
| 18 | Consumption Increase                     | Media activities   | Free sample              | Price reduce      | Price reduce and aware people | Price reduce                | Consumer are not aware about T.P healthiness | Price reduce               |
| 19 | Source of Knowledge                      | T.v, Magazine ,F.B | T.v, F.B                 | T.v, F.B, Twitter | T.v, Radio, F.B, Twitter      | T.v, F.B                    | T.v, F.B                                     | T.v, Radio, sometime F.B   |

rare consumer thinks it is not convenient. Also it is easily hand able and brings comfortableness in our life due to easy usage of tetra pack milk. From the health prospectus of consumers they strongly believed on tetra pack milk healthiness. Usually customer said it is safe and hygienic and it ensures our family health from the germs that passed into the body from the consumption of open milk so tetra pack milk is safe and pure as well which give me good superiority milk. Attachment of most consumers from tetra pack milk is almost more than 4 years and they are using different brands of tetra pack milk which fulfill their daily routine consumption pattern. People involved in using the healthy milk are often saying it is more time saving and we don't spend time on washing the dishes that we have to do it before using tetra pack milk. Also tetra pack milk gives you tension free life in our daily busy routine but some of the consumers are not agree to this.

Consumer association to different tetra pack milk brands is highly important to their happiness level. Around 50% of the respondents are associated with Milk pack which is the brand of Nestle and people trust on the company name and some of the consumers are link with different other brands like, Olper from Engro Foods, Haleeb from Haleeb Foods and only one of the respondent are engaged in buying of Good Milk which is the brand of Shakarganj company. People engaged with whatever brand of tetra pack milk are usually satisfied with the quality of milk of tetra pack. They strongly trust on the tetra pack brand and believed that the milk in it is pure and after approval of several process of inspection then it's come to my glass. Exceptionally one or two respondent are not fully satisfied to tetra pack milk quality because they said there is sometime fat separation presence in the package milk brand so its hurt our trust but it doesn't happen usually so you can say it that the satisfaction is present to some extent.

Packaging plays an important role in consumer buying decision because different package attributes play different part in their decision to choose brands. Majority of tetra pack consumer are trust on it that design of pack play important role in their decision to purchase. Consumer said that helicap design pack is more comfortable in usage and it is easy to use it for different time because of it design and people also like the jar shape design due to comfortableness. Jar shape design pack is easily carry able and store in refrigerator easily, so in combination to them its bring benefit to the consumer. Color and image on tetra pack or any association to them also help them to select the tetra pack brand. Some respondent said color and image are doesn't matter on pack because we trust on brand and the company name but on the other hand majority of respondents are agree to give huge importance to the color and image attributes of package. Consumer attract more from the red color

because it prominent in the shelf and catching the attention of customer.

Consumer of tetra pack milk mostly used it for their ease because in tetra pack milk there is no need to boil it and consumer also purchase it for the availability of tetra pack milk. Also it is easy and one time buying milk for the whole month so it doesn't require going daily for the purchase and it also easy to buy on monthly shopping.

Tetra pack package is multi layer and it protect the milk from germs so customer said that it tetra pack milk is safe and pure as nature give and also it protect my family & ensure healthy life. Around 90% of the respondents agree to tetra smart pack and said different sku is more important because it is more easily storable, hold able and consumer also encourage for the jug shape pack. Consumer attract from the good combination of color pack and it force the consumer to purchase the product because good graphic attract the consumer eyes and shelf space also create attention for the consumer and it is more easy to choose tetra pack brand which is well put in a shelf.

Usage of tetra pack milk is varying from the consumer. Around 70% of the respondent use tetra pack milk for making their tea and shake because it give better taste than the open milk and there are some respondents as well who use powder milk for making tea and also use liquid tea whitener. Huge sizes of respondents agree on the discussion that there is a major difference presence in the taste of open milk as compared to the taste of tetra pack milk. Respondent also says that tetra pack milk is much thick and smells better than the open milk. Tetra pack milk is creamier according to the majority of respondent and on the other hand some respondent don't agree with it and they say open milk give much creaminess and thickness after boiling. People associated with the tetra brands think that the price of it is reasonable and consumers are satisfied with the price level of their selected brands of tetra pack milk. And small segment of customer are dissatisfied with their chosen brand price.

A major size of respondent said that they don't use tetra pack milk for making kheer, custard and other traditional dishes because it doesn't give better and delicious taste and also it cost high, so if we are making traditional sweet dishes we used open milk because it give good taste and cost low. But small number of respondent use tetra pack milk in traditional sweet dishes. Respondent also share their ideas about how to increase the consumption of tetra pack milk overall and different response came, some of the consumer said there is lack of awareness among the people and they think that tetra pack milk is unhealthy. So there is a need to aware people about tetra pack milk healthiness and some respondent said that company should give free sample of tetra pack milk in low line area or near the

open milk shops, so it help them to take the share of open milk. Media campaigns play also important role to aware the uneducated size of customers.

The sources of knowledge for the respondent in order to get aware of newly introduced product are television, newspaper, magazine, twitter and face-book as well.

## CONCLUSION AND RECOMMENDATION

### CONCLUSION

Consumers think and according to their experience, about how safe & hygienic is tetra pack milk and they also believe that while purchasing tetra pack brand it is more convenient to them because of it features and heli-cap make easier for the customer to use it repeatedly. Consumers also attached to them because of time save in the breakfast and also it ensures the quality of milk. Usually people use tetra pack milk for drink, tea and shake mostly. Customer are also emotionally attached to the tetra pack brands ads and also associated with the color packaging of brand. Graphic, images and design are those attributes which leads to the purchase decision of customers. Shelf space and red color also play important role in the attractiveness of tetra pack brand and good combination of color attract consumers' eyes and they like jug and jar shape design pack because handling is easy.

Consumers don't use tetra pack milk for all purpose due to differentiation in taste and creaminess. Price is another factor which leads to the usage of open milk for making traditional sweet dishes because keer, custard etc contain large amount of milk. Packaging attributes don't matter in the prospect of few customers because they trust on the company and on the tetra pack brand as well. But on the other hand it is very much important for the larger size of customers group because they consider package attribute and link it to their satisfaction and convenient level.

There is a need of multiple awareness programs which educate the consumer about the quality and protection of tetra pack milk. Need to guide the housewives and properly aware the consumers so its lead to the increase in the market share of tetra pack industry. Media campaign also helps to grow and inform the customer about the healthiness of tetra pack milk.

### RECOMMENDATION

There is need to improve the package design and shapes of the pack which attract the customer more and also there is need to work on the shelf life which helps the customer to use it longer that the previous time period.

Media activities and other BTL plan helps to increase the consumption of the tetra pack milk. Also every company in the tetra pack industry has to play their part equally in the media campaign and awareness program. Free sample and trail test of tetra pack milk also increase the consumption of tetra pack milk. There is need to the introduction of new brands which increase the competition and awake the customers of open milk. And also it cause to the reduction of the tetra pack milk price which result in the increase consumption of package milk.

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