

## **The influence of branding in the consumer buying decision of milk powder**

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Present day markets are full of different brands of each product. Branding serves an ideal platform in positioning the products in the mindset of consumers whereby their emotions tend to get automatically involved in the buying decision. Marketers increasingly use branding as an effective tool of influencing consumer- buying decision.

The overall objective of this study was to find out the influence of branding in the consumer buying decision of milk powder. The specific objectives of the study were to identify the different brands of milk powder available in the market, to analyse the perception of the consumers on different brands of milk powder, to examine the influence of branding on the sale ability of milk powder and to make observations and suggestions in improving the influence of branding on consumer buying decision of milk powder.

The study was conducted in the four districts of Colombo, Gampaha, Kandy and Kurunegala. Sixty respondents (comprising fifteen from each district) were selected based on judgmental sampling. Respondents were interviewed in detail about their perceptions on branding milk powder and major factors influencing the buying decision. Focused group discussions amongst selected households were conducted to verify the findings of this study. Secondary data were collected by using books, magazines, journals and through media and internet. Statistical package for social sciences and excel packages were used for data analysis. Relationships were sought among the major variables. They were tested through correlation and regression analysis.

The findings of the study highlighted the effect of branding in the marketing of the consumer products. The major factors influencing consumer- buying decision of milk powder were noted. Suggestions were made to improve the influence of branding in the buying decision of milk powder.