7.1 INTRODUCTION

In this chapter, an attempt has been made to find out the factors that are associated with the level of awareness of the milk. Of the twenty three variables that have been tested for their association, though it is found that eighteen variables are significantly associated with the level of awareness of the milk, fourteen quantifiable variables have been subjected to further analysis to ascertain the strength and nature of their relationship with the awareness of the milk. The variables that have been chosen are:

(i) Educational Qualification (EQ)
(ii) Educational Qualification of the Spouse (EQS)
(iii) Monthly Family Income (MFI)
(iv) Family Type (FT)
(v) Extent of Importance to the Opinion of the Family (EIOF)
(vi) Extent of Curiosity of Knowing Things in General (ECKTG)
(vii) Frequency of Reading Newspapers (FRN)
(viii) Frequency of Reading Magazines (FRM)
(ix) Frequency of Watching the Health Related Programmes on Television (FWHRPT)
(x) Frequency of Hearing the Health Related Programmes on the Radio (FHRPR)
(xi) Frequency of Discussion on Health Related Matters with Friends (FDHRMF)
(xii) Frequency of Discussion on Health Related Matters with Relatives (FDHRMR)
(xiii) Period of Discussion on Health Related Matters with Others (PDHRMO)
(xiv) Frequency of Purchasing Other Brands (FPOB)

Simple Correlation analysis has been used to ascertain the relationship between the selected variables and the consumers’ awareness of the milk. Coefficient of determination has been calculated to find out the variations in the level of awareness of...
the milk among the sample consumers who are classified on the basis of different socio-economic, information seeking behaviour and buyer behaviour variables.

7.2 NATURE AND STRENGTH OF RELATIONSHIP BETWEEN CONSUMER ATTRIBUTES AND AWARENESS

All the fourteen variables that are selected to identify the relationship with the awareness of the milk are found to have significant association with the consumer awareness of the milk.

**TABLE 7.1**

NATURE AND STRENGTH OF RELATIONSHIP BETWEEN CONSUMER ATTRIBUTES AND AWARENESS: CORRELATION ANALYSIS

<table>
<thead>
<tr>
<th>Factors</th>
<th>r</th>
<th>r²</th>
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<tbody>
<tr>
<td>Educational Qualification (EQ)</td>
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<td>Monthly Family Income (MFI)</td>
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</tr>
<tr>
<td>Family Type (FT)</td>
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<td>Extent of Importance to the Opinion of the Family (EIOF)</td>
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<td>0.022</td>
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<td>Extent of Curiosity of Knowing Things in General (ECKTG)</td>
<td>0.402**</td>
<td>0.162</td>
</tr>
<tr>
<td>Frequency of Reading Newspapers (FRN)</td>
<td>0.349**</td>
<td>0.122</td>
</tr>
<tr>
<td>Frequency of Reading Magazines (FRM)</td>
<td>0.425**</td>
<td>0.181</td>
</tr>
<tr>
<td>Frequency of Watching the Health Related Programmes on Television (FWHRPT)</td>
<td>0.183**</td>
<td>0.033</td>
</tr>
<tr>
<td>Frequency of Hearing the Health Related Programmes on the Radio (FHRPR)</td>
<td>0.247**</td>
<td>0.061</td>
</tr>
<tr>
<td>Frequency of Discussion on Health Related Matters with Friends (FDHRMF)</td>
<td>0.111**</td>
<td>0.012</td>
</tr>
<tr>
<td>Frequency of Discussion on Health Related Matters with Relatives (FDHRMR)</td>
<td>0.157**</td>
<td>0.025</td>
</tr>
<tr>
<td>Period of Discussion on Health Related Matters with Others (PDHRMO)</td>
<td>0.201**</td>
<td>0.040</td>
</tr>
<tr>
<td>Frequency of Purchasing Other Brands (FPOB)</td>
<td>0.310**</td>
<td>0.096</td>
</tr>
</tbody>
</table>

*Significant at five per cent level  **  Significant at one per cent level
(i) Educational Qualification and Awareness

The level of the education of the consumers is associated with their level of awareness of the milk. The Chi-square test has revealed that there exists an association between the educational level and the awareness level. The correlation analysis shows that these two variables are positively correlated with each other indicating that as the level of education increases, the level of awareness also increases. The coefficient of determination ($r^2$) shows that the educational qualification of a consumer accounts for 28.7 per cent of variations in the level of awareness.

(ii) Educational Qualification of the Spouse and Awareness

Educational qualification of the consumer's spouse is associated with the level of awareness of the consumer. The Chi-square test has revealed that the educational level of the spouse found to be associated with the awareness level of the consumer on milk. The correlation analysis shows that these two variables are positively correlated with each other indicating that as the level of education of spouse increases, the level of awareness of the consumer also increases. The coefficient of determination ($r^2$) shows that educational qualification of a consumer's spouse accounts for 15.2 per cent of variations in the level of awareness of the consumer.

(iii) Monthly Family Income and Awareness

Family income per month is associated with the level of awareness of the milk. The results of the Chi-square test shows that there exists a significant association between the monthly family income and the awareness level. It is clear from the correlation analysis that these two variables are positively correlated with each other indicating that as the family income per month increases, the level of awareness also increases. The coefficient of determination ($r^2$) shows that the monthly family income accounts for 7.5 per cent of the variations in awareness level.

(iv) Family Type and Awareness

The family type and the consumer awareness of the milk is associated. The Chi-square test reveals that there exists a significant association between the family type and the awareness level. The correlation analysis exhibits that these two variables
are positively correlated with each other indicating that the level of awareness is higher with those consumers who are in the joint families than those consumers who are in nuclear families. The coefficient of determination ($r^2$) shows that the family type accounts for 1.9 per cent of the variations in the level of awareness.

**v) Extent of Importance to the Opinion of the Family and Awareness**

Extent of Importance given to the opinion of the family is associated with the level of awareness. The Chi-square test indicates that there exists an association between the extent of importance given to the opinion of the family and the awareness level. The correlation analysis reveals that these two variables are positively correlated with each other implying that as the opinion of the family is given importance, the awareness level increases. The coefficient of determination ($r^2$) shows that the extent of importance to the opinion of the family accounts for 2.2 per cent of the variations in the level of awareness of the consumers.

**vi) Extent of Curiosity of Knowing Things in General and Awareness**

The curiosity of knowing things in general and the awareness of the milk are associated. The Chi-square test has confirmed that the extent of the curiosity of knowing things in general influences the level of awareness. The correlation analysis shows that these two variables are positively correlated with each other implying that as the level of curiosity is increases, the level of awareness also increases. The coefficient of determination ($r^2$) shows that the extent of the curiosity of knowing things in general accounts for 16.2 per cent of the variations in the level of awareness.

**vii) Frequency of Reading Newspapers and Awareness**

The consumer's habit of reading newspapers is associated with the level of awareness. The Chi-square test has confirmed that the frequency of reading newspapers and the level of awareness are associated. The correlation analysis exhibits that these two variables are positively correlated with each other indicating that the regular reading of newspapers increases the level of awareness. The co-efficient of determination ($r^2$) shows that the regular reading of newspapers accounts for 12.2 per cent of the variations in the level of awareness of the milk.
(viii) Frequency of Reading Magazines and Awareness

The habit of reading magazines is associated with the level of awareness of the milk. The Chi-square test has revealed that the frequency of reading magazines and the awareness level are associated. The correlation analysis exhibits that these two variables are positively correlated with each other showing that the regular reading of magazines increases the level of awareness. The coefficient of determination ($r^2$) shows that the regular reading of magazines account for 18.1 per cent of the variations in the level of awareness.

(ix) Frequency of Watching the Health Related Programmes on Television and Awareness

The consumers' habit of watching the health related programmes on television is associated with the level of awareness. The Chi-square test has confirmed that viewing of health related information in television and the level of awareness of the milk are associated. The correlation analysis exhibits that these two variables are positively correlated with each other indicating that an increase in the frequency of watching the health related programmes on television increases the level of awareness. The coefficient of determination ($r^2$) shows that watching the health related programmes on television accounts for 3.3 per cent of the variations in the level of awareness of the milk.

(x) Frequency of Hearing the Health Related Programmes on the Radio and Awareness

The habit of hearing the health related programmes on the radio is associated with the level of awareness. The Chi-square test has confirmed that hearing the health related information on the radio and the level of awareness are associated. The correlation analysis indicates that these two variables are positively correlated with each other showing that higher the frequency of hearing the health related items on the radio, greater is the level of awareness. The coefficient of determination ($r^2$) shows that hearing the health related programmes on the radio accounts for 6.1 per cent of the variations in the level of awareness of the milk.

(xi) Frequency of Discussion on Health Related Matters with Friends and Awareness

Discussion of health related matters with friends is associated with the level of awareness. The Chi-square test reveals that discussion with friends and the level of awareness.
awareness are associated. The correlation analysis reveals that these two variables are positively correlated with each other indicating that as the frequency of discussion with friends increases, the level of awareness also increases. The coefficient of determination ($r^2$) shows that the regular discussion with friends accounts for 1.2 per cent of the variations in the level of awareness of the milk.

(xi) Frequency of Discussion on Health Related Matters with Relatives and Awareness

Discussion of health related matters with relatives is associated with the level of awareness of the milk. The Chi-square test confirms that the frequency of discussion with relatives influences the awareness level. The correlation analysis shows that these two variables are positively correlated with each other indicating that higher the frequency of discussion with relatives, greater is the level of awareness. The coefficient of determination ($r^2$) shows that the frequency of discussion with relatives accounts for 2.5 per cent of the variations in the level of awareness.

(xii) Period of Discussion on Health Related Matters with Others and Awareness

The period of discussion on health related matters with others is associated with the level of awareness of the milk. The Chi-square test reveals that the period of discussion on health related matters with others influences the level of awareness. The correlation analysis shows that these two variables are positively correlated with each other indicating that longer the period of discussion higher is the level of awareness. The coefficient of determination ($r^2$) shows that period of discussion on health related matters with others accounts for 4 per cent of the variations in the level of awareness of the milk.

(xiii) Frequency of Purchasing Other Brands and Awareness

Frequency of purchasing other brands is associated with the level of awareness. The Chi-square test confirms that frequency of purchasing other brands influences the awareness level on milk. The correlation analysis reveals that these two variables are positively correlated with each other implying that as the consumer's frequency of purchasing other brands is high, his level of awareness is also high. The coefficient of determination ($r^2$) shows that the frequency of purchasing other brands of milk accounts for 9.6 per cent of the variations in the level of awareness.
7.3 DETERMINANTS OF AWARENESS OF THE MILK

In order to find out the factors that determine the level of awareness, the selected fourteen variables have been regressed on awareness index. The following regression equation has been framed to ascertain the impact of the variables on awareness.

\[ AI = a + b_1 EQ + b_2 EQS + b_3 MFI + b_4 FT + b_5 EIOF + b_6 ECKTG + b_7 FRN + b_8 FRM + b_9 FWHRPT + b_{10} FHHRPR + b_{11} FDHRMF + b_{12} FDHRMR + b_{13} PDHRMO + b_{14} FPOB + e \]

where,

- \( AI \) = Awareness Index
- \( a \) = Intercept term
- \( EQ \) = Educational Qualification
- \( EQS \) = Educational Qualification of the Spouse
- \( MFI \) = Monthly Family Income
- \( FT \) = Family Type
- \( EIOF \) = Extent of Importance to the Opinion of the Family
- \( ECKTG \) = Extent of Curiosity of Knowing Things in General
- \( FRN \) = Frequency of Reading Newspapers
- \( FRM \) = Frequency of Reading Magazines
- \( FWHRPT \) = Frequency of Watching the Health Related Programmes on Television
- \( FHHRPR \) = Frequency of Hearing the Health Related Programmes on the Radio
- \( FDHRMF \) = Frequency of Discussion on Health Related Matters with Friends
- \( FDHRMR \) = Frequency of Discussion on Health Related Matters with Relatives
- \( PDHRMO \) = Period of Discussion on Health Related Matters with Others
- \( FPOB \) = Frequency of Purchasing Other Brands
- \( e \) = Error term
The results of the regression analysis are shown in Table 7.2. Of the fourteen variables taken for consideration four variables namely, (i) Monthly Family Income, (ii) Frequency of Reading Newspapers, (iii) Frequency of Watching the Health Related Programmes on Television and (iv) Period of Discussion on Health Related Matters with Others are not found to be significant. The other variables that influence the awareness of the milk are discussed in the following paragraphs.

**TABLE 7.2**

**DETERMINANTS OF AWARENESS: MULTIPLE REGRESSION ANALYSIS**

<table>
<thead>
<tr>
<th>Factors</th>
<th>Regression coefficient</th>
<th>Std. Error</th>
<th>t (df = 746)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Qualification (EQ)</td>
<td>3.927**</td>
<td>0.468</td>
<td>8.395</td>
</tr>
<tr>
<td>Educational Qualification of the Spouse (EQS)</td>
<td>0.898*</td>
<td>0.381</td>
<td>2.357</td>
</tr>
<tr>
<td>Monthly Family Income (MFI)</td>
<td>-1.05E-005</td>
<td>0.000</td>
<td>-0.692</td>
</tr>
<tr>
<td>Family Type (FT)</td>
<td>2.153**</td>
<td>0.831</td>
<td>2.591</td>
</tr>
<tr>
<td>Extent of Importance to the Opinion of the Family (EIOF)</td>
<td>2.103**</td>
<td>0.739</td>
<td>2.845</td>
</tr>
<tr>
<td>Extent of Curiosity of Knowing Things in General (ECKTG)</td>
<td>2.543**</td>
<td>0.770</td>
<td>3.301</td>
</tr>
<tr>
<td>Frequency of Reading Newspapers (FRN)</td>
<td>1.206</td>
<td>0.695</td>
<td>1.736</td>
</tr>
<tr>
<td>Frequency of Reading Magazines (FRM)</td>
<td>1.901**</td>
<td>0.612</td>
<td>3.107</td>
</tr>
<tr>
<td>Frequency of Watching the Health Related Programmes on Television (FWHRPT)</td>
<td>-0.839</td>
<td>0.614</td>
<td>-1.367</td>
</tr>
<tr>
<td>Frequency of Hearing the Health Related Programmes on the Radio (FHHRPR)</td>
<td>3.048**</td>
<td>0.540</td>
<td>5.649</td>
</tr>
<tr>
<td>Frequency of Discussion on Health Related Matters with Friends (FDHRMF)</td>
<td>-1.285**</td>
<td>0.442</td>
<td>-2.910</td>
</tr>
<tr>
<td>Frequency of Discussion on Health Related Matters with Relatives (FDHRMR)</td>
<td>1.316*</td>
<td>0.531</td>
<td>2.477</td>
</tr>
<tr>
<td>Period of Discussion on Health Related Matters with Others (PDHRMO)</td>
<td>0.216</td>
<td>0.189</td>
<td>1.142</td>
</tr>
<tr>
<td>Frequency of Purchasing Other Brands (FPOB)</td>
<td>2.066**</td>
<td>0.392</td>
<td>5.273</td>
</tr>
</tbody>
</table>

* Significant at five per cent level            ** Significant at one per cent level
(i) Educational Qualification and Level of awareness

Better educational qualification leads to increase in the level of awareness of consumers. The regression coefficient indicates that educational qualification highly influences the level of awareness of the consumers on milk. The value of regression coefficient indicates that a unit change in the level of education shall increase the awareness level by 3.927 units.

(ii) Educational Qualification of the Spouse and Level of awareness

Educational qualification of the spouse influences the consumer’s awareness. The regression coefficient indicates that higher the level of education of the spouse, greater would be the consumer’s awareness of the milk. The value of regression coefficient indicates that a unit change in the level of education of the spouse shall increase the awareness level by 0.898 units.

(iii) Family Type and Level of awareness

Type of the family influences the level of awareness. The regression coefficient indicates that the family type highly influences the awareness level on milk. The value of regression coefficient indicates that a unit change in the family type shall increase the awareness level by 2.153 units.

(iv) Extent of Importance to the Opinion of the Family and Level of awareness

How far a consumer gives importance to the opinion of his family members determines his level of awareness of the milk. The regression coefficient indicates that importance to the opinion of the family highly influences the awareness level of the consumer. The value of regression coefficient indicates that a unit change in the level of importance given to the opinion of the family shall increase the awareness level by 2.103 units.

(v) Extent of Curiosity of knowing things in general and Level of awareness

The high level of curiosity that the consumers have towards knowing general things leads to increased awareness of the milk. The regression coefficient indicates that the level of curiosity in knowing the things highly influences the awareness level. The value of regression coefficient indicates that a unit increase in the level of curiosity shall increase the awareness level of the milk by 2.543 units.
(vi) Frequency of Reading Magazines and Level of awareness

Higher the frequency of reading magazines, greater would be the level of awareness of the milk. The regression coefficient indicates that the frequency of reading magazines highly influences the awareness level. The value of regression coefficient indicates that a unit increase in the frequency of reading magazines shall increase the level of awareness by 1.901 units.

(vii) Frequency of Hearing the Health Related Programmes on the Radio and Level of awareness

Health related programmes on the radio enhances the level of awareness of the milk. The regression coefficient indicates that frequency of hearing the health related programmes on the radio highly influences the awareness level of the consumer. The value of regression coefficient indicates that a unit change in the level of hearing the health related programmes in radio shall increase the awareness level by 3.048 units.

(viii) Frequency of Discussion on Health Related Matters with Friends and Level of awareness

Level of awareness is influenced by the frequency of discussion of health related matters that the consumers have with their friends. The regression coefficient indicates that health related discussions with friends highly influence the awareness level. The value of regression coefficient indicates that a unit increase in the frequency of health related discussions with friends shall increase the awareness level of the milk by 1.285 units.

(ix) Frequency of Discussion on Health Related Matters with Relatives and Level of awareness

Level of awareness is influenced by the frequency of discussion of health related matters that the consumers have with their relatives. The regression coefficient indicates that health related discussions with relatives highly influence the awareness level. The value of regression coefficient indicates that a unit increase in the frequency of health related discussions with relatives shall increase the awareness level of the milk by 1.316 units.
(x) Frequency of Purchasing Other Brands and Level of awareness

Frequency of purchasing other brands influences the awareness level of the consumers. The regression coefficient indicates that the regular purchase of other brands highly influences the awareness level on milk. The value of regression coefficient shows that a unit change in the frequency of purchasing other brands shall increase the awareness level by 2.066 units.

The value of $R^2$ is found to be significant at one per cent level. This shows that the regression equation framed is a good fit. The value of $R^2$ indicates that around 42.50 per cent of variations in consumer awareness of the milk are due to the selected variables.

7.4 FACTORS PROMINENTLY ASSOCIATED WITH AWARENESS

To find out the prominent factors that account for the variations in the consumer awareness of the milk, Step-wise Regression has been carried out. Table 7.3 shows the results of the Step-wise regression analysis.

In the first step, the variable 'Educational Qualification' has been introduced. This variable contributes 28.6 per cent to the variations in the awareness level. 'Frequency of Reading Magazines' is the second variable that is introduced in step two. This variable along with ‘Educational Qualification’ of the consumer accounts for 33.8 per cent of variation in the awareness level. The contribution has increased by 5.20 per cent. 'Frequency of Purchasing Other Brands', the third variable has increased the contribution from 33.8 per cent to 36.0 per cent leading to a further increase in contribution by 2.2 per cent. 'Frequency of Hearing the Health Related Programmes on the Radio' stands as the fourth step and it has increased the contribution from 36.0 per cent to 38.2 per cent resulting in an increase in contribution by 2.2 per cent. 'Extent of Curiosity of Knowing Things in General' comes as the fifth step which along with other four variables accounts for 39.4 per cent of variation in the awareness level of the milk. The contribution has increased by 1.2 per cent. 'Educational Qualification of the Spouse' and 'Family Type' are the two variables included in steps six and seven respectively.
Their contribution accounted for 0.5 per cent each. 'Extent of Importance to the Opinion of the Family' has occupied the eighth step with a contribution of 0.3 per cent for the variations in consumer awareness level of the milk.

**TABLE 7.3**

**FACTORS PROMINENTLY ASSOCIATED WITH AWARENESS**

**STEP-WISE REGRESSION ANALYSIS**

<table>
<thead>
<tr>
<th>Step</th>
<th>Constant</th>
<th>EQ</th>
<th>FRM</th>
<th>FPOB</th>
<th>FHHRPR</th>
<th>ECKTG</th>
<th>EQS</th>
<th>FT</th>
<th>EIOF</th>
<th>R²</th>
</tr>
</thead>
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<td>54.538</td>
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<td>0.338</td>
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<tr>
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<td>34.365</td>
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<td>47.091</td>
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<td>6</td>
<td>46.618</td>
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<td>2.675</td>
<td>2.839</td>
<td>1.018</td>
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<tr>
<td>7</td>
<td>43.964</td>
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<td>8</td>
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<td>2.758</td>
<td>2.695</td>
<td>1.100</td>
<td>2.166</td>
<td>1.573</td>
<td>0.407</td>
</tr>
</tbody>
</table>

**EQ** - Educational Qualification  
**FRM** - Frequency of Reading Magazines  
**FPOB** - Frequency of Purchasing Other Brands  
**FHHRPR** - Frequency of Hearing the Health Related Programmes on the Radio  
**ECKTG** - Extent of Curiosity of Knowing Things in General  
**EQS** - Educational Qualification of the Spouse  
**FT** - Family Type  
**EIOF** - Extent of Importance to the Opinion of the Family  

The total contribution of the eight variables amounts to 40.7 per cent. The $R^2$ value of the Multiple Regression amounts to 42.5 per cent. The difference 1.8 per cent is due to the contribution of other variables.
7.5 DIRECT AND INDIRECT EFFECT OF THE SELECTED VARIABLES ON AWARENESS

In order to find out the direct and indirect effect of the variables – included in the Correlation and Multiple Regression analysis – on the consumer awareness of the milk, Path analysis has been carried out. The results of path analysis are presented in table 7.4.

**TABLE 7.4**

DIRECT AND INDIRECT EFFECT OF THE SELECTED VARIABLES ON AWARENESS: Path Analysis

<table>
<thead>
<tr>
<th>Factors</th>
<th>EQ</th>
<th>EQS</th>
<th>FT</th>
<th>EIOF</th>
<th>ECKTG</th>
<th>FRM</th>
<th>FHHRPR</th>
<th>FDHRMF</th>
<th>FDHRMR</th>
<th>FPOB</th>
</tr>
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<tbody>
<tr>
<td>EQ</td>
<td>.31765</td>
<td>.04826</td>
<td>.00872</td>
<td>.00916</td>
<td>.05553</td>
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<td>.01513</td>
<td>-.01325</td>
<td>.00235</td>
<td>.03925</td>
</tr>
<tr>
<td>EQS</td>
<td>.17296</td>
<td>.08864</td>
<td>.00551</td>
<td>-.00089</td>
<td>.03810</td>
<td>.04558</td>
<td>.01327</td>
<td>-.00372</td>
<td>.00787</td>
<td>.02244</td>
</tr>
<tr>
<td>FT</td>
<td>.03909</td>
<td>.00689</td>
<td>.07089</td>
<td>.00298</td>
<td>.00406</td>
<td>.00970</td>
<td>-.00445</td>
<td>.00299</td>
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<td>.00588</td>
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<td>.00274</td>
<td>.07728</td>
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<td>.01449</td>
<td>.00248</td>
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<td>.00887</td>
<td>.00993</td>
</tr>
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<td>ECKTG</td>
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<td>.01642</td>
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</tr>
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<td>FRM</td>
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<td>.03080</td>
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EQ - Educational Qualification
EQS - Educational Qualification of the Spouse
FT - Family Type
EIOF - Extent of Importance to the Opinion of the Family
ECKTG - Extent of Curiosity of Knowing Things in General
FRM - Frequency of Reading Magazines
FHHRPR - Frequency of Hearing the Health Related Programmes on the Radio
FDHRMF - Frequency of Discussion on Health Related Matters with Friends
FDHRMR - Frequency of Discussion on Health Related Matters with Relatives
FPOB - Frequency of Purchasing Other Brands
The diagonal values in Table 7.4 for the consumers of milk shows the direct effect of each of the variables on consumer awareness. Of the ten variables selected, the 'Educational Qualification’ has the highest direct effect on consumer awareness while the 'Family Type' has the least direct effectS. Apart from the direct effect, each variable, along with other variables has the indirect effect. However, only substantial indirect effect of the variables are discussed in the following paragraphs. It is evident from the table that only three variables, along with each variable are considered. The first two variables are the ones with which each variable has the highest and next highest substantial indirect effect and the third is the one along with each variable has the least indirect effect.

The 'Educational Qualification’ has a substantial indirect effect along with the 'Extent of Curiosity of knowing Things in General' as well as the 'Frequency of Reading Magazines', while through the 'Extent of Discussion on Health Related Matters with Relatives' it has the least indirect effect.

The 'Educational Qualification of the Spouse' has a substantial indirect effect along with the 'Educational Qualification’ and the ‘Frequency of Reading Magazines' while it has the least indirect effect on consumer awareness through the 'Extent of importance to the opinion of the family'.

Along with the 'Educational Qualification’ and the 'Frequency of Reading Magazines' the variable the 'Family type' has a substantial indirect effect on consumer’s level of awareness while with the ‘Frequency of Discussion on Health Related Matters with Relatives’ it has the least indirect effect.

The ‘Extent of Importance to the Opinion of the Family’ has a substantial indirect effect through the ‘Educational Qualification’ and the ‘Frequency of Discussion on Health Related Matters with Friends’ while it has the least indirect effect through the ‘Educational Qualification of the Spouse’.

The ‘Extent of Curiosity of Knowing Things in General’ has a substantial indirect effect through the ‘Educational Qualification’ and the ‘Frequency of Reading Magazines’ while it has the least indirect effect through the ‘Family Type’
Along with the ‘Educational Qualification’ and the ‘Extent of Curiosity of Knowing Things in General’ the variable the ‘Frequency of Reading Magazines’ has a substantial effect on consumer awareness while with the ‘Family Type’ it has the least indirect effect.

The 'Frequency of Hearing the Health Related Programmes on the Radio' has a substantial indirect effect through the 'Frequency of Reading Magazines' and the 'Educational Qualification', while it has least indirect effect on consumer awareness through the 'Extent of Importance to the Opinion of the Family'.

The variable 'Frequency of Discussion on Health Related Matters with Friends' has a substantial indirect effect through the 'Educational Qualification' and the 'Extent of Curiosity of Knowing Things in General' while it has the least indirect effect through the 'Family Type'.

The 'Frequency of discussion on Health Related Matters with Relatives' has a substantial indirect effect through the ‘Frequency of Discussion on Health Related Matters with Friends' and the 'Extent of Curiosity of Knowing Things in General' while it has the least indirect effect through the 'Family Type'.

The 'Frequency of Purchasing Other Brands' has a substantial indirect effect through the 'Educational Qualification' and the 'Frequency of Reading Magazines'. It has the least indirect effect through the 'Family Type'.

**7.6 CONCLUSION**

Out of the eighteen variables that are significantly associated with the level of awareness, fourteen quantifiable variables are included for the Correlation analysis and it is found that all the variables have a significant relationship with the awareness of the milk. In continuation, with an aim to identify the extent of variation by the selected fourteen variables on awareness, the variables have been regressed on awareness index. It exhibits that only ten variables are significantly contributing for the change in level of awareness of the milk. The value of $R^2$ is found to be significant at one per cent. The value of $R^2$ indicates that around 42.50 per cent variation in consumer awareness is due to the selected variables. The Step-wise regression analysis shows the dominant variables that determine the
consumer awareness of the milk. The prominent variables are (i) Educational Qualification (ii) Frequency of Reading Magazines (iii) Frequency of Purchasing Other Brands (iv) Frequency of Hearing the Health Related Programmes on the Radio (v) Extent of Curiosity of Knowing Things in General (vi) Educational Qualification of the Spouse (vii) Family Type and (viii) Extent of Importance to the Opinion of the Family. The path analysis has been carried out to identify the direct and indirect effect of variables on the level of awareness of the milk.