

FACTORS INFLUENCING CUSTOMERS' PURCHASE DECISION TOWARDS AMUL'S CAMEL MILK IN INDIA

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ABSTRACT

Purpose: While Camel milk has a huge potential to attract private investment due to its therapeutic properties, these could also be consumed by lactose intolerant individuals. However, in India, individuals still seem to be hesitant to purchase camel milk and its products. Only AMUL has attempted to popularise camel milk by introducing pet bottles. The current study, therefore, would examine the factors impacting Indian consumers' decision to purchase AMUL's camel milk.

Design/methodology/approach: The present quantitative exploratory research used collected data ($N = 388$, Male = 329, Female = 59) using a structured questionnaire from Gandhinagar, Gujarat between the age group of 21 to 65 years (Mean=30 and SD= 1.85) using judgemental sampling technique. Logit regression analysis was performed using R software.

Findings: The findings revealed that brand image, perceived awareness, health benefits, and therapeutic use were all significantly positive correlates of purchase intention.

Research limitations/implications: Future research could explore on comparison studies between other cities' consumption of AMUL's camel milk. Additionally, studies could also expand on the consumers' buying behaviour pattern using theoretical models.

Practical implications: Using AMUL's brand image as a leverage, and creating advertisements that emphasize the nutritional properties of camel milk, the consumers could be influenced in to purchasing camel milk.

Originality/value: This study specifically focuses on India sample where the consumption of cow milk is immensely high. Therefore, the constructs used in this study provides a significant contribution and increases the relevance of the study.

Keywords: AMUL Camel milk, Brand Image, Health Benefits, Perceived Awareness, Purchase Intention, Therapeutic Uses.

INTRODUCTION

Camel milk and camel milk products have long been highly valued and continue to play a significant role in the nutrition of the population in the rural areas of Africa, Asia, and the Middle East, where there are few agricultural lands, high temperatures, and little rainfall (Brezovečki et al, 2015). In recent years, camels have proliferated all over the world, making a substantial contribution to the production of milk, meat, dairy products, and other things like chocolates and ice-creams. According to the 20th Livestock Census, 2019, there seem to be 535.78 million livestock in the country but only 0.25 million camels (DAHD, 2020). Moreover, Somalia has the highest number of camels while India ranks seventh in the world with a population of 0.63 million camels (FAO, 2008). Camels are reared in regions with low precipitation and protracted droughts and despite its potential to burgeon under extreme conditions with meagre resources, the camel population has decreased drastically from 0.4 million in 2012 to 0.25 million in 2019 (Livestock Census, 2020).

Nevertheless, camel milk may eventually emerge as the next super-food due to its superior nutritional value, easy digestion (perfect for individuals with lactose intolerance), and low-fat content (Brezovečki et al, 2015). The primary issues inhibiting people from incorporating this food into their regular diets are the higher cost of milk and the lower milk production of camels compared to cows due to their breeding expenditures. In addition, there are variations in camel milk composition which could be attributed to a variety of factors, including analytical techniques, geographic location, nutrient circumstances, breed, lactation stage, age, and number of calvings (Khaskheli et al., 2005). The water content in camel milk ranges from 81 to 87 percentage (Bhakat and Sahani, 2006). Also, in terms of its chemical composition, camel milk is most like human milk with minerals and vitamins, especially B group vitamins that are abundant and make it more beneficial (Singh et al., 2017).

Camel milk has a great potential for luring private investment in dairy products including Mozzarella cheese, chocolates, skim milk powder (SMP), and flavoured milk that are exported to the USA, European countries, China, and other Asian nations. Only AMUL has put forth an effort to popularise camel milk in India among the established brands by introducing pet bottles (amul.com). This reflects the brand's willingness to explore, accommodate, and promote health-beneficial food items in the market. However, introducing a new product is quite challenging especially when one is not aware about their consumer's purchase intention or interest. Purchase decision or intention is the indirect commitment to repurchase the product on the subsequent visit to the market. Before committing to any particular action, humans often behave logically, weigh all available information, including that which may result from their actions, and take all possible consequences into account (Kotler & Keller, 2012). The features of the product will influence the consumer's preference and, in turn, trigger a desire to buy. It is a multi-step process where the customer first gathers information about the desired brand, then assesses its qualities by purchasing the product, after which the customer determines whether the product meets the expectations, and finally, after making one purchase attempt with the desired brand, the customer considers making a repurchase (Ali, 2019).

AMUL, through its brand image, could potentially make a significant impact in altering the perception of Camel milk among the urban population. AMUL is a well-established brand in the country and had captured a significant share market. Owing to the brand's retail presence, where it provides service experience, it has evolved from providing the fundamental goods to providing experiences. The "*utterly butterly delicious*" tagline and the Amul Butter Girl are the brand's icons which is quite famous even among the young kids. It is the longest-running, most successful advertising campaign. The advertisement invokes

the cognitive element of the brand experience by enabling people to reflect and react to current events and also evokes emotions that customers desire to be affiliated with. Additionally, since customers are eager to engage with the brand and help improve the lives of 3.37 million farmers, it would be ideal to prefer Amul as the brand to investigate for the current study (Bapat & Thanigan, 2016).

Conceptual Framework

Purchase choice or intention is the implicit promise to repurchase the goods on the subsequent market visit (Ali, 2019). Features of the goods will affect consumer decision-making and, as a result, spur a desire to buy. The buyer first learns as much as they can about the chosen brand, then assesses it by buying the product to see if it lives up to expectations, and finally decides whether to buy after making one effort with that brand. The following factors must be taken into consideration while making a purchase: the product, the brand, the supplier, the price, the visitation time, and the payment method (Kotler & Keller, 2012). For the current study, authors have looked at consumer perceptions of camel milk in terms of health benefits, knowledge of milk attributes/palatable properties, and therapeutic use, as well as the role of brand in consumers' decisions to purchase flavoured camel milk from AMUL, in order to better understand the hypothesised relationship. The researcher has used word purchase intention and purchase decision as interchangeably to explain the terminology of purchase done by the consumer with respect to the AMUL Camel milk.

Perceived Awareness and Purchase Decision

Studies indicate that perceived awareness about camel milk can influence the consumer's purchase decision (Mohan et al., 2019) and consumer demand relates to attributes of camel milk. Before making a buying decision, the consumer must go through different phases. Awareness is a crucial term in capturing a large segment of the potential market. Awareness is more important in buying products if one lacks the ability to think of the alternate evaluation. Past studies proved that the perception regarding camel milk is ambiguous in consumers' minds (Bonaventure and Umberger, 2012; Santoso et al., 2012; Hsu and Lin, 2006). Consumer's awareness plays a considerable role amongst potential consumers in their willingness to buy camel milk (Emukule et al., 2011).

As per the report of the Food and Agricultural Organization statistic (FAOSTAT), milk production has increased worldwide and doubled its value from 2006 to 2018 and expected to increase in future times. The milk composition of camel has valuable nutritional properties and much more nutritious in comparison with cow's milk (Aggarwal et al. 2005). However, camel milk is sour, and sometimes consumers have claimed it to be salty (Abbas, 2013; Rao 1970; Akweya, 2012). While the odour of the camel milk is standard and opaque white (Raghvendar, Ghorui and Sahani, 2006), most of the time, fresh raw milk is consumed (Sisay and Awoke, 2015). The content of the milk is not similar to cow's milk and considered an unpleasant taste (Yasin and Wahid, 1957; Yagil, Etzion, 1980). The shelf life of raw camel milk is 8 to 9 hours, i.e., longer than any other milch cattle milk at room temperature (37 degrees C), and after refrigeration at 4-6 degree C, the shelf life extends to more than a week time (Raghvendar, et al. 2006). There are various products produced from camel milk like chocolate, flavoured milk, tea, coffee, curd, butter, ghee, yoghurt, skim powder, ice cream, fermented milk, etc. (Raghvendar Singh et al., 2017; Raghvendar, Sahani and Shukla, 2017; Abu-Lehia, et al. 1989; Hashim, et al. 2008; Raghvendar, Sahani, 2005).

With the fermented raw milk, pastoral communities prepare *gariss*, *sussac*, *dhanaan*, *ititu* and *shubat* which are produced in Sudan, Somalia, Ethiopia, Kazakhstan and Kenya (Alhadrami, 2003; Zahran and Al-Saleh, 1997; Abdelgadir, Ahmed, Dirar, 1998; Hassan et

al., 2008; Lore, Mbugua, and Wangoh, 2005). The fermented camel milk contains well-balanced nutrients and results in uniform taste and longer shelf life (Farah, et al. 1990; Ayyash et al., 2017). The availability of milk is confined to few states in India, namely Rajasthan, Gujarat, Haryana, Bihar and UP (DAHDF, 2014). Many farmers or villagers sell camel milk as an income generation activity (Farah, 1996). The urban population uses it for medicinal purposes only, and demand is still low compared to cow's milk. The above literature studies highly recommended that camel milk awareness is crucial in purchasing decisions (Kurajdova and Tábořecká-Petrovicová, 2015). In their study, Ali et al. (2010) found that more awareness will influence consumers' purchase decisions.

Health Benefits and Purchase Decision

Consumers tend to become more conscious of the health benefits of food products as they become increasingly knowledgeable and exposed to the internet (Quah and Tan, 2010). Camel milk has many medicinal properties and it was also proved in the previous literature by many researchers (Yagil, 1982). As camel milk is palatable, patients who are intolerant to lactose can consume it without undesirable reactions (Cardoso et al., 2010; Shabo, 2005). The US FDA revealed that fat content in camel milk is between 1 to 4 per cent (as per the weather condition), and the milk is rich in iron, manganese, sodium, potassium and lactose content (4.8%), similar to human mother's milk, that helps in digesting milk (Abbas et al. 2013; Sawaya, Khalil, Al-Shalhat, & Al-Mohammad, 1984). Cardoso et al., 2010 stated that people allergic to cow's milk, and human breast milk, can consume camel's milk as it does not contain β -lactoglobulin, the most important allergen of milk.

It can be used in people with type 1 diabetes as milk contains a high concentration of insulin (Shori, 2015). Pregnant ladies will prefer camel milk as it is rich in an adaptive enzyme (Villar et al., 1988). Camel milk is similar to human milk in biological components as it contains α -LA (Ayyash et al., 2017). In one research, it was found that lactose in camel's milk was milder, almost negligible, than cow's milk, which results in a reduction of gastrointestinal disorders (Seppo, et al., 2008; Cardoso et al., 2010). Camel can only produce up to 4 litres a day compared to other bovines which produces more milk in a day (Livestock Census, 2020). Therefore, the price is more and attached health benefits will comply with the worth of it. Camel milk contains adequate nutrients to fuel the body throughout the day (Sharma and Singh, 2014). If health benefits are perceived more, then the frequency to purchase camel milk would also increase.

Therapeutic uses and Purchase Decision

Many studies claimed that camel milk has therapeutic properties (Muli et al., 2008; Rao et al., 1970). In urban areas, the demand for camel milk is gradually increasing with the acclaimed medicinal value and superior quality (Akweya et al., 2012). The camel Milk has active agents with therapeutic properties that give "strength and endurance mainly for aged people and children" (Gebremichael et al., 2019). As the camel browses on different plant species, the active agents of therapeutic properties are secreted into the milk (Muli et al., 2008). In many countries like Kenya, Ethiopia, UAE, Saudi Arabia, Pakistan, Somalia, and other countries, camel milk is considered as ready on-hand medicine for curing different diseases like tuberculosis, diarrhoea, constipation, autism, stomach ulcers, HIV/AIDS-related problems, arthritis, wounds, gastroenteritis, malnutrition, and cancer (Gebremichael, et. al, 2019; Amante, 2014; Seifu, 2007; Bussa, et al. 2017; Akweya et al., 2012; Yagil, 2013; Nori, et al., 2018; Kumar, et al., 2004). Camel milk contains three times higher vitamin and ten times higher iron and a higher level of magnesium, copper, sodium, zinc, and potassium than cow's milk (Sharma and Singh, 2014; Elimam and Baragob; 2014).

It is advised that the daily consumption of camel milk can be an adjunct to insulin demand and glycaemia will be balanced (Shori, 2015; Elimam and Baragob; 2014). In clinical research, daily consumption of camel milk reduces insulin requirement by 30 per cent and decreases the glucose level in the blood (Agrawal, et al., 2007). Milk can be used for cancer treatment, asthma, anaemia, piles, jaundice, spleen ailments, dropsy, and enhancing the body's immune defence mechanism (Sharmanov, et al. 1978). Camel milk has antibacterial, antiviral, and antifungal properties that benefit people and emerge as an alternative food for children and old aged people allergic to bovine milk (Raghvendar Singh, et al., 2017; Mohan et al., 2018). All the above-mentioned therapeutic uses of camel milk have a positive effect on the consumers' purchase decision.

Brand Image and Purchase Decision

Owing to the fact that brand reputation and credibility later served as "guidelines" for the consumer audience to test or use a product or service, brand image plays a significant role in the growth of a brand. Consumers who have tried and consumed a brand eventually have an experience with it (a brand experience), which will determine whether they will be brand loyalists or merely opportunists (where one easily switches to another brand). A brand's image is a reflection of the general opinion that is created from information and brand knowledge. Brand image, and the attitudes and beliefs that influence consumer choice (preference) is closely intertwined (Wijaya, 2013).

Brand image is a concept developed by consumers using subjective reasoning and emotions. The perception of a brand as represented by brand associations in a consumer's memory is known as added brand image. Accordingly, more consumers are interested in purchasing a product if its brand image is stronger. Purchase decisions will be better if people are interested in the product (Hermiyenti & Wardi, 2019). Specific characters may be able to represent brands as humans under certain circumstances. The stronger the brand image and the more prospects there are for brand development, the more favourable the description is (Davis, 2000).

Brand image can be thought of as a collection of brand connections that have formed in consumers' minds (Mowen & Minor, 2001). Brand image is the way in which consumers frame their memories of a company. It is the outcome of how they interpret (or "decode") messages that are conveyed to them through the qualities, merits, and advantages of the product, the way it is used, the environment that is produced or employed during communication, the people who use it, and the mindset and character of the brand's marketers, sales representatives, and/or owner. Broadly stated, brand image is what customers actually think and feel when they hear or see a brand identity (Wijaya, 2013).

Since camel milk is still not so popular among the buyers, it is essential to understand the factors that would aid in marketing and thus lead in increasing consumer's purchase intention. The current study, therefore, attempts to investigate whether perceived awareness, health benefits, therapeutic uses and brand image would significantly affect a consumer's willingness to purchase camel milk.

The following are the proposed hypotheses for the study and depicted in the figure 1:

H₁: *Perceived awareness (PA) of camel milk among consumers will enhance the purchase decision (PD)*

H₂: *Health Benefits (HB) of camel milk will lead to an increase in the purchase decision (PD).*

H₃: *Therapeutic Uses (TU) of camel milk will positively affect purchase decisions (PD).*

H₄: *Amul Brand Image (BI) for camel milk will positively affect purchase decisions (PD)*

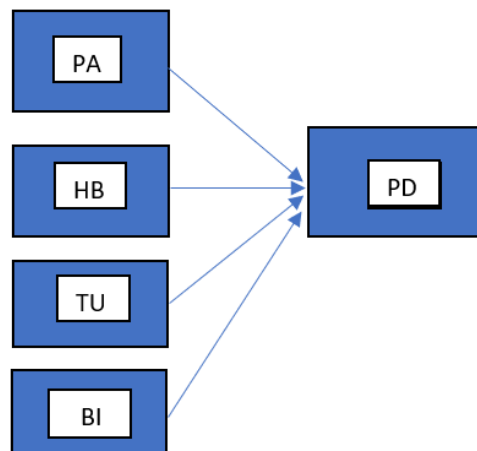


FIGURE 1
CONCEPTUAL FRAMEWORK DEVELOPED FOR PURCHASE DECISION (PD)

METHODOLOGY

Design and Participants

The present quantitative research used an exploratory research approach to determine the consumer's perception towards camel milk with the existing variables like awareness, health benefits, brand image, therapeutic uses and buying decision of AMUL's flavoured camel milk. In the quantitative phase, researchers have collected data using a structured questionnaire. For the study, 500 respondents were selected through a judgemental sampling technique but 388 qualified for final analysis. It includes 329 males and 59 females between the age group of 21 to 65 years (Mean=30 and SD= 1.85) with average graduate-level education. The subsequent intention of the study is to impart knowledge and to persuade to buy camel milk.

Procedure and Measures

The research aims on consumer perceptions towards camel milk and their purchasing decisions for AMUL's camel milk. AMUL launched camel milk only in three Gujarat cities: Ahmedabad, Gandhinagar, and Kutch, wherein, there were a total of 780 stores offering the product (The Indian Express, 2018). The study was conducted in the capital of Gujarat, i.e., Gandhinagar, and data was collected during the period *August to December 2021*. The participants were available at shopping-Malls (Big bazaar, Info city complex, and Super bazaar in Gandhinagar) and AMUL outlets. All the ethical considerations were met by taking the participants' consent for voluntary participation and assuring total confidentiality where the information would be strictly used for research purposes only.

A set of structured questionnaires were filled by the participants on a 7-point Likert scale. To measure Perceived Awareness (PA), *eleven* items were adapted from Netemeyer et al., 2004; for measuring Health Benefits (HB), *seven* items were adapted from (Ayyash et al., 2017; Cardoso et al., 2010; Shabo 2005; Villar et al., 1988; Abbas et al. 2013) and for measuring Therapeutic Uses (TU), *five* items were adapted from Yagil, 2013; Nori et al., 2018; Sharmanov et al., 1978; Sharma and Singh, 2014; Gebremichael, et al, 2019; Muli et

al., 2008. The brand image was measured by *four* adopting items from Chi, et al. 2008; Yoo and Donthu's (2001) and finally, purchase intention was measured with *four* items combined from Dodds & Grewal (1991); Grewal et al., (1998); Kamins, & Marks, (1991).

The questionnaire was categorized into four sections. The first section is about awareness, the health benefits and therapeutic use of camel milk, while in the second section, perception regarding AMUL brand and opinion towards purchase decision of the AMUL's flavoured camel milk was obtained followed by demographic details.

Data Analysis

The data of the study were analyzed using R software. Logit regression analysis was performed to determine the purchase intention of camel's milk with the existing variables like awareness, health benefits, brand image and therapeutic use. As the output of the response was collected on a dichotomous scale, logit regression is the best-suited test to measure the dependent variable. The descriptive analysis assesses the role of brand in the purchase decision of AMUL's flavoured camel milk and to determine whether the pre-and post-purchase intention occurs, the McNemar test was performed. The authors have measured the internal reliability of the questionnaire using Cronbach's alpha, which is 0.754. It indicates that the reliability of the questionnaire is acceptable when the value is more than 0.7; therefore, the questionnaire has a relatively high internal reliability.

The validity of the instrument was checked, and the statements were prepared after discussions with shopkeepers and experts' suggestions. The Standard scale was derived from the past works of literature and modified according to the study objective. Questionnaire item was measured on a scale of 1 to 7 with anchors "Strongly Disagree" to "Strongly Agree" for the construct measures. The face validity of the scale development was carried out with 30 respondents during the pilot testing in July 2022. The suggestions and changes were taken into consideration for the final data collection.

RESULTS

In the study, Table 1 depicts 84.2 per cent of participants were male and 15.8 were female; 55.6 per cent of participants came from 21 to 35 age groups, and only 14.6 per cent were from 50 to 65. Forty per cent of the study participants have completed their graduation. The significant mix of service and business group has contributed around 30 percentage in sample survey and 39.4 per cent of participants lies into Rs 2 to 5 Lakh bracket and in Rs 5 to 10 bracket 29.2 per cent sample. From the demographic information, the authors can state that the average age, qualification and income of participant are good enough to understand the aim of the research and the significance of the study theme.

Particulars		Frequency	Percentage
Gender	Male	329	84.20
	Female	59	15.80
Age (in years)	21 to 35	216	55.60
	35 to 50	105	27.06
	50 to 65	67	14.6
Education Qualification	upto SSC (10 th)	78	20.1
	HSC (12 th)	75	19.3
	Graduation	155	39.9

	Post-Graduation	53	13.7
	PhD	27	7.0
Occupation	Home-Maker	35	09
	Students	79	20.3
	Service	110	28.35
	Business	114	29.38
	Professionals	50	12.88
	Annual Family Income (in Rs)	Upto 2 Lakhs	78
2 Lakhs – 5 Lakhs		153	39.4
5 – 10 Lakhs		113	29.1
Above 10 Lakhs		44	11.3
	Total	388	100

Regression Analysis

To determine the conceptual factors mentioned in the study appropriate statistical analysis were used binomial logistic regression was utilized to determine whether the perceived awareness, health benefits, brand image and therapeutic use affect the consumer's purchase intention. Logistic regression was performed to ascertain the effects of perceived awareness, health benefits, brand image and therapeutic use on the maximum likelihood that participants were willing to purchase camel milk. The findings indicate that the output from the logistic regression model was statistically significant, $\chi^2 = 23.090$, $p < 0.003$ (Table 2).

χ^2	df	Sig.	
Step	23.090	8	.003
Block	23.090	8	.003
Model	23.090	8	.003

To comprehend the extent to which the model can account for the variation in the dependent variable (the equivalent of R^2 in multiple regression), Cox & Snell R^2 and Nagelkerke R^2 values are obtained. These values are based on the model's log-likelihood and are understood to represent the proportion of the dependent variable's fluctuation that the model explains. Consequently, based on our model and as observed in Table 3, the explained variation in the dependent variable ranges from 21.3% to 29.4%, depending on whether one uses the Cox & Snell R^2 or Nagelkerke R^2 techniques, respectively.

-2 Log likelihood	Cox & Snell R^2	Nagelkerke R^2
442.008	0.213	0.294

The Hosmer and Lemeshow test was performed to evaluate the goodness of fit, and the variables fit the model's explanations relatively well. Additionally, the model's overall accuracy of classification was observed to be at 88.1 percent as shown in table 4.

Observed	Predicted
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			Willingness to purchase camel milk		Percentage Correct
			Yes	No	
Step 1	Willingness to purchase camel milk	Yes	342	0	100.0
		No	46	0	.0
	Overall Percentage				
<i>a. Constant is included in the model.</i>					
<i>b. The cut value is .500</i>					

The statistical significance of each of the independent variables was evaluated using the Wald test as observed in Table 5. The table provides estimates for the predictors' coefficients for the variables considered in the model. The findings demonstrate that perceived awareness, health benefits, therapeutic use and brand image were significantly and positively linked to a higher likelihood of making a purchase decision. Of the four independent variables, health benefits were found to be contributing higher. The odds of intending to purchase camel milk are 3.051 times higher for consumers who are knowledgeable about the health benefits than those who are oblivious of the health benefits.

Likewise, consumers who are aware of the therapeutic uses of camel milk are 2.512 times more likely to intend to purchase camel milk than consumers who are unaware of these therapeutic uses. Moreover, it could also be observed that the products' brand image too significantly impacts the buyers purchase intention. In the present study, AMUL brand image has 1.150 times more likely to influence customers to purchase camel milk.

The findings indicate that a consumer-friendly brand image may affect the buyer's purchase intention for recently introduced products, even though the study did not compare other brand images. Additionally, it could be observed that the odds of preferring to purchase camel milk are 0.995 times higher for consumers with awareness than those who are unaware about camel milk and camel milk products. Overall, these results reveal that perceived awareness, health benefits, therapeutic properties, and brand image are the key factors that influence consumers' decisions to purchase AMUL's Camel milk.

B	S.E.	Wald	df	Sig.	Exp(B)	
Perceived Awareness (PA)	.621	.188	3.985	1	.004	0.995
Health Benefits (HB)	.891	.092	2.225	1	.011	3.051
Therapeutic Use (TU)	1.021	.468	7.985	1	.0245	2.512
Brand Image (AMUL)	1.337	.116	5.356	1	0.039	1.150
Constant	1.531	.789	11.228	1	.001	0.296

Variable(s) entered: perceived awareness, health benefits and therapeutic use.

DISCUSSION AND CONCLUSION

Few previous studies emphasized that the intention to consume camel milk would increase significantly when one becomes aware of its health benefits and medicinal properties. According to Mohan et al., (2020) research, when people are aware of the benefits of consuming camel milk, their propensity to purchase it improves dramatically. Additionally, their study also found that individuals with lifestyle illnesses are more likely to purchase camel milk because of its medicinal and therapeutic properties (Mohan et al., 2020). Literature also converges on the findings that demonstrate nutrition-related claims boosting consumers' perceptions of the overall healthfulness of food products in general (Drewnowski

et al., 2010). Additionally, marketing communications like these that hint at product benefits through consumer interpretations of the message's meaning may be more persuasive than those that outright state those benefits (Friestad & Wright, 1994). Therefore, individuals are more inclined to purchase camel milk with a claim that implies nutritional quality and/or health advantages (Drewnowski et al., 2010; Mohan et al., 2020). Furthermore, a familiar brand facilitates the consumer's decision-making process. A consumer could not have adequate knowledge about a new brand, therefore individuals would rely more on information provided by other users before making a purchase. As a result, people would be reluctant to test new products from unrecognised brands, which is why brand strength is important (Ho-Dac et al., 2013; Mishra & Samu, 2021). Nevertheless, Amul has been able to create its positive significant influence on the customers due to its brand campaign and brand image. The strongest evidence of the brand's enduring effect is the 1967 launch of the "utterly, butterly delicious" Amul girl wearing polka dots (Malik & Gupta, 2014). Additionally, Gujarat's milk cooperatives, the state's apex body, is India's largest food product marketing organisation and works to secure fair returns for low-income farmers as well as high-quality goods at competitive costs for consumers. The Amul brand is used to promote the milk and other dairy products made by GCMMF ("Gujarat Cooperative Milk Marketing Federation"). GCMMF offers training programmes in areas like leadership, milk processing, breeding improvement, and procurement (London et al., 2010), which creates a positive brand image among the consumers. Purchase decisions are greatly influenced by brand image. The consumer would buy the product if the brand image is positive, so the corporation must employ the best marketing tactics to keep the product's positive reputation (Hermiyenti & Wardi, 2019).

Therefore, from the findings of the present study and as observed in the previous literature, Amul brand could act as a great influencer in persuading consumers to purchase camel milk by utilizing the nutritional and therapeutic properties as marketing strategies and creating the awareness using influential social network platforms. Initially, healthy people who are not afflicted by any diseases were reluctant to consume as it has sour taste and is marketed for a medicinal purpose. However, the study findings indicate that through appropriate awareness and citing the health benefits and therapeutic uses of camel milk, which is much greater than cow's milk, consumers' purchase decision could be modified greatly. The consumption of AMUL camel milk depends upon the consumer demands, and it will be stimulated through awareness campaigns and advertisements. This makes marketing AMUL camel milk a consumer-oriented strategy that will aid in understanding Indian market dynamics. In India, the market for flavor-added camel milk is unexplored and undeveloped. Customers' knowledge of camel milk's nature, medicinal uses, and health benefits should be increased in order to develop a camel milk market. This study discovered a strong link between consumer awareness, health advantages, and medicinal applications for camel milk. The study also revealed that consumers favour AMUL goods, thus it is reasonable to expect that as additional options become available, interest in AMUL's flavor-infused camel milk will increase.

Limitation and Future Research

Every study has some limitations, though this study concentrates on the purchase intention of AMUL's flavoured camel milk and the consumer perception about the camel milk and AMUL brand. This study does not include consumers' attitude and behaviour buying pattern towards AMUL's camel milk or flavoured milk. The customer's perception also depends on the experience and knowledge about the product included in the study. The study can be extended or replicated with other bovines and milk brands to know the

perception and willingness of the buyer. This study conducted in one of three cities where AMUL has launched camel milk other two cities can be explored, and a comparison can be made in further studies.

Funding: There is no source of funding information to be disclosed.

Conflict of Interest: The authors declare that they have no conflict of interest.

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Received: 04-May-2023, Manuscript No. AMSJ-23-13563; **Editor assigned:** 05-May-2023, PreQC No. AMSJ-23-13563(PQ); **Reviewed:** 26-Jun-2023, QC No. AMSJ-22-13563; **Revised:** 28-Aug-2023, Manuscript No. AMSJ-23-13563(R); **Published:** 19-Sep-2023