



**IDENTIFY THE INFLUENCE OF EMOTIONAL APPEALS  
USED IN ADVERTISING ON CONSUMER  
ATTITUDE & BEHAVIOR TOWARDS TETRA PAK  
MILK**

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**By**

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Regards,

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Affifa Sardar

## **ABSTRACT**

As the advancement of living standard and manufacturing level, people requirements for packed milk have increased; this indeed promotes manufacturers to produce different kinds of packed milk.

Tetra Pak milk packaging has a very important function, which is to protect food and drinks, safely and efficiently from where they made to where they will be consumed. Its Packages protect the contents from light, microorganisms, air, and the environment. Good packages can help preserve food and prolong its shelf life during storage, transport, retailing and consumption. Packages provide convenience for the consumer, enabling the food to be handled, served and then stored what is left for future use without getting it all over our hands.

Moreover, tetra pack milk is mostly used by upper middle class. Our research is based on female respondents only and the most influential factor for their purchase is television emotional ads. Earlier they were not much influenced to use tetra pack milk, but emotional element in advertisement change their mindset and eventually alter their purchase decision of milk from unpacked milk to tetra pack milk.

There is still a cluster of untapped potential market of nonusers of packed milk. The major reason behind their non use of packed milk is, they believe that packed milk is not fresh just the unpacked where as its nutritional values also get decompose once they get packed in tetra pack packaging.

Channel of distribution is the major hurdle even for users of tetra pack milk, as according to them tetra pack milk is not easily available everywhere.

Therefore, in the end it is very much recommended for tetra pack milk manufactures to give more lime light on educating the awareness of tetra pack milk consumption towards its nonusers. Other than this tetra pack milk manufacturers have to build good relations with retailers and suppliers.

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