



A Study on Brand Preference of Dairy Products among Consumers

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ABSTRACT

The purpose of this study was to compare and contrast the various strategies and approaches utilised by corporations and their impact on customer preferences. Convenience sampling was used to choose a sample of 100 customers for descriptive study. Surveys and books were used to gather primary data; secondary data was obtained from the internet. Findings from this survey show that the majority of customers are drawn to a product because of its flavour or because of the brand's promotions, discounts, and special offers. Using the findings, the researcher may learn about different marketing methods used by firms and also get insight into customer preferences and perceptions. Organizations may use the findings of this research to design clear and effective ways to attract the most customers, which will in turn help the company make more money. If a brand has a problem, it can recognise it and take action to fix it. Research shows that branding has an important impact in customer purchasing behaviour, along with other considerations like as price, flavour and promotions.

INTRODUCTION

In the last decade, India's dairy industry has grown rapidly, and the country is now recognised as the world's biggest producer of milk and milk products. The socio-economic development of the nation also depends heavily on the dairy industry. Dairy products play a vital role in a person's lifelong diet. Consumption of dairy products like milk, yoghurt, and many others begins in infancy and continues throughout maturity, as do many other activities. Dairy products are an essential part of every human diet, providing phosphates, proteins, calcium, and many other nutrients. In the past, milk was regarded as a healthy and easy-to-store food source. There are several health advantages of ingesting milk products, such as its high nutritional value and its role in preventing various ailments. The majority of fermented milk products are created from cow's milk, but they may also be prepared from sheep's or goat's milk. Quality, flavour or scent, health benefits, and other features are of particular importance to consumers. The nutritional content, freshness, and packaging of the milk product all play an essential part in the decision-making process. Millions of rural households rely on dairy farming as a supplementary source of income. Dairy farming in India is unusual in that it accounts for 5.3% of the country's agricultural GDP and produces milk, which is the country's most important agricultural product (Satish and Soumyakant, 2016). After independence, the dairy industry had an uptick in expansion (Ashish, 2017). For the period 1983-84 to 1992-93, the annual compound growth rate for milk production in India was 4.56, while for the period 2012-2013 to 2016-17, it was 5.44. The purpose of this paper, on the other hand, is to examine consumer preferences for dairy food items. Customer preference and brand perception are the focus of this research on the efficacy of dairy food sector consumer buying behaviour. The goal of the research is to better understand consumer purchasing habits and how they might be influenced. The findings of this research will help dairy product producers create a clear and successful strategy for attracting the largest number of customers and so boosting profits.

Consumers' brand loyalty may be measured by looking at how many other brands they will pick from if a certain brand is not available, but how many



other brands they will accept in its place. In marketing research, customer satisfaction is a more often used phrase since it may be defined as the degree of satisfaction supplied by the products or services of a firm, which is assessed by the number of repeat customers. That's because brand loyalty is something that develops over time. To ensure that brand loyalty is related to many preference factors, preference goes farther. Once pharmaceutical firms have discovered the precise factors, they may take action. Brand Choice Mix (BPM) is a framework that pharmaceutical firms may use to

discover the most important drivers of preference for their brands and products, as seen by their customers. The BPM is made up of three components, each of which has a number of preference drivers:

This hypothetical product may benefit more from this design approach than any other. although their product/features brand's are valued as a whole (i.e. efficacy, safety, convenience, scope of indications, price, first-to-launch status). Interestingly, doctors rate their ability to provide high-quality treatments highly (scientific information, sponsorship, professional trainings, scientific grants, career development support). Prescribers need to have a solid understanding of the various components and how they work together before any marketing efforts can be effective. Using the Brand Preference Mix Index (BPM Index), it is possible to study the performance of a brand or product in terms of what is most important to its customers.

Consumers' preferences for flavour, nutrition, freshness, and packaging of dairy products vary widely throughout the globe, and these choices reflect a household's socioeconomic standing, culinary skills, and eating habits (USDA, 2016). As a means of retaining or gaining market share, processors should strive to fulfil or establish customers' quality standards (Boor, 2001). Traditionally, researchers have approached the consumer decision making process from a rational perspective, where people carefully integrate as much information as possible with what they know about the product to arrive at a satisfactory decision. This process implies that steps in decision making should be carefully studied by marketing managers to understand how beliefs are formed and what product choice criteria are specified by consumers (Mowen, 1988). Mapping the customer's consumption system is an attempt to understand the consumer's behaviour in relation to a product (Harper&Levy, 1963). Create, convey, and provide value for customers are all tasks of the marketer. They are all intertwined in their work (Kolter & Killer, 2016). Increasing numbers of marketers have learned that the key to long-term success is creating connections with consumers that last a lifetime, and as a result, they are making an effort to stay in contact with their customers on a frequent basis (Solomon, 2016). The marketing mix is a classic way of describing how a company goes about achieving its marketing goals. It consists of a variety of tools and tactics (Day). Customer solution, pricing, convenience, and communication are all part of the seller's four Ps (Lauterborn). There is no one ideal technique for marketing to customers, and numerous approaches are generally favoured over a single approach (Kohls & Uhl, 2012).

The Dairy Business

There was a 1.4 percent rise in global milk output in 2019 to 852 million tonnes, mostly due to increased production, in countries such as India(FAOSTAT, 2018). Throughout the world,

The greatest increase was seen in Asia. Compared to the rest of the world, Asia has The amount of milk produced rose from 10 million metric tonnes (orrose by 2.9%) to around 360 in 2018million tonnes in 2019, with more than 90 percent of it coming from coalcoming from India.

The output of milk in India increased bydemand is on the rise. India produced in 2018-19,A total of 279.30 million metric tonnes of milk, or 18.5 percent. Per cent of global output Productivity is increasing. Growing milk production and milk pricesvia processing, notably through cooperatives, along thewith the increase in the production of more organisedsector. Uttar Pradesh is the state that makes the most contributions.

Tamil Nadu accounts for 17.22% of the state's population.53.13% of the way up to 9th place. Tamil Nadu is a state in the south of India. The top 206 countries in terms of total outputthe litres of milk, 25 million litreskept each day for personal use.

There are 12,585 cooperatives of dairy farmers in the United States.societies with a population of 20.30 million milk producersCooperative Milk Producers of Tamil Nadu, This is according to Production Federation Limited (2018).The production of dairy products and the processing of milk were to counteract a skewed perception of the dairy's products.what you'll need. In addition to the dairy industry, there are a number othervalue-added goods such as butter and cheese curd, ghee, fragrant milk, paneer, and yoghurt are all examples ofproduced. Butter is expected to be the most popular food in the United States between 2016 and 2020.

ghee by 14.1 percent and 14.5 percent, respectively recent. Marketing and promotion of these itemsspread widely over the country in order to address thedemand from the public. In the data in Table 1, we can see thatconsumption of milk products in the United States, India.

Consumers are critical to the success of any business since they are the ones who buy products and services. Decides whether or not to purchase theitems on the market This has a direct impact on the outcome.the existence and success of a businessfuture. The company must be aware of itsits customers and get to know thema set of behaviours necessary to be successful in the business world. Bhattconsumer is a person, who buys items, regardless of how they were madebusiness unit or natural resources such as air, water, and other services provided by the state,Non-profit and for-profit organisations. To put it another way, according to Kotler (2014),a customer is a person who buys a product or servicefamilies that make purchases or getConsumer-oriented products and services. Consumer Purchasing Patterns and the Influencing Factors, Milk is one of the most fundamental and essential components of life. All-inclusive list of the most basiccomponents in cuisine mammals. Every person's life begins at the outset. Crucial for the survival of a particular animal speciesit is the only source of food revenue. There is a lot of milk in the world. Excellent name amongst customers, so that theit is possible to increase the product supply in accordance withdemand from customers and regular supplyMaintaining order in marketplaces is essential.customers are more likely to stick with a certain brand.

Fresh milk is preferred by the vast majority of milk drinkers. The marketing strategy begins with a consumer's wants and desires in mind. Include both conduct and attitude in addressing those requirements, everyshopper has a personal preference for a product, The name of one's company or product. There is a lot of confusion about what constitutes a "issue."

when he makes a purchase decisiontakes a stand for a certain brand A research like this is necessary. Consumers' conduct is a problem. Consumerfocused thinking helps in defining the marketinga customer's perspective on what the consumer wantsview. The current investigation aims to uncover theelements that influence consumer purchasing decisionsCustomers in the dairy industry. Purchase Habits of the Average ConsumerFactors Affecting PurchaseBehaviour.

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People's purchasing habits are a significant element of their overall behaviour. On a daily basis, each and every individual has the responsibility of becoming a leader.customer who must buy products and servicesdelighting current customers as well as attracting new onesNeeds in the future. The primary motivation behindshopping for goods and services in the market isa feeling of well-being brought on by the consumption of goods acquired. In-store shopping

In addition to the act of, conduct may also refer to Buying a product as a result of the research of Hoyer and his colleagues, "consumer behaviour reflects the entirety of society's activities."acquisition choices made by the consumerConsumption and disposal of productsactivities, encounters, individuals, and conceptsUnits of human decision-making." based on what I understand

According to Schmitz, customer purchasing habits werecategorised into four main groupssub-cultures and social groupsclass), as well as a variety of facets of one's personal and social life (one's friends and family,position, personal variables (age, family life, etc.), and other aspectstime cycle, employment, financial status, and way of life are allthe individual's character and their mental health(motivation, perception, education, and beliefs)

According to Deepa et al, the change in purchases were made because of marketing-related factors

considerations such as accessibility and advertising, the product's quality and pricing, In any business, it's a must that thehow their customers feel about thempredilections for factor identification and decision-makinga recommendation for the business to get the appropriatemarketplace. The determinants ofpeople purchase based on price, taste and other considerationsvariety of products available, creaminess, as well as overall qualityfreshness, fragrance, availability. People these days are more health-conscious than ever before.as a result, value, variety, andmilk packaging has a significant impact onCustomers.

COMPANY PROFILE

As a fully owned subsidiary of India's National Dairy Development Board, Mother Dairy produces, promotes, and sells milk and dairy products as well as ice cream. The Board is a government-controlled statutory agency. It was created in 1974 by the National Dairy Development Board as a subsidiary of Mother Dairy.

History

When the National Dairy Development Board (NDDB) launched 'Operation Flood' ,it commissioned Mother Dairy as a fully owned subsidiary. It was part of Operation Flood, a programme aimed at making India a milk-producing country. The majority of the liquid milk used by Mother Dairy comes from local dairy cooperatives and farmer-centric groups at the village level.

With 1500 milk booths and 300 safal stores in Delhi and other sections of Delhi's National Capital Region (NCR),the firm first concentrated on this market.

Later on, it spread to other parts of India. Mother Dairy goods are sold under the "Mother Dairy" brand and fresh fruits and vegetables under the "Safal" brand; the "Safal" brand offers frozen vegetables, pulses, and honey; the "Safal" brand sells honey; and the "Dhara" brand makes and distributes edible oils.

As a significant milk provider in Delhi-NCR, "Mother Dairy" sells over 30 lakh litres of milk every day in the area. There are presently no other dairies offering fruits, vegetables, edible oils, dairy and packaged sweets in addition to milk since it is the only one now doing so. A division of Mother Dairy specialising in fresh produce, Safal. It has a huge number of fruit and vegetable outlets throughout the NCR, as well as a strong presence in Bangalore. Safal also owns a factory in Bengaluru, which produces over 23,000 MT of aseptic fruit pulp and concentrates each year. It provides Coca-Cola, Pepsi, Unilever, Nestle, and other food processing industries. Frozen fruits and vegetables are also exported from Safal's 40-country network of distribution centres in North America (USA), Europe (Russia, the Middle East, and Asia), South America (Brazil), and Africa (Zaire). It's important to cite this, since It also added a few restricted sweets to its repertoire and has been progressively extending it.

For the first time in the category, Mother Dairy is launching a Milk and Fruit Bread for youngsters in July 2020 as part of its breakfast basket. A 400-gram box of brown bread costs Rs 30 and fruit and milk bread, a 150-gram package for Rs 15. Sandwich bread is now available in two sizes: 700 grammes for Rs 40 and 500 grammes for Rs 30. Brown bread comes in a 400-gram package for Rs 30. Dhara, the edible oil brand of Mother Dairy, was launched as part of the NDDB's Operation Golden Flow initiative in the edible oil sector. Mother Dairy has opened its first restaurant in Noida, dubbed "Café Delights," and hopes to build others in Delhi. A selection of dairy products from Mother Dairy Under the Mother Dairy brand, Mother Dairy offers milk and various milk products. Dahi The Ultimate Dahi from Mother Dairy, An advanced version of the mother-dairy probiotic Dahi. Classic Dahi from Mother's Dairy Maternal Milk Producer Mishti Doi. Mom and Dad's Aam Doi Dairy Lassi Lassi made from Mother Dairy's milk (Sweet, Mango, Strawberry, Mishti Doi Lassi) Chach Mother Chach's Dairy Farm, The Premium Chach of Mother Dairy, Masala Chach from Mother

Dairy. Tadka Chach from Mother Dairy. Lactobacillus Fermentatus (Probiotic) Nutrifit by Mother Dairy, Infused Milk, Chillz from Mother Dairy, Paneer from Mother Dairy, Butter from Mother Dairy, Bread Made with a Mother's Milk.

When Mother Dairy officially began selling bread in its business in July 2020, the company set a five-year sales goal of Rs 25,000 crore, more than doubling its previous revenue of Rs 10,500 crore in 2019.

Cheese from Mother Dairy, Ghee from Mother Dairy

The Mother Dairy Ghee campaign, which will run for three months and be advertised in print, digital, radio, and outdoor mediums, was launched in November 2020 and is aimed at raising consumer awareness and strengthening brand affinity for Mother Dairy Ghee by highlighting, showcasing, and evoking nostalgia. Fruity Yogurt from Mother Dairy. Dairy Cream made by Mother Dairy, Oils for Cooking Mother Dairy now manufactures and markets its edible oils under the "Dhara" brand.

Food products in a pre-packaged form.

For Makar Sankranti in January 2021, the firm introduced three packaged food items under its Safal brand – frozen drumsticks, frozen chopped okra, and frozen Haldi paste cubes – which were procured from tribals in Jharkhand and would benefit the livelihood of the tribals.

The frozen vegetable selection currently includes six different types of veggies. Approximately 400 Safal stores offer the fresh produce of the firm. There are presently "Safal" products that include frozen veggies, dried beans, and honey.

OBJECTIVE OF THE STUDY

- To Study the consumer's brand preference and purchase habits are for processed liquid milk.
- To Study the elements that influence customers' purchasing habits for milk products
- Milk products are popular among customers.

PROBLEM STATEMENT OF THE STUDY

Yogurt, milk, and cheese were found to be the most popular dairy products, and consumers preferred low-fat versions of these items. According to the findings of the assessment of variables that influence customer preferences, the likelihood of this decision was reduced by the price variable.

HYPOTHESIS

H0: Studies on consumer preference for dairy brands show a significant and distinct difference.

H1: in no way different from a study involving brand preference of dairy products among customers

REVIEW OF LITERATURE

According to Venkateswaran, Ananthi, and Muthukrishnan (2011), customers favour brands because of the advantages they provide. Marketing elements such as advertising, quality of the product, brand name, and brand image play an important influence in creating the preference of buyers for a certain brand.

Observed that the increase in milk production has brought up unprecedented obstacles in the marketing of milk and milk products by Senthilkumar, Selvakumar, Prabhu and Meganathan (2007). There are many variables that affect the demand for milk and milk products, such as changes in demographics and lifestyles, education, economic structure and other factors that have a direct impact on the demand for milk and milk products. Across India's many regions and economic and occupational categories, there are discrepancies in the consumption of milk and milk products.

Joshi (2007) discovered that only 1000 of the 5000 cities and towns supplied by the milk delivery network of the organised sector were included by his investigation. Over a quarter of the country's population lives in urban areas with a family income of less than Rs. 5000, which limits the effective milk market to these regions. There are many people in this demographic who would be interested in purchasing branded milk and milk products. Half of all milk produced is consumed in this country. He predicted that the metropolitan population will rise by 2.5 percent to 360 million people in the following five years. The 2034-year-old demographic in India is the most open to trying out new items, according to projections of Indian customers' ages. Packaged dairy products will see an increase in sales as more organised retail chains and supermarkets come into existence.

It was time for the Indian dairy industry, according to Go hale (2005), to acknowledge that there are new and better methods of marketing and distributing high-quality milk to customers, who are ready for it. As a result, customers are on the lookout for "for me" products, more packaging information, better, stronger, and more convenient packages, and a wider variety of container sizes. Flavored milk is growing at a rapid rate in the same direction. Consumers now have a wider range of options because to the proliferation of new brands and flavours. White milk and other milk have evident value-added prospects for dairy businesses. More than a million new customers will benefit from this.

RESEARCH METHODOLOGY

Research design

The research is primarily descriptive in nature. In descriptive design, a researcher is primarily concerned with explaining the scenario or subject under investigation. It is a theory-based design technique that is produced by collecting and evaluating data.

Sampling

This kind of sampling is called non-probability sampling, and it is defined as any sampling procedure where some of the population's members are not selected or when the probability of selection cannot be correctly estimated. Customers of different retail establishments

Sampling size

200, It indicates the numbers of people to be surveyed. Though large samples give more reliable results than small samples but due to constraint of time and money.

Sampling technique

Non probability

Sources of data

Primary Data

Secondary Data

Primary Data

Primary source of data was collected by questionnaire.

Secondary Data

Secondary source of data was collected from

books

journals

magazines

websites

Tools for data collection

The research uses this method of data collection where is a set of question asked to be respondents in a limited span of time simultaneously the research himself answer /responds out the questionnaire.

Plan of analysis

Diagrammatic representation through graphs and charts

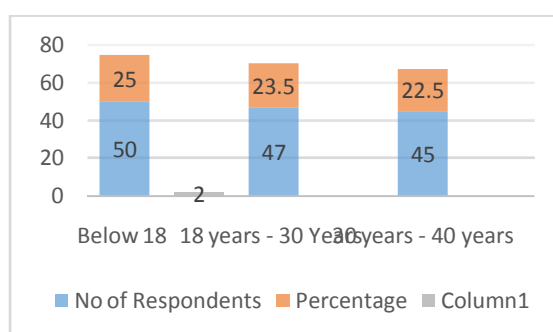
Suitable inferences will be made after applying necessary statistical tools.

Findings & suggestions will be given to make the study more useful.

DATA ANALYSIS AND INTERPRETATION

1. Classification of the Respondent's on the Basis Age Group

Age group	No of Respondents	Percentage
Below 18	50	25
18 years - 30 Years	47	23.5
30 years - 40 years	45	22.5
40 years - 50 years	35	17.5
Above 50 years.	23	11.5

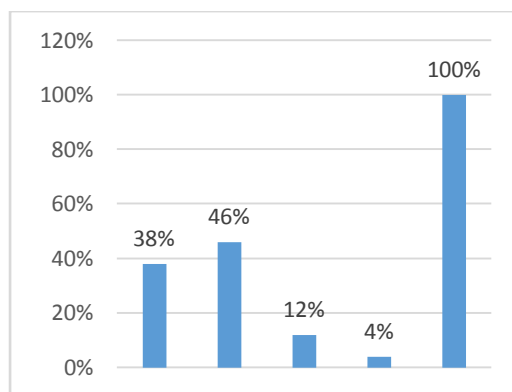


Interpretation

The above table and graph show that 25% of respondents are under 23.5 years old, 22.5 percent are between 17.5 and 11.5 years old, and the rest are above 11.5 years old.

2.Total Family Members

Total Family Members	No. of respondent	Percentage (%)
2	76	38%
3	92	46%
4	24	12%
5Above	8	4%

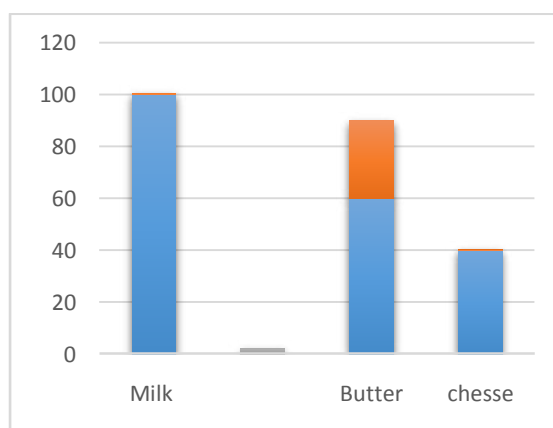


Interpretation

Above graphh shows that 38% of people have two family members, 46% have three family members, and 4% are five and above.

3. Which dairy product you consume the most?

Dairy product	No. of respondent	Percentage (%)
Milk	100	50%
Butter	60	30
chesse	40	20%
Paneer	0%	0%

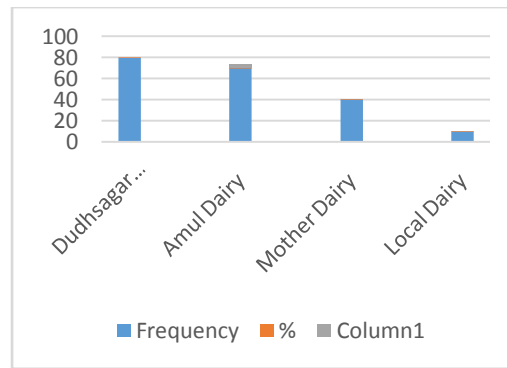


Interpretation

As seen in the above breakdown of dairy product consumption: milk 50 percent, butter 60 percent, cheese 40 percent, and panner 0 percent.

4. Which Brand of Milk do you prefer most?

Brand of Milk	Frequency	%
Dudhsagar Dairy	80	40%
Amul Dairy	70	35%
Mother Dairy	40	20%
Local Dairy	10	5%

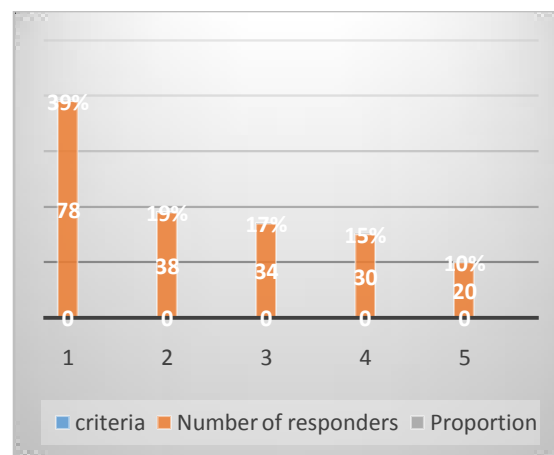


Interpretation

The item had to match the brand of milk that the person said they liked the best. Dudhsagar Dairy is 40%, Amul Dairy is 35%, Mother Dairy is 20%, and Local Dairy is 5%.

5. Which Type of Milk do you like to consume?

Sl Number	criteria	Number of responders	Proportion
1	Regular milk	78	39%
2	Homogenized milk	38	19%
3	Whole milk	34	17%
4	skimmed milk	30	15%
5	toned milk	20	10%

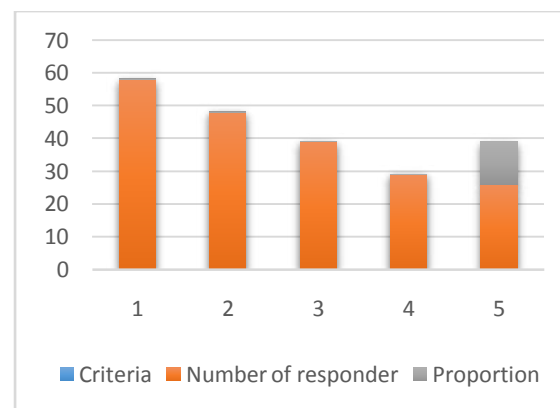


Interpretation

If you look at the graphic, Regular milk is 39%. Homogenized Milk 19%. Whole Milk 17%. Skimmed Milk 15%. Toned Milk 8% Milk is something I like to eat.

6. Give Your Rating Level of Satisfaction on your consumption as you preferred brand Price?

Sl Number	Price	Number of responder	Proportion
1	Strongly Un Satisfied	58	29%
2	Satisfied	48	24%
3	Neutral	39	19.5%
4	Un Satisfied	29	14.5%
5	Strongly Satisfied	26	13

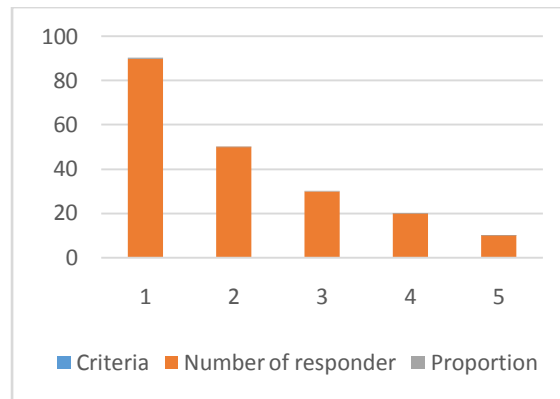


Explanation

Graphically, 29 percent of respondents agreed, 24 percent Satisfied, neutral 19.5 percent, disputed 14.5 percent, disagreed 14.5 percent, severely Satisfied 13 percent, and gave their rating to this topic.

7. Give Your Rating Level of Satisfaction on your consumption as you preferred brand Quality?

Sl Number	Criteria	Number of responder	Proportion
1	Strongly UnSatisfied	90	45%
2	Satisfied	50	25%
3	Neutral	30	15%
4	Un Satisfied	20	10%
5	Strongly Satisfied	10	5%

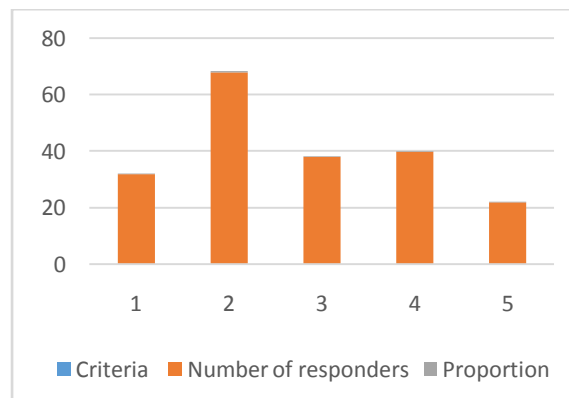


Explanation

Satisfied: 25%, Neutral: 15%, Unsatisfied: 10%. Strongly satisfied: 5% of the people who took the survey said they were very satisfied. Give your rating of how satisfied you are with the quality of the food you eat as a result of your choice of brand.

8. Give Your Rating Level of Satisfaction on your consumption as your preferred brand Availability?

Sl number	Availability	Number of responders	Proportion
1	Strongly UnSatisfied	32	16%
2	Satisfied	68	34%
3	Neutral	38	19%
4	UnSatisfied	40	20%
5	Strongly Satisfied	22	11%

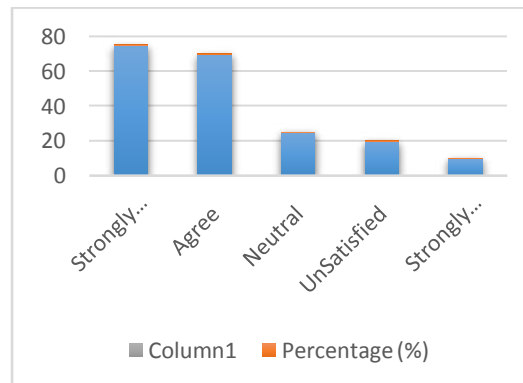


Explanation

Give your rating of how satisfied you are with the brand you use the most. Availability Some 16 percent were Strongly UnSatisfied, 34 percent were satisfied; 19 percent were neutral; 20 percent were not happy; and 11 percent were very satisfied.

9. Give Your Rating Level of Satisfaction on your consumption as you preferred brand Taste?

Taste	No. of respondent	Percentage (%)
Strongly UnSatisfied	75	37.5%
Satisfied	70	35%
Neutral	25	12.5%
UnSatisfied	20	10%
Strongly Satisfied	10	5%

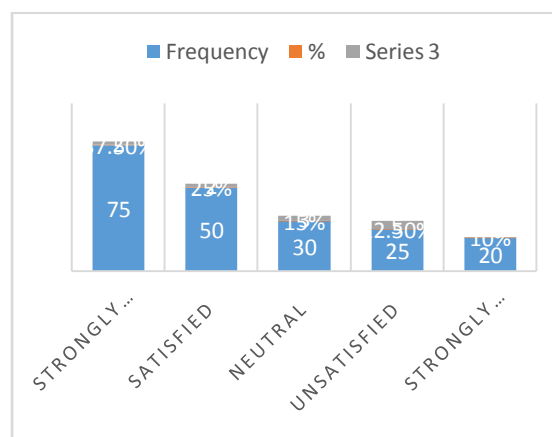


Interpretation:

It looks like 37.5 percent of people were very satisfied with the taste, 35 were satisfied, 12.5 percent were neutral, and 10 people were not happy with how the taste was.

10. Give Your Rating Level of Satisfaction on your consumption as you preferred brand Offers?

Offers	Frequency	%
Strongly UnSatisfied	75	37.5%
Satisfied	50	25%
Neutral	30	15%
UnSatisfied	25	12.5%
Strongly Satisfied	20	10 %



Interpretation:

Almost 37.5% of people were not satisfied, Satisfied 25% of the time Neutral 15% of the time, Unhappy 12.5 percent, Satisfied to the Core, 10 percent

of the time, you give your rating of how satisfied you are with how much you use your favourite brand.

FINDINGS

- ❖ Almost 37.5% of people were not satisfied, Satisfied 25% of the time
- ❖ Neutral 15% of the time, Unhappy 12.5 percent, Satisfied to the Core, 10 percent of the time, you give your rating of how satisfied you are with how much you use your favourite brand.
- ❖ Above graphh shows that 38% of people have two family members, 46% have three family members, and 4% are five and above
- ❖ As seen in the above breakdown of dairy product consumption: milk 50 percent, butter 60 percent, cheese 40 percent, and panner 0 percent.
- ❖ The item had to match the brand of milk that the person said they liked the best. Dudhsagar Dairy is 40%, Amul Dairy is 35%, Mother Dairy is 20%, and Local Dairy is 5%.
- ❖ If you look at the graphic, Regular milk is 39%. Homogenized Milk 19%. Whole Milk 17%. Skimmed Milk 15%. Toned Milk 8% Milk is something I like to eat.
- ❖ Graphically, 29 percent of respondents agreed, 24 percent Satisfied, neutral 19.5 percent, disputed 14.5 percent, disagreed 14.5 percent, severely Satisfied 13 percent, and gave their rating to this topic.
- ❖ Satisfied: 25%, Neutral: 15%, Unsatisfied: 10%. Strongly satisfied: 5% of the people who took the survey said they were very satisfied. Give your rating of how satisfied you are with the quality of the food you eat as a result of your choice of brand.
- ❖ Give your rating of how satisfied you are with the brand you use the most. Avaliability Some 16 percent were Strongly UnSatisfied, 34 percent were satisfied; 19 percent were neutral; 19 percent were not happy; 20 percent were not happy; and 11 percent were very satisfied
- ❖ It looks like 37.5 percent of people were very satisfied with the taste, 35 were satisfied, 12.5 percent were neutral, and 10 people were not happy with how the taste was.
- ❖ Almost 37.5% of people were not satisfied, Satisfied 25% of the time Neutral 15% of the time, Unhappy 12.5 percent, Satisfied to the Core, 10 percent of the time, you give your rating of how satisfied you are with how much you use your favourite brand.

SUGGESTIONS

- ❖ It's time for the brand to consider advertising as a means to increase sales.
- ❖ People are more inclined to utilise the brands when there are more outlets.
- ❖ People will be more inclined to purchase the brand's items if the packaging has been updated.

CONCLUSION

When some extra dimensions are added to a product, it becomes a brand. This makes the products different from other products in some way. In business, branding is the process of giving your products a unique name or design that makes them stand out from your competitors. This way, customers can easily recognise and choose the brand that best fits their needs and preferences when shopping. As part of this survey and analysis, we're going to find out more about what branding is, as well as what people do when they buy things.

The study made here will help the researcher and the people who are interested in it to learn about the different strategies that brands use and also help them figure out what people like and don't like. Most of the time, the findings from this study will help businesses plan clear and effective ways to get the most people to buy their products, which will help them make more money. The brands may also be able to figure out what they need to do and do it.

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