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Marketing Research for Determining Current Position of Mother Dairy in Noida

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ABSTRACT

In Noida, the market position with respect to consumer perception, competition and distribution effectiveness of Mother Dairy Ice Cream has been studied. We collected primary data by using questionnaires and interviews with a total of 35 retailers and 3 distributors. Mother Dairy's competitive pricing, dependable distribution network, and strong brand trust have endowed it with nearly 42% market share in Noida as per the findings. A restricted ad spend and an erratic promo strategy interfere with growth challenges. The study provides recommendations to help improve visibility and operational efficiency..

1. Introduction

The National Dairy Development Board (NDDB) formed Mother Dairy in 1974. Now, it has become and it is one of the leading brands in India. The first ice cream launched in 1995 and it was made of real milk. The study evaluates the market performance of mother dairy in Noida and the various factors affecting its sales and consumer preference.

2. Literature Review

Prior studies on India's dairy sector suggest that organized brands such as Mother Dairy have been able to grow owing to a reliable supply, health-centric consumers and an improvement in the retail infrastructure. Affordability, flavour and distribution are the main determinants of ice cream consumption. The brand is strong on trust, affordable and cooperative-based procurement but weak on media visibility as compared to competition like Kwality Walls.

3. Research Methodology

Research Design: The research will be descriptive to understand consumer behavior and performance of the market.

Methods of data collection are primary which are collected from the google forms, and interview 35 retailers and 3 distributors. The data is collected through the secondary which are companies website, reports, journals, and many more.

Purposive and judgmental sampling methods used.

Techniques of Analysis: Quantitative and thematic analysis

4. Findings and Discussions

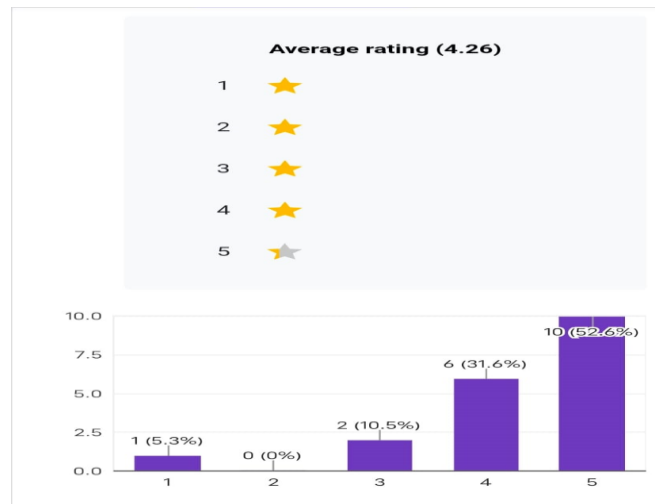
Noida has a 42% market share of Mother Dairy, with a strong presence in retail and dolly. Retailers are satisfied with credit terms and margins. Consumers trust the brand due to affordability and quality. Awareness is driven by social media. Pushcarts contribute 65% to total ice cream sales.

5. Primary Data Summary

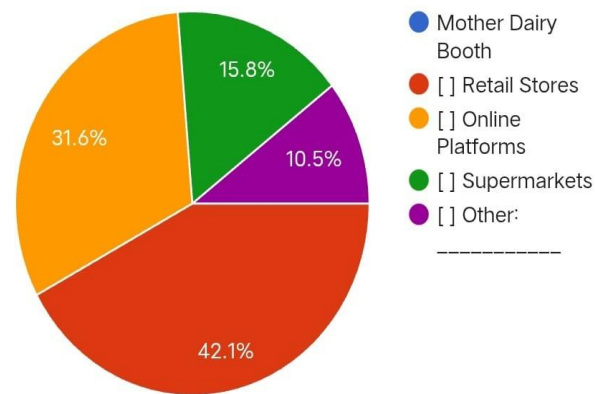
High daily use (44.4%) and awareness (94.7%) of research. Most purchases occur in retail stores and online. Most of the people are satisfied with the service and rating it high. 84.2% of people rated 4 or 5 stars.. **4 How satisfied are you overall with Mother Dairy?**

Primary Data

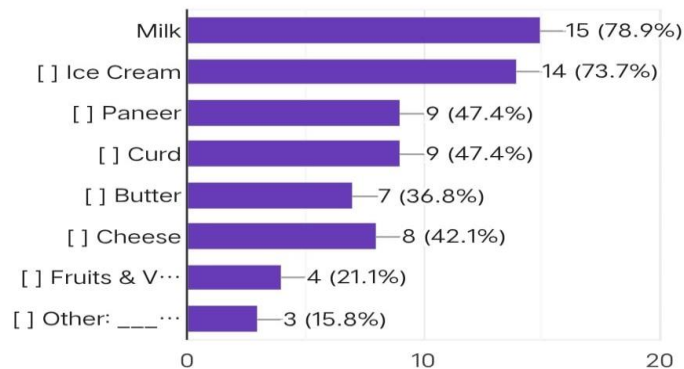
How satisfied are you overall with Mother Dairy?



From where do you purchase Mother Dairy products?



Which Mother Dairy products do you use regularly?



6. Theoretical and Practical Implications

As for theory, price, distribution, and FMCG are responsible for success entwined with another. This means that Mother Dairy's performance in the market can be improved through better digital marketing and retail incentives..

7. Future Trends and Strategic Recommendations

Mother Dairy must ramp up its ad expense on digital media, the company should continue its expansion into Tier II/III cities, launch innovative products such as vegan and sugar-free options, and do co-branded retailer campaigns.

8. Limitations of the Study

The study is limited to Noida with a small sample size. Access to financial data was limited, and answers may show bias.

9. Conclusion

Mother Dairy's entry into Noida has helped it grab a 42% share in the dairy market. With increased marketing and further innovations, it can strengthen its competitiveness.

10. References

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