

Consumer behavior and preferences towards milk and dairy products

Omkar Bibve¹, Akshata Hulsure²

Student, Deccan Education Society -Institute of Management Development and Research, Pune

Abstract:

In our study, we employed consumer behavior to examine the buying preferences and consumption patterns of milk and dairy products among households in Chinchwadgaon, Pune. Consumers show wide variations in their preferences for different milk types and dairy products available in the Chinchwadgaon local market. When I found that customer satisfaction was influenced by various factors, such as price and test. I found that young people consume dairy products and milk as a diet. I collected data through an online survey where I asked a variety of questions to 50 people to collect demographic information and dairy product purchasing behavior from Chinchwadgaon residents, The survey received a total of 32 responses.

Keywords: Demographic, Consumer behaviour, questionnaire

1. Introduction:

The consumption of milk and dairy products is a fundamental aspect of dietary habits across the globe, particularly in India, where these items hold significant cultural and nutritional importance. This research paper delves into consumer behavior and preferences regarding milk and dairy products among households in Chinchwadgaon, Pune. The study aims to uncover the intricate dynamics that influence purchasing decisions and consumption patterns within this specific demographic. As the demand for dairy products continues to rise, understanding these behaviors becomes crucial for producers, marketers, and policymakers alike. (<https://ppl-ai-file-upload.s3.amazonaws.com/web/direct-files/44526864/0a05c136-3b29-498e-a877-2cd232af8c4a/Resarch-Pepar.docx>)

Milk and dairy products are not just sources of essential nutrients such as protein, calcium, and vitamins; they also play a vital role in the dietary practices of various populations. In India, dairy serves as a primary protein source for many individuals, especially vegetarians who may not have access to meat. The variety of dairy products available, from cheese and butter to yogurt and buttermilk, reflects the diverse culinary traditions found across the country. This study explores how factors such as nutritional value, taste preferences, cultural significance, socioeconomic status, and changing lifestyles impact consumer choices in Chinchwadgaon.

The research methodology employed in this study involved collecting data through an online survey targeting residents of Chinchwadgaon. A total of 50 participants provided insights into their purchasing behaviour and preferences regarding dairy products. The survey included demographic questions alongside inquiries about consumption frequency, preferred types of milk, and purchasing habits. By analysing the responses, we aim to identify trends and patterns that characterize consumer behaviour in this locality.

Previous literature on consumer behaviour highlights the myriad factors influencing purchasing decisions in the food sector. Factors such as social status, reference groups, cultural norms, and individual preferences shape how consumers approach product selection. In particular, studies have indicated that younger demographics tend to exhibit distinct consumption patterns compared to older generations. This research seeks to build upon existing literature by examining how these factors manifest specifically within the context of milk and dairy product consumption in Chinchwadgaon.

The findings from this research are expected to provide valuable insights into consumer preferences that can inform marketing strategies for dairy producers and retailers.

Understanding which demographic groups favor specific types of dairy products can help businesses tailor their offerings to meet local demand effectively. Additionally, identifying key drivers of consumer satisfaction, such as price sensitivity or taste preferences, can aid producers in enhancing product quality and customer engagement.

Moreover, as urbanization continues to influence dietary habits across India, it is essential to recognize how migration patterns affect local markets for dairy products. With more individuals relocating from rural areas to urban centres, there is a growing demand for convenient and accessible dairy options. This study will explore how these changing dynamics impact consumer behavior in Chinchwadgaon and contribute to a broader understanding of dairy consumption trends in India.

In conclusion, this research paper aims to shed light on the complex interplay between consumer behavior and preferences toward milk and dairy products among households in Chinchwadgaon. By examining demographic influences, purchasing habits, and satisfaction levels, we hope to contribute valuable knowledge that can support stakeholders within the dairy industry in making informed decisions. As we move forward into an era marked by rapid changes in consumer expectations and market dynamics, understanding these behaviours will be crucial for fostering sustainable growth within the dairy sector. (<https://ppl-ai-file-upload.s3.amazonaws.com/web/direct-files/44526864/0a05c136-3b29-498e-a877-2cd232af8c4a/Resarch-Pepar.docx>)

2. Literature Review:

I have researched the customer preference towards dairy products. The study tried to identify the customers' preferences towards dairy products and to know about factors that influenced the selection of different brands of dairy products. Consumers lifestyles are influenced by number of factors like culture subcultures, values, demographic factors, social status, references groups, household and the internal makeup of the consumers which are emotions personality motives of buying perceptions and learning the study was examining the differences in consumer's behaviour with socio and economic characteristics towards brand selection.

1. Several more recent reviews of behaviour change and behavioural models exist, but Prof. Tim Jackson's 2005 review of consumer behaviour remains perhaps the most comprehensive and accessible, and the foundation on which most of the more recent reviews have largely been based. The reports set out in an accessible way the main drivers of behaviour and theoretical models that attempt to explain it, and do so with a consistent critique of national choice. (<https://www.emerald.com/insight/content/doi/10.1108/xjm-03-2022-0062/full/html>)

2. Boopathi.b(1999) India is the world's largest dairy producer. The Indian dairy sector has grown substantially over the year; dairy products demand in India has increased dramatically in both rural and

urban sectors. However, as a larger population is migrating from rural areas to cities, this creates greater demand for dairy products. Tamil Nadu state is one of the ten largest milk-producing states in India.

Consumer preferences for milk and dairy products are influenced by a variety of factors that encompass nutritional, cultural, economic, and social dimensions. Understanding these key factors is essential for producers, marketers, and policymakers to effectively cater to the needs of consumers and promote sustainable practices within the dairy industry. This research paper aims to explore these influences in detail, particularly focusing on households in Chinchwadgaon, Pune

(https://www.researchgate.net/publication/364447259_Consumers'_choice_and_preferences_of_dairy_based_products)

1. Nutritional Value

One of the primary factors influencing consumer preferences for milk and dairy products is their nutritional value. Dairy products are rich sources of essential nutrients such as calcium, protein, vitamins (like B12 and D), and minerals. Consumers often prioritize these health benefits when making purchasing decisions. For instance, individuals seeking to enhance their calcium intake for bone health may gravitate towards fortified milk or yogurt options. Additionally, the growing awareness of dietary needs among different age groups, such as children requiring adequate nutrition for growth or older adults focusing on bone density, further shapes preferences.

(<https://pmc.ncbi.nlm.nih.gov/articles/PMC6723869/>)

2. Taste and Quality

Taste is a critical determinant in consumer choice regarding dairy products. Preferences can vary widely based on individual palates, cultural backgrounds, and regional tastes. For example, some consumers may prefer the creamy texture of whole milk or flavored yogurts, while others might opt for low-fat or non-fat alternatives due to dietary restrictions or personal taste preferences. Quality perceptions also play a significant role; consumers often associate higher prices with better quality, leading them to choose premium brands over generic options.

(https://www.researchgate.net/publication/364447259_Consumers'_choice_and_preferences_of_dairy_based_products)

3. Cultural Significance

Cultural factors heavily influence dairy consumption patterns. In many Indian households, dairy products hold significant cultural value and are integral to traditional diets. For instance, products like curd (yogurt) and buttermilk are staples in Indian cuisine and are often consumed daily. Festivals and rituals also incorporate dairy items, reinforcing their importance in cultural practices. Understanding these cultural nuances helps explain why certain dairy products are preferred over others within specific communities.

(<https://www.wisdomlib.org/science/journal/ayushdhara/d/doc1430458.html>)

4. Socioeconomic Status

Socioeconomic factors such as income level, education, and family size significantly impact consumer behavior regarding dairy purchases. Higher-income households may have greater access to a variety of dairy products and are more likely to purchase organic or specialty items. Conversely, lower-income

families may prioritize affordability over brand loyalty or product variety. Additionally, education levels can influence awareness about the nutritional benefits and health implications associated with different dairy products.

(<https://www.sciencedirect.com/science/article/pii/S2666154320300570>)

5. Availability and Convenience

The availability of milk and dairy products in local markets also plays a crucial role in shaping consumer preferences. In rural areas like Chinchwadgaon, access to fresh dairy can be limited by logistical challenges or inadequate supply chains. Consumers often prefer purchasing from local markets where they can find fresh products rather than from supermarkets that may offer processed options with longer shelf lives. Convenience factors such as proximity to stores and ease of access also dictate purchasing habits.

(https://www.researchgate.net/publication/330569742_Study_on_Milk_and_Dairy_Products_Consumers_Behavior_and_Preferences_in_Sibiu_Country_from_Romania)

6. Marketing and Branding

Effective marketing strategies can significantly sway consumer preferences in the dairy sector. Branding efforts that emphasize quality, health benefits, or ethical sourcing resonate well with consumers who are increasingly conscious about their food choices. Promotional Campaigns that highlight local production or sustainability practices can enhance brand loyalty among environmentally aware consumers.

7. Health Trends

The rise of health consciousness among consumers has led to a shift in preferences towards healthier dairy options. Products labeled as low-fat, lactose-free, or enriched with probiotics have gained popularity as more individuals seek to align their dietary choices with health trends. This shift reflects a broader movement towards wellness-oriented consumption patterns that prioritize functional foods.

3. Objectives of the study:

1. To assess the level of consumer satisfaction with milk and dairy products.
2. To understand the factors influencing consumers' behaviour.
3. To analyse the impact of demographic factors on consumer preferences.

4. METHODS

The data contained in this research was obtained from a study, both online and face-to-face, which consisted of completing a questionnaire by consumers of dairy products in Chinchwadgaon.

4.1 Sample Selection

Participants for this study are recruited from those residing in Chinchwadgaon. A total of 50 participants participated in the survey, and they were from different Demographic areas: 18- 25 Years, 26-40 Years, 41- 55 years, and more than 55 years.

4.2 Survey Design

The survey instrument is designed to collect data on various aspects, such as richness in calcium, protein, potassium, and phosphorus.

5. Data Analysis

1. Occupation of respondents.

We used a questionnaire to analyse the Consumer behaviour and preferences towards milk and dairy products. The results obtained for each question are as follows.

No.	Parameters	Number of Respondents	Percentage
1	Yes	30	100%
2	No	0	0%
	Total	30	100%

Source: Questionnaire

Table No. 1

Do you consume milk and dairy products?

30 responses

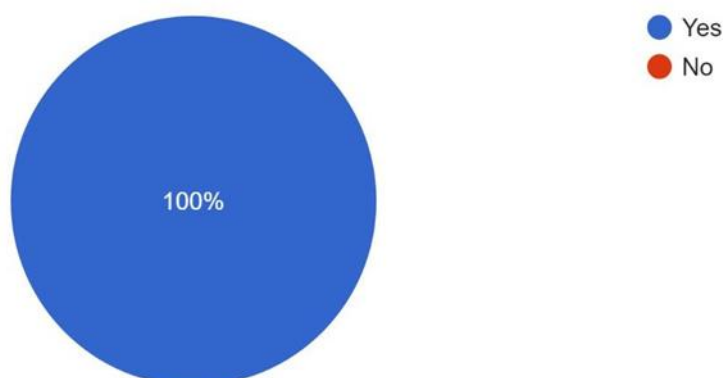


Diagram no. 1

Inference:

As shown in Diagram No. 1, the applicants in the data we have gathered are from Chinchwadgaon. According to the chart above, 100% of people said they are consuming milk and dairy products.

No.	Parameters	Number of Respondents	Percentage
1	18-25 years	26	13.3%
2	26-40 years	04	86.7%
3	41-55 years	0	0%
4	Over 55 years	0	0%
	Total	30	100%

Source: Questionnaire

Table No. 2

How old are you?

30 responses

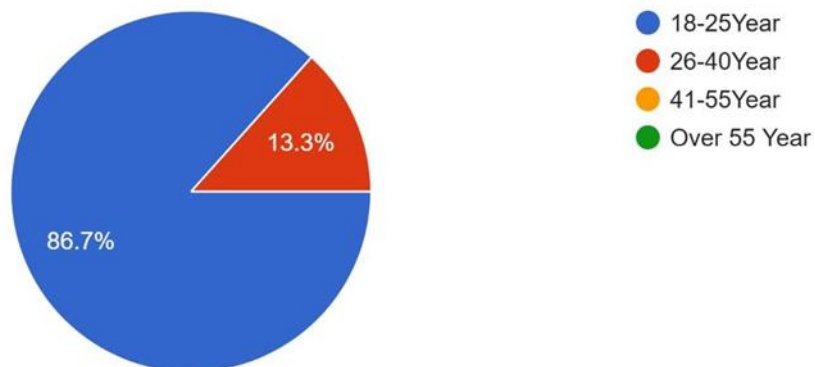


Diagram no. 2

Inference:

Out of 30 respondents (86.7%), 26 respondents were from 18-26 years, and 13.3% were from 26-40 years.

No.	Parameters	Number of Respondents	Percentage
1	Female	10	31%
2	Male	20	69%
	Total	30	100%

Source: Questionnaire

Table no. 3

Gender

29 responses

30 responses

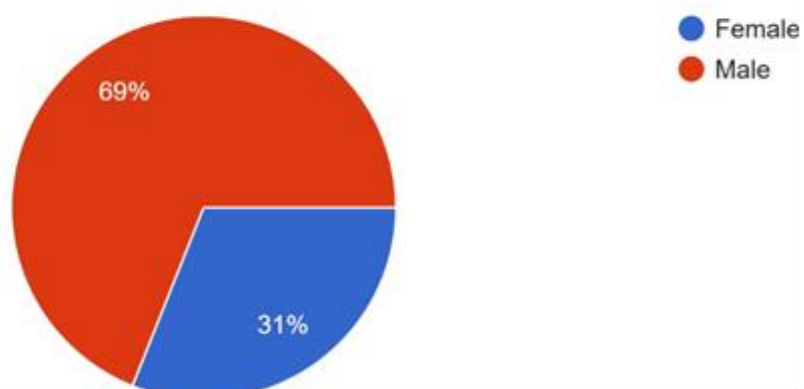


Diagram no. 3

Inference:

According to the result, out of 30 respondents, 20 are males and 10 are Females.

No.	Parameters	Number of Respondents	Percentage
1	Cow Milk	20	66.7%
2	Buffalo Milk	8	26.7%
3	Goat Milk	1	3.3%
4	Sheep Milk	1	3.3%
	Total	30	100%

Source: Questionnaire

Table no. 4

What milk choice do you prefer?

30 responses

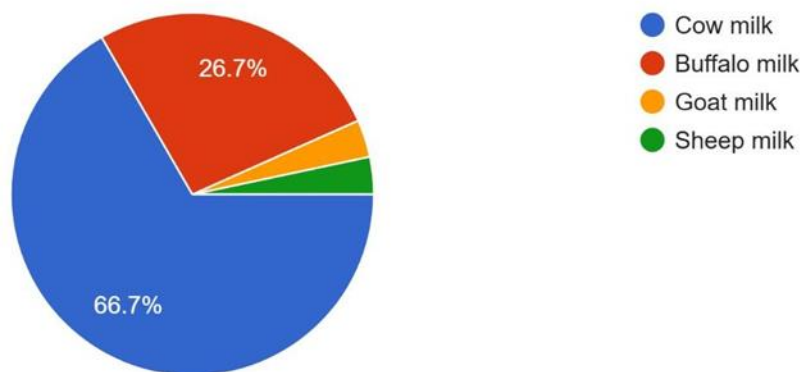


Diagram no. 4

Inference:

According to the chart above, 20 people said they are cow milk consumers, more exactly 66.7% of people. They are followed by those who prefer sheep's milk, goat's milk, and buffalo milk. After cow milk, buffalo milk is consumed the most, 26.7%.

No.	Parameters	Number of Respondents	Percentage
1	Cheese	3	10%
2	Butter	0	0%
3	Butter Milk	7	23.3%
4	Curd	11	36.7%
5	Panner	9	30%
	Total	30	100%

Source: Questionnaire

Table no. 5

What is the range of dairy products most commonly consumed by you?

30 responses

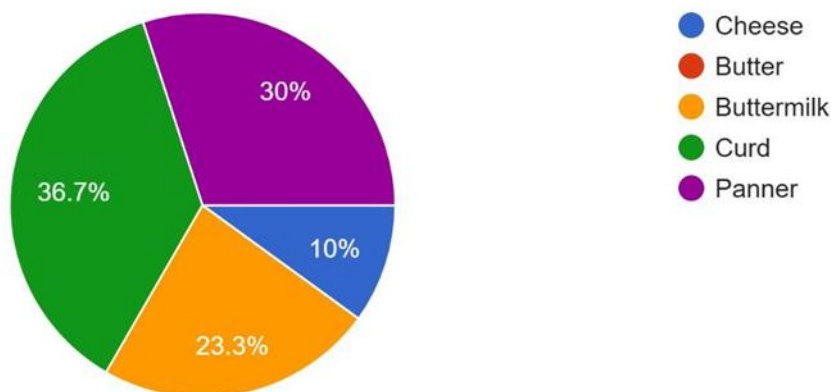


Diagram no. 5

Inference:

Most people said that they prefer to consume curd, more exactly 11(36.7%) people, followed by 7 (23.3%) people who most often consume simple or flavoured buttermilk. 9(30%) People who said that they prefer panner were 3(10%), followed by those who consume Cheese, and fewer prefer butter.

No.	Parameters	Number of Respondents	Percentage
1	Packaged	26	86.7%
2	Un Packaged	4	13.3%
	Total	30	100%

Source: Questionnaire

Table no. 6

What method of packaging do you prefer for dairy products?

30 responses

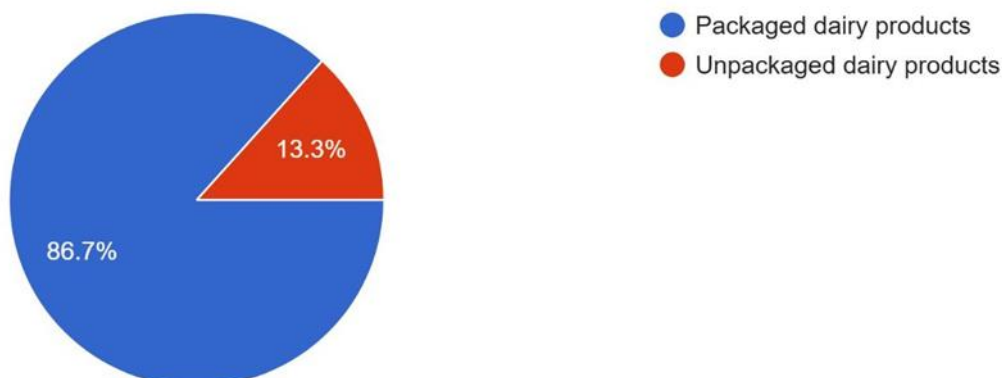


Diagram no. 6

Inference:

Of the 30 respondents, 26 (86.7%) prefer packaged dairy products, and 4(13.3%) of the respondents prefer to buy dairy products unpackaged.

No.	Parameters	Number of Respondents	Percentage
1	Supermarket	6	20%
2	Specialist Stores	10	33.3%
3	Market	12	40%
4	Other Place	2	6.7%
	Total	30	100%

Source: Questionnaire

Table no. 7

Where do you prefer to buy dairy products?

30 responses

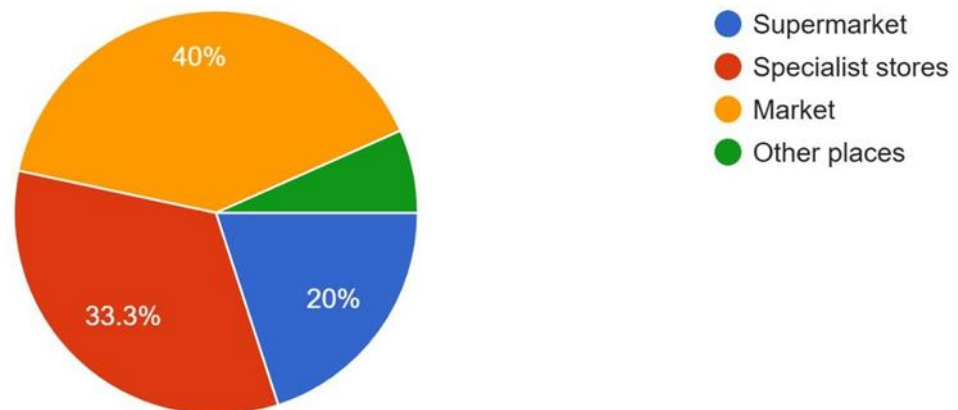


Diagram no. 7

Inference:

Most (40%) people prefer to buy dairy products from the Market, followed by 33.3% of people who prefer to buy these products from specialist stores, and 20% who prefer to buy from supermarkets.

No.	Parameters	Number of Respondents	Percentage
1	Daily	23	76.7%
2	Weekly	6	20%
3	Monthly	1	3.3%
4	Occasional	0	0%
	Total	30	100%

Source: Questionnaire

Table no. 8

How often do you buy milk or dairy products?

30 responses

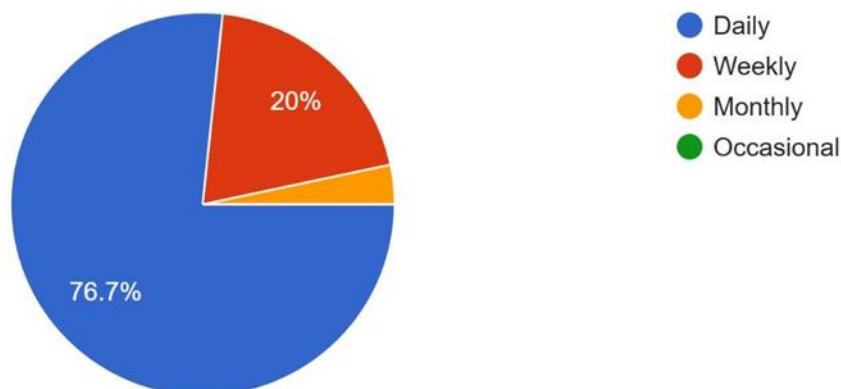


Diagram no. 8

Inference:

According to the chart, 76.7% of people prefer to buy daily dairy products. They are followed by 20% who buy weekly dairy products, then the few who purchase dairy products occasionally.

6. Findings:

- The research found that 86.7% of people prefer packaged dairy products.
- 66.7% of respondents preferred traditional cow's milk.
- Gender may indicate preference in participation and consumption habits of milk and dairy products.
- According to research, the most purchased dairy product is curd and followed by paneer. Age Demographics:

A substantial portion of the respondents (86.7%) fell within the 18-25 age group, highlighting a trend where younger individuals are more engaged in dairy consumption compared to older demographics. Dairy Product Preferences:

The survey found that 66.7% of respondents preferred cow's milk, followed by buffalo milk (26.7%). Curd emerged as the most favoured dairy product, consumed by 36.7% of participants, indicating a strong preference for traditional dairy items among the youth.

I. Purchasing Behaviour:

86.7% of respondents preferred packaged dairy products over unpackaged options, suggesting a trend toward convenience and possibly hygiene considerations among younger consumers. In contrast, older residents might exhibit different purchasing habits that favor unpackaged or locally sourced products.

II. Frequency of Purchase:

The majority (76.7%) reported buying dairy products daily, with a notable inclination towards regular consumption among younger individuals. This contrasts with older consumers, who may purchase less

frequently due to varying dietary needs or preferences.

7. **Suggestions**

Socioeconomic Status and Purchasing Behaviour of Dairy Products Socioeconomic status (SES) significantly influences consumer behaviour, particularly in the context of purchasing dairy products. This relationship can be understood through various dimensions such as income level, education, cultural values, and lifestyle choices.

1. **Income Level**

Income is a primary determinant of purchasing behaviour. Higher-income households are more likely to purchase premium dairy products, such as organic milk and specialty cheeses, while lower-income households may opt for basic dairy items due to budget constraints. Research indicates that as income increases, consumers tend to prioritize quality and variety in their dairy purchases, leading to preferences for branded or packaged products over generic or unpackaged options

(https://www.nddb.coop/sites/default/files/pdfs/baseline/14_Estimation_of_demand_of_milk_and_milk_products_in_India.pdf)

2. **Education and Awareness**

Educational attainment often correlates with greater awareness of health benefits associated with dairy consumption. Individuals with higher education levels are more likely to understand the nutritional value of dairy products, which can influence their purchasing decisions. For instance, they may prefer products rich in calcium and protein, aligning their choices with health-conscious trends.

(<https://www.sciencedirect.com/topics/agricultural-and-biological-sciences/dairy-consumption>)

3. **Cultural Values and Dietary Preferences**

Cultural background plays a crucial role in shaping preferences for specific dairy products. In regions where dairy is a staple part of the diet, such as India, socioeconomic factors like tradition and local practices affect purchasing behavior. For example, consumers from different socioeconomic backgrounds may have varying preferences for types of milk (e.g., cow's milk versus buffalo's milk) based on cultural significance and availability.

4. **Lifestyle Changes**

Changing lifestyles, particularly among younger demographics, also impact purchasing behaviour. Increased health awareness has led many consumers to seek out low-fat or fortified dairy options. Younger consumers are often more inclined towards convenience and are likely to purchase packaged dairy products that fit their busy lifestyles.

5. **Consumer Satisfaction and Preference**

Research conducted in Chinchwadgaon indicates that consumer satisfaction with dairy products is influenced by several factors, including price, taste, and packaging. The study found that a significant majority (86.7%) preferred packaged dairy products, highlighting a trend toward convenience among consumers. Additionally, younger consumers aged 18-25 were identified as the primary purchasers of dairy products, indicating a shift in consumption patterns influenced by demographic factors.

(<https://ijcrt.org/papers/IJCRT21X0239.pdf>)

8. Conclusion:

The study highlights distinct differences in dairy consumption patterns between young and older residents in Chinchwadgaon. Younger consumers demonstrate a higher frequency of purchase and a preference for packaged products, while older individuals may have different consumption habits influenced by lifestyle and dietary choices. These findings suggest that marketing strategies for dairy products could be tailored to address the specific preferences of these demographic groups to enhance consumer engagement and satisfaction. In summary, socioeconomic status affects the purchasing behaviour of dairy products through various interconnected factors, including income level, education, cultural values, lifestyle changes, and consumer satisfaction. Understanding these dynamics can help marketers tailor their strategies to meet the diverse needs of different consumer segments in the dairy market.

Research conducted on dairy consumption patterns in Chinchwadgaon indicates significant differences between young and older residents. The study, which surveyed 50 participants, reveals insights into preferences, purchasing behaviours, and demographic influences on dairy consumption.

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