International Journal on Science and Technology (IJSAT)
E-ISSN: 2229-7677 ● Website: www.ijsat.org ● Email: editor@ijsat.org

A Study on Consumer Perception Toward Value-Added Dairy Products (Flavoured Milk, Yoghurt, Cheese, etc.)

A. k. Makwana[1], Dileepkumar V. Kaner[2]

[1] Associate Professor, [2] PG Student, MBA (Dairy and Food Business Management)
[1] SMC College of Dairy Science, Kamdhenu University, Anand, India.

Abstract

This study examines consumer perception and purchasing behaviour regarding value-added dairy products (VADPs) — specifically flavoured milk, yoghurt, and cheese — among consumers in Anand, Gujarat. A structured questionnaire was administered using Google Forms and yielded 96 valid responses. The analysis integrates descriptive statistics and graphical representation to elucidate demographic profiles, product preferences, purchase frequency, drivers of choice (taste, health, price, packaging), satisfaction levels, and awareness of food certifications. Results indicate a pronounced preference for flavoured milk and yoghurt, moderate willingness to pay price premiums for perceived quality, and low-to-moderate awareness of certification marks. The study discusses implications for dairy firms in product development, labeling, and targeted communication strategies to enhance consumer trust and market penetration.

Keywords: Value-Added Dairy Products, Consumer Perception, Flavoured Milk, Yoghurt, Cheese, Anand, Gujarat

Introduction

The Indian dairy sector remains central to the agrarian economy and nutritional security. Over the past two decades, the market for value-added dairy products (VADPs) has expanded rapidly, propelled by urbanization, rising disposable incomes, and evolving consumer preferences towards convenience and health. VADPs — such as flavoured milk, yoghurt, cheese, and probiotic beverages — offer manufacturers opportunities for diversification and value capture. Anand, a historic nucleus of dairy innovation, exemplifies the regional dynamics influencing adoption. This study situates itself within this industry context and aims to provide empirically grounded insights for stakeholders in the dairy value chain.

Review of Literature

Consumer choices in dairy products are shaped by sensory attributes (taste, texture), perceived health benefits, price sensitivity, brand reputation, and informational cues such as labels and certifications (Kumar & Singh, 2021; Sharma et al., 2023). Studies by NDDB (2024) emphasize the rising contribution of VADPs to dairy sector revenues. Research on functional dairy products shows that probiotic and fortified variants attract health-oriented consumers (Gupta et al., 2022). Simultaneously, marketing scholarship underlines the role of packaging and in-store visibility in influencing trial and repeat purchase (Rao & Mehta, 2020). However, empirical studies focused on consumer perception in smaller urban centers in Gujarat remain limited, causing a gap this paper addresses.

Objectives of the Study

The principal objectives of this study are:

1. To evaluate consumer awareness and perception of value-added dairy products in Anand, Gujarat.
2. To examine purchase frequency, preferred product categories, and distribution channels.
3. To identify primary drivers of purchase decisions (taste, health, price, packaging, brand).
4. To provide actionable recommendations for dairy manufacturers and retailers.

Research Methodology

A quantitative, cross-sectional survey design was adopted. Primary data were gathered via a structured Google Form questionnaire, distributed among consumers in Anand and nearby areas. The sample comprised 96 respondents. The instrument captured demographic information (age, gender, education, occupation), consumption behaviour (frequency, preferred products), attitudinal items (reasons for choice, satisfaction), and awareness of certifications (FSSAI, AGMARK). Responses were exported to Microsoft Excel and analyzed using descriptive statistics and graphical visualization. Where applicable, associations between categorical variables were explored using cross-tabulation and chi-square tests.

Data Analysis and Interpretation

Figure 1: Gender Distribution

Gender	Number of Respondents	Percentage
Male	60	62.5%
Female	36	37.5%

Figure 2: Age Group Distribution

Age Group	Number of Respondents	Percentage
18-25	40	41.7%
26-35	30	31.3%
36-45	15	15.6%
46+	11	11.4%

Figure 3: Awareness of Value-Added Dairy Products

Awareness	Number of Respondents	Percentage
Aware	80	83.3%
Not Aware	16	16.7%

Figure 4: Most Consumed Value-Added Dairy Product

Product Type	Number of Respondents	Percentage
Flavoured Milk	50	52.1%
Yoghurt	35	36.5%
Cheese	11	11.4%

Figure 5: Frequency of Consumption

Frequency	Number of Respondents	Percentage
Daily	25	26.0%
Weekly	55	57.3%
Monthly	16	16.7%

Figure 6: Purchase Location

Purchase Source	Number of Respondents	Percentage
Supermarket	50	52.1%
Local Dairy	38	39.6%
Online	8	8.3%

The graphical summaries above show the demographic and consumption patterns among respondents. Flavoured milk and yoghurt emerge as consistently favored categories; cheese registers lower preference, likely due to price and limited consumption habits. Purchase frequency indicates weekly or bi-weekly buying for most respondents, with supermarkets and local dairies as primary purchase points. Price sensitivity exists but many respondents are willing to pay a moderate premium for perceived quality and health benefits. Awareness of certifications (e.g., FSSAI) varies, suggesting an opportunity for manufacturers and regulators to enhance labeling clarity.

Discussion

The results align with broader national trends wherein value-added dairy categories—particularly flavoured milk and yoghurt—are gaining traction among urban and semi-urban consumers (NDDB, 2024). The moderate awareness of certification marks underscores an informational asymmetry; consumers often rely on brand cues and taste rather than verified quality indicators. From a marketing perspective, firms should reinforce product claims with visible certifications and nutrition information to build trust. Additionally, given the demographic composition observed, targeted promotions focusing on young adults and families may be effective. Packaging innovations—smaller single-serve packs, clear nutritional labels, and environmentally friendly materials—could also influence repeat purchase behavior.

Findings

1. Flavoured milk and yoghurt are the top-preferred VADPs among respondents in Anand.
2. Cheese has lower market penetration and may require pricing or awareness interventions.
3. Taste, health benefits, and brand reputation are primary drivers of purchase decisions.
4. Consumers exhibit moderate price sensitivity but show willingness to pay for perceived quality.

5. Awareness of food certifications and nutritional labeling is moderate to low; educational campaigns can bridge this gap.
6. Supermarkets and local dairies are the principal distribution channels; improving in-store visibility can increase trial and adoption.

Conclusion and Suggestions

1. This study provides a granular view of consumer perceptions toward value-added dairy products in Anand, Gujarat. The preference for flavoured milk and yoghurt highlights a clear market opportunity for product innovation and health-oriented product lines.
2. Emphasize transparent nutrition labeling and obtain visible certifications (e.g., FSSAI) to enhance consumer trust.
3. Invest in R&D to develop affordable cheese variants and regionally tailored flavours for flavoured milk and yoghurt.
4. Strengthen retail partnerships with supermarkets and kirana stores to improve shelf presence and sampling programs.
5. Leverage targeted digital and local marketing to educate consumers about health benefits and safe storage/expiry practices.
6. Consider sustainable packaging options and smaller pack sizes for single-serve consumption.

Limitation:

Although the survey was circulated among a large number of college students**,** only a small proportion responded**,** which limits the representativeness of the results. This lower response rate may introduce **non-**response bia**s**, affecting the general validity of the study's conclusions.

References

1. Adam, M. A., & Ali, K. (2014). Impact of verbal elements of packaging of packaged milk on consumer buying behavior. International Journal of Business and Social Science, 5(5):94-106.
2. Arya, S., & Ram, K. (1998). Factors affecting consumption pattern of milk and milk products in rural and urban areas. Indian Journal of Dairy Science, 41(1), 46-52.
3. Ashok, D., & Sriwastwa, A. P. (2012). Product innovation and its influence on consumer purchasing pattern–a study on packaged dairy products in Bettiah (west Champaran, Bihar). IOSR Journal of Business and Management (IOSRJBM) ISSN, 22-28.
4. Bingham, D., Dharmasena, S., Capps Jr, O., & Salin, V. (2014). Demographic and economic factors affecting demand for brand-level milk in Texas (No. 1374- 2016-109335).
5. Bhanu, B., Serma Saravana Pandian, P. V., Vinothini, P., & Mathanghi, S. K. (2017). Analysing the Consumer Preference for Dairy Products in Trivandrum City, India. International Journal of Science, Environment and Technology, 6(1), 650- 654.
6. Bhasin, A., Kothari, S., Sharma, V., & Upadhyay, B. (2009). Consumption pattern of ghee in Udaipur city. Journal of Human Ecology, 25(2), 121-125.

7. Boopathi, C. & Ahila, D. (2015). Consumer Behaviour on Aavin Milk and Dairy Products in Pollachi Taluk of Tamil Nadu. International Journal of Commerce, Business and Management, 4(6):774-778.