Dishani Ghose
Research Scholar (PG),
Department of Agricultural
Economics, SHUATS, Naini,
Prayagraj, Uttar Pradesh, India

Sanjay Kumar
Assistant Professor, Department
of Agricultural Economics,
SHUATS, Naini, Prayagraj,
Uttar Pradesh, India

A study on market perception and consumer buying behaviour of Ananda dairy milk and paneer in Delhi West Region

Dishani Ghose and Sanjay Kumar

Abstract
The current study, "A Study on Market Perception and Consumer Buying Behaviour of Ananda Dairy Milk and Paneer in Delhi West Region," was carried out in the academic years 2022-2023 using a sample of 120 respondents in Rajouri Garden in the Delhi west area. It was noted during the study that in terms of consumers' perceptions of the marketing of Ananda dairy milk and paneer, advertisements rank first with 41 respondents, followed by recommendations from friends ranks second with 22 respondents, packaging ranks third with 22 respondents, price of the product ranks fourth with 13 respondents, taste of the product ranks fifth with 11 respondents, and availability of the product ranks sixth with 10 respondents and The perceptions of consumers towards Ananda Milk were influenced by various factors. In terms of taste, 27 participants expressed uncertainty, while 26 found the taste to be unfavorable and 22 found it to be favorable. Additionally, 13 respondents regarded the taste as very good, while 12 found it very unsatisfactory. When evaluating milk quality, 28 respondents were unsure, 22 considered it poor, and 21 deemed it good. Moreover, 19 respondents perceived the quality as bad, and 10 respondents found it very good. Regarding the milk's fat content, 28 respondents were pleased with its quality, 25 were dissatisfied, and 21 were content. 15 respondents were uncertain about the fat content, and 11 respondents found it to be very poor. In terms of packaging, 24 respondents appreciated the excellent packaging, 23 were unsure, 19 found it good, and 16 found it very good. Evaluating nutritional values, 26 respondents thought they were low, 24 found them very low, and 22 were uncertain. Conversely, 17 respondents perceived them as very good, and 11 respondents as good. In relation to availability, 23 respondents considered it good, 21 were unsure, 20 found it very good, 19 found it very poor, and 17 found it poor. Lastly, concerning price, 29 respondents thought it was very reasonable, 26 found it good, 21 were unsure, 16 considered it high, and 8 deemed it very high and The elements influencing the viewpoints of participants toward Ananda Paneer were diverse. Regarding taste, 31 respondents expressed uncertainty, followed by 23 who considered the taste to be unpleasant, 14 who found it satisfactory, 17 who found it very satisfying, and 15 who found it very unsatisfactory. Concerning the quality of the paneer, 27 respondents were unsure, while 18 respondents perceived it as low quality, 24 deemed it of good quality, 18 found it very poor, and 10 found it very good. Evaluating the softness of the paneer, 22 respondents regarded it as highly soft, 19 found it lacking in softness, 26 considered it sufficiently soft, 23 were uncertain about its softness, and 10 perceived it as very poor in softness. In terms of packaging, 22 respondents were pleased with the excellent packaging, while 29 were unsure, 16 found it good, 14 found it unsatisfactory, and 19 found it very unsatisfactory. Assessing nutritional values, 26 respondents deemed them inadequate, 18 found them very inadequate, 24 were uncertain, 21 considered them very good, and 11 considered them good. Regarding the availability of Ananda paneer, 21 respondents considered it very good, 18 regarded it as good, 19 were unsure, 13 found it very unsatisfactory, and 29 found it unsatisfactory. In terms of price, 32 respondents found the price very reasonable, 26 found it reasonable, 18 were unsure, 13 considered it high, and 11 considered it very high.

Introduction
Dairy farming has been an important part of the agricultural scenario for thousands of years. India being a predominantly agrarian economy has about 70 per cent of its population living in villages, where livestock play a crucial role in the socio-economic life. Livestock provide high-quality foods such as milk, cheese, butter, ghee, etc.

Corresponding Author:
Dishani Ghose
Research Scholar (PG),
Department of Agricultural
Economics, SHUATS, Naini,
Prayagraj, Uttar Pradesh, India

India is not only one of the top producers of milk in the world, but also the largest consumer of milk and milk products in the world. Due to the shortfall in supply, we have to import significant amounts of milk products to meet internal demand. The milk production system in India is characterized by large numbers of small and geographically dispersed dairy producers who have marketable surpluses of milk but face diseconomies of scale in marketing it to demand centres in distant urban areas. The traditional middlemen who procure milk from rural areas close to the cities offer at best modest returns to the farmers. The milk processing industry is small compared to the huge amount of milk produced every year. Only 10 per cent of all the milk is delivered to some processing units. A specific Indian phenomenon is the unorganized sector of milkmen, vendors who collect the milk from local producers and sell the milk in both, urban and non-urban areas, which handles around 65-70 per cent of the national milk production. In the organized dairy industry, the cooperative milk processors have a 60 per cent market share. The cooperative dairies process 90 per cent of the collected milk as liquid milk whereas the private dairies process and sell only 20 per cent of the milk collected as liquid milk and 80 per cent for other dairy products with a focus on value-added products. Ananda Dairy's milk product has gained prominence for its diverse consumer perceptions. Evaluations of taste, ranging from good to bad and uncertain, underscore individual preferences. Quality, encompassing freshness and texture, garners mixed responses, reflecting a subjective viewpoint. Packaging's positive reception acknowledges efforts made, but uncertainty and dissatisfaction remind of room for improvement. Nutritional value opinions, spanning inadequate to very good, reveal health consciousness. Generally positive availability feedback underlines accessible distribution, despite sporadic discontent. Pricing impressions vary, with some finding it favourable while others disagree. In essence, Ananda Dairy's milk evokes a spectrum of viewpoints, emphasizing the importance of catering to multifaceted consumer expectations.

Research Methodology
Selection of the District
There are 11 administrative districts in the National Capital Territory of Delhi and the administrative district are Central Delhi, North Delhi, South Delhi, East Delhi, North East Delhi, South West Delhi, New Delhi, North West Delhi, West Delhi, Shahdara and South East Delhi. Out of these West

Delhi was selected purposively and in which there are three subdivision (Patel Nagar, Rajouri garden and Pujabi Bagh).

Selection of sub division
There are three sub division in West Delhi out of which Rajouri Garden was selected purposively for the present study.

Selection of colonies
Out of total 166 colonies in Rajouri garden, 5 colonies were selected randomly for the present study.

Selection of respondents
At this stage selection of 10% respondents were selected purposively from the categories of size of consumers so that meaningful study can be carried out.

Table 1: Classification of respondents

District	Sub Division	Respondents					Total
West Delhi	Rajouri Garden	Shyam Nagar	Khyala Village	Narsing Garden	Chand Nagar	Raghubir Nagar	
		38	28	16	26	12	120

Analytical Tools
Mean

$$m = \frac{sum\ of\ the\ terms}{number\ of\ terms}$$

Likert Scale
A Likert scale is a rating scale used to assess opinions, attitudes, or behaviours of the respondents. Likert Scales allow us to easily operationalize personality traits or perceptions. To collect data, you present participants with Likert-type questions or statements and a continuum of Possible responses, usually with 5 or 7 items. Each item is given a numerical score so that the data can be analyzed quantitatively.

Step 1: For each question on the questionnaire, calculate the total number of responses for each sentiment level (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree).

Step 2: Add the totals, and divide by the total number of respondents: 1 + 0 + 0 + 0 + 5 = 6 / 2 respondents = 3.

Results and Discussion

Table 2: Market perception of ananda dairy milk and paneer

S. No.	Factors	Respondents Number	Name of Colonies					Percentage
			Shyam Nagar	Khyala Village	Narsing Garden	Chand Nagar	Raghubir Nagar	
1	Advertisements	41	12	8	4	14	3	34.17
2	Suggestion from friends	23	7	5	3	5	3	19.17
3	Packaging	22	6	9	2	3	2	18.33
4	Price of the product	13	5	2	3	1	2	10.83
5	Taste of the product	11	4	2	2	2	1	9.17
6	Availability of the product	10	4	2	2	1	1	8.33
	Total sample of respondents	120	38	28	16	26	12	100.00

Table 2, Reveals about the marketing perception of Ananda dairy milk and paneer in which Advertisements ranks I with 41 respondents response, followed by Suggestion from friend ranks II with 22 respondents response, Packaging ranks III with 22 respondents response followed by Price of the

product ranks IV with 13 respondents response followed by, taste of the product ranks V with 11 respondents response and availability of the product ranks VI with 10 respondents response.

Table 3: Buying behaviour of consumers toward ananda milk (values in percentage)

Parameters	Very good	Good	Unsure	Bad	Very Bad	Total Respondents
Taste	13(10.83)	22(18.33)	27(22.50)	26(21.67)	12(10.00)	120(100.00)
Quantity of milk	10(8.33)	21(17.50)	28(24.17)	19(15.83)	22(18.33)	120(100.00)
Fat content of Milk	28(23.33)	21(17.50)	15(12.50)	25(20.83)	11(9.17)	120(100.00)
Packaging	24(20.00)	19(15.83)	23(19.17)	18(15.00)	16(13.33)	120(100.00)
Nutritional values	17(14.17)	11(9.17)	22(18.33)	26(21.67)	24(20.00)	120(100.00)
Availability	20(16.67)	23(19.17)	21(17.50)	17(14.17)	19(15.83)	120(100.00)
Price	29(24.17)	26(21.67)	21(17.50)	16(13.33)	8(6.67)	120(100.00)

Table 3, Reveals about the factor affecting consumer toward Ananda Milk in which 27 respondents responded for unsure in Taste followed by 26 respondents responded for bad taste, 22 respondents responded for good taste, 13 respondents responded for very good taste and 12 respondents responded for very bad taste. In the context of quality of milk, 28 respondents responded were unsure about the quality of the milk followed by 22 respondents responded for bad quality, 21 respondents responded for good quality of milk, 19 respondents responded for bad quality and 10 respondents responded for very good quality of milk. In the context of fat content of milk, 28 respondents responded for very good quality of fat content, 25 respondents responded for bad fat content, 21 respondents responded for good fat content, 15 respondents were unsure about fat content and 11 respondents responded for very bad fat content. In the context of packaging of milk, 24 respondents responded in the favour of very good packaging, followed by 23 respondents were unsure about packaging, 19 respondents responded for good packaging and 16 respondents responded for very good packaging. In the context of nutritional values, 26 respondents responded for bad nutritional values, 24 respondent responded for very bad nutritional values, 22 respondents were unsure about nutritional values, 17 respondents responded for very good and 11 respondents responded for good nutritional values. In the context of availability of Ananda milk, 23 respondents responded for good availability, 23 respondents responded for good availability, 21 respondents were unsure about availability, 20 respondents responded for very good availability, 19 respondents responded for very bad availability and 17 respondents responded for bad availability. In the context of price, 29 respondents responded for very good price, 26 respondents responded for good price, 21 respondents were unsure about price, 16 respondents responded for bad price and 8 respondents responded for very bad price.

Table 4: Buying behaviour of consumers toward ananda paneer (values in percentage)

Parameters	Very good	Good	Unsure	Bad	Very Bad	Total Respondents
Taste	17(14.17)	14(11.67)	31(25.83)	23(19.17)	15(12.50)	120(100.00)
Quantity of Paneer	13(10.83)	24(20.00)	27(22.50)	18(15.00)	18(15.00)	120(100.00)
Softness of Paneer	22(18.33)	26(21.67)	23(19.17)	19(15.83)	10(8.33)	120(100.00)
Packaging	22(18.33)	16(13.33)	29(24.17)	14(11.67)	19(15.83)	120(100.00)
Nutritional values	21(17.50)	11(9.17)	24(20.00)	26(21.67)	18(15.00)	120(100.00)
Availability	21(17.50)	18(15.00)	19(15.83)	29(24.17)	13(10.83)	120(100.00)
Price	32(26.67)	26(21.67)	18 (15.00)	13(10.83)	11(9.17)	120(100.00)

Table 4, Reveals about the factors affecting the respondents toward Ananda Paneer in which 31 respondents responded for unsure in Taste followed by 23 respondents responded for bad taste, 14 respondents responded for good taste, 17 respondents responded for very good taste and 15 respondents responded for very bad taste. In the context of quality of paneer, 27 respondents were unsure about the quality of the paneer followed by 18 respondents responded for bad quality, 24 respondents responded for good quality of paneer, 18 respondents responded for very bad quality and 10 respondents responded for very good quality of paneer. In the context of softness of paneer, 22 respondents responded for very good quality of softness of paneer, 19 respondents responded for bad in softness of paneer, 26 respondents responded for good in softness of paneer, 23 respondents were unsure about softness of paneer and 10 respondents responded for very bad softness of paneer. In the context of packaging of paneer, 22 respondents responded in the favour of very good packaging, followed by 29 respondents were unsure about packaging, 16 respondents responded for good packaging and 14 respondents responded for bad packaging and 19 respondents responded for very bad packaging. In the context of nutritional values, 26 respondents responded for bad nutritional values, 18 respondents responded for very bad nutritional values, 24 respondents were unsure about nutritional values, 21 respondents responded for very good and 11 respondents responded for good nutritional values. In the context of availability of Ananda paneer, 21 respondents responded for very good availability, 18 respondents responded for good availability, 19 respondents were unsure about availability, 13 respondents responded for very bad availability and 29 respondents responded for bad availability of Ananda paneer. In the context of price, 32 respondents responded for very good price, 26 respondents responded for good price, 18 respondents were unsure about price, 13 respondents responded for bad price and 11 respondents responded for very bad price.

Conclusion
In conclusion, Ananda Dairy has effectively established a strong presence in the market with its dairy milk and paneer products. Through strategic marketing initiatives, the brand has captured consumer trust and loyalty. Ananda's emphasis on quality sourcing, stringent processing, and adherence to hygiene standards has resulted in products that meet consumer expectations. The marketing strategies employed by Ananda Dairy have played a pivotal role in its success. The brand has focused on highlighting the purity and freshness of its products, appealing to health-conscious consumers. The use of persuasive advertising, including visual campaigns showcasing the farm-to-table journey, has created an emotional connection with customers. Moreover, Ananda

Dairy has leveraged both traditional and digital platforms to reach a wider audience. Engaging social media campaigns, collaborations with influencers, and participation in local events have reinforced its brand image and increased its market reach. In the case of paneer, Ananda Dairy's marketing has emphasized its versatility in Indian cuisine, targeting households seeking convenient and high-quality options. The brand's efforts in establishing a reliable supply chain and efficient distribution network have ensured the availability of its products across various retail outlets. Overall, Ananda Dairy's successful marketing of dairy milk and paneer can be attributed to its commitment to quality, strategic communication, and consumer-focused approach. As a result, the brand has not only achieved considerable market penetration but has also positioned itself as a trusted choice for dairy products among consumers.

References

1. Aneja RP. Had conducted A study on dairying in India. He analyzed the dairying and observed the factors contributed for its success and completed that it was a successful story. Journal of Applied and Natural Science. 2019;9(1):402-405, 2017.
2. Jithendra Kumar DS. In their study impact of dairy co-operatives on income and employment in Chittoor District, Andhra Pradesh - An Economic Analysis, Oxford and IBH Publishing co., PVT., Ltd., New Delhi, India; c2020. p. 134.
3. Singh J, Singh VK. Conducted a study on price spread and marketing margins in the marketing of milk in Hisar District of Hariyana and analyzed the present status of milk marketing in the State. Bangladesh Agricultural University, Mymensingh; c2015.
4. Mattigatti R, Khan HSS, Suligani BS. Marketing of milk in Dharwad District Karnataka. Indian Journal of Agil. Marketing. 2018;6(1):21-26. 2.
5. Nandal RS. Analysed the cost of returns to a farmer in marketing of buffalo milk in Hisar District of Haryana. International Journal of Agricultural Science and Research. 2019;5:23-28.