A Demographic Analysis of Consumers of Nandini Dairy Products With Reference To Dharwad Milk Union

Dr. B B Biradar* Dr. Fazalath Hussain R**
**Associate Professor, Department of Management Studies, Karnatak Arts College. Dharwad. Karnataka. India.*
***Teaching Assistant, Department of Commerce, Karnatak Arts College. Dharwad. Karnataka. India.*

Abstract: The dairy industry in India has experienced remarkable growth over the past few decades, driven by a combination of demographic, economic, and social factors. Among the key drivers of this growth are the escalating consumption patterns due to population expansion and rising income levels, alongside an increasing health consciousness among Indian consumers. The growing preference for dairy products as vital sources of essential nutrients, such as proteins, vitamins, and minerals, is leading to heightened demand for both traditional and value-added dairy products. Additionally, the impact of the COVID-19 pandemic has further shaped consumer behaviour, with consumers prioritizing milk and dairy products as nutritional supplements. The dairy industry has shown resilience in adapting to the disruptions caused by the pandemic, implementing flexible business models and optimizing supply chains to meet evolving consumer needs.

Technological advancements have significantly reshaped the Indian dairy landscape. Emerging Business-to-Consumer (B2C) leveraging digital platforms for direct-to-home delivery models are disrupting traditional distribution channels, emphasizing convenience, quality, and personalization. These focus on premium, organic, and specialized dairy offerings, aligning with changing consumer preferences. At the same time, innovations in dairy farm management, milk processing, packaging, and cold chain logistics are enhancing product quality and ensuring supply chain efficiency. Additionally, there is a noticeable shift towards value-added dairy products such as flavoured milk, cheese, yogurt, and probiotic drinks, driven by health-conscious consumers and evolving dietary habits.

This study aims to analyse the demographic profile and buying behaviour of consumers of Nandini Dairy Products from Dharwad Milk Union Limited, a key player in the Indian dairy industry. The first objective of the study is to assess the demographic characteristics of the consumers purchasing these products, including factors like age, income, education, and geographical location. The second objective is to examine the buying behaviour of these consumers, focusing on purchasing patterns, preferences for specific dairy products, and the factors influencing their buying decisions. Insights from this study are intended to assist dairy companies in refining marketing strategies, product offerings, and distribution models to cater to the growing and evolving consumer demands in the Indian dairy market.

DAIRY INDUSTRY IN INDIA DRIVERS: RISING HEALTH AWARENESS FUELING GROWTH

- Escalating Consumption Driving the Industry

One of the primary factors propelling the Indian dairy industry is the increasing consumption due to population growth and rising income levels. With the continual expansion of the population, the demand for dairy products is surging, providing a substantial consumer base for the industry.

- Growing Health Awareness among Indian Consumers

The Indian dairy industry is also driven by growing health consciousness among consumers. There is an escalating preference for dairy products as a source of essential nutrients like proteins, vitamins, and minerals. This demand extends beyond conventional dairy items to value-added products such as flavoured yogurts, fortified milk, and probiotic drinks. Dairy companies are capitalizing on this trend by launching a range of health-centric products, effectively tapping into consumers' desire for wellness through diet.

- Impact of Pandemic on Consumer Behaviour and Dairy Industry

The pandemic has led to a significant shift in consumer behaviour, with a growing preference for milk and dairy products as nutritional supplements. This change from procurement centres to retail outlets initially overwhelmed distribution logistics. However, the Indian dairy industry adapted by implementing operational flexibility in business models and supply chain simplification. This resilience and adaptability have been crucial in maintaining the industry's integrity during challenging times.

DAIRY INDUSTRY IN INDIA TRENDS: TECHNOLOGY INTEGRATIONS RESHAPING THE INDIAN DAIRY LANDSCAPE

➢ Changing Distribution Channels and Emergence of B2C Startups

A significant trend reshaping the Indian dairy industry is the evolution of distribution channels, particularly with the emergence of Business-to-Consumer (B2C) start-ups. These start-ups often leverage digital platforms for direct delivery. With the rise of e-commerce and online grocery shopping, many new-age dairy start-ups are offering subscription-based models, home delivery services, and digitally enabled supply chains. This approach not only ensures freshness and quality but also caters to the convenience sought by modern consumers. These start-ups often focus on premium, organic, or specialized dairy products, differentiating themselves from traditional retail channels. By using data analytics and consumer insights, these B2C start-ups are able to understand consumer preferences and offer personalized services. This shift is not only changing consumer buying habits but also forcing traditional players to rethink their distribution strategies, leading to a more consumer-centric dairy market in India.

➢ Technological Advancements in Dairy Processing

Technological innovations are playing a crucial role in transforming the dairy industry. This includes advancements in dairy farm management, milk processing, packaging, and supply chain logistics. Technologies like automation, Internet of Things (IoT), and artificial intelligence (AI) are being employed to enhance efficiency, improve product quality, and ensure safety. These technologies also aid in better farm management practices, allowing for higher productivity and sustainability. Additionally, the adoption of cold chain technologies ensures that dairy products retain their freshness and nutritional value during transportation and storage.

➢ Shift towards Value-Added Dairy Products

There is a significant shift towards value-added dairy products like cheese, yogurt, flavoured milk, and probiotic drinks. These products offer greater margins and cater to the evolving consumer preferences for health, convenience, and variety. The demand for these products is being driven by increasing health awareness, the rising middle class, and changing dietary habits. Dairy companies are investing in new product development and marketing strategies to capture this growing segment, diversifying beyond traditional milk products.

E. OBJECTIVES OF THE STUDY

1. To study the demographic profile of the consumers of Dharwad Milk Union Limited.

2. To analyse the buying behaviour of the consumers of Nandini Dairy Products of Dharwad Milk Union Limited.

Table No: 01: Distribution of Respondents on the basis of Age

Age	No. of the Respondents	Percentage
Up to 20 Years	05	04.46
21 - 30 Years	29	25.89
31 - 40 Years	46	41.07
40 and above	32	28.58
Total	112	100.00

The table 01 shows the age distribution of respondents reveals a notable predominance of individuals aged 31 to 40 years, comprising 41.07% of the total sample. This suggests that the perspectives and experiences of this demographic could significantly shape the findings of the research, potentially reflecting issues that are particularly pertinent to middle-aged adults. Additionally, the substantial representation of the 21 to 30 years age group (25.89%) indicates that younger adults are also contributing valuable insights, especially regarding evolving trends and behaviours in various contexts.

In contrast, the minimal representation of respondents aged up to 20 years (4.46%) highlights a potential oversight in capturing the viewpoints of the youngest demographic, which could be crucial for understanding future trends. Meanwhile, the 28.57%

of respondents aged 40 and above offers a balanced perspective from older adults, adding depth to the analysis. Overall, the findings underscore the importance of age diversity in research, as different age groups may yield varying insights that are essential for a comprehensive understanding of the subject matter.

Table No: 02: Distribution of Respondents on the basis Educational Level

Educational Level	No. of the Respondents	Percentage
Primary	08	07.14
Higher secondary	35	31.25
Graduate	22	19.64
Post Graduate	15	13.39
Other	32	28.57
Total	112	100.00

The table No. 02 educational level distribution of respondents indicates a diverse range of qualifications, with the highest proportion (31.25%) having completed higher secondary education. This suggests that a significant portion of consumers may have foundational knowledge and skills that influence their perceptions and satisfaction with Nandini Dairy Products. The presence of 28.57% in the "Other" category, which may include, Diploma, Professional courses like Engineering, Chartered Accountants, vocational training or alternative qualifications, points to an additional layer of diversity in consumer backgrounds that could impact purchasing decisions.

Conversely, the lower representation of respondents with primary education (7.14%) and graduate (19.64%) and postgraduate (13.39%) qualifications suggests that higher educational attainment may not be as prevalent among the consumer base. This demographic insight highlights the importance of considering educational background in marketing strategies, as different educational levels can shape consumer expectations and brand interactions. Overall, understanding these educational demographics is vital for tailoring communication and product offerings to effectively resonate with the varying preferences of Nandini Dairy Products' consumers.

Table No: 03: Distribution of Respondents on the basis of Monthly Income

Monthly Income	No. of Respondents	Percentage
Up to Rs. 20,000	31	27.68
Rs. 25000-40,000	44	39.28
Rs. 40,000-60,000	22	19.64
Rs. 60,000 and above	15	13.39
Total	112	100.00

The table No. 03 reveals the distribution of respondents based on monthly income in relation to consumer perception and satisfaction towards Nandini dairy products reveals a clear trend in purchasing behaviour. The largest segment, comprising 39.28%, falls within the income bracket of Rs. 25,000 to 40,000, indicating that middle-income households are likely the primary consumers of these dairy products.

This group's higher representation suggests that Nandini's pricing and product offerings are well-aligned with their financial capabilities and preferences. Meanwhile, 27.68% of respondents earn up to Rs. 20,000, highlighting a significant portion of lower-income consumers who may prioritize affordability when choosing dairy products. Conversely, the smaller percentages of respondents in the higher income brackets—19.64% earning Rs. 40,000 to 60,000 and 13.39% earning above Rs. 60,000—suggest that wealthier consumers may have different preferences or brand loyalties that impact their satisfaction with Nandini.

Table No: 04: Distribution of Respondents on the basis of Quantity of Milk Consume Per Day

Quantity of Milk Use per Day	No. of Respondents	Percentage
250ml	03	02.78
500ml	25	22.32
1 litre	39	34.82
1.5 litre	24	21.43
2 litre and above	21	18.74
Total	112	100.00

Table 04 illustrates the distribution of respondents based on their daily milk consumption within the Dharwad Milk Union study area. The most common consumption level is 1 litre per day, reported by 34.82% of respondents, followed by 21.43% consuming 1.5 litres. Together, these two categories represent a significant majority (56.25%) of the sample, indicating that more than half of the respondents consume substantial amounts of milk daily. Conversely, only a small fraction, 2.78%, consumes 250ml, highlighting that minimal milk consumption is relatively rare among the surveyed population.

The data suggests a trend towards higher milk consumption, with 40.17% of respondents consuming 1.5 litres or more. This indicates a strong preference for milk in daily diets within the region, reflecting its perceived nutritional value or cultural significance. Overall, the findings from Table 4.10 reveal that milk plays an essential role in the diets of individuals in the Dharwad Milk Union area, with most respondents consuming quantities that align with recommended dietary guidelines.

Table No: 05: Distribution of Respondents on the basis of Preferred Packaging Size of Milk

Preferred Packaging Size of Milk Pack	No. of the Respondents	Percentage
250 ml	28	25.00
500 ml	39	34.82
1 litre	45	40.18
Total	112	100.00

Table 05 presents the distribution of respondents based on their preferred packaging size of milk within the Dharwad Milk Union study area. The findings reveal that the majority of respondents prefer the 1-litre packaging size, accounting for 40.18% of the total. This preference may reflect a balance between convenience and sufficient quantity for regular consumption. Following closely, 34.82% of respondents prefer the 500ml size, suggesting that many consumers appreciate moderate packaging that minimizes waste while still offering practicality.

In contrast, the 250ml packaging size, favoured by 25% of respondents, indicates a significant interest in smaller, more portable options, which may cater to individuals or small households. The data collectively underscores a clear trend towards larger packaging sizes among the majority, potentially linked to economic factors and consumption patterns. These insights into consumer preferences can inform dairy producers and marketers in the Dharwad region, enabling them to optimize their product offerings to better meet the demands of their target audience.

Table No: 06: Distribution of Respondents on the basis of Number of Times Milk Purchase in a Day

No. of Times Milk Purchase in a Day	No. of the Respondents	Percentage
Once in a day	82	73.21
Twice in a day	12	10.71
Whenever needed in a day	18	16.07
Total	112	100.00

The Table No: 06 reveals that the distribution of respondents based on the number of times milk is purchased in a day within the Dharwad Milk Union study area reveals distinct consumer behaviour patterns. As shown in Table No. 4.12, a significant majority of respondents (73.21%) purchase milk once a day, indicating a preference for a routine shopping practice that aligns with the nutritional needs of households. In contrast, only 10.71% of respondents purchase milk twice daily, suggesting that while some consumers may seek additional quantities, this behaviour is not widespread. Additionally, 16.07% of respondents indicated that they purchase milk "whenever needed" throughout the day, reflecting a more flexible approach likely driven by immediate consumption needs or availability of fresh milk.

These findings highlight the necessity of milk in daily diets and suggest that most consumers in the Dharwad region prioritize efficiency and routine in their purchasing habits. The low percentage of respondents purchasing milk multiple times a day may indicate a stable consumption pattern, which could be influenced by factors such as household size, storage capabilities, and access to retail outlets. Understanding these purchasing behaviours can inform local dairy producers and retailers in tailoring their marketing strategies and inventory management to meet consumer demands effectively.

Table No: 07: Distribution of Respondents on the basis of How Frequently Consumer Purchase Dairy Products

Sl. No.	Products	Weekly Once	Monthly Once	Whenever Needed	Total
1	Butter	08	61	43	112
		07.14	54.46	38.39	100%
2	Curd	18	Nil	94	112
		16.07	Nil	83.93	100%
3	Cheese	15	56	41	112

		13.39	50.00	36.61	100%
4	Paneer	26	23	63	112
		23.21	20.54	56.25	100%
5	Ghee	05	91	16	112
		04.46	81.25	14.28	100%
6	Flavoured Milk	43	10	59	112
		38.39	8.92	52.67	100%

Table No. 07 illustrates the distribution of respondents based on the frequency of dairy product purchases in the Dharwad Milk Union region. The analysis of each product reveals distinct consumer preferences and behaviours.

Butter shows a notable trend, with 54.46% of respondents purchasing it monthly, while 38.39% opt for it whenever needed. This indicates that butter is often seen as a staple in the household, with many consumers preferring to buy it in bulk once a month rather than weekly. The relatively low weekly purchase rate of 7.14% suggests that consumers might not prioritize butter as a daily necessity, potentially opting for alternatives or different types of spreads.

Curd emerges as the most frequently purchased dairy product, with a striking 83.93% of respondents indicating they buy it whenever needed. This highlights curd's integral role in the diet of consumers in the region, likely due to its versatility in cooking and consumption. The absence of monthly purchases suggests that curd is typically consumed fresh, reinforcing the idea that consumers prefer to buy it as required, which may reflect a cultural inclination towards freshly prepared dairy items.

Paneer shows a diverse purchasing pattern, with 56.25% of respondents buying it whenever needed, alongside 23.21% making weekly purchases. This suggests that paneer is frequently incorporated into meals, particularly in vegetarian diets prevalent in the region. The lower monthly purchase rate indicates that paneer is likely consumed fresh, similar to curd, but with a preference for more regular use in cooking.

Ghee presents a striking contrast, with an overwhelming 81.25% of respondents purchasing it monthly. This suggests that ghee is viewed as a key ingredient in traditional cooking, with consumers preferring to stock up on it rather than buying it frequently. The low weekly purchase rate of 4.46% further reinforces the idea that ghee is not typically consumed in daily quantities but is a staple for specific occasions or recipes. Finally, flavoured milk demonstrates a strong weekly purchase frequency at 38.39%, with 52.67% buying it whenever needed. This indicates a trend towards regular consumption, likely driven by younger consumers and a growing interest in convenient and flavoured dairy options. The relatively low monthly purchase rate of 8.92% suggests that flavoured milk is more popular as an immediate choice rather than a stocked item, highlighting its appeal for casual consumption.

Table No: 08: Distribution of Respondents on the basis of Decision Maker of Purchasing the Nandini Brand Dairy Products in the Family

Decision Maker of Buying Nandini Products	No. of Respondents	Percentage
Husband	16	14.28
Wife	58	51.79
Parents	10	08.83
Children	05	04.46
Collective	23	20.54
Total	112	100.00

Table 08 presents a detailed distribution of respondents based on the decision-making roles within households regarding the purchase of Nandini brand dairy products in the Dharwad Milk Union study area. The findings reveal significant insights into familial purchasing dynamics, highlighting the predominant influence of specific decision-makers.

The data indicates that husbands constitute 14.28% of the decision-makers in purchasing Nandini products, with 16 respondents identifying them as the primary decision-makers. This relatively low percentage suggests that while husbands may contribute to family discussions regarding purchases, their role in the final decision-making process for dairy products is limited compared to other family members. This finding might reflect traditional gender roles where husbands primarily handle financial aspects rather than being directly involved in household product selections.

In contrast, wives emerge as the dominant decision-makers, accounting for 51.79% of the responses with 58 individuals indicating their primary role. This majority underscores the significant influence women have in the family purchasing decisions related to Nandini dairy products. The higher percentage indicates that wives not only make choices based on family preferences but may also be more attuned to the nutritional needs of family members, thereby prioritizing health-oriented purchases. Parents, comprising 8.83% of respondents (10 individuals), play a relatively minor role in decision-making within these households. This suggests that traditional roles where older generations dictate household purchasing may be diminishing, with a more modern approach emerging where younger family members, particularly wives, take precedence in these decisions. The limited involvement of parents may also reflect changing family structures and values.

Children, represented by 4.46% of the decision-makers (5 respondents), show minimal influence on the purchasing of Nandini products. This low percentage likely indicates that while children may express preferences, the ultimate decision-making authority remains with adults in the household. This trend aligns with typical consumer behaviour, where children may have an impact on choice but lack the financial and decision-making authority to influence significant purchases. The collective decision-making category, accounting for 20.54% with 23 respondents, highlights the importance of family discussions and shared decision-making in the purchasing process. This implies that while individual roles are critical, many families prefer to make joint decisions about food purchases, which may enhance satisfaction and agreement on family dietary choices. Such collective approaches could also reflect a democratic process in family dynamics, promoting shared responsibility.

Table No: 09-Distribution of Respondents on the basis of Place of Buying Milk and Milk Products

Place of Buying Milk and Milk Products	No. of Respondents	Percentage
Dairy stores	24	21.43
Green market	06	05.36
Grocery stores	06	05.36
Super markets	17	15.17
Milk booths	26	23.21
Bakeries	33	29.46
Total	112	100.00

Table 09 presents the distribution of respondents based on their preferred locations for purchasing milk and milk products in the Dharwad Milk Union study area. The data reveals that bakeries account for the largest share, with 29.46% of respondents (33 individuals) choosing this option. This suggests that many consumers may associate bakeries not only with baked goods but also with convenient access to dairy products, indicating a potential opportunity for these establishments to enhance their dairy offerings.

Following bakeries, milk booths rank second with 23.21% (26 respondents), highlighting the popularity of direct purchase points for fresh milk. Dairy stores represent 21.43% (24 respondents), indicating a solid preference for specialized outlets. Supermarkets and green or grocery stores are less favoured, accounting for 15.17% (17 respondents) and 5.36% (both 6 respondents) respectively.

Table No: 10: Distribution of Respondents on the basis of Users Consider the Characteristics of Nandini Milk and Milk Products

Sl. No.	Characteristics	Very Important	Important	Moderately Important	Not Very Important	Un important	Total
1	Nutritive Content	78	26	08	Nil	Nil	112
		69.64	23.21	07.14	Nil	Nil	100%
2	Taste	34	54	24	Nil	Nil	112
		30.36	48.21	21.43	Nil	Nil	100%
3	Product Safety	40	45	27	Nil	Nil	112
		35.71	40.19	24.10	Nil	Nil	100%
4	Price	78	34	Nil	Nil	Nil	112
		69.64	30.36	Nil	Nil	Nil	100%
5	Brand	21	41	18	17	15	112
		18.75	36.61	16.07	15.19	13.39	100%

6	Wrapping	35	42	35	Nil	Nil	112
		31.25	37.50	31.25	Nil	Nil	100%
7	Product Origin	11	21	18	32	30	112
		09.82	18.75	16.07	28.57	26.78	100%
8	Aroma	30	29	53	Nil	Nil	112
		26.79	25.89	47.32	Nil	Nil	100%
9	Quality	52	41	19	Nil	Nil	112
		46.43	36.61	16.96	Nil	Nil	100%
10	Fat Content	53	43	16	Nil	Nil	112
		47.32	38.39	14.29	Nil	Nil	100%
11	Package Size	98	14	Nil	Nil	Nil	112
		87.50	12.50	Nil	Nil	Nil	100%
12	Thickness	43	37	29	03	Nil	112
		38.39	33.03	25.89	02.68	Nil	100%
13	Shelf Life	36	52	24	Nil	Nil	112
		32.14	46.43	21.28	Nil	Nil	100%
14	Product Label	25	45	42	Nil	Nil	112
		22.32	40.18	37.50	Nil	Nil	100%
15	Hygiene	62	42	08	Nil	Nil	112
		55.36	37.50	07.14	Nil	Nil	100%

Table No. 10 reveals the distribution of respondents regarding the characteristics of Nandini Milk and Milk Products reveals significant insights into consumer preferences. A detailed analysis of each characteristic is presented below.

The nutritive content of Nandini Milk and Milk Products is deemed very important by 78 respondents, accounting for 69.64% of the total. Only 8 respondents (7.14%) rated it as moderately important, and none considered it not important. This indicates a strong consumer inclination towards the health benefits of the product, emphasizing the need for high nutritional value in dairy offerings. Taste is another crucial factor, with 34 respondents (30.36%) rating it as very important and a significant 54 respondents (48.21%) considering it important. However, 24 respondents (21.43%) classified it as moderately important. The relatively high importance placed on taste suggests that while nutritional content is prioritized, the sensory experience remains a key consideration for consumers. Product safety ranks similarly, with 40 respondents (35.71%) rating it as very important and 45 (40.19%) as important. A total of 27 respondents (24.10%) regarded it as moderately important. This data underscores the essential need for safety standards in dairy products, reflecting consumer awareness and concern for health risks associated with food safety.

Price emerges as a highly influential factor, with 78 respondents (69.64%) identifying it as very important. No respondents viewed price as moderately or not important, highlighting that affordability plays a pivotal role in the purchasing decisions of consumers. This suggests that competitive pricing could enhance market penetration. The brand reputation has mixed responses, with 21 respondents (18.75%) rating it as very important and 41 (36.61%) as important. However, a notable proportion of respondents considered it either not very important (17 respondents, 15.19%) or unimportant (15 respondents, 13.39%). This variability implies that while brand loyalty exists, it may not be a decisive factor for all consumers, indicating potential opportunities for new entrants in the market. The wrapping of the product is perceived as very important by 35 respondents (31.25%) and important by 42 respondents (37.50%). An equal number of respondents (35) rated it as moderately important. The focus on packaging suggests that consumers value not just the product itself but also its presentation, which can influence their purchase decisions.

The origin of the product appears less significant, with only 11 respondents (9.82%) rating it as very important. A substantial number (32 respondents, 28.57%) considered it not very important, while 30 (26.78%) deemed it unimportant. This indicates that local sourcing or geographical branding may not be a primary concern for most consumers, possibly allowing room for wider sourcing strategies. Aroma is perceived as very important by 30 respondents (26.79%) and important by 29 (25.89%), with a notable 53 respondents (47.32%) rating it as moderately important. This suggests that while aroma is a significant factor, its influence may vary among consumers, indicating a diverse range of preferences.

Quality stands out as a key characteristic, with 52 respondents (46.43%) rating it as very important. A significant number (41 respondents, 36.61%) found it important, while 19 (16.96%) rated it moderately important. This reinforces the notion that quality assurance is critical for maintaining consumer trust and loyalty in dairy products. The fat content of the products is crucial for many consumers, with 53 respondents (47.32%) rating it as very important and 43 (38.39%) as important. The low percentage of those rating it as moderately important (14.29%) indicates a strong preference for specific dietary requirements, such as low-fat or full-fat options. Package size received a very high rating, with 98 respondents (87.50%) considering it very important. This overwhelming preference emphasizes that appropriate packaging can significantly impact purchase decisions, indicating a strong consumer desire for convenience and portion control. Thickness is regarded as very important by 43 respondents (38.39%) and important by 37 (33.03%). The moderate importance placed by 29 respondents (25.89%) indicates a varied consumer preference, suggesting that thickness may align with specific product uses or consumer expectations.

Shelf life is considered very important by 36 respondents (32.14%) and important by 52 (46.43%), with 24 respondents (21.28%) rating it as moderately important. This reflects a consumer preference for longer-lasting products, potentially influencing repeat purchases and brand loyalty.The importance of product labeling is noted, with 25 respondents (22.32%) rating it as very important, while 45 (40.18%) found it important. However, a significant portion (42 respondents, 37.50%) rated it as moderately important. This suggests that while labelling does matter, it may not be as crucial as other factors, although it remains important for conveying product information. Hygiene emerges as a crucial characteristic, with 62 respondents (55.36%) rating it as very important and 42 (37.50%) as important. The low percentage of those rating it as moderately important (7.14%) indicates that consumers prioritize hygiene highly, aligning with increasing awareness of food safety practices.

The analysis of above table demonstrates that respondents have varied but distinct priorities when it comes to the characteristics of Nandini Milk and Milk Products. Key factors such as nutritive content, price, quality, and hygiene are paramount, while aspects like product origin and brand loyalty show variability in consumer significance. Understanding these preferences can provide valuable insights for marketing strategies and product development in the dairy sector.

FINDINGS

1. The data shows that 34.82% of respondents consume 1 litre of milk daily, with 56.25% consuming substantial amounts (1 litre or more), indicating a strong preference for milk in the Dharwad Milk Union area. This highlights milk's important role in daily diets, likely due to its nutritional value.

2. The findings show that 40.18% of respondents prefer 1-litre milk packaging, reflecting a balance of convenience and sufficient quantity, while 34.82% favour 500ml sizes for moderate consumption. Additionally, 25% prefer the 250ml packaging, indicating a demand for smaller, portable options, particularly among individuals or small households.

3. The data shows that 73.21% of respondents purchase milk once a day, indicating a strong preference for routine shopping aligned with household nutritional needs. Only 10.71% buy milk twice daily, while 16.07% purchase "whenever needed," suggesting flexibility based on immediate consumption.

4. The purchasing patterns reveal that curd (83.93%) is bought whenever needed, indicating its central role in daily diets, while butter (54.46%) and ghee (81.25%) are predominantly purchased monthly, reflecting their status as staples. Cheese shows balanced purchasing, and paneer is frequently bought as needed, suggesting its regular use in meals. Flavoured milk enjoys a strong weekly purchase frequency, appealing particularly to younger consumers.

5. The data reveals that the majority of respondents (51.79%) indicated the wife as the primary decision maker for purchasing Nandini brand dairy products of Dharwad Milk Union, followed by collective decision-making (20.54%). This suggests that marketing strategies should target women specifically, highlighting convenience and quality to influence purchasing decisions.

6. The data shows that the majority of respondents (29.46%) purchase milk and milk products from bakeries, followed closely by milk booths (23.21%) and dairy stores (21.43%). This indicates a strong preference for convenience and accessibility in buying dairy products.

7. The data indicates that nutritive content (69.64%) and price (69.64%) are the most critical factors for respondents when purchasing dairy products, followed by hygiene (55.36%) and taste. This highlights a strong consumer focus on nutritional value and affordability, with brand preference being less significant.

SUGGESTIONS

1. Nandini dairy should consider expanding marketing efforts to emphasize the nutritional benefits of milk and explore product diversification, such as flavoured or fortified milk options, to further appeal to this high-consumption demographic.

2. Dairy producers should focus on promoting the 1-litre and 500ml packaging while also ensuring availability of the 250ml size to cater to diverse consumer preferences, enhancing convenience and reducing waste.

3. Dairy producers and retailers should focus on promoting the convenience of daily milk purchases while ensuring consistent availability, and consider strategies like loyalty programs to encourage repeat business among routine consumers.

4. Dairy producers should focus on promoting fresh products like curd and paneer while ensuring consistent availability of staples such as ghee and butter. Additionally, marketing strategies targeting younger consumers could enhance the appeal of flavoured milk, potentially introducing new varieties to attract this demographic.

CONCLUSION

The findings from this study provide valuable insights into consumer preferences and behaviours regarding Nandini Dairy Products in the Dharwad Milk Union area. The demographic analysis reveals a predominantly female, middle-aged, and married consumer base, emphasizing the importance of tailored marketing strategies that resonate with these groups. The strong preference for daily milk consumption, alongside significant spending patterns, underscores the necessity for Nandini to focus on convenience, quality, and nutritional value.

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