

A Study on factors influencing purchase decision of Yogurt among urban consumer

Pralochana R¹, Kavitha N²

^{1,2}Student, Department of Food Processing Technology, PSG College of Arts and Science

Abstract—Yogurt is a fermented dairy product widely used as a functional food due to its ability to deliver bioactive compounds that promote health. It is produced by fermenting milk with specific bacterial cultures, primarily *Lactobacillus delbrueckii subsp. bulgaricus* and *Streptococcus thermophilus*, which not only transform the milk but also influence the nutritional and functional properties of the final product. There is significant growth in Yogurt segment in both Indian and foreign Market. The demand of Yogurt rise due to the marketing and demand for value added dairy product. The market is segmented on basis of demographic details, geographical classification and consumer preference towards a product. Each product development under goes a stage where the product is tested for consumer preference if approved, it is launched to market if not, modifications are made to alter the product that makes the consumer like it. The one of the key ways to analyse the consumer preference is survey. Hence the study conducted is to the study Urban area consumer preference on yogurt in hypermarket, department stores and other retail shops for assessing the factors influencing purchasing decision of consumer and resulted that the most influencing factors are Price and Marketing where the core market involve Adult and Middle-aged adult.

Index Terms—Yogurt, Market growth, Consumer preference, Survey

I. INTRODUCTION

The Indian yogurt market has experienced robust growth with a compound annual growth rate (CAGR) of 10.2% since 2018, making it the second fastest-growing yogurt market globally after China. Key growth drivers include increases in revenue per capita (9.1% CAGR), price (6.6% CAGR), and sales volume (3.4% CAGR), alongside relatively low market instability compared to global trends. This favorable environment has attracted foreign companies aiming

to capture the expanding Indian yogurt segment. The market benefits from rising health awareness and increasing demand for value-added dairy products, supported by strong domestic production and distribution networks. Despite this growth, challenges remain in semi-urban areas where consumer awareness and product availability are still developing [1].

Yogurt is a fermented milk product made by culturing milk with specific lactic acid-producing bacteria, mainly *Streptococcus thermophilus* and *Lactobacillus delbrueckii subsp. Bulgaricus* [2]. These bacteria convert lactose (milk sugar) into lactic acid, which lowers pH, causes milk proteins to coagulate, and gives yogurt its thick texture and sour taste [3]. Traditional yogurt provides high-quality protein, calcium, and B vitamins (especially riboflavin, B6, B12) and often vitamin D and iodine [4]. It is considered a functional food because its live cultures and matrix support gut health, digestion, and immune function, and are associated with lower risk of osteoporosis, type 2 diabetes, and cardiometabolic disease [5].

Consumer preference is defined as the study involving an in-depth analysis of buyers' attitudes related to their purchasing decisions. It reflects consumers' subjective tastes and choices among different products or brands, often measured by how they rank or select options based on attributes like quality, price, and satisfaction. Surveys on consumer preference typically use structured questionnaires with close-ended questions to gather data on factors influencing purchase decisions and satisfaction levels. These surveys help identify which product attributes are most valued by consumers and how demographic factors affect preferences [6].

The yogurt segment is a significant and growing part of the dairy industry, driven by increasing consumer demand for fermented milk products with added health benefits such as probiotics and functional ingredients. One innovative development is the creation of combined yogurts that incorporate both dairy and plant-based raw materials, such as adding probiotics, vitamins, and fruit blends to enhance nutritional value and sensory appeal which supports expanding product variety and appealing to health-conscious consumers; this shift also reflects a move from small-scale to industrial production to meet rising demand [7].

This research study entitled on “A Study on factors influencing purchase decision of Yogurt among urban consumer” undertaken with the following objective that is to study the Urban area consumer preference on yogurt in hypermarket, department stores and other retail shops for assessing the factors influencing purchasing decision of consumer.

II. REVIEW OF LITERATURE

Market segmentation often focuses on consumer demographics, consumption patterns, and attitudes toward health and nutrition, with distinct groups identified such as quality-oriented consumers, enthusiasts open to new products, and more critical or neutral segments [8].

Segmentation by usage intensity (heavy vs. non-heavy users) and consumer preferences provides actionable insights for growth opportunities within the yogurt market [9].

Yogurt distribution in Urban India shows distinct patterns shaped by consumer awareness, retail channels, and product preferences. In Anand, Gujarat, yogurt consumption remains limited despite the region's dairy heritage, with local retail outlets dominating purchases and online shopping emerging; taste and flavour are key drivers over health benefits, and sampling campaigns help increase awareness and trial [10].

III. MATERIALS AND METHODS

3.1 Materials

The Questionnaire which was made aligning with objective of the Study.

3.2 Methods

Preparation of market research Questionnaire

The Questionnaire was designed to align with the objectives of the study concentrated factors influencing purchasing decision of consumer. The questionnaire was organized into 4 sections, the involves: (1) Demographic information of the consumer, (2) Consumption habits of the consumer, (3) Product Attributes and the preference of the Yogurt, (4) Purchase behavior of the consumer. The questions formulated with the combination of the closed-ended questions (multiple choices, yes/no formats, and Likert scale) and few open-ended questions were formulated.

Administering the questionnaire

The developed Questionnaire was conducted in the three different types of Product outlets as (a) Hyper market, (b) Departmental stores, (c) Retail shops. The average time consumed for the completion of the questionnaire was 4-5 mins which was administrative directly and filled by self on in-person visit.

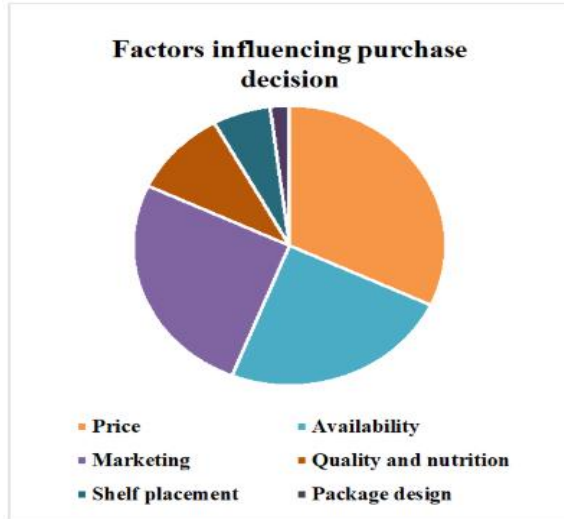
Statistical analysis of data

The data collected are in means of the triplicate values and standard deviations from the obtained data were calculated and statistically analyzed using IBM SPSS Statistics 24.

IV. RESULTS

Interpretation of data on consumer insights on Yogurt results that majority of the Yogurt consumers were in the age group of 26–32 years followed by the 33–38 years. The survey found that consumers often driving factors for purchasing Yogurt is Price and followed by marketing and Availability. The survey found that consumers request slightly sweet followed by and moderately sweet and very few has suggested less sweet. The survey found that consumer prefer Moderately thick and followed by Thick only very few suggest thin/runny consistency. The majority of the consumer prefer to pay Rs 30-40 for a Yogurt.

Figure I Factor that influencing the yogurt purchase decision



The collected data through survey were analysed in IBM SPSS Statistics 24 and the result obtained are given in below table.

Table I Data collected through Survey

S no	Survey area	Major Findings (%)
1	Consumer age group who consumer yogurt	18-25 =16% 26-32 =26% 33-38 =22% 39-50 =20% 50&+ =16%
2	Factor influencing consumption	Price = 32% Availability = 24% Marketing = 26% Quality and Nutrition = 10% Shelf placement = 6% Packaging design = 2%
3	Preference on ABC Yogurt	Sweetness = slightly sweet (40%) Consistency = Moderately Thick (66%)
4	Preference of cost of yogurt	Rs 30 – 40 = 66%

V. CONCLUSION

This study suggests growing interest in Yogurt among Urban Consumer that encompass Adult and middle-

aged adults to form the core market for Yogurt sales where yogurt price and Marketing play a significant role in Purchase of Yogurt.

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