

## **Consumption Pattern and Competitors' Analysis of Diced Cheese in Anand and Vadodara Cities of Gujarat**

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### **ABSTRACT**

**Background:** The dairy industry is an important sector in the global food industry, offering various essential products like milk, cheese, butter, yogurt, and ice cream. These products are widely consumed for their nutritional benefits, taste, and versatility in cooking. Diced cheese has become a popular culinary ingredient due to its convenience and versatility. It is appreciated for its ease of use and the various ways it can be used in cooking. With pre-cut small pieces, diced cheese eliminates the need for slicing or grating, saving valuable time in the kitchen. Overall, diced cheese is a time-saving and convenient option for home cooks and chefs alike.

**Methods:** This study aimed to understand consumption patterns for diced cheese in the cities of Anand and Vadodara, Gujarat, India. The research design involved descriptive research using non-probability convenience sampling. Data were collected from 120 consumers through a semi-structured schedule and analyzed using Microsoft Excel and SPSS software.

**Findings:** The findings revealed that the majority of consumers were male, primarily belonging to the age group of 21-30 years. Nuclear families were the most common family type in both cities. The results also highlighted that a significant percentage of the population was unaware of diced cheese, with social media being the primary source of information. A portion of the respondents had not purchased diced cheese, suggesting a potential growth opportunity for the product in the market. Taste, price, and availability were identified as important factors influencing purchase decisions.

**Keywords:** cheese, dairy industry, consumption pattern

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### **1. Introduction**

The dairy industry plays a vital role in the global food sector, providing a wide range of essential products such as milk, cheese, butter, yogurt, and ice cream. Dairy products are consumed by millions of people worldwide and are valued for their nutritional benefits, taste, and versatility in culinary applications. Liquid Milk held the largest market share among all dairy segments, while Paneer and Ghee emerged as the most rapidly expanding segments in the dairy industry<sup>9</sup>. Since 2021, the global dairy market was valued at around 871 billion U.S. dollars, and it is estimated to grow at 1,128 billion dollars by 2026<sup>7</sup>. Milk is the main

ingredient in most dairy products, with India having the largest number of dairy cows (58 million)<sup>8</sup>. The top five milk-producing states in India are Rajasthan, Uttar Pradesh, Madhya Pradesh, Gujarat, and Andhra Pradesh, collectively contributing 53.11 per cent of the country's total milk production<sup>3,10</sup>. Gujarat currently holds the fifth position in the Indian dairy market. The milk production in Gujarat primarily consists of cow and buffalo milk. According to the report, Gujarat's dairy market reached a value of INR 983.7 billion in 2021 and is projected to grow at INR 2,384.3 billion by 2027<sup>4</sup>. Competition within the Indian dairy sector has consistently been strong. Several prominent participants in the industry include Amul, Mother Dairy, Orissa State Cooperative Milk Producers Federation, Dudhsagar Dairy, Aavin, and Kwality Limited<sup>5</sup>.

Cheese is a dairy product that is made from the coagulation of milk protein casein. It comes in a broad variety of flavors, textures, and forms. It contains milk fat and proteins, typically from cow, buffalo, goat, or sheep milk. The worldwide cheese market's value is projected to rise from 77.6 billion U.S. dollars in 2021 to over 113 billion by 2027<sup>7</sup>. The cheese market consists of various forms such as slices, diced/cubes, shredded, blocks, liquid, crème, and cheese spreads. Currently, slices hold the dominant position in the market. In 2021, the Indian cheese market was valued at INR 56.7 billion. Looking ahead, it is projected to reach at INR 211.5 billion by 2027, with a compound annual growth rate (CAGR) of 24.3 per cent during 2022-2027<sup>1</sup>.

Diced cheese, a convenient and versatile culinary ingredient, has gained popularity for its ease of use and wide range of applications. Diced cheese eliminates the need for slicing or grating, with its pre-cut small pieces, and saves valuable time in the kitchen<sup>6</sup>.

**Comment [NKN1]:** Researcher has to write the "Review of Literature" separately.

## **2. Objectives of the study:**

1. To study the consumption pattern of diced cheese
2. To study the competitors' analysis of diced cheese

## **3. Materials and Methods**

Anand and Vadodara cities were selected for the study. A total of 120 consumers were randomly selected from Anand and Vadodara cities. Data were collected from the consumers by interviewing them with a semi-structured pre tested schedule. For the fulfilment of second objective, secondary data were used.

The collected data were analyzed with the help of Microsoft Excel and SPSS software.

**Primary Data:** Primary data were collected by surveying the areas with the help of a specially designed schedule. The data were collected from 120 respondents.

**Secondary Data:** Secondary data were included from the review of literature available online and from other published sources. This literature was collected from journals, articles, and company websites.

**Research Design:**

- **Type of research**

Descriptive research was followed

- **Sampling method**

Non-probability sampling

- **Sampling technique**

Convenience sampling

- **Sample unit**

Consumers

- **Sample size**

120 Consumers (60 from Anand and 60 from Vadodara)

- **Sample area**

Anand and Vadodara Cities, Gujarat

- **Research instrument**

Considering the nature of the study as well as for obtaining authentic information from the respondents, information was collected through the semi-structured schedule

- **Analytical tool**

Tabular analysis, Henry Garrett Ranking Technique, 4P's Analysis, Chi-square test

**Hypothesis 1**

**H<sub>0</sub>** – There is no significant relation between type of family and purchased packet size

**H<sub>a</sub>** - There is a significant relation between type of family and purchased packet size

**Hypothesis 2**

**H<sub>0</sub>** – There is no significant relation between the income of the respondents and purchased packet size.

**H<sub>a</sub>** - There is a significant relation between the income of the respondents and purchased packet size.

### Hypothesis 3

**H<sub>0</sub>** – There is no significant relation between education and factors that affected the purchase of diced cheese.

**H<sub>a</sub>** - There is a significant relation between education and factors that affected the purchase of diced cheese.

### Hypothesis 4

**H<sub>0</sub>** – There is no significant relation between age and factors that affected the purchase of diced cheese.

**H<sub>a</sub>** - There is a significant relation between age and factors that affected the purchase of diced cheese.

### Hypothesis 5

**H<sub>0</sub>** – There is no significant relation between income and factors that affected the purchase of diced cheese.

**H<sub>a</sub>** - There is a significant relation between income and factors that affected the purchase of diced cheese.

## Result and Discussions

### Socio-economic Profile

#### 4.1. Gender of the Respondents

**Table 1. Gender of the Respondents**

Gender	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Male	38	63.33	31	51.67
Female	22	36.67	29	48.33
Total	60	100.00	60	100.00

Table 1 shows that 63 per cent of the consumers surveyed in Anand were male and 37 per cent of the consumers were female. In the case of Vadodara, the majority of the consumers (52%) surveyed were male and 48 per cent were female.

**Comment [NKN2]:** The Researcher has to write the "Source" for Table 1

## 4.2 Age of the Respondents

**Table 2. Age of the Respondents**

Age	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
<=20	6	10.00	8	13.33
21-30	32	53.33	22	36.67
31-40	14	23.33	21	35
41-60	8	13.33	6	10
>60	0	0.00	3	5
Total	60	100.00	60	100.00

Table 2 revealed that the majority of consumers in Anand (54%) belonged to the age group of 21-30 years followed by 23 per cent in the age group of 31-40 years, 13 per cent of 41-60 years and 10 per cent belonged to <=20 years. The majority of consumers surveyed in Vadodara belonged to the age group of 21-30 years (36.67%), followed by 31-40 years (35%), 13.33 per cent of the respondents belonged to age group of <=20 years ,10 per cent belonged to 41-60 years and 5 per cent belonged to >60 years.

**Comment [NKN3]:** The Researcher has to write the "Source" for the Table 2

## 4.3 Nature of the respondents' family:

**Table 3 Nature of the respondents' family:**

Family Type	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Nuclear	38	63.33	28	46.67
Joint	20	33.33	24	40.00
Extended	2	3.33	8	13.33
Total	60	100.00	60	100.00

Table 3 presents that the majority of the consumers surveyed (63.33% and 46.67 %) in Anand and Vadodara belonged to nuclear families followed by joint families (33.33% and 40%) and extended families (3.33% and 13.33%).

**Comment [NKN4]:** The Researcher has to write the "Source" for Table 3

## 4.4 Education of the Respondents

**Table 4 Education of the Respondents**

Education	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Primary	6	10.00	8	13.33
Diploma	4	6.67	4	6.67

Secondary (SSC)	2	3.33	6	10
Higher secondary (HSC)	10	16.67	14	23.33
Undergraduate	21	36.67	11	18.33
Post graduate	17	28.33	13	21.67
Doctoral and above	0	0.00	4	6.67
Total	60	100.00	60	100.00

Table 4 shows that majority (36.67%) of the respondents surveyed in Anand had done Graduation followed by post-graduation (28.33%), higher secondary education (16.67%), diploma (6.67%) and secondary education (3.33%). In Vadodara majority (23.33%) of the respondents had done higher secondary education followed by post graduation (21.67%).

**Comment [NKN5]:** The Researcher has to write the "Source" for Table 4

#### 4.5 Income of the respondents

**Table 5 Income of the respondents**

Income	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Below ₹ 10000	15	25.00	13	21.67
₹10001-20000	16	26.67	15	25
₹20001-30000	14	23.33	18	30
₹30001-40000	7	11.67	8	13.33
>₹40000	8	13.33	6	10
Total	60	100.00	60	100.00

Table 5 presents that the majority (26.67%) of the surveyed population in Anand had income of ₹10001-20000 followed by below ₹ 10000 (25%) and ₹20001-30000 (23.33%). In Vadodara majority of respondents (30%) had income of ₹20001-30000 followed by 25 per cent of respondents who had an income of ₹10001-20000 and 16.67 per cent had income of ₹30001-40000.

**Comment [NKN6]:** The Researcher has to write the "Source" for Table 5

#### 4.6 Awareness about Diced Cheese

**Table 6 Awareness about Diced Cheese**

Awareness	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)

Yes	24	40	29	48.33
No	36	60	31	51.67
Total	60	100.00	60	100.00

Table 6 exhibits that 40 per cent of the surveyed population in Anand were aware about diced cheese whereas in Vadodara 48.33 per cent population were aware about the product diced cheese. Rest of the population were unaware about diced cheese.

**Comment [NKN7]:** The Researcher has to write the "Source" for Table 6

#### 4.7 Source of Information about Diced Cheese

**Table 7 Source of Information about Diced Cheese**

Source of information	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Social media	12	50.00	13	44.83
Neighbours and friends	8	33.33	5	17.24
Television	3	12.50	9	31.03
Self-experience	1	4.17	2	6.90
Total	24	100.00	29	100.00

Table 7 reveals that the source of information for the majority of the surveyed population (50%) in Anand was social media, followed by neighbours and friends (33.33 %), and television (12.50 %). In Vadodara, the major source of information was social media followed by television and neighbours and friends.

**Comment [NKN8]:** The Researcher has to write the "Source" for Table 7

#### Objective 1: To study the consumption pattern of diced cheese

#### 4.9 Number of Respondents Who Purchased Diced Cheese

**Table 8 Number of Respondents Who Purchased Diced Cheese**

Ever purchased	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Yes	18	30	22	36.67
No	42	70	38	63.33
Total	60	100.00	60	100.00

Table 8 shows that 30 per cent of the surveyed population in Anand had purchased Diced cheese. In Vadodara 36.67 per cent of the surveyed population had purchased Diced cheese.

**Comment [NKN9]:** The Researcher has to write the "Source" for Table 8

#### 4.10 Frequency of Consumption of Diced Cheese

**Table 9 Frequency of Consumption of Diced Cheese**

Purchasing Frequency	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Weekly	4	22.22	4	17.39
15 days	2	11.11	3	13.04
Monthly	4	22.22	5	21.74
Yearly	5	27.78	4	17.39
Others (Random)	3	16.67	7	30.44
Total	18	100.00	23	100

Table 9 shows that the majority of surveyed population in Anand consumed diced cheese yearly (27.78%) followed by monthly and weekly. In the case of Vadodara random consumptions were made by consumers followed by monthly and yearly consumptions of diced cheese.

**Comment [NKN10]:** The Researcher has to write the "Source" for Table 9

#### 4.11 Type of Diced Cheese Consumed

**Table 10 Type of Diced Cheese Consumed**

Type	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Blend	15	83.33	21	91.30
Mozzarella	3	16.67	2	8.70
Total	18	100.00	23	100.00

Table 10 reveals that majority of the surveyed population in Anand purchased blend diced cheese 83.33 per cent and 16.67 per cent consumed mozzarella diced cheese. In Vadodara majority of the respondents i.e., 91.3 per cent preferred to consume blend diced cheese and 8.7 per cent have preferred to consume mozzarella diced cheese.

**Comment [NKN11]:** The Researcher has to write the "Source" for Table 10

#### 4.12 Size of Packets Purchased by Respondents

**Table 11 Size of Packets Purchased by Respondents**

Package size (gm)	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
200g	14	77.78	19	82.60
500g	2	11.11	3	13.04
1 kg	2	11.11	1	4.34
2 kg	-	-	-	-
Total	18	100.00	23	100.00

Table 11 shows that the majority of the surveyed population in Anand i.e., 77.78 per cent purchased the 200g packets and 11.11 per cent purchased the 500 g packets. In Vadodara majority of the respondents i.e., 82.60 per cent preferred to purchase 200g followed by 13.04 per cent preferred to purchase 500 g of packets.

**Comment [NKN12]:** The Researcher has to write the "Source" for Table 11

#### 4.13 Quantity of purchase at a time

**Table 12 Quantity of purchase at a time**

Quantity of Purchase	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
<500g	13	72.22	18	78.26
500-1kg	3	22.22	4	17.39
>1 kg	2	5.56	1	4.35
Total	18	100.00	23	100.00

Table 12 shows that majority of the consumers of Anand and Vadodara (72.22% of Anand

and 78.26% of Vadodara) purchased <500g at a time followed by 500-1kg (22.22% of Anand and 17.39% of Vadodara) and >1 kg (5.56% of Anand and 4.35% of Vadodara).

**Comment [NKN13]:** The Researcher has to write the "Source" for Table 12

#### 4.14 Price of purchase

**Table 13 Price of purchase**

Price of Purchase	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
₹100-300	12	83.33	17	78.26
₹300-500	5	11.11	3	13.04
₹500-700	1	5.56	2	8.70
Total	18	100.00	23	100.00

Table 13 shows that majority of the people surveyed in Anand and Vadodara (83.33% of Anand and 78.26% of Vadodara) had purchased diced cheese of ₹100-300 at a time followed by ₹300-500 (11.11% of Anand and 13.04% of Vadodara) and ₹500-700 (5.56% of Anand and 8.70% of Vadodara).

**Comment [NKN14]:** The Researcher has to write the "Source" for Table 13

#### 4.15 Purchase decision maker for respondents

**Table 14 Purchase decision maker for respondents**

	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Parents	8	44.44	12	52.17
Spouse	3	16.67	7	30.44
Self	7	38.89	4	17.39
Total	18	100.00	23	100.00

Table 14 reveals that the purchase decision maker for 44.44 per cent of respondents of Anand were their parents followed by their own self (38.89%), and spouse (16.67%). In Vadodara 52.17 per cent of purchase decision is made by the parents of the respondents followed by their spouse (23.09%), and self (17.39%) .

**Comment [NKN15]:** The Researcher has to write the "Source" for Table 14

#### 4.16 Place of purchase

**Table 15 Place of purchase**

Place of purchase	Anand		Vadodara	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Retail shop	3	16.67	6	26.09
Company outlet	14	77.78	15	65.22
Malls	1	5.56	2	8.69
Total	18	16.67	23	100

Table 15 shows that majority of the surveyed population in Anand purchased diced cheese from company outlet (77.78%) followed by retail shops (16.67%) and malls (5.56%). In Vadodara majority of the population purchased diced cheese from company outlets (65.22%) followed by retail shops (26.09%) and malls (8.69%).

**Comment [NKN16]:** The Researcher has to write the "Source" for Table 15

#### 4.17 Most important factor while purchasing Diced Cheese

**Table 16 Most important factor while purchasing Diced Cheese**

Factors	Anand		Vadodara	
	Garrett score	Rank	Garrett score	Rank
Taste	70.92	1	71.28	1
Texture	53.02	6	66.32	3
Price	69.82	2	62.90	4
Shelf life	44.93	7	54.45	6
Packaging	62.50	4	61.38	5

Freshness	58.72	5	43.40	7
Availability	65.38	3	69.02	2

The most important factor while purchasing Diced Cheese varied between the two cities. In Anand, taste was identified as the most significant factor, with a Garrett score of 70.92, ranking first among the factors. In Vadodara, taste also held the top position with a Garrett score of 71.28. Therefore, it can be concluded that taste is universally considered the most crucial factor for consumers when purchasing Diced Cheese in both cities.

Other factors that influenced the purchasing decision differed slightly between the two cities. In Anand, the second most important factor was price, with a Garrett score of 69.82, followed by availability (Garrett score: 65.38) and packaging (Garrett score: 62.50). Meanwhile, in Vadodara, availability ranked second (Garrett score: 69.02), followed by price (Garrett score: 62.90) and packaging (Garrett score: 61.38).

**Comment [NKN17]:** The Researcher has to write the "Source" for Table 16

## Objective 2: To Study The Competitors' Analysis

**Table 17 4P's Analysis of diced cheese**

	Product		Price
Amul	Cheddar	1 kg	₹529
	Mozzarella	1 kg	₹530
	Blend	200g, 1 kg,	₹122 for 200g ₹540 for 1 kg
Gowardhan	Diced Blend	200 g	₹155
	Diced Mozzarella Cheese	500 g Pouch	₹340
	Diced Mozzarella	2 kg	₹1260

Cheese			
	Place	Promotional strategies	
Amul	<ul style="list-style-type: none"> <li>Product is available in retail outlets, Amul parlours, general stores malls, e-commerce sites etc.</li> </ul>	<ul style="list-style-type: none"> <li>Advertising on TVs</li> <li>Advertising on Billboards</li> <li>Advertising on Newspapers</li> </ul>	
Gowardhan	<ul style="list-style-type: none"> <li>Available in malls, general stores, e-commerce sites etc.</li> </ul>	<ul style="list-style-type: none"> <li>Advertising on TVs</li> <li>Social Media Marketing</li> </ul>	

In Anand and Vadodara cities, the major 2 competitors in diced cheese are Amul and Gowardhan. In the above table the different marketing mix of the companies were analyzed.

**Comment [NKN18]:** The Researcher has to write the "Source" for Table 17

### Hypothesis 1

**Table 18 Relation between type of family and packet size purchased by respondents**

Variables	Pearson Chi-Square	df	Asymptotic Significance
Type of family-packet size (Anand)	9.079	4	0.059
Type of family-packet size (Vadodara)	10.286	4	0.036

Table 18 presents the chi-square test results of the hypothesis. Here, for the type of family and packet size purchased by respondents in Anand, the p-value is 0.059 which is greater than 0.05. It indicates that in Anand there is no significant relation between them. In Vadodara, the p-value for type of family and packet size purchased is 0.036 which is lesser than 0.05. The calculated chi-square value is 10.286 which is higher than the table value (9.488), indicating that there is a significant relation between type of family and pack size purchased by the respondents.

### Hypothesis 2

**Table 19 Relation between Income and Packet size purchased by respondents**

Variables	Pearson Chi-Square	df	Asymptotic Significance
Income – Packet size (Anand)	4.563	8	0.803
Income – Packet size (Vadodara)	11.057	6	0.087

Table 19 presents the chi-square test results of hypothesis. Here, for income and packet size purchased by respondents in Anand and, the p values are 0.803 and 0.087, that are greater than 0.05 . It indicates that there is no significant relation between Income and Packet size purchased by respondents of Anand and Vadodara.

**Hypothesis 3****Table 20 Relation between Education and Factors affecting purchase of diced cheese**

Variables	Anand			Vadodara		
	Pearson Chi-Square	df	Asymptotic Significance	Pearson Chi-Square	df	Asymptotic Significance
Education-price	26.727	20	0.143	28.516	30	0.543
Education-taste	19.833	15	0.178	25.101	24	0.400
Education-Availability	34.500	25	0.098	23.405	24	0.496
Education-Packaging	22.222	25	0.623	53.871	30	0.005
Education-Freshness	26.143	25	0.400	29.754	30	0.478
Education-Shelf life	32.786	30	0.332	25.530	24	0.377

Table 20 presents the chi-square test results of hypothesis 3, for education Factors affecting purchase of diced cheese of Anand and Vadodara. Among all the factors education and factors affecting purchase in Vadodara the p value is 0.005 and calculated chi-square value is 53.871 which is higher than table value (43.773), indicating that there is significant relation between education and packaging. In case of other factors in both Anand and Vadodara, the p values are greater than 0.005 that implies there is no significant relationship among education and other factors for purchase.

**Hypothesis 4****Table 21 Relation between Age and Factors affecting purchase of diced cheese**

Variables	Anand			Vadodara		
	Pearson Chi-Square	df	Asymptotic Significance	Pearson Chi-Square	df	Asymptotic Significance
Age-price	22.761	12	0.030	44.005	20	0.002
Age-taste	13.083	9	0.159	9.735	16	8.880
Age-Availability	20.938	15	0.139	6.948	16	0.974
Age- Packaging	7.472	15	0.943	32.693	20	0.036
Age-Freshness	24.536	15	0.057	13.045	20	0.875
Age- Shelf life	14.881	18	0.670	13.435	16	0.641
Age- texture	14.875	15	0.460	19.486	20	0.490

Table 21 presents the chi-square test results of hypothesis 4. Here, for age and factors affecting purchase of diced cheese of Anand and Vadodara, the p values for age and price in Anand and Vadodara are 0.030 and 0.002 respectively. The table values for Anand and Vadodara are 21.026 and 31.410 respectively that are greater than the calculated values (22.761 and 44.005). So, there is a significant relationship between age and price of purchase in both Anand and Vadodara. For age and packaging the p value is 0.036 which is less than 0.05. The table value is 31.410 which is greater than the calculated value. Therefore, it can be concluded that there is a significant relation between age and packaging in Vadodara. The rest of the factors in both Anand and Vadodara have the p values greater than 0.005 that implies there is no significant relationship among them.

#### Hypothesis 5

**Table 22 Relation between Income and Factors affecting purchase of diced cheese**

Variables	Anand			Vadodara		
	Pearson Chi-Square	df	Asymptotic Significance	Pearson Chi-Square	df	Asymptotic Significance
Income-price	10.739	12	0.551	27.389	20	0.125
Income-taste	7.775	9	0.557	15.562	16	0.484
Income-Availability	20.325	15	0.160	16.257	16	0.435
Income-Packaging	17.500	15	0.290	25.026	20	0.200

Income-Freshness	12.406	15	0.644	18.766	20	0.537
Income- Shelf life	15.943	18	0.597	20.508	16	0.198
Income-texture	23.025	15	0.084	21.129	20	0.390

Table 22 presents the chi-square test results of hypothesis 5. Here, no significant impact was found for income and factors of purchasing diced cheese in both Anand and Vadodara cities as the p values were greater than 0.05 in all the cases. Therefore, it can be concluded that there is no relationship among income and factors affecting purchase of diced cheese.

## 5. Conclusions

The dairy industry holds significant importance in the global food sector, offering a wide range of essential products consumed by millions worldwide. The global dairy market's value is projected to increase significantly in the coming years, driven by factors such as increasing population, rising disposable incomes, and changing dietary preferences.

The study explored purchasing patterns and preferences. It was found that a large portion of the respondents had not purchased diced cheese, suggesting a potential growth opportunity for the product in the market. Among those who made purchases, the majority bought the blend type of diced cheese in 200g packets. Taste, price, and availability were identified as important factors influencing purchase decisions.

In conclusion, the chi-square test results revealed various findings regarding the factors influencing the purchase of diced cheese in Anand and Vadodara. In Anand, no significant relationship was observed between the type of family and packet size purchased, whereas in Vadodara, a significant relation was found. The hypothesis concerning income and packet size did not show any significant association in either city. However, for education and factors affecting the purchase, only the relationship between education and packaging in Vadodara was found to be significant. Age was found to have a significant relationship with price in both cities, and there was also a significant relation between age and packaging in Vadodara. Lastly, no significant relationship was identified between income and factors affecting the purchase in both Anand and Vadodara.

The findings of this study can be valuable for dairy product manufacturers in understanding consumer preferences and developing effective marketing strategies. By addressing the factors that influence consumer decision-making and increasing awareness about the product,

companies can enhance their market share and meet the evolving demands of consumers in the dairy industry.

## 6. References

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