

# **A study on consumer Awareness regarding Non-Dairy Products**

## **Abstract**

The focus of this paper is to explore how a well-known cooperative organization in the dairy industry can increase customer awareness of non-dairy products. The study comprised 104 participants, and data was collected through a questionnaire. The results show that Anand City residents have a positive attitude towards non-dairy products offered by the cooperative organisation. To increase sales, the company's promotional strategies can be improved. Ready-to-eat, ready-to-cook, and ready-to-serve food products have become increasingly popular due to changes in eating habits and culinary techniques because of urbanisation, cultural shifts, and societal development.

## **Keywords**

Non-Dairy Products, Consumer Awareness, Ready-to-Eat (RTE), Ready-to-Cook (RTC), Ready-to-Serve (RTS), Primary Data, Rank Correlation, Brand Awareness, Customer Satisfaction, Purchasing Patterns, Consumer Decisions, Anand City , Demographic Characteristics

## **Introduction**

India's eating habits and culinary techniques have undergone a significant change in the last several years because of urbanisation, cultural development, and social transformation. People choose simple, quick, and time-saving cooking methods and foods because of the pressure of their busy lives. Because there are many quick foods on the market and because people respond to items that are fresh and simple to prepare, modern people's lifestyles and behaviours towards ready-to-eat (RTE), ready-to-cook (RTC), and ready-to-serve (RTS) products have changed. Due to their convenience, RTE, REC, and RTS snacks have seen the fastest growth in popularity among consumers over the past five years.

These food products attracted more consumer interest because of their allure, reasonable price, flavour, appearance, texture, etc. They are also known as fast food because they are simple to prepare and eat. It frequently consists of prepared snacks, frozen meals, bread, spaghetti, breakfast cereals, fruit snacks, sauces, processed meat, protein bars, etc.

In contrast to ready to cook food items, which require some preparations like heating or boiling before consumption, ready to eat food goods are packaged foods that may be enjoyed right away without any cooking. While prepared foods that serve as a main dish and do not need any further accompaniments are known as ready to serve dishes. Today's ready-to- eat/serve, ready-to-cook products are widely available since they are the most accurate substitute for our

everyday diet. Young people are more likely to spend their money on ready-to-eat and ready-to-cook products.

Young customers, who are easily targeted by RTE, RTC, and RTS manufacturing companies due to the convenience level, texture, and pleasant flavour over the entire shelf life of the products, are driving up demand for these foods. As a result, ready-to-eat and ready-to-cook food products are becoming increasingly popular among Indian and global consumers in place of conventional cooking methods.

## Objectives

- To investigate how consumers see RTE, RTS, and RTC food products.
- To research customer purchasing patterns for Non-dairy products.
- To determine the respondents' brand awareness, issues, and degree of satisfaction with their purchases of Non-dairy products.
- To identify the variables affecting consumers' decisions to buy Non-dairy products.

## Research Methodology

- **Data Collection**

This study makes use of primary data. The respondents filled out a questionnaire to obtain primary data. There are closed-ended questions on the survey.

- **Sample size**

The sample size taken in this was 104 students.

- **Area of study**

The area of the research was confined to Anand City Gujarat

- **Tools for analysis**

The numerous instruments used for data analysis include:

Proportional analysis

Likert-scale evaluation

Analysing rank correlation

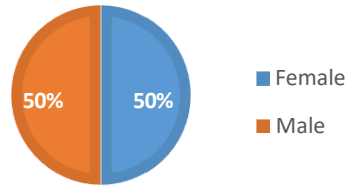
## Observation and Interpretation

### Gender of Respondent

Numerous studies indicate that men in families tend to make more purchasing decisions than women. The following table includes the gender classification of the respondents.

**Table 1: Gender-wise classification of respondents**

Gender	No. of respondents	Percentage
Female	52	50
Male	52	50
<b>Total</b>	<b>104</b>	<b>100</b>



Source: Primary data

fig 1 : In this, the numbers of respondents from both gender

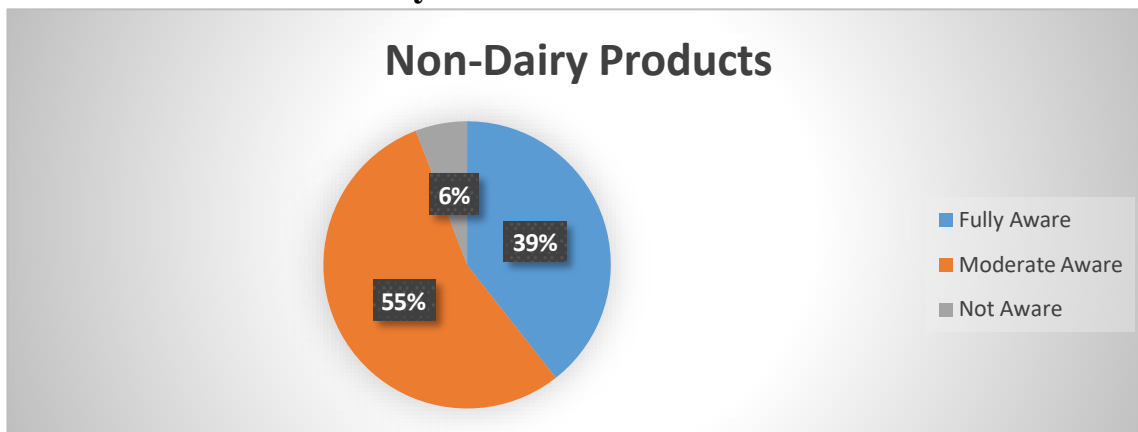
**Table 2: Demographic Characteristics**

Characteristic	Data
Area	Rural: 47.1% Urban: 52.9%
Age	Below 20: 23.1% 20-30: 75% More than 30: 1.9%
Course of study	Undergraduate: 57.7% Postgraduate: 39.4% Ph.D.: 2.9%
Discipline	Dairy Technology: 29.8% Food Technology: 43.3% Engineering: 3.8% Agriculture: 1% Medical: 10.6% Commerce: 1.9% MBA: 6.7% Science: 3%
Family occupation	Agriculture: 36.5% JOB: 44.4% Business: 19.1%

Source: Primary data

The data provides insights into a specific population, revealing a predominantly urban demographic (52.9%) with a significant portion aged 20-30 (75%). In terms of education, a majority are undergraduates (57.7%), followed by postgraduates (39.4%), and Ph.D. holders (2.9%). The distribution of disciplines shows a diverse range, with food technology (43.3%) and dairy technology (29.8%) being the most prevalent. Family occupations are varied, with a substantial percentage engaged in jobs (44.4%), followed by agriculture (36.5%) and business (19.1%).

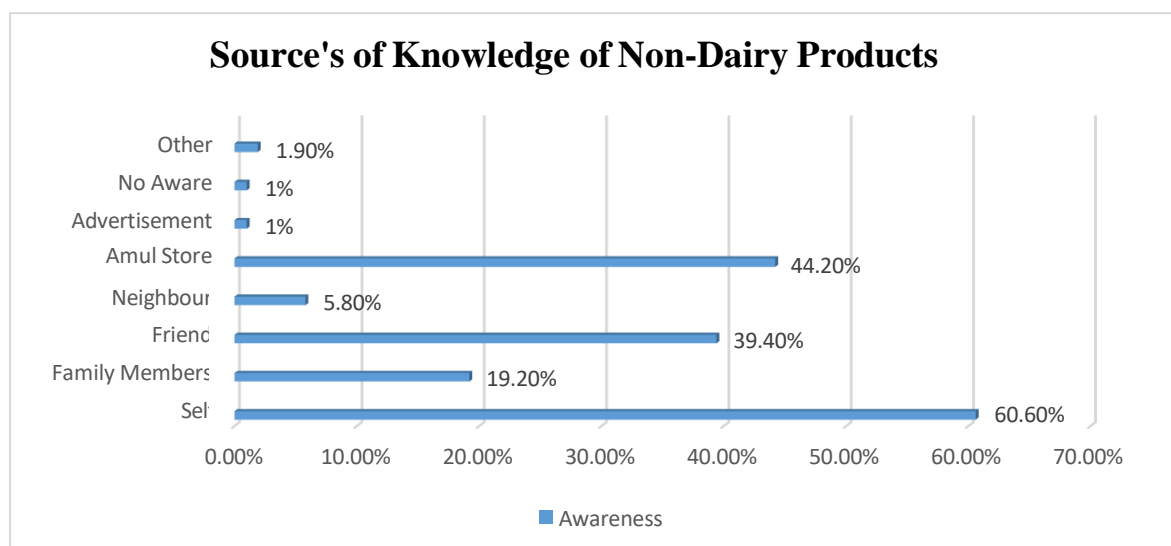
fig 2 : **Awareness about Non- Dairy Products**



Source: Primary data

39% of the respondents were fully aware, while 55% were moderately aware of the non-dairy products. Only 6% reported being unaware.

fig 3 : **Source's of Knowledge of Non-Dairy Products**

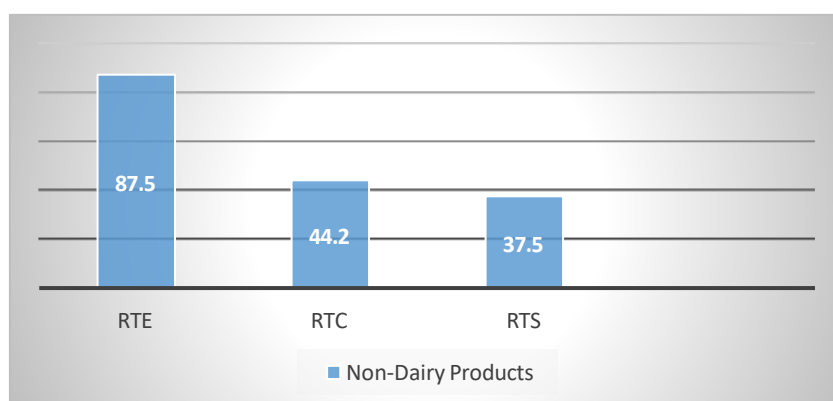


Source: Primary Data

The graph reports state the source's knowledge: 60.60% of respondents were from themselves, 44.20% were from Brand Store, 39.40% were from friends, and 19.20% were from family members who came to know about Non-dairy products by a renowned cooperative organisation in the dairy sector products. Only 1% were unaware of Brand's non- dairy products.

fig 4 :

### Level of Purchase the Non- Dairy Products



Source: Primary Data

The graph shows that 87.5% of customers bought Ready to Eat, 44.25% bought Ready to Cook, and 37.5% bought Ready to Serve Non-dairy products.

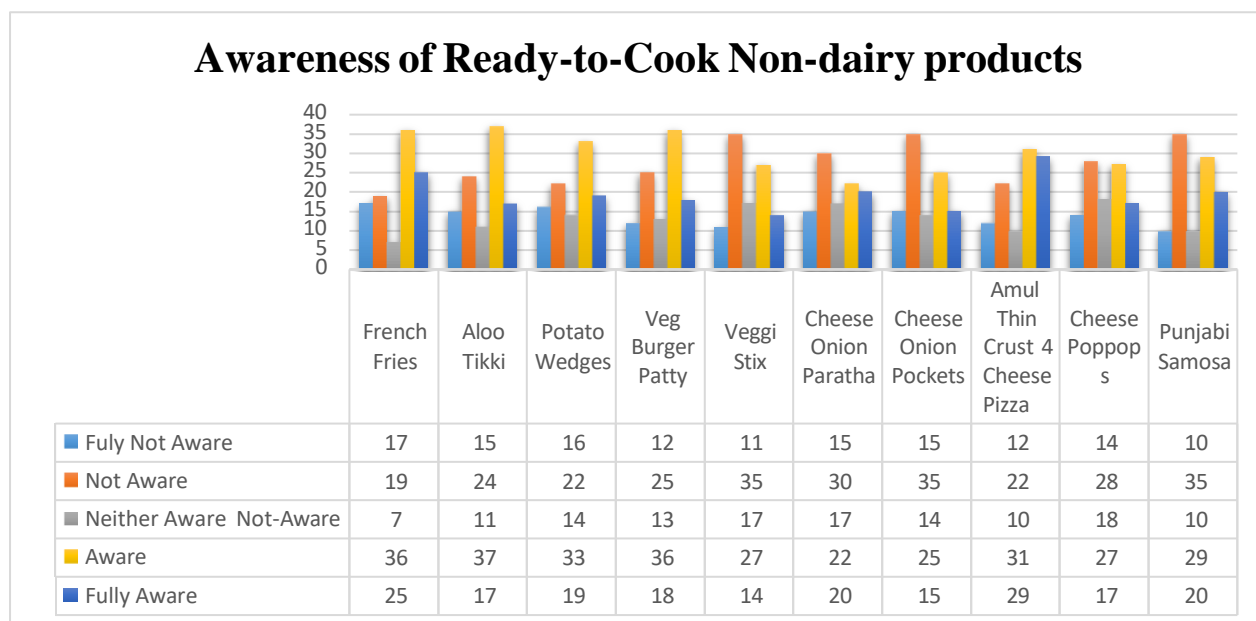
**Table 3: Percentage of people who purchased non-dairy products**

Store	Percentage of people who have purchased non-dairy products from a well-known cooperative organisation in the dairy sector at a specific store
Amul Parlour	79.80
D-Mart	44.20
Jio-Mart	10.60
Provision Store	26.00

Source: Primary Data

According to Table 3, Amul Parlour was the preferred store for approximately 79.80% of the respondents. The second most preferred store was D-Mart. Around 26% of the participants purchased non-dairy products from a renowned cooperative organization in the dairy sector from Provision Store. Furthermore, 10% of the respondents bought products from Jio-Mart.

fig 5 : **Awareness of Ready-to-Cook Non-dairy products**

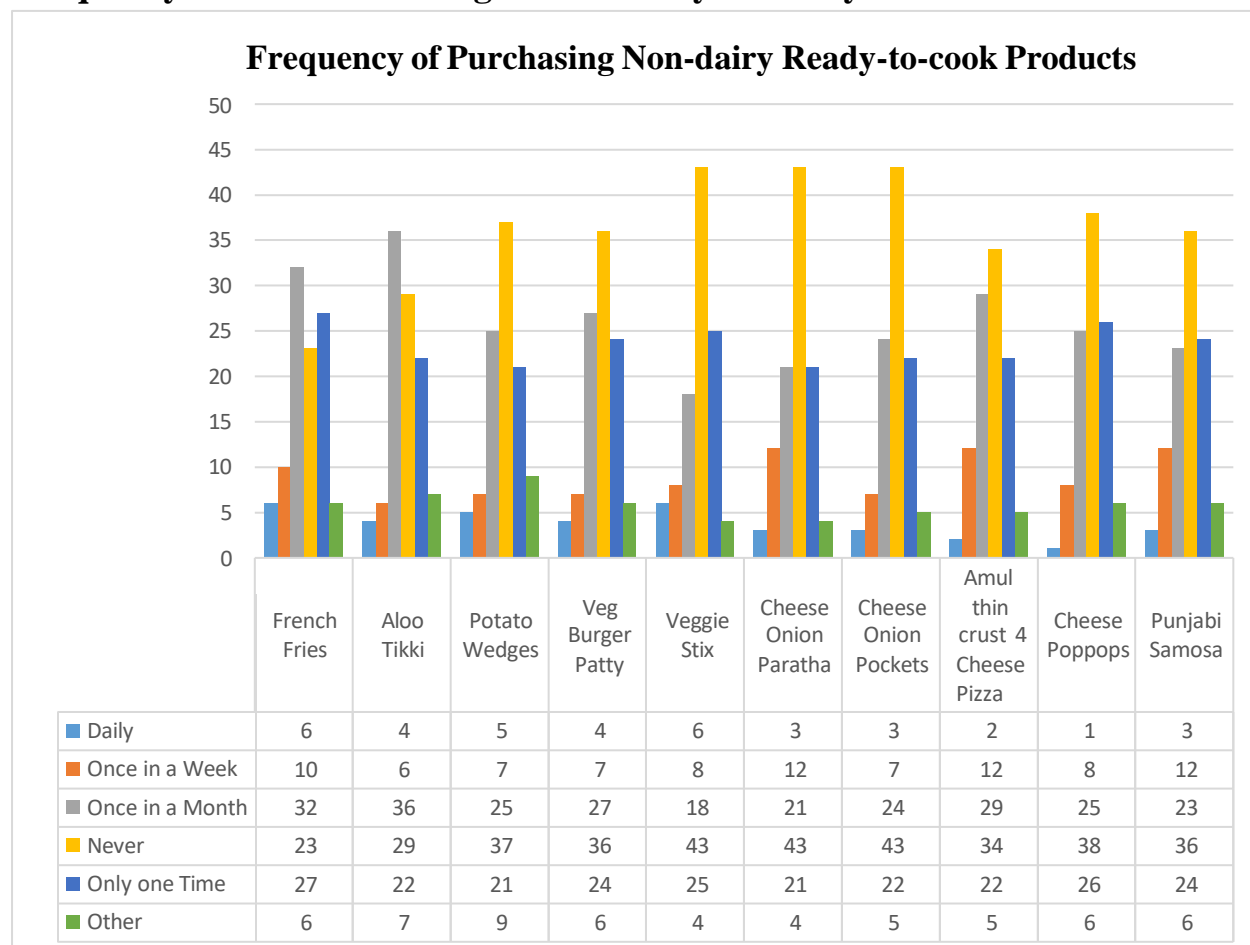


Source: Primary Data

The observation table and graph demonstrate that 58.65% of people are more aware of French fries, 51.92% of people are more aware of Aloo Tikki, 50% of people are more aware of Potato Wedges, 51.92% of people are more aware of Veg Burger Patty, 39.42% of people are more aware of Veggie Stix, 51.92% of people are more aware of Cheese Onion Paratha, and 57.69% of people are more aware of Amul Thin Crust 4 Cheese Pizza.

fig 6 :

### Frequency of Purchasing Non-Dairy Ready-To-Cook Products

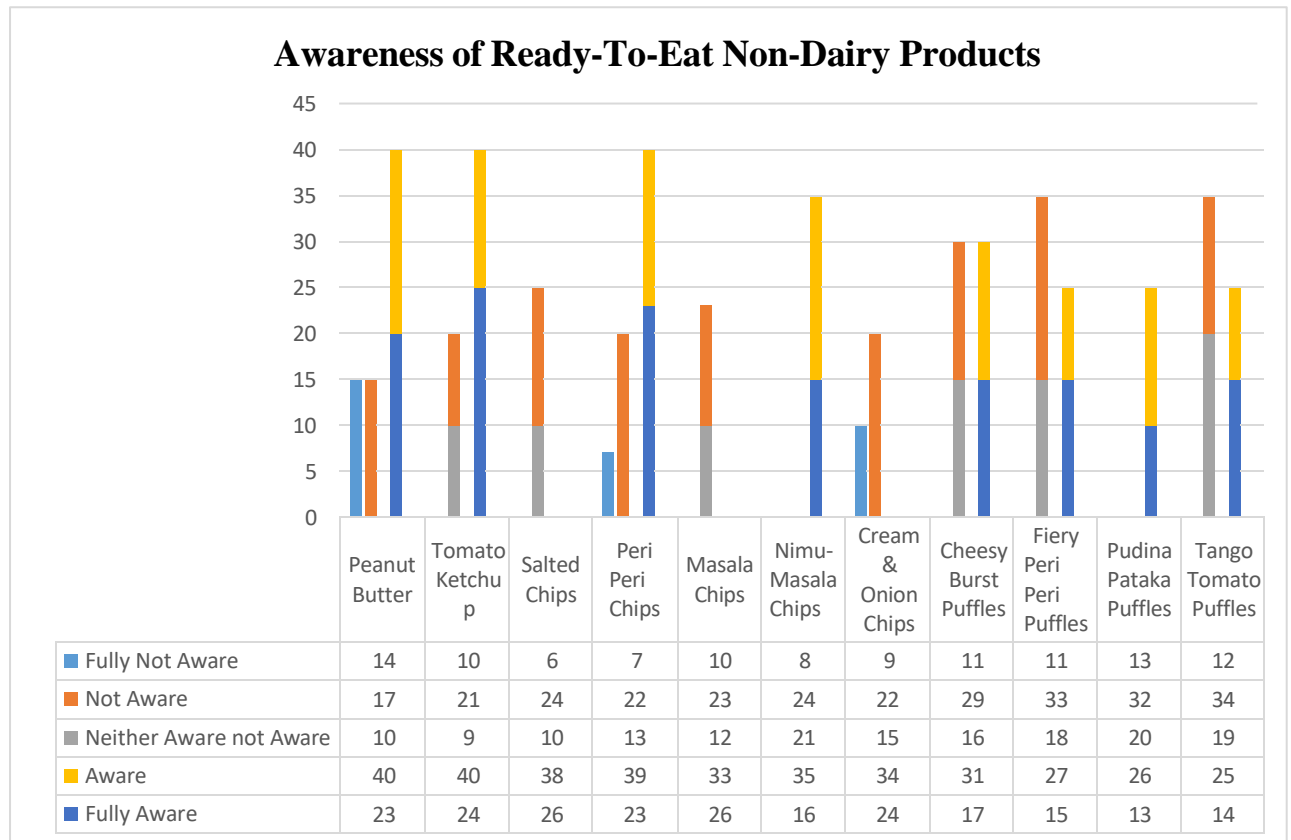


Source: Primary Data

The above chart displays the frequency of purchase of ready-to-cook non-dairy products. According to the chart, French fries, Aloo Tikki, and Amul Thin Crisp 4 Cheese Pizza are the most popular products, with respondents purchasing them once a month. The reasons for buying these products include their delicious taste, brand reputation, high quality, ease of preparation, and time-saving benefits. These products are also popular because they are easy to cook and provide a perfect taste, freeing up time for other activities.

fig 7 :

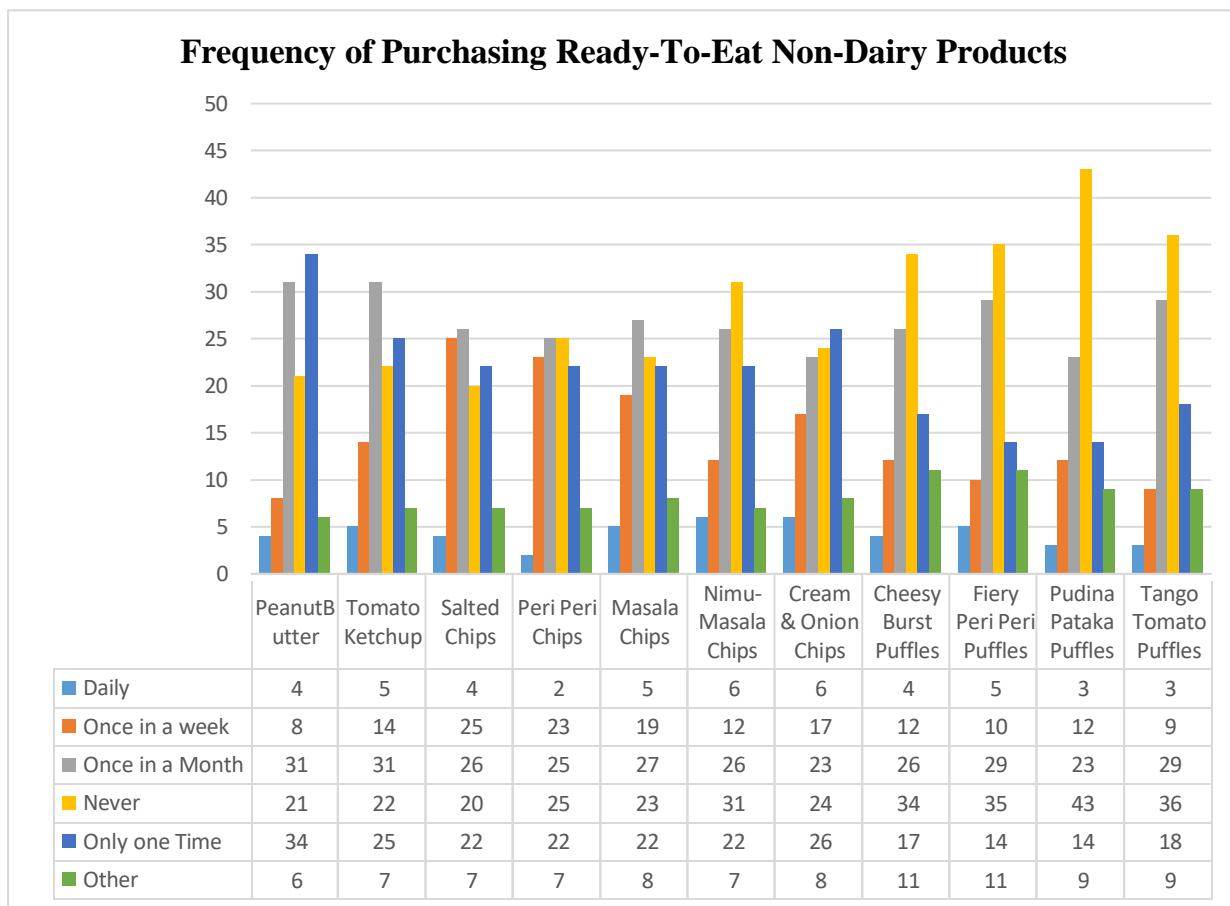
### Awareness of Ready-To-Eat Non-Dairy Products



Source: Primary Data

The data presented in the observation table and graph indicates that 60.5% of individuals are more familiar with Peanut Butter, while 61.53% have a greater awareness of Tomato Ketchup and Salted Chips. Furthermore, 56.73% are more familiar with Masala Chips, 55.76% with Cream and Onion Chips, and 46.15% with Cheesy Burst Puffles.

fig 8 : **Frequency of Purchasing Ready-To-Eat Non-Dairy Products**

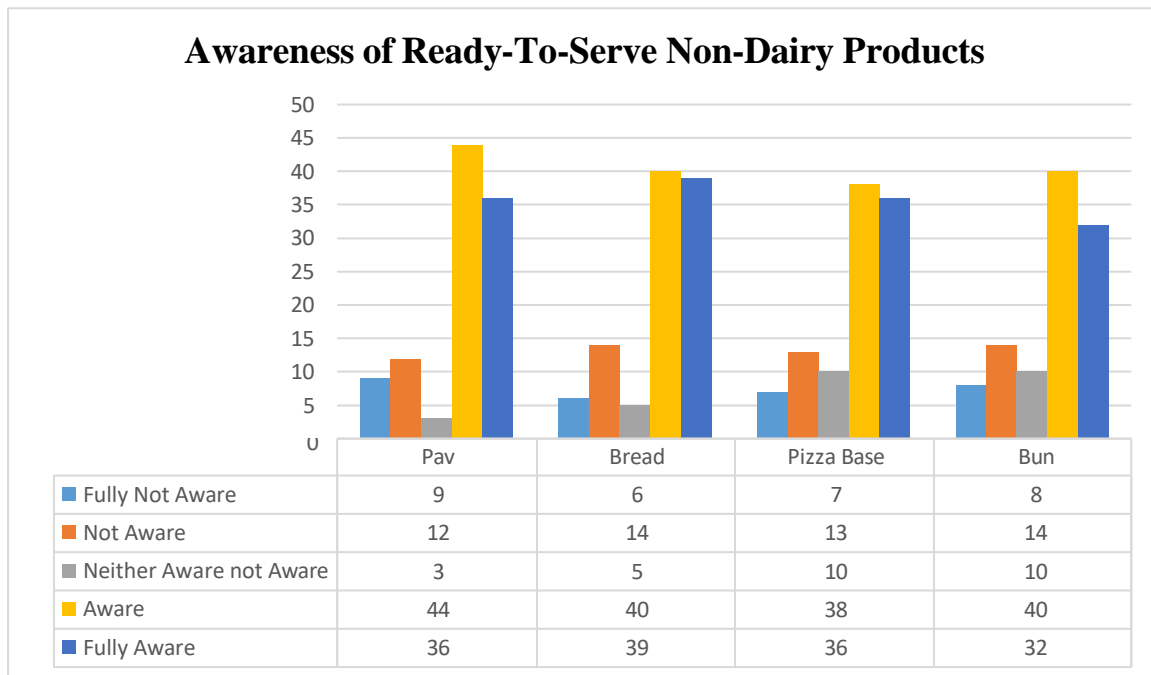


Source: Primary Data

The chart above displays how frequently respondents of a renowned cooperative organization in the dairy sector purchase ready-to-eat non-dairy products. According to the chart, Peanut Butter, Tomato Ketchup, Masala Chips, Fiery Peri Peri, and Tango Tomato puffs are all items that are purchased once a month.

When asked about their reasons for buying ready-to-eat non-dairy products, respondents cited brand trust, taste, and quality as the top three reasons. They also mentioned that these products are convenient to eat as a snack and save time, while still being delicious. Other reasons include good flavour, high quality, satisfying cravings, and overall enjoyment.

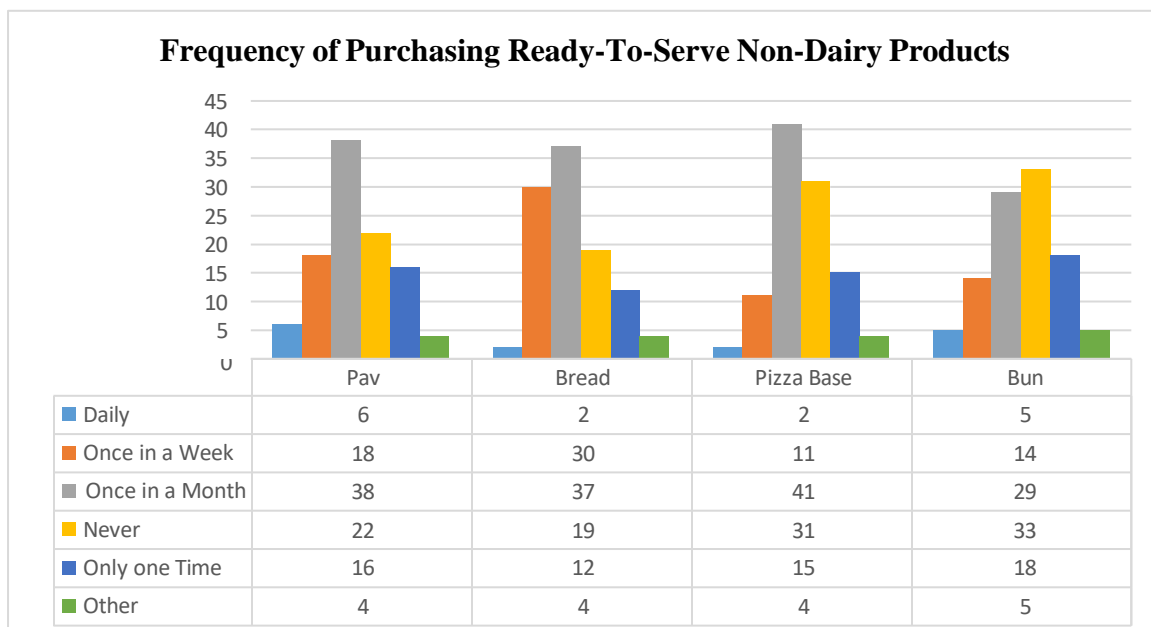
fig 9 : **Awareness of Ready-To-Serve Non-Dairy Products**



Source: Primary Data

The observation table and graph demonstrate that 76.92% of people are more aware of Pav, 75.96% are more aware of Bread, 71.15% are more aware of Pizza Base, and 69.23% are more aware of Bun.

fig 10 : **Frequency of Purchasing Ready-To-Serve Non-Dairy Products**



Source: Primary Data

The chart above displays the frequency of purchasing ready-to-serve non-dairy products, as reported by the respondents. According to the chart, pav, bread, pizza base, and buns are all bought once a month.

The respondents stated several reasons for buying ready-to-eat non-dairy products from the renowned cooperative organization in the dairy sector. These reasons include trust in the brand, taste, and quality of the products, trust in the hygiene of the production process, convenience, affordability, and overall good quality. The products can be used in various everyday dishes as an ingredient or consumed with other foods, and the respondents also had an attitude of trying new things.

## Conclusion

A survey was conducted in Anand where 104 respondents completed a questionnaire-based survey. The survey aimed to assess the awareness of non-dairy products, which was conducted through consumer awareness campaigns by a renowned cooperative organization in the dairy sector. The analysis of the survey indicated that most respondents were familiar with Non-dairy products. The survey also revealed that 87.5% of the respondents purchased Ready to Eat, 44.25% purchased Ready to Cook, and 37.5% purchased Ready to Serve Non-dairy products. With the availability of numerous fast-food options in the market, people have adjusted their lifestyles and behaviours towards consuming ready-to-eat, ready-to-cook, and ready-to-serve products. They prefer foods that are fresh and easy to prepare. The survey mainly focused on the ready-to-eat, ready-to-cook, and ready-to-serve food categories. These categories included packaged food that is intended for immediate consumption and requires little preparation in contrast to ready-to-cook foods, which require relatively little further work to prepare.

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