



E-ISSN: 2663-1067

P-ISSN: 2663-1075

NAAS Rating (2025): 4.74

www.hortijournal.com

IJHFS 2025; 7(7): 179-181

Received: 27-05-2025

Accepted: 29-06-2025

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Study of brand awareness and their determinants for major dairy products in Jalgaon District

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Abstract

The present study examines the socio-economic profile of dairy consumers and estimates the market share of major dairy brands in Jalgaon district, Maharashtra. A sample of 60 respondents was surveyed using structured questionnaires to gather primary data. Socio-economic characteristics such as age, gender, education, occupation, income, and family size were analysed using tabular methods to identify consumption patterns and preferences. The findings indicate that majority of consumers are working individuals aged 25-40, with middle income backgrounds and moderate education levels.

Market analysis revealed that regional brands like Amar and Vikas dominate in terms of sales volume across various product categories such as milk, ghee, curd, and lassi, owing to their affordability and availability. In contrast, national brands like Amul and Mother Dairy hold considerable market share due to their quality perception and brand trust. This study provides valuable insights for the marketers and cooperatives to tailor strategies that align with consumer demographics and regional brand preferences.

Keywords: Brand awareness, dairy products, consumer preferences, market share, purchasing behavior, Jalgaon District

Introduction

The dairy industry is a crucial component of India's agro based economy, playing a significant role in nutrition, rural employment, and income generation. India stands as the world's largest milk producer, with production surpassing 239 million tonnes in 2023-24. The sector is highly decentralized, relying on millions of small and marginal farmers, and is supported by cooperative models and government initiatives. Maharashtra, particularly Jalgaon district, has emerged as a vital hub in dairy production due to favourable agro climatic conditions, rich agricultural resources, and strong cooperative networks.

As competition in the dairy sector intensifies, both national brands like Amul and Mother Dairy and regional brands like Amar and Vikas are striving to capture consumer loyalty. In this context, brand awareness becomes a critical factor in influencing consumer preferences and purchasing behaviour. Understanding how socio-economic characteristics such as age, education, income, and occupation shape brand awareness, along with analyzing the market share of the major dairy brands in Jalgaon, forms the central premise of this study. The research aims to provide strategic insights for marketers and cooperatives to align their branding efforts with consumer needs and regional dynamics.

Objectives

1. To study the socio-economic characteristics of selected consumers.
2. To estimate the market share of major dairy brands.

Methodology

The study was conducted in the Jalgaon district of Maharashtra to examine the brand awareness and its determinants for major dairy products. It utilized both primary and secondary data sources. Primary data were collected through structured questionnaires administered to 60 consumers and 10 retailers selected using purposive sampling. Secondary data were gathered from government reports, research articles, and relevant websites. The study period covered the year 2024 to 2025.

Analytical tools

- 1) The simple tabular analysis is carried out to study of the socio-economic profile of consumers in Jalgaon district.
- 2) Market share gives a general idea about the size of company, its market and its competitors. The market share calculated by the formula:

$$\text{Market share} = \frac{\text{Sales revenue of particular product}}{\text{Sales revenue of dairy products}} \times 100$$

Result and Discussion

The results of the present paper are presented as below. The results area arranged as per the objectives taken.

1. Socio-economic characteristic of selected consumer

The table 1 shows Understanding gender distribution helps in analyzing how brand awareness and purchasing behavior of dairy products may vary between men and women

Table 1: Gender wise distribution of selected consumers

Sr. No.	Gender	No. of consumers	Percentage
1	Male	37	61.67
2	Female	23	38.33
	Total	60	100.00

The above table represents the gender-wise distribution of respondents surveyed for the study. Out of the total of 60 consumers, 37 (61.67 percent) were male, while 23 (38.33 percent) were female. This indicates a higher proportion of male respondents compared to female respondents in the sample. The total percentage sums up to 100 percent, ensuring complete and accurate representation. This demographic breakdown is essential for analyzing how gender may influence brand awareness and the determinants affecting consumer behavior toward major dairy products in Jalgaon district.

Table 2: Age wise distribution of selected consumers

Sr. No	Age (Year)	No of consumers	Percentage
1	Below 25	12	20.00
2	25 - 40	31	51.67
3	Above 40	17	28.33
	Total	60	100

Analyzing the age distribution helps in understanding which age groups are more engaged in buying dairy products and how their awareness of different dairy brands varies in the Jalgaon district. The above table 4 presents the age-wise distribution of the 60 consumers surveyed for the study. It shows that the majority of respondents, 31 consumer's 51.67 percent, fall within the 25 to 40 years age group,

indicating that this segment forms the core of the consumer base for major dairy products in Jalgaon district. This is followed by 17 consumers 28.33 percent who are above 40 years of age, and 12 consumers 20 percent who are below 25 years

Table 3: Education of selected consumer

Sr. No	Education level	No of consumers	Percentage
1	Matric & below	12	20.00
2	Graduate	29	48.33
3	Professional qualification	19	31.67
	Total	60	100.00

The above table 3 shows the educational qualification of the 60 consumers surveyed for the study. Among them, 23 consumers (38.33 percent) had education up to matric or below, followed by 20 consumers (33.33 percent) who were graduates, and 17 consumers (28.33 percent) who held a professional qualification. This distribution highlights that a significant portion of the respondents had basic to intermediate educational levels.

Table 4: Occupation of the selected consumers

Sr. No.	Occupation	No of consumers	Percentage
1	Housewife	13	21.67
2	Student	16	26.67
3	Working	31	51.67
	Total	60	100.00

This section provides information about the occupational status of the respondents. Occupation influences income levels, lifestyle, and purchasing behavior and brand awareness. The table 4 presents the occupation distribution of the 60 consumers survey in the study. It shows that the majority, 31 consumers 51.67 percent, were working individuals. This is followed by 16 students 26.67 percent and 13 housewives 21.67 percent, showing a fair representation from non-working and dependent groups as well. Total distribution sums up to 100 percent, providing a balanced overview of consumer occupations, which is essential for the understanding how professional engagement may influence brand awareness and preferences for major dairy products in Jalgaon district.

2. The market share of major dairy brands

By assessing the market share, consumer awareness, buying preferences, and distribution reach. The study aims to understand the brand performance, identify key determinants influencing consumer choice, and evaluate the competitive landscape within the dairy sector.

Table 5: Market share of major dairy brands

Sr. No.	Brands	Products in quantity					
		Milk (Lit)	Lassi (Lit)	Curd (Lit)	Ghee (Kg)	Paneer (Kg)	Ice cream (Kg)
1	Amul	17500 (17.95)	60 (17.39)	750 (16.67)	135 (19.29)	305 (17.23)	1100 (21.27)
2	Mother dairy	19500 (20.00)	70 (20.29)	650 (14.44)	125 (17.86)	315 (17.80)	700 (13.73)
3	Dinshaw	4000 (4.10)	35 (10.14)	500 (11.11)	50 (7.14)	155 (8.76)	1700 (33.33)
4	Amar	29000 (29.74)	80 (23.19)	1100 (24.44)	190 (27.14)	505 (28.53)	800 (15.69)
5	Vikas	27500 (28.21)	100 (28.99)	1500 (33.33)	200 (28.57)	490 (27.68)	800 (15.69)

Figures in the parentheses are percentage to market share

The table 5 illustrates the market share of five prominent dairy brands that is Amul, Mother Dairy, Dinshaw's, Amar, and Vikas across six major dairy product categories: milk, lassi, curd, ghee, paneer, and ice cream. The analysis is based on quantity of each product sold, with respective percentage shares indicating their market performance.

Vikas and Amar dominate the market across most product categories. Vikas holds highest market share in curd 33.33 percent, ghee 28.57 percent, and lassi 28.99 percent, reflecting strong consumer preference for its fermented and value-added dairy products. Amar closely follows with a significant share in paneer 28.53 percent, curd 24.44 percent, and ghee 27.14 percent, indicating competitive positioning in both fresh and processed dairy segments. Amul, despite being a nationally recognized brand, shows the balanced but relatively moderate presence, with its highest share in ice cream 21.27 percent and ghee 19.29 percent. Mother Dairy performs strongly in milk 20 percent and maintains steady but less dominant shares across other categories. Interestingly, Dinshaw displays a niche focus, especially in the ice cream segment where it leads the market with a substantial 33.33 percent share, suggesting that brand specialization and targeted consumer base.

The comparative analysis of percentage shares indicates varied consumer preferences influenced by brand perception, product quality, and distribution efficiency. Overall, the data provides key insights into brand performance, highlighting Vikas and Amar as market leaders in traditional dairy products, while Dinshaw's holds the stronghold in the ice cream segment.

Conclusion

The present study explored brand awareness and its key determinants among dairy consumers in Jalgaon district, focusing on both socio-economic characteristics and the market share of major dairy brands. The findings reveal that consumer demographics such as age, occupation, education, and income significantly influence purchasing behaviour and brand preferences. Most consumers were working individuals aged between 25 and 40, with graduate or professional qualifications, indicating a rational and informed approach to dairy consumption.

Market share analysis highlighted that regional brands like Vikas and Amar have a strong foothold in the local market, particularly in products like curd, ghee, lassi, and paneer, primarily due to affordability, availability, and effective distribution. On the other hand, national brands such as the Amul and Mother Dairy continue to retain the consumer trust in categories like milk and ice cream, leveraging their reputation for quality and established brand value. Dinshaws emerged as a top leader in the ice cream segment, emphasizing the role of product specialization.

In conclusion, the study underscores the importance of the aligning marketing strategies with local consumer demographics and preferences. Both regional and the national brands can benefit from strengthening distribution channels, enhancing products quality, and engaging in targeted brand communication to capture and retain consumer's loyalty in competitive dairy markets like Jalgaon.

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