A Comparative Study on Consumer Buying Behaviour of Amul and Parag Pasteurised milk in Varanasi District of Uttar Pradesh

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ABSTRACT

In this study, it was found that there are two markets for pasteurized milk, amul and parag, in Varanasi district of Uttar Pradesh. Most of the respondents prefer Channel II for purchasing amul and parag milk. Most of the respondents in the current category are available in stores. Amul answer as best is most important in new field. Regarding the price, the responses of the participants showed that parag milk is cheaper than amul milk. In terms of packaging, Amul respondents mostly respond to milk in small packs, while Parag respondents mostly respond to milk in large packs, with Amul milk gaining share in the store category. Most of the suggestions are that the respondents are two Parag. The category receives most of the market response.

Keyword: Pasteurization, Consumer's Buying Behaviour, Respondents

INTRODUCTION

Milk, it is the fluid produced by the mammary glands of animals such as cows, goats and sheep. It contains important nutrients such as protein, calcium, vitamins and minerals, making it an important part of health. Milk can be used directly or in the production of various dairy products such as cheese, cream and yoghurt. Milk is often pasteurized, which involves heating it to high temperature to kill harmful bacteria and extend its shelf life. Milk comes in many varieties and flavors, making it easy and popular to drink. However, some people may have difficulty digesting lactose (the sugar found in milk). In this case, other non-dairy milks may be a suitable alternative. Amul and Parag are two popular dairy companies in India that produce a wide range of dairy products. Amul produces various dairy products such as milk, sugar, cheese, yoghurt and ice cream. Its products are known for their performance and innovation. Some of Amul's popular dairy products include Amul Gold Whole Milk, Amul Taza Double Milk and Amul Thin and Whipped Skim Milk. Parag Milk Foods Limited also produces various dairy products such as milk, paneer, cream, ghee and paneer. Parag products are known for their consistency and taste. Some of the popular dairy products in Parag are Gowardhan Fresh Milk, Pride of Cows Milk and Go Cheese.

Both Amul and Parag offer a wide range of dairy products to suit different consumers and preferences. They are committed to making dairy products safe and healthy for their customers.

RESEARCH METHODOLOGY

The district of Varanasi in Uttar Pradesh was chosen for this investigation. The Vidyapeeth community of Kashi was selected from eight communities in the district for this study. Five percent of the villages are selected from the blocks selected for village selection. Participants were selected from 5% of the selected villages. The selected participants were divided into three groups based on their nutritional status; hence 100 participants were selected from vidhyapeeth block of Kashi for this survey. written. Use appropriate statistical tools to analyze data and present results. Information about agriculture in 2023-2024.

Analytical Tools

Likert Scale: A Likert scale is a rating scale used to measure opinion, attitude, or behavior. To collect data, you ask participants a Likert-style question or statement and multiple possible answers, usually consisting of 5 or 7 items. Each product is assigned a serial number so that data can be measured.

RESULTS AND DISCUSSION

Table 1: Amul milk drink was distributed to the participants.

Availability of Amul milk	Classes	Number of the respondents	Respondents			Percentage (%)
			Group I	GROUP II	Group III	
	Wholesaler	38	10	25	3	**38%**
	Retailer	45	10	27	8	**45%**
	Online	17	2	6	9	**17%**
Total		**100**	**22**	**58**	**20**	**100.00**

Table 1, According to the study, the study found that the factors influencing the purchase of Amul milk among different groups of respondents are convenience stores (38%), convenience stores (45%) and online platform consumption (17%) respectively.

Table 2: Respondent distribution based on Parag milk consumption

Availability of Parag milk	Classes	Number of the respondents	Respondents			Percentage (%)
			Group I	Group II	Group III	
	Wholesaler	35	3	26	3	**35%**
	Retailer	52	11	25	16	**52%**
	Online	13	8	2	1	**13%**
Total		**100**	**22**	**58**	**20**	**100.00**

Table 2, According to the study, the research shows that food items that influence the purchasing of different types of respondents include grocery stores (35%), convenience stores (52%) and online platform consumption (13%).

Table 3: Respondent distribution based on Amul Gold Milk quality

	Classes	Number of the respondents	Respondents			Percentage (%)
			Small	**Medium**	**Large**	
Quality of Amul gold milk	Fresh Taste	65	12	39	14	**65%**
	Pleasant smell	22	6	14	2	**22%**
	Milk consistency	13	4	5	4	**13%**
Total		**100**	**22**	**58**	**20**	**100%**

Table 3, According to the study, the positive factors influencing Amul Hot Milk purchasing behavior among different groups of respondents were found to be fresh taste (65%), fragrance aroma (22.00%) and milk concentration (13%).

Table 4: Distribution of respondents according to Parag Gold milk quality.

	Classes	Number of the respondents	Respondents			Percentage (%)
			Small	**Medium**	**Large**	
Quality of Parag Gold Milk	Fresh Taste	56	12	34	10	**56 %**
	Pleasant smell	34	4	22	8	**34%**
	Milk consistency	10	6	2	2	**10%**
Total		**100**	**22**	**58**	**20**	**100.00**

Table 4, According to the research, the positive factors affecting the purchase of Parag Gold Milk by participants from different groups include fresh taste (56%), pleasant aroma (34%) and milk concentration (10%).

Table 5: Distribution of Respondents According to Amul Milk Price

	Classes	Number of the respondents	Respondents			Percentage (%)
			Small	Medium	Large	
Price of Amul gold Milk	Low	55	7	38	10	**55%**
	Medium	30	10	15	5	**30%**
	High	15	5	5	5	**15%**
Total		**100**	**22**	**58**	**20**	**100.00**

Table 5, According to the study, it was revealed that the main factors affecting the purchasing behavior of different groups of respondents while purchasing Amul Hot Milk are low price (55%), medium price (30%) and high value (15%).

Table 6: Distribution of Respondents According to Parag Milk Price

	Classes	Number of the respondents	Respondents			Percentage (%)
			Small	Medium	Large	
Price of Parag gold milk	**Low**	62	12	38	12	**62%**
	Medium	30	6	18	6	**30%**
	High	8	4	2	2	**8%**
Total		**100**	**22**	**58**	**20**	**100.00**

Table 6, According to the research, the main factors affecting the purchase of Parag Gold Milk by participants from different groups are low price (62%), medium price (30%) and high price (8%).

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Table 7: Distribution of respondents according to Amul Gold milk packaging.

	Classes	Number of the respondents	Respondents			Percentage (%)
			Group I	Group II	Group III	
Packaging of Amul milk	**Small pack**	50	7	30	13	**50%**
	Large pack	25	9	12	3	**25%**
	Packaging quality	25	6	16	4	**25%**
Total		**100**	**22**	**58**	**20**	**100.00**

Table 7, According to the study, it was found that packaging influencing the purchase of Amul Gold Milk among different groups of respondents during the study included having small packs (50%) and having big balls (25%).) and packaging quality (25). to follow

Table 8: Participants are distributed based on the volume of Parag Gold Milk.

	Classes	Number of the respondents	Respondents			rcentage (%)
			Group I	Group II	Group III	
Packaging of Parag Gold Milk	**Small pack**	26	8	16	5	**26%**
	Large pack	61	8	39	14	**61%**
	Packaging quality	10	6	3	1	**10%**
Total		**100**	**22**	**58**	**20**	**100.00**

Table 8, According to the research, it was found that the packaging factors affecting the purchase of Parag Gold Milk among different groups of participants include the presence of small packages (26%), large packages (61%) and good packaging. (10%) respectively.

Table 9: Distribution of respondents based on market reaction towards Amul Gold Milk.

Classes		Number of the respondents	Respondents			Percentage (%)
			Small	Medium	Large	
Market response towards of Amul gold Milk	Poor	13	2	7	4	**13%**
	Average	25	4	17	4	**25%**
	Excellent	62	16	34	12	**62%**
Total		**100**	**22**	**58**	**20**	**100.00**

Table 9, According to the study, it was revealed that the factors influencing the purchase of Amul Gold Milk among different groups of respondents are negative factors of Amul Gold Milk (13%), average (25%) and quality of Amul Hot Milk. good Amul gold mic (62%).

Table 10: Distribution of respondents by market reaction to Parag Gold Milk.

Classes		Number of the respondents	Respondents			Percentage (%)
			Small	Medium	Large	
Market response towards of Parag Gold Milk	Poor	40	7	21	12	**40%**
	Average	35	9	21	5	**35%**
	Excellent	25	6	16	3	**25%**
Total		**100**	**22**	**58**	**20**	**100.00**

Table 10, According to the study, the effectiveness that influenced the purchasing behavior of the respondents of Parag Gold Milk in the study was found to be the effectiveness of Parag Gold Milk (40%), the medium value of Parag Gold Milk (35%) and very good. The performance of Parag Gold Milk (25%) is good.

CONCLUSION

As a result, marketing milk and dairy products is a difficult task for companies in this sector. Due to increasing competition, changing customer preferences, changes in prices, and competition in distribution and management systems, companies must continue to innovate and adapt to change to stay ahead of the market. However, the dairy industry also has many growth opportunities, especially with the increasing demand for organic, natural and healthy foods. Companies that can successfully solve these problems and take advantage of these opportunities are likely to be successful in the long term. Overall, a good business plan that takes into account the dairy industry's unique challenges and opportunities can help companies build a strong brand and grow and achieve success.

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