

# A STUDY ON CONSUMER BUYING BEHAVIOUR OF SUDHA DAIRY PRODUCT (PANEER) WITH SPECIAL REFERENCE TO BIHAR SHARIF CITY



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## ABSTRACT

*This article examines the consumer buying behaviour of Sudha products (paneer) with special reference to Bihar Sharif city, a town in Bihar, India. Sudha Dairy, a leading brand in the region, plays a significant role in providing dairy products, including paneer, to consumers. To identify the key factors influencing the purchase of Sudha Paneer in Bihar Sharif. To analyse consumer preferences for Sudha Paneer compared to other brands. To examine the demographic and socio-economic characteristics of Sudha Paneer consumers. To assess the frequency of purchase and consumption patterns of Sudha Paneer. An accessible slice fashion tool was espoused for data collection. Sample size taken in this is 200 consumers. The data is collected through Questionary, interviews and surveys. The buying behaviour is positive which reveals that the buying behaviour of the consumers is high. The promotional strategies of the product can be bettered to increase the trade of the company as much. The study also highlights the influence of demographic factors like age, income, and education on purchasing behaviour. therefore, the design concludes that the buying behaviour of the consumers are positive.*

**Keywords:** Consumer Behaviour, Consumer Preferences, Demographic, Socio-Economic

## INTRODUCTION

The end of the marketing is to meet and satisfy the target consumer's need & wants. The field of the consumer behaviour studies how individualities, groups and association select buy, use and dispose of the goods, services, ideas or gestures to satisfy their requirements and solicitations. Understanding consumer behaviour and knowing customer is not simple customer may say one thing and do another thing. They may not be in touch with their deeper motivations. Consumer behaviour is very complex and dynamic too constantly changing and therefore managements need to adjust with the change

otherwise, market may be lost. Consumers behaviour explains how the individual's consumer, groups of the consumers and association select, buy, use and dispose of goods, and services to satisfy their needs and wants.

## RESEARCH METHODOLOGY

The study was conducted in Bihar Sharif block of Nalanda, Bihar, a key Consumer buying behaviour of Sudha Dairy Product (Paneer) area. Using a multistage sampling method, 200 consumers from five villages were selected and categorized by Family type.

Data from 2024–2025 were collected through structured interviews and secondary sources like Market reports and Company records. Additionally, 5% of local market functionaries were surveyed. Analytical tools included Mean formula, Likert Scale, Garrett's Ranking Technique. This comprehensive approach ensured reliable findings to support practical improvements in Sudha Dairy Products (Paneer) Consumer buying Behaviour systems.

### ANALYTICAL TOOLS

1. Mean formula,  $M = \frac{\text{Sum of the terms}}{\text{Number of the terms}}$

2. Likert Scale =  $\sum \frac{(fx)}{(\text{Total no.of.respondents})}$

3. Garrett's Ranking Technique,  $G_i = \frac{(R_i - 0.5) \times 100}{N_i}$

## RESULTS AND DISCUSSION

**Objective 1: To examine the socio-economic profile of Sudha Dairy Products Paneer Consumers in study area.**

There are notable differences in the socioeconomic characteristics between the various Category. The highest consumption is observed among individuals aged 18-50, as this group includes young professionals and families who frequently consume paneer in their diet. Women, especially homemakers, often make purchasing decisions regarding dairy products like paneer. Working professionals and homemakers are major consumers, as they frequently prepare home-cooked meals. Middle-income groups (₹20,000-₹50,000) form the largest consumer base.

**Table 1: Socio-Economic Profile**

Category	Subcategory	Respondents Numbers	Percentage
<b>Age Distribution</b>	15-25 Years	55	27.5%
	26-40 Years	95	47.5%
	41-55 Years	35	17.5%
	56+ Years	15	7.5%
<b>Gender Composition</b>	Male	90	45%
	Female	110	55%
<b>Occupation</b>	Students	50	25%
	Homemakers	70	35%
	Working Professionals	60	30%
	Business Owners	20	10%
<b>Income Group</b>	Low (Below ₹20,000)	20	10%
	Middle (₹20,000-50,000)	120	60%
	High (Above ₹50,000)	60	30%



**Objective 2: To Assessment of consumer buying behaviour to the Sudha Products.**

Consumer purchasing behaviour for Sudha Dairy products, including paneer, varies across different regions and is influenced by factors such as product availability, retailer relationships, and consumer preferences.

A study focusing on Sudha Dairy's operations revealed that 24% of the respondents purchase in General store, 28.5% of the respondents purchase in retail shops, 37.5% of the respondents purchase in SUDHA shop, 10% of the respondents purchase in super market.



**Table 2: Mode of Purchase**

Components	Respondents Numbers	Percentage
General Store	48	24%
Retail Shop	57	28%
SUDHA Shop	75	37%
Super market	20	10%

**Objective 3: To analyse consumer preferences for Sudha Paneer compared to other brands.**

Consumer preferences for Sudha Paneer vary across different regions and are influenced by

factors such as quality, availability, and brand reputation. Based on the data, we see that Taste is the most important factor for consumers when buying Sudha Paneer, followed by Brand (Sudha Dairy) Availability, Quality, and finally Price.

**Table 3: Quality & Taste Preferences**

Components	Respondents Numbers	Percentage
Price	18	9%
Quality	59	29.5%
Taste	77	38.5%
Freshness	46	23%

**Objective 4: To Analysis the frequency of purchase and consumption patterns of Sudha Dairy Products Paneer in study area.**

Sudha Paneer is a dairy product offered by Sudha Dairy, known for its high fat content (24–26%) and protein levels (20%). The

average consumer in Bihar Sharif purchases once a week on Sudha Paneer based on this sample. This value gives you a simple, central measure of how much consumers are purchase on this product, which is useful for understanding overall buying behaviour.

**Table 4: Frequency of purchase and Consumption patterns**

Components	Respondents Numbers	Percentage
Daily	25	12.5%
2-3 times a week	76	38%
Once a week	69	34.5%
Once a month	30	15%
Rarely/Never	0	0%



## CONCLUSION

The study on consumer buying behaviour of Sudha Dairy's paneer in Bihar Sharif city provides valuable insights into customer preferences, purchasing patterns, and key factors influencing their decisions. It is evident that quality, price, availability, and brand trust play significant roles in consumer choices. Sudha Dairy, being a well-established and trusted brand in Bihar, enjoys strong brand loyalty, but competition from local and national brands remains a challenge. The research highlights that taste, freshness, and packaging significantly impact consumer satisfaction. Additionally, promotional activities and discounts can further enhance consumer preference and boost sales. Retail stores and local markets remain the primary purchasing channels, though there is growing interest in online grocery platforms. Sudha Dairy has a strong consumer base in Bihar Sharif city, but continuous innovation, quality maintenance, and strategic marketing are essential to sustain and grow in an evolving market.

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