

# Branding Strategies On Consumer Buying Preference Towards Dairy Products in India: An Updated Review

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In memory of late Joe Peter PhD Scholar in Management, who strived hard to work on this interesting topic, but fate took him away so early. Cecil Peter, his son, has completed his dream of making this publication possible.

## ABSTRACT

In a cluttered market space, what makes one differ from the other is the branding strategy. Branding is a process by which companies develop a long-term plan to achieve their goal of creating a space in the minds of consumers. A strong branding strategy helps to create an emotional connection between its current customers as well as its prospective customers. Brands have a responsibility to gauge their customer and alter their perception through marketing interventions. Research in marketing and consumer behaviour suggests that some consumers form relationships with brands in much the same way that they form relationships with other individuals and that the nature of these relationships can differ across consumers. The present review article discusses the importance of branding from an economic point of view. It analyses how brands provide important functions to consumers, identifying the source or maker of a product and allows consumers to assign responsibility to a particular manufacturer or distributor. Most important brands take on special meaning to consumers. Due to past experiences with the product and its marketing program over the years, consumers find out which brands satisfy their needs and which ones do not. Therefore, brands provide a simplified device for their product decision. If consumers have some knowledge about the brand, they would easily recognise it, and they would not have to waste time in making a decision. Thus, from the economic perspective, brands allow consumers to lower the search cost for products. Branding strategy plays a very decisive role as far as consumer buying preference is concerned. This review will help the researchers to identify the factors that influence the consumer's buying preference. It would also throw light on the consumer perception. It would stimulate not only public opinion but may have a positive impact on the conscience of the companies, cooperatives and may also help the Government agencies in correcting the policy.

**KEY WORDS:** BRANDING STRATEGIES, CONSUMER BUYING PREFERENCES, DAIRY PRODUCTS.

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### **Tribute:**

This publication is dedicated to the loving memory of my father, Joe Peter, whose academic journey was marked by sincerity, intellectual discipline, and a deep respect for research and learning. My father embarked on his doctoral work with great commitment, driven by a genuine interest in understanding branding strategies and consumer buying preferences within the dairy sector. He viewed research not merely as an academic pursuit, but as a way to contribute meaningfully to industry, policy, and society—particularly in areas connected to rural livelihoods and consumer welfare. While his formal doctoral journey remained unfinished, the depth of thought, effort, and Scholarship reflected in this work stands as evidence of his dedication and academic spirit. Bringing this work to publication is a small attempt to honour his memory and preserve the ideas he worked so earnestly to develop. This paper exists because of his vision, discipline, and belief in the value of knowledge. I am grateful to the institutions, mentors, and reviewers who supported the completion and publication of this work.

This publication is offered as a tribute to his life, his unfinished academic pursuit, and the values he lived by—integrity, perseverance, and humility.

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**Cecil Peter, Co-Author**

## **INTRODUCTION**

Madhya Pradesh is the third largest producer (MPES 2022-23) and consumer of dairy products, where dairy activities form an essential part of the rural economy. It has a very crucial role to play as far as employment generation and income is concerned. Moreover, nearly all of the dairy produce is consumed domestically, with the majority of it being sold as fluid milk. These activities play an important role in generating gainful employment in rural areas, especially for landless, small and marginal farmers and women, besides providing affordable and nutritious food to millions of people.

In a cluttered market space, what makes one differ from the other is their Branding Strategy. Branding is a process by which companies develop a long-term plan to achieve their goal of creating a space in the minds of consumers. A strong branding strategy helps to create an emotional connection between its current customers as well as its prospective customers.

Much like relationships between people, relationships between consumers and brands are a central part of life. Similar to processes between persons, it has been argued that consumers purchase brands to construct their self-concepts and in so doing create self brand relationship [1] It is very confusing to think about the impact of branding. The experiences, attitudes and the association the consumers have with a product or a service are added to form brand perception. The customer, however, determines how your brand is viewed by them. Whatever good product you are marketing, the customers' view towards it makes

the difference. Brands have a responsibility to gauge their customer and alter their perception by marketing interventions.

Marketing is a battle of perception”- Rites and Trout's words are echoing in the Indian marketplace where companies are probing, analysing and targeting niches in the minds of the consumers in pursuit of creating a “need- brand” match. Positioning provides a reasonable psychological launching pad for the marketer to attempt and enhance his product proposition. Positioning is basically an attempt by the marketer to compare his brand with a competitive brand or a latent need in the minds of consumers. From psychographic and demographic data, it is possible to consider several alternatives for positioning a brand.

Research in marketing and consumer behaviour suggests that some consumers form relationships with brands in much the same way that they form relationships with other individuals and that the nature of these relationships can differ across consumers. The nature of relationships can take on a spectrum of intensity including the formation of a very intimate bond with brands and, in some extreme cases, a passion that is often associated only with a close circle of friends and family.

India is largely self-sufficient and is also the largest producer of milk. We can see a lot of changes in the Dairy Industry post liberalisation mainly because of the policies of the government. With the change in the economic situation of the country more and more private players are ready to enter the market. This is also in line with global trends, which could further lead to greater integration of Indian dairying with the world market for milk and milk products.

The increase in demand for new products which are more healthier and nutritious is mainly because of the change in disposable income in the hands of the consumers added to that is the availability of foreign brands. With the number of Indian private sector biggies entering the market is growing with Reliance Dairy Foods, Jaypee Group joining the ranks of Hatsun Agro,

Paras, Saras, Britannia and Nestle along with the existing ones, Mother Dairy, Amul and Sanchi. As the organised sector expands, competition would bring in better quality at the same time consumer can be delighted with plenty of options available to them. Here comes the role of Branding Strategy.

**Review of literature:** Branding is a phenomenon that gives identity to a product. As we cannot recognise an individual without a name, surname, residential address and work position same as we cannot be familiar with a product if it has no brand name. Different authors define branding from their own understanding. According to the American Marketing Association [1]- “A brand is a product or service that adds dimensions that differentiate in some way from other products or services designed to satisfy the same needs.” Another definition is “brand as the promise of the bundle of attributes that someone buys and provides

satisfaction. The attributes that make up a brand may be real, rational and tangible.” It provides a brand as a deal of benefits provided by products, [2,3 ].

Branding strategy is the catalyst by which customers understand, purchase, and eventually come to rely on a particular company or product. Strategic branding is the process of developing a long-term plan and goals for becoming a business that customers recognise and prefer over the competition. Strong brand messaging can encourage customers to trust you as an expert and buy from you.

**Importance of Branding:** To Consumers, brands provide an important function. Brands identify the source or maker of a product and allow consumers to assign responsibility to a particular manufacturer or distributor. Most important brands take on special meaning to consumers. Due to the past experiences with the product and its marketing program over the years, consumers find out which brands satisfy their needs and which ones do not. Therefore, brands provide a simplified device for their product decision. If consumers have some knowledge about the brand, they would easily recognise it, and they would not have to waste time in making a decision. Thus, from the economic perspective, brands allow consumers to lower the search cost for products.

Brands can also play a significant role in signalling certain product characteristics to consumers. Researchers have classified products and their associated attributes into three major categories- search goods, experience goods and credence goods. Brands can also reduce the risk in product decisions. Consumers may perceive risks such as financial, physical, functional, social, psychological and time risk. In a gist, to consumers the special meaning that brands take on can change their perception and experience with a product. The identical product may be evaluated differently depending on the brand identification or attributes it carries. Brand Preference: Brand preference can be stated as an option available to a consumer from a range of products in the same category.

Brand preference is when a customer identifies a preferred product and makes that brand a part of his purchase routine. This can happen either from his own experience of using a particular brand or the word of mouth or the perception a consumer carries of a certain brand . The reasoning could even come from the product itself or the brand's messaging or the brand's values. The goal of building brand preference is to create a direct relationship that creates loyal customers who keep your brand top of mind at the point of their purchase decision. Furthermore, once brand preference has been established, a well-known brand has the potential to, in simple terms, advertise itself. Whether that's through a memorable brand image, a good customer service experience, or a brand name that sticks out in the mind of potential customers, these small things contribute to brand preference.

As far as the consumer's preference for buying dairy products is concerned, it would vary depending upon the

type of product. A consumer who prefers to buy a particular product say liquid milk may opt for a particular brand but when it comes to value addition the choice of the consumer may change. In this case various other factors would come into play. Quality may be common for all the type / variants of the product. So to understand the preferences one would have to study each product offering [5,6,7].

Neha [7] carried out a detailed study of the intricate relationship between consumers and retailers within the dairy industry in Odisha, India. Recognising the pivotal role of both parties in shaping the dairy product line, the researcher aims to elucidate the factors influencing consumer preference for dairy products while also exploring the strategies and challenges faced by selected retail organisations in meeting these preferences. The primary objectives include identifying key drivers behind consumer choices, evaluating the impact of retail strategies on consumer preference, and assessing the challenges faced by retailers in meeting evolving consumer demands.

Additionally, the study explored the collaborative dynamics between consumers and retailers, considering aspects such as product quality, pricing strategies, and promotional activities. By adopting a dual perspective, the researcher seeks to bridge the gap between consumer expectations and retailer capabilities in the dairy sector. The findings aim to inform both stakeholders about the intricacies of the market, offering insights for retailers to optimize their product offerings and strategies, and for consumers to make informed choices aligned with their preferences and values. This research of Neha[7] contributes to a nuanced understanding of the dairy market in Odisha, fostering a symbiotic relationship between consumers and retailers. The insights generated are anticipated to guide future industry developments, policy formulations, and business strategies, promoting a sustainable and thriving dairy ecosystem in the region.

Naresha et al [8] conducted a study on the economic analysis of milk production in Chittoor and Vishakhapatnam districts of Andhra Pradesh. The cumulative square root frequency method was utilised and farms were divided into small, medium, and large groups based on the number of milch animals. In India, dairying plays a vital role in providing income and employment to masses. Coupled with crop production, dairy farming has been practised in rural households from ancient time. For this study Andhra Pradesh was selected because it is ranked in the top 5 milk-producing states of India. There are over 7000 milk co-operative societies in the state, with an estimated membership of 8 lakh people. Four blocks were chosen at random, two each from

Chittoor and Vishakhapatnam districts. They were chosen based on the districts with the highest and lowest milk procurement per day, respectively. A comparative economic analysis of indigenous cow, crossbred and buffalo inferred that buffalo rearing is more profitable in the Southern and North Coastal regions of Andhra Pradesh. The return to scale effect was evident in buffalo and crossbred dairy farms. Buffalo milk fetches higher prices owing to higher

fat content. The farmers still could not realize the full potential of dairying in the study area due to a less developed organised market. Maji et al [9], through their investigation, found that Rapid urbanisation and industrialisation in developing countries such as India have led to drastic lifestyle change leading to lifestyle-related conditions on the social and economic fronts. Therefore, the objective of this review is to present the recent scenario of using herbs in different dairy products. Moreover, the infusion of herbs in dairy products will improve the shelf life. Herbs and spices are natural ingredients that have long been used not only as food flavouring but also for their health benefits. Incorporation of herbs as a source of antioxidants in milk products has met acceptance for the delay of oxidation. Traditional dairy products are suitable carrier for herbs, to incorporate practical features that enhance customer health.

Research is needed to meet technical challenges such as bioavailability and processing conditions in order to produce milk products enriched with herbs. Few workers have conducted a study to examine the moderating effect of health consciousness on the relationship between brand preference and brand loyalty of milk powder marketed in Sri Lanka. Due to self-insufficiency in milk production, Sri Lanka depends to a large extent on imported milk powder from countries such as

The main problem which is arising for dairy farmers is low productivity, the reasons found are that there is lack of knowledge of technical know because of which cattle are suffering from poor genetic potential, there is insufficient health coverage in villages, also there is shortage of water and fodder which affects the milk productivity among cattle's. Milk or dairy units are now facing vast competition among themselves.

Kaur [10] et al conducted a study in eight districts of Punjab State. Value addition refers to the act of adding value(s) to a product to create form, place, and time utility, which increases the value offered by a product or service. It is a practice that enhances or improves the quality and shelf life of an existing product or introduces new products for use. It has a particular importance for the dairy producers, especially where the producers have limited access to the raw milk market or where the value of milk is economically less than the value of value-added products.

Farm value addition of milk and milk products is recognised and highly promoted through value chain approaches for its benefit in terms of improving farm income. It was noticed that the practice of adopting value-added activities for milk was new to many farmers. In conclusion, the maximum level of value addition to milk was observed at the large farm (19.95 per cent). The socio-economic characteristics and their relationship with the level of value addition of milk will help to bring out the socio-economic development of farmers by generating an additional source of income in the state.

has critically examined the Dairy Industry in India with specific focus on Gujarat and Rajasthan. This study examined the efficiency, profitability, cost structure and

also suggested ways by which the management can improve their performance. The critical importance of the study is to determine the success or failure of business. The study confines itself to critical appraisal and financial performance analysis of milk producing Dairy sector within the state of Rajasthan and Gujarat. Different aspects of financial performance were explored to get the insight of the actual financial viability of the Dairy Units.

The Dairy distribution sector in India is almost owned by public sector utilities, with the exception to some metropolitan or large urban conglomerates where the private sector is handling the milk distribution function. From the study, it is right to say that the overall financial performance of the Dairy Units is not satisfactory on various parameters, particularly that of the Dairy Units of Rajasthan. The leverage analysis hints towards the absence of any significant magnifying effect or negative leverage effects, while in some cases it is very high so as to induce questions on the reliability of its effectiveness, as the presence of such high level of leverage is due to an abnormally high numerator or abnormally low denominator. Thus, the financial performance of selected Dairy Units of Rajasthan and Gujarat cannot be considered satisfactory, theoretically, based on prevailing basic standards of financial management. But, when we look at the practically possible standards considering the capital-intensive nature and adverse business conditions, the financial performance of Gujarat Dairy Units is far better than many other Dairy Units of our country.

Sharma [12] carried out research on the HACCP awareness and implementation in India has been rare, and hence this study attempted to understand HACCP awareness and the factors motivating HACCP implementation, along with barriers and challenges that impede the success of HACCP implementation in dairy processing in India. A pan-India study was done with a sample of 400 employees in the dairy sector. The research revealed that although training has enhanced the awareness of HACCP processes and systems among employees, major barriers to implementation still exist. High costs of HACCP implementation, its complex nature, lack of incentives, and lack of interest from the management are the major impediments. The need for increased Government support is also felt.

To implement and preserve safe food quality measures as well as enhance the global competitiveness of food quality, effective quality management systems are required, which involve the constant improvement of activities at each functional level and operational domain of the dairy and food industry. Suggestions for better implementation have been given, and also, further research is suggested on implementation at manufacturing centres of downstream value-adding milk-based products.

Anandhi [13] conducted a study in villupuram district of Tamil Nadu to assess the level of awareness about Aavin milk, its consumption pattern and the factors influencing the brand preference. A number of dairy industries were established in major cities and towns of Tamil Nadu state. But a few group of public have not shown keen interest to



purchase and consume branded milk like Aavin, rather they prefer to buy the milk directly from the unorganized milk vendors. This style of purchasing milk directly from the unorganized vendors is popular because of the belief of fresh milk rather than milk stored in cold storage by large brands. While analyzing the marketing strategies practised by the branded milk, it is obvious that they are not reaching properly to the consumers living in various geographical segments of study area. Moreover the present pricing policy practiced by the select dairy units are too exorbitant and the consumers of low income category and middle income category find somewhat difficult to consume a cup of milk for each member in a family. The researcher felt that this policy may be changed in order to create more demand among the consumers.

Bhos [14] attempted to investigate and find the economic development of farmers in Ahmednagar district in Maharashtra. Rural India largely depends on Agriculture. The growth in agriculture plays a very important role in social and economic betterment of the people. Dairying is one of the important means for small agricultural farm land farmers. It is a source of employment. India ranks first in milk production, 18.5 % of world production, achieving an annual output of 146.3 million tones during 2014-15 as compared to 137.69 million tones during 2013-14 recording a growth of 6.26 % (Economic Survey, 2015-16). Whereas, the Food and Agriculture Organization (FAO) has reported a 3.1 % increase in world milk production from 765 million tones in 2013 to 789 million tones in 2014.

The success of the dairy industry has resulted from the integrated co-operative system of milk collection, transportation, processing and distribution, conversion of the same to milk powder and products, which in result help to reduce the seasonal impact on suppliers, buyers, retail distribution and milk products. In spite of rapid development of industries, India still remains to be predominantly agricultural country on account of its vast population in villages depending on agriculture. Most of those who depend on agriculture are either small and marginal land holders or landless agriculture labourers.

In his study the researcher has highlighted that the dairy activity plays an important role in the economy from country to state level of India. In the present investigation attempt was made to find out how dairy farming has helped in the economic development of the farmers in Ahmednagar district.

India is largest milk producer of the world. The demand of milk and milk product is increasing rapidly. In present situations it is an excellent opportunity for self employment of unemployed youth for dairy farming. The study concluded that for profit most of the farmers prefer dairy farming, because maximum farmers are agricultural based.

directed a study in Dindigul district by selecting 5 blocks out of the 14 blocks. From each block three villages were selected based on the dairy animal population. In these villages 20 women farmers were selected. Women

contribute to 30.80% of the national work force. Lack of training in entrepreneurship is the reason for poor economic progress. As participation of women is crucial for the rural development. The researcher has focussed on understanding the personal and psychological profile of the women farmers in the target area. The results indicated that half of the women engaged in dairying were of the middle age, more than half of the farmers had less than 5 acres of land. More than three-fourth of the dairy farmers availed credit from nationalized banks followed by professional money lenders and private finance institutions.

More than half of the women dairy farmers had high level of innovativeness followed by medium and low levels of the innovativeness. Nearly three-fifth of the women dairy farmers had moderate decision making ability, followed by poor and good decision making ability. More than two-fifth of the women dairy farmers possessed medium and high levels of risk orientation. The study was limited to five blocks of Dinidigul district of Tamil Nadu therefore ample scope is available to investigate into other areas so that a generalisation can be drawn.

**Pandya [16]:** analysed the milk procurement profile of Amar dairy – Amreli. The study covers all the rural and urban dairy co-operative societies functioning inside or outside the Amreli district with affiliation to Amar dairy. The study has examined the analysis of the dairy co-operative societies and milk procurement profile of Amar dairy – Amreli. The main conclusion of the study is presented in order, to sum up, the research findings. It is a remarkable fact that all the village dairy co-operative societies from Amreli district and also some village dairy co-operative societies from nearby talukas of other district have registered under Amreli District Co-operative Milk Producers Union Ltd.

The Amar dairy has to increase the active participation of female members in this sector and try to open the maximum number of female-operated dairy co-operative societies in various villages of the district to improve the level of milk procurement. Very weak dairy co-operative society or society having less number of milk-pouring members should be merged with the nearby strong dairy co-operative society of Amar dairy.

**Neena Mary [17]:** directed a study to understand the relation between consumer behaviour and brand loyalty. From the study, it is clear that when a consumer consumes Packaged Milk, he is able to recognise or recall the particular brand. This ability of the consumer reveals the fact that he is member of a particular product category of milk. It is confirmed that Brand Awareness has created the linkage between product category and brand. Thus, brand awareness involves the belief that it is the only one in the product class. It makes the consumers recognize the products with the well-established brand names.

Today, almost all the people are consuming packaged milk and milk products. Brand preferences of the rural and urban consumers are different. Some buyers are totally brand loyal, buying only one brand in the product group. Most of the buyers sometimes prefer to switch over to other brands.

Therefore, the researcher found it interesting and important to study about different brands and their behavioural ways in the present research.

Further research can be conducted on the following aspects, Comparative study can be conducted on various milk products., Research also can be taken up by using the same variables used in this study to compare two or more brands of Packaged Milk between urban and rural population. Opportunities can be explored by comparing our state brands with brands of other states.

Belliraj et al [18] conducted a study in Coimbatore city. In their study the researchers tried to study the factors influencing the customers to purchase ice cream from branded outlet. The sample of 200 respondents was chosen for the study. 40 respondents from each of the branded ice cream outlet were selected based on a convenience sampling method. Five outlets were selected for the study, namely Boomerang, Bon-Bon, IBCO, Baskin-Robbins and Kwaliti Walls. According to the researchers the brand awareness plays a big role in influencing the customers purchase decision.

Best marketing and brand awareness activity in the current scenario is advertisement therefore effective advertisement should be made to attract more customers. In Indian ice cream industry where switching cost is negligible, a product can't be placed in the market on the basis of brand alone, but it should match the spending power of the customers and cordial relationship. Various branded companies compete with each other to provide similar features yet at the same time they are distinguished by their flavours, colour, design and service. This made the researcher to find out the reason why the customers prefer particular branded ice cream outlet.

Muwal [19] assessed the marketing practices of milk in India from consumer perspective which was further divided into specific objectives that were necessary to address the problem appropriately. Milk is an interesting product to study food choice behaviour as the Indian milk market offers products from the perspective of quality and safety markedly different, milk products: raw and pasteurised milk. Although raw milk has been widely reported to be a major

source of food pathogens and pasteurization is considered to be a safer option worldwide, Indian consumers still have a strong preference of raw over pasteurized milk. Moreover, major part of the milk distribution in India is handled through informal channels , and government regulation on quality and safety of milk is almost absent , thus, health and safety issues prevail. The researcher has looked into the factors that determine the milk preferences of Indian consumers, the study aims to shed light on the puzzling problem.

Uddin et al [20] have made an attempt to analyze the different actors involved in the dairy products value chain with their value addition activities and estimate the demand for livestock products through measuring the availability

of milk, meat and egg at the individual level. In response to the growing needs of buyers and consumers, a large number of stakeholders including farmers, input suppliers, service providers, processing companies namely, Bangladesh Milk Producers' Cooperative Union Limited (Milk Vita), BRAC Dairy and Food Project (Arong), Pran Dairy Limited, Grameen Matso and Pashu Sampad Foundation (GMPF), Rangpur Dairy, etc. are producing different value added dairy products. Bangladesh has possibility to expand its dairy products' trade with other countries establishing value innovation and meeting safety standards properly.

The availability of milk was higher in all the study areas than the national average. The impact of price and income on quantity demand was statistically significant for all the products. The demand for milk was price elastic. However, in spite of various problems and threats, there is a great export potential for value added dairy products along with satisfying the unmet consumer demand in the domestic market for such products. Marketing of foreign dairy products in domestic market, lack of grazing land, lack of quality control measure are the major threats towards developing dairy

enterprise in the country. In spite of all these threats, there is a clear cut and tremendous opportunities for the improvement of dairying. Researchers concluded that there is a great export potential for value added dairy products; and satisfy the unmet consumer demand in the domestic market with such products which will lead in increasing the overall income from livestock sub-sector. Therefore, formulation of long-term plan is essential to increase the production of livestock and livestock products to fulfill the ever-increasing demand of Bangladesh

Alvarez et al [6] in their investigation reported that a more open and competitive dairy market has encouraged certain dairy farms to adopt value-adding strategies in order to achieve a higher profitability, which may be important for farms' survival. This paper investigated the role of some product characteristics in the profitability of value-added products in these farms. The objective of this paper was to investigate the factors that explain the profitability of value-added products in dairy farms. For this purpose we used a unique database from a group of Spanish farms involved in diversification via the elaboration and sale of dairy products. In the present work we considered three product categories (milk, cheese, yogurt) and nine attributes of each product, namely milk-type composition, yield, organic labeling, PDO certification, maturation period, expiration period, size of the sales unit, returnable packaging and distribution

Karthik [21] analysed the need for training and developing human resources in the Dairy sector. By making people employable and educated citizens, human resource development and training add to the financial improvement and accomplish full business and advance social integration. Education and training are a means to empower people, improve the quality and organisation of work, enhance citizens' productivity, raise workers income, improve competitiveness, and promote job security and social

equity inclusion. Training grows the skills and knowledge of everyone and makes a huge contribution to business success.

The private sector has been at the vanguard of capacity addition in the dairy processing segment for well over two decades. Since 1993 till a couple of years ago, the private sector created more capacity than cooperatives. Industry experts point out that as early as 2011, the National Dairy Development Board (NDDB) had said it is estimated that the capacity created by the private sector “in the last 15 years equals that set up by cooperatives in over 30 years”

In his article “Dairy Development in India and Challenges” about challenges in the nature of entry of private dairies Dr.P.A.Koli (2008) says, Low qualities of milk, more passive membership in societies in villages, low investment in Research and Development, undesirable politics etc. He suggested amalgamation of dairy societies in village; develop a self financial model, brand development and quality control etc. Researcher concludes that the dairy co-operatives in India are facing several challenges. However the united efforts will help them to service in future. They need to apply scientific and professional management. In his article on “Milk and Milk Products and Prevention of food adulteration Act.”

Sankaran [22] examined the socio-economic conditions of the dairy farmers, especially in the areas of income, employment, and profit through the dairy farming activities. He limited his study to Tirunelveli district of Tamil Nadu and on the production and marketing of milk through dairy cooperative and vendors also. The focus was on benefit of dairy farmers, knowledge about the Dairy activities, problem faced by the beneficiaries, suggestion of dairy farming for good performance for better economic status. The vital significance of dairying lies not only in the production of milk but also in being instrumental for introducing far – reaching changes in the socio – economic dimension of rural life. The researcher concludes that dairying is more suitable for women in rural areas. In the rural area majority of the women are housewives and are unable to go for other work because there is no one in their house to look after the children if they go to work. So they remain at home, and their earning is zero.

Malathi[23]analysed to understand the quality practices of select dairies in AP-CRDA region, this study specifically addresses the critical success factors of total quality management implemented by the first mover and the market leader in an Indian dairy industry and these practices were considered as the benchmark standards, to assess the quality performance of Critical Success Factors of Total Quality Management implemented by the management of select dairies in AP-CRDA region, i.e. Vijaya dairy, Sangam dairy and Model dairy.

From the empirical evidence, in this study, it is found that the effective implementation of CSFs of TQM will bring a considerable impact on customer satisfaction levels. It is, therefore, understandable for managers that the practical implementation of TQM practices resulted in an

improvement in customer satisfaction levels. The managers of selected dairies agreed that TQM is a guiding philosophy in their respective organizations. It is identified that only Amul dairy is following Kaizen model of quality tool whereas other dairies are not following any of the models or tools of total quality management. This study is limited to some selected units in Dairy industry; further empirical studies can be carried out by selecting dairies in other parts of the country. Efforts to include dairies in other parts of country will certainly enhance the significance as well as the validity of the results.

Regassa [24] directed a study to understand the significant aspect of supply chain management in milk and dairy products. It attempts to do so by identifying the current status of milk and dairy industry in Ethiopia. The Ethiopian economy is highly dependent on agriculture; and lack of extensive research in this sector

has been one of the causes for its ever undeveloped status. This study with its focus on dairy production portion of the agriculture in the country, suggests new ways to approach the sector which would bring about enormous change both in the outlook and practice. Second, most of the previous researches did not emphasize on the supply chain coordination. But this study emphasizes in this matter. It develops new models and recommendations that would help in overcoming the obstacles of this sector.

Dairy supply chain establishes link between the partners and activities engaged in delivering milk and its products to the end consumer in order to satisfy customer needs. This chain is comprised of production, handling, processing, packaging, storage, distribution and retail.

Patnaik and Kumar [25] instituted a study on customer response towards dairy products in southern Odisha. In view of increasing demand for dairy products, the study of consumer behaviour is an attempt to understand and predict human action in buying process. Consumer behaviour encompasses a vast area, including Consumer motivation, preference, purchasing patterns, etc. The study of sellers' behaviour comprises of dealers' and distributors' behaviour towards buyers/consumers of milk products. Hence the study of consumer behaviour concentrate to answer the question like; why, when, where, what and how do the consumer buy. The study of consumer behaviour is quite new and relatively unexplored. Dairy industry has developed adequately in India and many brands emerge in the dairy market in India.

Thunga [26], through his analysis, found that India ranks first among the world's milk-producing nations. About three-fourths of the population lives in rural India and about 38 per cent of them are poor. An important source of income is dairying, which is a source of subsidiary income to small and marginal farmers. cooperative dairies played a predominant role in Andhra Pradesh until last decade. Dairy Industry had to cope up with transformation in the Indian economy. Farmers have shown great interest in dairying as a business in Andhra Pradesh during the last one decade. Many Dairy farms with modern design were

opened , but most of them could not sustain because of the high labour cost.

The cooperative dairy firms which occupied predominant place till the last decade also faced several operational problems and could not survive due to the entry of private firms. Therefore this study on Financial Performance of Dairy Industry in Andhra Pradesh with Special Reference to Coastal Region is taken up with the general objective of assessing the financial performance of selected cooperative dairies. The research conducted was to analyse the financial performance of cooperative dairy units in Andhra Pradesh. Future researchers could throw light on financial performance of cooperative dairy sector in other states.

Chittoor district. From the literature review done by the researcher the important variables that need detailed study are consumer perceptions, influences from various quarters , preferences that vary due to different psycho-sociological and demographic factors. Agriculture being the backbone for the social and economic development of India and more so dairying , limited research was carried out to improve the market potential for dairy products. Hence, in this study the researcher focused on understanding consumer of dairy products, which is important for dairy companies and government to design effective marketing strategies.

The researcher felt the importance of understanding the consumer behaviour which is deeply rooted in the marketing concept. The marketing programmes and policies depend upon the consumer behaviour which is extremely important in todays market. A careful study of consumer behaviour will facilitate the marketer in determining the various expectations of the consumer that acts as input in designing marketing strategies. As consumer behaviour being dynamic, it is necessary to continuously study, analyse and understand the target consumers to take effective decisions with respect to marketing mix elements i.e., product, price, promotion and distribution. Hence, it is a must for business organizations to understand the behaviour of consumers to survive in the market.

Naik [28] found that milk and milk products have always been part of our consumption habits. Post -independence cooperative system in the dairying has registered many success stories, which have resulted in deriving socio-economic benefit. According to Naik there is a lack of studies on the Dairy marketing and therefore an attempt has been made by the researcher to undertake a study on the effectiveness of marketing practices.

The researcher has analysed both primary and secondary data, which would help both the dairies, namely Vijaya and Model Dairy to work on the policies for improving the quality, delivery, distribution, sales promotion and customer relationship management and help to improve the efficiency of marketing. India's dairy market is multi-layered like a pyramid, with a base made of a vast market for low-cost milk.

The bulk of the demand for milk is among the poor in urban areas, whose individual requirement is small, maybe

a glassful for use as a whitener for their tea and coffee. Nevertheless, it adds up to a sizable volume – millions of litres per day. Though Andhra Pradesh is one of the agriculturally advanced states in the country, it has a high level of rural poverty. The four states and union territories in South India contributed 20 per cent share (about 20 million metric tonnes) to the total milk production in the country with a growth rate of 3.2 per cent per annum in the past ten years. Andhra Pradesh, being the highest producing State in South had a growth rate of 6.6 per cent in the last decade. Market-oriented dairy is considered to have a good potential for contribution to the process of economic development in developing countries in several ways. Dairy marketing essentially includes processing as a function that creates the form utility of products. The existing processing functions that create form utility and involve costs and returns are treated as marketing functions and are included in the marketing subsystem.

Milk marketing in India remains grossly primitive compared to its western counter parts: it begins with the largely unregulated sector, which handles the majority of the milk production, providing ample opportunity for malpractice. On the other hand, it will be impossible for most producers to market their milk without the presence of these market intermediaries. The Cooperative Societies Act continues to be restrictive rather than enabling, even though the Anand Pattern milk producers cooperatives have emerged as the most stunningly effective institutional model for milk marketing, [28].

Renuga Devi [29] in her examination has tried to analyse the gap by investigating the milk marketing chains and factors affecting the milk market in Virudhunagar District of Tamil Nadu State. Marketing channels are the keys for improving production and distribution. Surplus production cannot enter the market due to inefficient knowledge about the marketing chains. Producers have no idea and knowledge about the marketing chains of milk in Virudhunagar District. Due to poor marketing and transport facilities, there is a wide price gap between terminal and primary markets.

Prabhakar [30] has examined the Dairy Development in its various dimensions which clearly indicate that there is no comprehensive study on the Development of Dairy industry in Nellore District and the socio-economic conditions of farmers who depend either mainly or partially on Dairy industry for their livelihood. Since Dairy activity is almost an inalienable part of life of the farmers in general and in Nellore district in particular, there is a need to undertake a comprehensive micro level study in Nellore district to analyse the development of dairy industry and its contribution to the upliftment of socio-economic conditions of farmers in Nellore District.

From the analysis it was concluded that the affairs of the cooperative society should be managed with the true spirit of the 'cooperative organization'. The disputes among the members should be amicably sorted out and solved. The district level authorities should take lead role in ensuring such an atmosphere in every village level society. So that the members can share the gains of good governance and



the growing demand for milk and milk products in the wake of increased awareness on health and nutritious values of milk and milk products for all age groups among the vast segment of middle income group in India.

Bahadur [31] in his paper states that out of all types of organisation like government, private companies, trusts, cooperatives, the cooperative form of organisation is the ideal form as it is better equipped to serve the economically weaker section. The Dairy cooperatives has not only helped in the economic development but also has generated employment. Dairy cooperatives have helped in reducing poverty, improving nutrition, education and women development. Sixty per cent of beneficiaries were small, marginal farmers, or landless producers. This particular paper has therefore tried to throw light on socio-economic changes and women empowerment taking place through dairy cooperatives. Some of the findings given in the paper are that all (100%) milk producers believe that socio economic condition of milk producers are improved due to functioning of dairy cooperatives.

Uma Devi [32] carried out a study to understand the consumers' awareness of milk in the Coimbatore district. The researchers were of the opinion that In order to frame a suitable marketing strategy for effective penetration into the defined segments, the milk producers as well as the distributors must have a thorough understanding of the level of awareness of the consumers. This will also help

them in designing marketing communications best suited for the target audience. Above all Government agencies can take steps to conduct the awareness programs in a better way, considering the consumers present level of awareness. The study may also help the Non Government Organisations (NGOs) make the public aware of the nutritional values of milk. In addition to this, the study will help the consumers to know about the facts and proper way of usage of milk which they should be aware of. are doing this well in our country. The reason why cooperative is doing well is because of the fact that Dairy cooperatives link the village producers and the town consumers by eliminating middlemen. Dairy industry is of crucial importance to India. The country is the world's largest milk producer, accounting for more than 13 per cent of world's total milk production. It is the world's largest consumer of dairy products, consuming almost 100 per cent of its own milk production.

Dairying has been considered as one of the activities aimed at alleviating the poverty and unemployment especially in the rural areas in the rain-fed and drought-prone regions. The progress in this sector will result in a more balanced development of the rural economy.

The study concludes that milk traders earn higher daily wages than the general average for their category of workers. Other benefits from dairying include animal manure, which is used on the farm or sold for cash. Manure is important in sustaining smallholdings and accounts for the apparent profitability of dairying, even where dairying appears to be a loss making enterprise.

Gajendran [33] in his examination found that the Co-operative movement started in India in the last decade of the 19th century with a view to release the farmers from the clutches of money lenders and to improve the economic conditions of the farming community as a whole. The golden era of Co-operative movement began after India gained independence. Within two decades of independence the membership of primary societies had increased four times while the share capital and working capital increased by 23 and 31 times, respectively.

According to Gajendran the Studies are available on the perception of the farmers towards the societies. Therefore the researcher in his study has confined himself to analyze the perception of the office bearers of the Dairy co-operatives who are involved in collection of milk from the farmers and supply to district milk unions.

Vijaykumar [34] has examined the details regarding the development of dairy cooperatives in India, Tamil Nadu and Madurai. It started with the growth of cooperative movement and highlighted the need for dairying in India. The dairy development during the three phases of Operation Flood Programme has also been examined. Concluding the study researcher felt training should be given to the members for implementation of innovative technology in their dairy farms. In addition, efficient marketing technique should be imparted to the members. To increase milk production, more Women Milk Producers' Cooperative Societies can be started in each and every village.

## CONCLUSION

In the past, dairying was considered to be a secondary means for the farmers. Now it has grown to the status of an industry and sometimes is independent of Agriculture. Dairying has played a predominant role in strengthening India's rural economy. The reforms in the Indian Dairy industry can basically be attributed to the White Revolution. As a result of Operation Flood, today India is the largest producer of milk. India today is the largest producer. Operation Flood has linked production and consumption. The future of the Dairy industry will have to be built on quality and quantitative services. The present article provides a detailed review on the role of branding in the marketing of dairy products and Branding Strategy plays a very decisive role as far as consumer buying preference is concerned. This review will help the researchers to identify the factors which influence the consumer buying preference. It would also throw light on the consumer perception. It would stimulate not only public opinion but may have a positive impact on the conscience of the companies, cooperatives and may also help the Government agencies in correcting the policy.

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