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A Study on Consumer Awareness Regarding Non-dairy Products

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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Original Research Article

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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.

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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.

1. 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 [1,2,3]. 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 [4].

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 [5,6].

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 [7]. 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.

1.1 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 withtheir purchases of Non-dairy products.
- To identify the variables affecting consumers' decisions to buy Non-dairy products.

2. 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

3. RESULTS AND DISCUSSION

3.1 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.

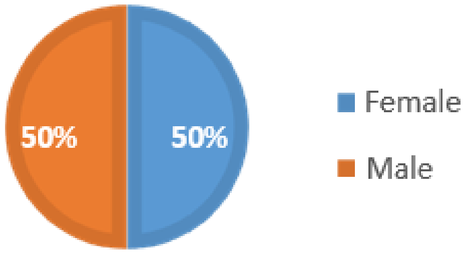


Fig. 1. The numbers of respondents from both gender
Source: Primary data

Table 1. Gender-wise classification of respondents

Gender	No. of respondents	Percentage
Female	52	50
Male	52	50
Total	**104**	**100**

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

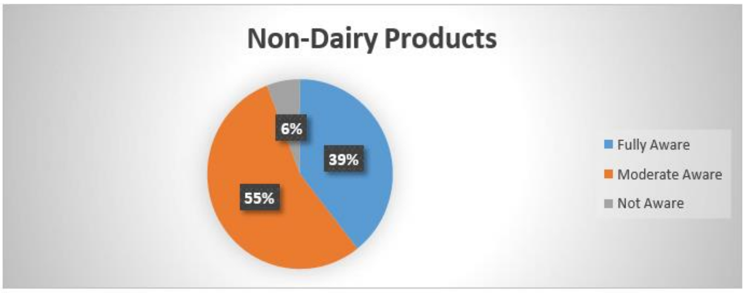


Fig. 2. Awareness about Non- Dairy Products
Source: Primary data

The Fig. 2. 39% of the respondents were fully aware, while 55% were moderately aware of the non-dairy products. Only 6% reported being unaware of the Non- Dairy Products.

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%).

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 [8]. Only 1% were unaware of Brand's non- dairy products.

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.

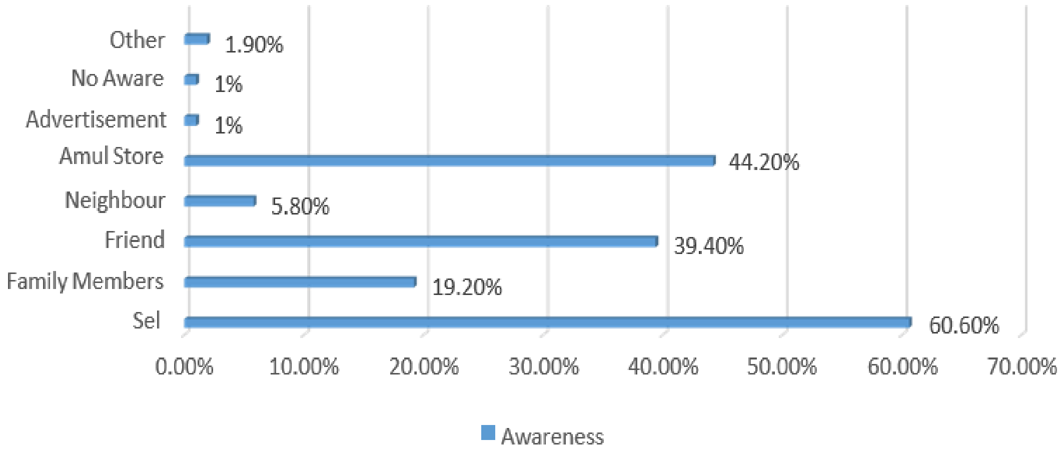


Fig. 3. Source's of Knowledge of Non-Dairy Products
Source: Primary Data

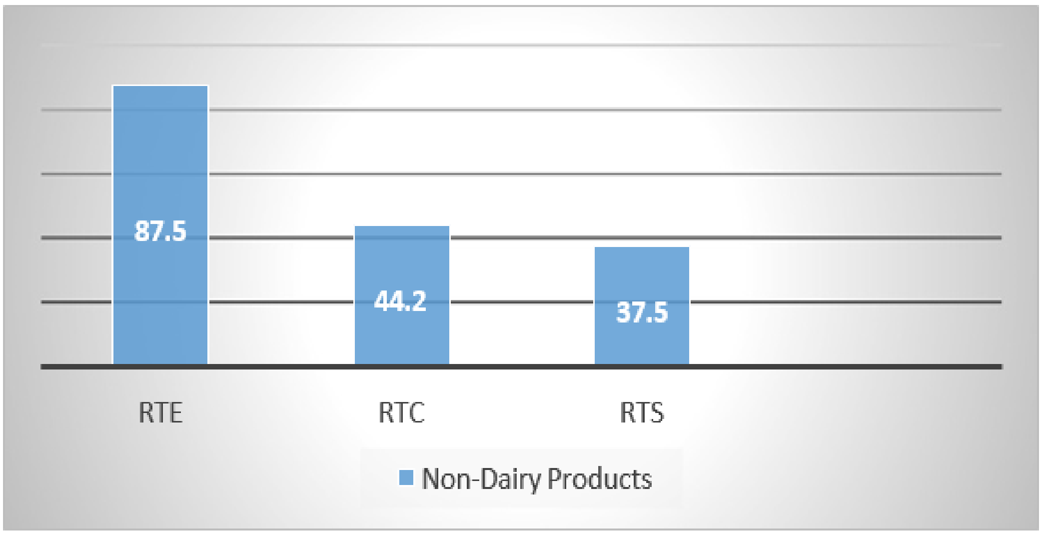
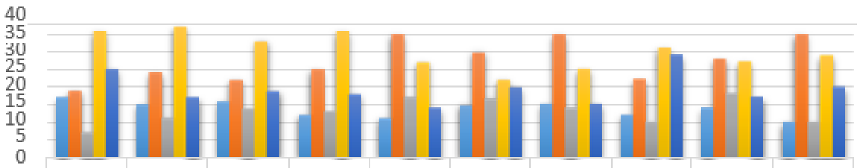


Fig. 4. Level of Purchase the Non- Dairy Products
Source: Primary data

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



	French Fries	Aloo Tikki	Potato Wedges	Veg Burger Patty	Veggi Stix	Cheese Onion Paratha	Cheese Onion Pockets	Amul Thin Crust 4 Cheese Pizza	Cheese Poppops	Punjabi Samosa
Fuly Not Aware	17	15	16	12	11	15	15	12	14	10
Not Aware	19	24	22	25	35	30	35	22	28	35
Neither Aware Not-Aware	7	11	14	13	17	17	14	10	18	10
Aware	36	37	33	36	27	22	25	31	27	29
Fully Aware	25	17	19	18	14	20	15	29	17	20

Fig. 5. Awareness of ready-to-cook non-dairy products
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.

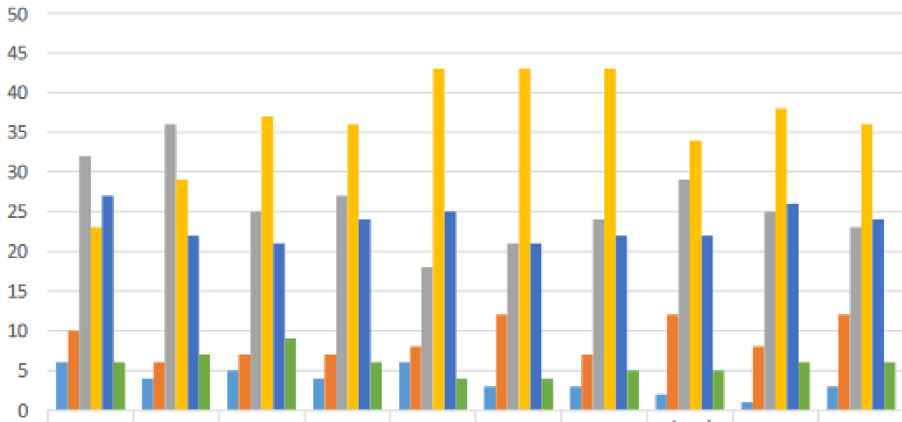
The observation table and graph demonstrate that 58.65% of people are more aware of French fries, 51.92% of people are more aware of Aloo Tikki, 50% of people are more aware of Potato Wedges, 51.92% of people are more aware of Veg Burger Patty, 39.42% of people are more aware of Veggie Stix, 51.92% of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

The 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.

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.

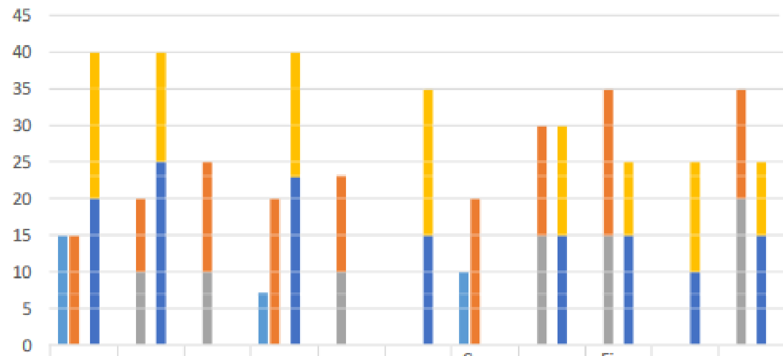
The chart above displays how frequently respondents of a renowned cooperative organization in the dairy sector purchase ready-to-eat non-dairy products. According to the chart, Peanut Butter, Tomato Ketchup, Masala Chips, Fiery Peri Peri, and Tango Tomato puffs are all itemsthat are purchased once a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



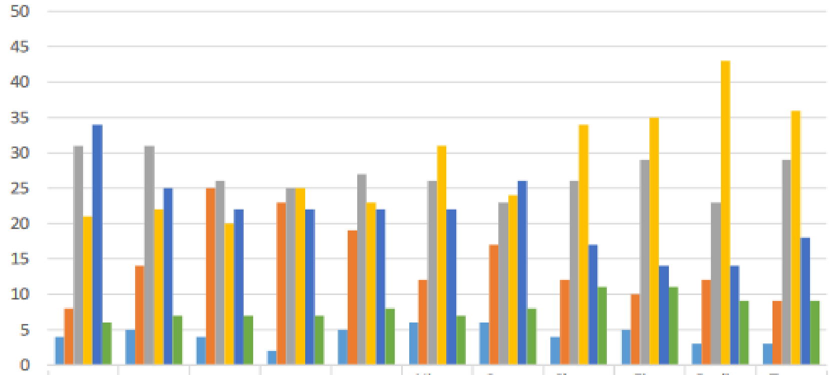
	French Fries	Aloo Tikki	Potato Wedges	Veg Burger Patty	Veggie Stix	Cheese Onion Paratha	Cheese Onion Pockets	Amul thin crust 4 Cheese Pizza	Cheese Poppops	Punjabi Samosa
Daily	6	4	5	4	6	3	3	2	1	3
Once in a Week	10	6	7	7	8	12	7	12	8	12
Once in a Month	32	36	25	27	18	21	24	29	25	23
Never	23	29	37	36	43	43	43	34	38	36
Only one Time	27	22	21	24	25	21	22	22	26	24
Other	6	7	9	6	4	4	5	5	6	6

Fig. 6. Frequency of purchasing non-dairy ready-to-cook products
Source: Primary Data



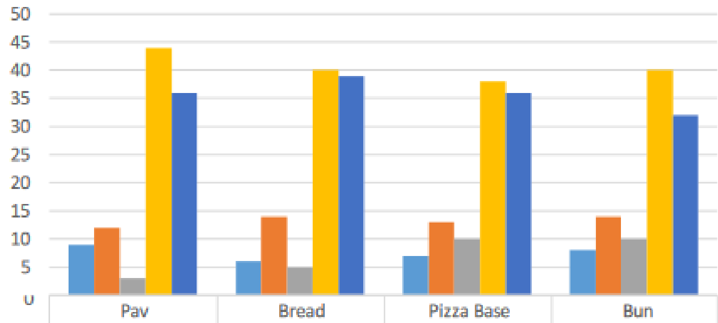
	Peanut Butter	Tomato Ketchup	Salted Chips	Peri Peri Chips	Masala Chips	Nimu-Masala Chips	Cream & Onion Chips	Cheesy Burst Puffles	Fiery Peri Peri Puffles	Pudina Pataka Puffles	Tango Tomato Puffles
Fully Not Aware	14	10	6	7	10	8	9	11	11	13	12
Not Aware	17	21	24	22	23	24	22	29	33	32	34
Neither Aware not Aware	10	9	10	13	12	21	15	16	18	20	19
Aware	40	40	38	39	33	35	34	31	27	26	25
Fully Aware	23	24	26	23	26	16	24	17	15	13	14

Fig. 7. Awareness of ready-to-eat non-dairy products
Source: Primary Data



	PeanutButter	Tomato Ketchup	Salted Chips	Peri Peri Chips	Masala Chips	Nimu-Masala Chips	Cream & Onion Chips	Cheesy Burst Puffles	Fiery Peri Peri Puffles	Pudina Pataka Puffles	Tango Tomato Puffles
Daily	4	5	4	2	5	6	6	4	5	3	3
Once in a week	8	14	25	23	19	12	17	12	10	12	9
Once in a Month	31	31	26	25	27	26	23	26	29	23	29
Never	21	22	20	25	23	31	24	34	35	43	36
Only one Time	34	25	22	22	22	22	26	17	14	14	18
Other	6	7	7	7	8	7	8	11	11	9	9

Fig. 8. Frequency of purchasing ready-to-eat non-dairy products
Source: Primary Data



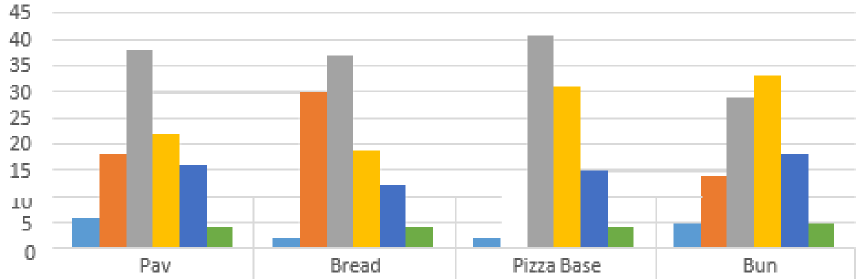
	Pav	Bread	Pizza Base	Bun
Fully Not Aware	9	6	7	8
Not Aware	12	14	13	14
Neither Aware not Aware	3	5	10	10
Aware	44	40	38	40
Fully Aware	36	39	36	32

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.

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 [9,10]. 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 tryingnew things.



	Pav	Bread	Pizza Base	Bun
Daily	6	2	2	5
Once in a Week	18	30	11	14
Once in a Month	38	37	41	29
Never	22	19	31	33
Only one Time	16	12	15	18
Other	4	4	4	5

Fig. 10. Frequency of purchasing ready-to-serve non-dairy products
Source: Primary Data

4. 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.

DISCLAIMER (ARTIFICIAL INTELLIGENCE)

As a result of this declare that generative AI technologies such as Large Language Models (ChatGPT, QuillBot, etc) and text-to-image generators have been used during the writing or editing of manuscripts.

Details of the AI usage are given below:

1. ChatGPT
2. QuillBot

COMPETING INTERESTS

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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