

A Study of Consumers Behaviour Towards Different Milk-Type in Kalyan City

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1. INTRODUCTION

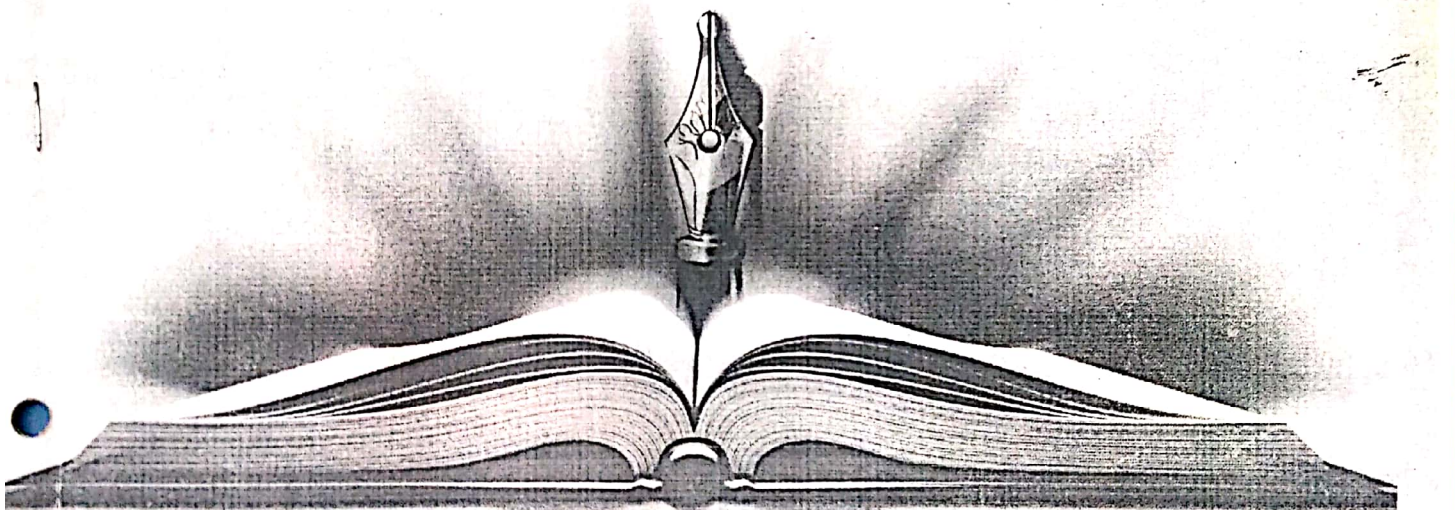
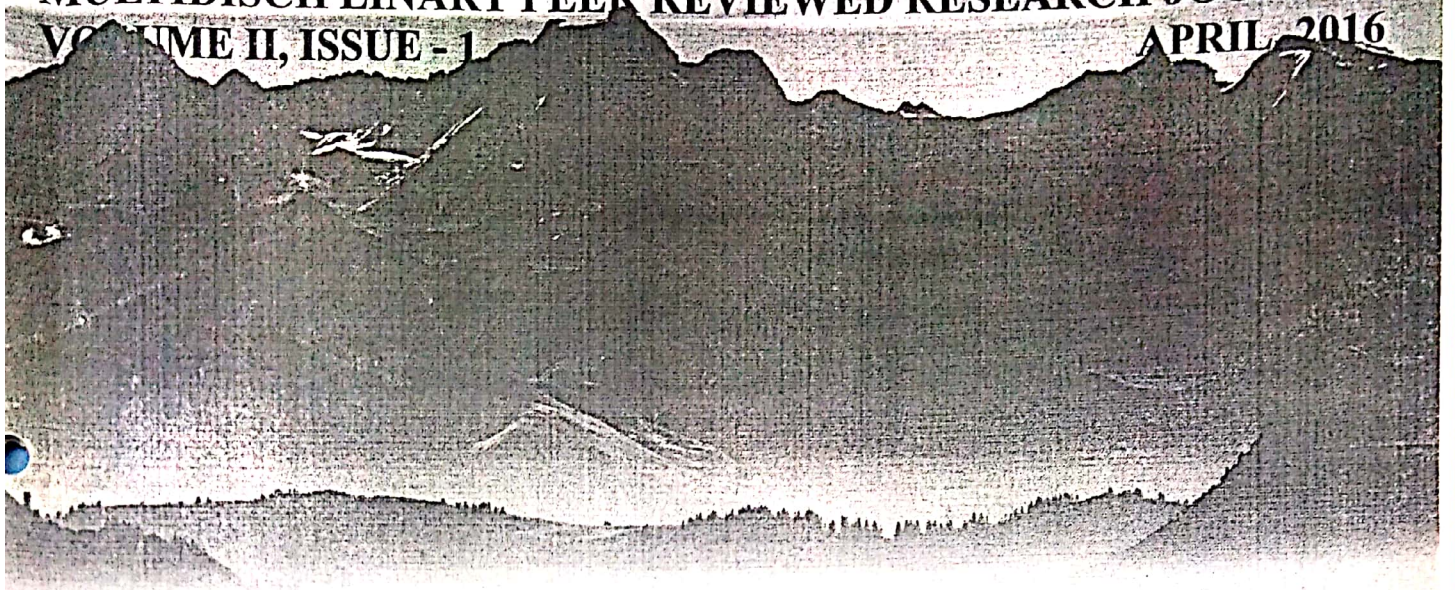
Dairy development has been acknowledged as the most successful developmental programmes in India substantiated by the fact that the country has achieved the distinctive position of being the highest milk producer in the world with an estimated milk production of 121 million tonnes in 2010 – 11. India is viewed as one of the world's largest and fastest growing markets for milk and dairy products with an annual growth of 7.5 per cent in value terms. One of the interesting facts of Indian dairy market is that it consumes almost 100 percent of its own milk production. India proves to be a very good dairy market for the fact that people here have a very good understanding of milk and dairy products. India has a population of more than 1 billion with diverse food habits, cultures, traditions and religions. Most of the population of India strictly follows vegetarian diet therefore milk becomes an important source of animal protein. It is considered as complete food. It is consumed all across the nation in different forms. In most of the communities milk is essential part of their meal and a large variety of preparations are followed.

Indian dairy industry is highly unorganized. Almost 80 percent of the market is dominated by local milk men and sweet mates. Only 20 percent of the industry is organized. It is therefore important for the organized milk marketers to know and understand what consumers are looking for. Milk producers must meet consumers' demand and expectations in order to remain competitive. It involves an in depth study about the nature of the consumer, their taste, their likes, their preferences, brand loyalty and many other characteristics related to the consumer and as well as to the product.

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