**Evaluating Consumer Engagement with Yoghurt Using Sampling Campaigns in Anand**

**I) ABSTRACT**

This study investigates consumer engagement with Amul Stirred Yoghurt through sampling campaigns in Anand, Gujarat, a region renowned for its dairy heritage and the birthplace of Amul. Despite India’s position as the largest global producer and consumer of milk, yoghurt consumption remains limited in semi-urban areas. The study employs a structured questionnaire-based survey with 150 respondents to assess yoghurt consumption habits, purchase behavior, product awareness, and barriers to adoption. Findings reveal that only 21% of respondents consume yoghurt, with flavored variants being the most preferred. Purchase frequency is low, and product awareness—especially regarding health benefits like gut wellness—is limited. Local retail outlets dominate as purchase channels, but online shopping is emerging. Sensory attributes, particularly taste and flavor, are key purchase drivers, surpassing health considerations. Sampling campaigns have proven moderately effective in creating awareness, highlighting their potential as experiential marketing tools. For non-consumers, lack of awareness and limited availability were primary barriers. The study suggests that educational initiatives, improved distribution, and strategic sampling can boost consumer trial and regular consumption. These insights offer actionable recommendations for dairy marketers and cooperatives to strengthen brand engagement and promote healthier dietary patterns through value-added dairy products.

**Keywords**: Stirred yoghurt, Consumer behavior, Experiential marketing, Dairy products, Health awareness, Purchase drivers, Retail strategy, Anand, Amul, Sampling campaigns.

**I) INTRODUCTION**

Yoghurt is a widely consumed fermented dairy product that holds deep cultural and nutritional significance in many parts of the world. In India, yoghurt, traditionally referred to as "dahi," has long been a staple in household diets. In recent years, consumer preferences have gradually shifted from homemade curd to packaged yoghurt products that include flavored, probiotic, Greek-style, and plant-based variants. This shift is primarily driven by factors such as increasing health consciousness, changing dietary habits, urbanization, and rising disposable income.

India is the largest producer and consumer of milk globally, contributing over 24 percent to the world’s total milk output. The dairy sector contributes approximately 5 percent to the national GDP and provides livelihood support to millions of farmers across the country. Within this sector, yoghurt is emerging as a high-growth category. According to industry estimates, the Indian yoghurt market was valued at INR 10,000 crore in 2021 and is expected to grow at a compound annual growth rate of over 20 percent between 2022 and 2027. This growth is driven by the increasing demand for convenient, nutritious, and immunity-boosting food products.

Gujarat is one of India’s leading dairy-producing states and is widely known for its robust cooperative dairy model, led by the Gujarat Cooperative Milk Marketing Federation. Anand district in Gujarat is especially noteworthy as the birthplace of the White Revolution in India and the headquarters of Amul. The region has become a testing ground for new dairy innovations, including value-added products like yoghurt. With its strong distribution network, widespread brand recognition, and organized cold chain infrastructure, Anand provides an ideal environment to evaluate consumer engagement strategies.

Among these strategies, product sampling campaigns have gained prominence as a marketing tool that allows brands to offer consumers a direct product experience. Sampling enables potential customers to assess the taste, texture, and freshness of yoghurt products before making a purchase decision. It also serves as an opportunity for brands to educate consumers about product benefits, health claims, and usage occasions. In the context of yoghurt, where sensory attributes play a crucial role in influencing consumer acceptance, sampling can significantly reduce the perceived risk of trying new or unfamiliar products.

Despite the growth of organized retail and improved availability of branded yoghurt, many consumers, particularly in semi-urban and rural areas, remain unfamiliar with the wide range of yoghurt products available in the market. This lack of awareness can create resistance to change, especially when traditional curd is seen as a more economical or culturally rooted alternative. Sampling campaigns help to overcome these barriers by encouraging trial and generating interest, thereby facilitating behavioral shifts in consumption patterns.

This study seeks to explore consumer engagement with yoghurt during sampling campaigns conducted in Anand. The objectives of the research are to assess consumer awareness of packaged yoghurt, understand participation and behavioral responses during sampling events, and examine whether these interactions influence future purchasing behavior. The study also considers demographic factors and consumer preferences to provide a comprehensive understanding of engagement levels.

The research holds practical significance for dairy marketers, retail partners, and cooperatives aiming to expand their yoghurt portfolio and market reach. It also offers useful insights for policymakers and organizations working to promote healthier food habits and nutritional awareness in Indian households. By focusing on real-time consumer interaction, the study contributes to a deeper understanding of experiential marketing in the Indian dairy sector.

**II) REVIEW OF LITERATURE**

Van Loo, Diem, Pieniak, and Verbeke (2013) investigated consumer attitudes, knowledge, and consumption behaviour related to organic yogurt within the European Union, following the introduction of the EU organic logo aimed at harmonizing organic food standards and enhancing consumer trust. Their study found that consumers generally perceive organic yogurt as superior to conventional yogurt in terms of health benefits, environmental friendliness, quality, and safety. Frequent buyers showed a stronger belief in these benefits and were willing to pay a premium ranging from 15 to 40, demonstrating significant market potential. Using structural equation modelling, the authors revealed a positive relationship between consumer knowledge of organic products, attitudes toward organic yogurt, and purchasing frequency. However, the research also highlighted a relatively low level of awareness about the EU organic logo, underscoring the need for improved information campaigns and marketing efforts to increase consumer trust and encourage organic product consumption.

Collins and Lalor (2024) conducted a qualitative study exploring adult consumer attitudes, perceptions, and behaviours regarding nutrition and health claims (NHC) on milk and dairy yogurt products within the evolving food regulatory landscape in Ireland. The study contextualizes changes in consumer health awareness influenced by COVID-19 and the European Union’s Farm to Fork strategy, alongside impending regulatory proposals aimed at restricting NHC usage on foods high in salt, fat, or sugar. Findings indicate that consumers are increasingly attentive to health information on dairy labels, which shapes their purchasing decisions and trust in product benefits. The research highlights a growing demand for transparent and credible health claims, reflecting a shift in the food environment towards informed, health-conscious consumption. These insights contribute to understanding how regulatory changes and heightened health awareness affect consumer behaviour in the dairy sector, offering implications for policymakers and marketers aiming to align product communication with consumer expectations.

Arora, Prabha, Sharanagat, and Mishra (2021) examined consumer awareness and purchasing behavior regarding probiotic foods and beverages in Sonipat district, Haryana, India, highlighting a significant dietary shift from high-energy diets to balanced nutritional intake. Their study emphasizes the growing demand for functional foods driven by increased self-care and health-consciousness among consumers. The findings underscore the potential of the probiotic sector as a lucrative market for manufacturers and suppliers aiming to innovate and develop products tailored to evolving consumer preferences. This research contributes valuable insights into the knowledge levels and willingness to purchase probiotic products in a developing country context, informing strategies for market growth and consumer education in the functional food industry.

Bazhan, Keshavarz-Mohammadi, Hosseini, and Kalantari (2017) investigated consumer awareness and perceptions of functional dairy products in Iran through qualitative focus group discussions with women of diverse backgrounds. The study revealed that most participants were unfamiliar with the term “functional dairy products,” despite some having consumed them. Trust issues emerged as a significant barrier to acceptance, with scepticism towards health claims stemming from distrust in manufacturers, contradictory information, and fears of potential side effects. Participants emphasized the need for reliable, credible information delivered by trusted sources such as health professionals and public authorities via various communication channels. This pioneering study fills an important knowledge gap in the Iranian market and offers actionable insights for the dairy industry and public health sectors to enhance consumer education, build trust, and promote the adoption of functional dairy products.

Atabek and Atabek (2019) examined the role of mass media in shaping consumer perceptions of dairy products in Turkey through a mixed-methods study encompassing content analysis, focus groups, and surveys with 733 urban consumers. Their findings highlight that consumers are extensively exposed to information about dairy products via newspapers, television health shows, and the internet, which significantly influences their purchasing decisions. Notably, consumers tend to place greater trust in positive media claims over negative ones. Despite socio-demographic differences, the study found a mainstreaming effect where media information homogenizes consumer perceptions. However, clusters of younger, more educated, wealthier, and frequent dairy consumers exhibited fewer negative perceptions. Additionally, higher trust in media and willingness to share information correlated with more positive views of milk and yogurt. This research underscores the powerful influence of media on consumer attitudes and suggests that mass communication strategies play a critical role in shaping public opinion on dairy consumption.

Narayana, Fernando, and Samaraweera (2020) investigated consumer awareness and attitudes toward functional dairy products in the Western Province of Sri Lanka, revealing that despite the growing global market for such products, local consumer knowledge and awareness remain limited. Their study, involving 307 purposively selected consumers, found that taste and cost still outweigh health considerations in purchasing decisions. Consumer age and education positively influenced awareness and knowledge of functional dairy products and their health benefits. Media, especially electronic sources, played a critical role in information dissemination, significantly impacting consumer knowledge. However, the market lacks sufficient variety and accessibility, with many consumers expressing dissatisfaction with current product availability. The study highlights strong potential for the introduction of novel functional dairy products, such as powdered milk, ice cream, and yogurt, in Sri Lanka’s emerging functional food market.

Miklavec, Pravst, Grunert, Klopčič, and Pohar (2015) examined how health claims and nutritional composition influence consumer preferences for yogurt. Using conjoint analysis with 371 participants, the study revealed that while consumers generally prioritize the nutritional content of yogurt over health claims, some consumer segments are more influenced by health-related statements. Familiar claims, such as probiotics, positively affected preferences, whereas less familiar claims, like fat metabolism, were viewed negatively. The findings suggest that certain groups are more vulnerable to being misled by health claims, especially if the product’s nutritional profile is suboptimal. The authors recommend implementing nutrient profiling regulations to restrict misleading claims and better protect consumers.

Farah, Araujo, and Melo (2017) explored consumer acceptance and sensory profiles of yoghurts, whey-based beverages, and fermented milks by analysing product labels and conducting sensory tests. Their study, involving 120 participants, found that while labels complied with product descriptions, many consumers struggled to distinguish differences among these dairy products. Despite this, certain brands of yoghurt and whey-based beverages received higher acceptance scores. These findings highlight a gap in consumer understanding of dairy product variations, suggesting a need for clearer labelling and consumer education to enhance product differentiation and informed choices.

Kamungozi (2015) examined consumer responses to yoghurt packaging that includes a spoon, focusing on the impact of product design on consumer behaviour. Grounded in the Means-end theory and Consumer-led new product development theory, the study highlights how convenience significantly influences the perceived usefulness of the spoon, while purchase decisions strongly correlate with product design, price, quality, and product information. Using descriptive analysis, correlation, and binary logistic regression on survey data, the research emphasizes the importance of aligning product design with consumer needs to enhance value and satisfaction. The study suggests further exploration into visual design aspects, flavour preferences, and the inclusion of children in future research to better understand consumer responses to yoghurt products.

Sachith (2015) investigated factors influencing customer satisfaction with Lucky Lanka Milk Processing Company’s 80g yoghurt in Sri Lanka’s Western and Southern provinces. Using a purposive two-stage proportional random sampling method, data from 300 respondents were analysed through chi-square tests and binary logistic regression. The study found that brand orientation, yoghurt quality, and customer knowledge significantly influenced yoghurt usage in the Western province, while brand orientation, yoghurt quality, and perceived customer benefits were significant in the Southern province. Additional factors such as price, competitors, and advertising campaigns were also relevant in specific regions. The findings highlight regional differences in consumer satisfaction drivers and provide actionable insights for tailoring marketing strategies to improve yoghurt sales in Sri Lanka.

Celik Ates and Ceylan (2010) examined the influence of socio-economic factors on the consumption patterns of milk, yoghurt, and cheese in rural and urban areas of Eastern Turkey. Their study, involving face-to-face interviews with 191 households and analysed through Multiple Correspondence Analysis (MCA), revealed significant socio-economic disparities impacting dairy consumption behaviours. Specifically, rural consumers, often characterized by lower income and education levels, tended to consume raw, unpasteurized milk and typically prepared their own yoghurt and cheese. In contrast, urban consumers, who generally had higher incomes and education levels, preferred pasteurized dairy products and paid closer attention to packaging, especially when purchasing yoghurt. This study contributes valuable insights into how socio-economic variables shape food consumption, utilizing MCA, a method seldom applied in this context, thus providing a nuanced understanding of rural-urban differences in dairy consumption behaviour.

Kusumastuti, Nissapa, Nugroho, and Phitthayaphinant (2013) explored consumer perceptions towards yogurt in Malang city, Indonesia, focusing on the socio-economic profiles of urban and suburban consumers. Through a structured questionnaire survey of 400 respondents aged 15 to 60 years, the study found that the majority were young female students with moderate monthly incomes. Their analysis revealed that consumers had a generally positive perception of yogurt’s marketing mix, highlighting important factors such as flavour variety, halal certification, lifestyle alignment, price sensitivity, and accessibility of retail locations. Notably, differences between urban and suburban respondents were significant concerning these attributes, indicating that location influences consumer preferences and purchasing decisions in this growing functional food market. This research contributes valuable insights into how demographic and socio-economic factors shape yogurt consumption in Indonesia.

Amarukachoke (2015) investigated the factors influencing purchase intention toward cup yogurt among consumers in Bangkok through a quantitative study involving 402 respondents who regularly consumed key yogurt brands such as Dutchie and Meiji. The study employed validated and reliable questionnaires distributed online, with data analysed using descriptive statistics, cross-tabulation, factor analysis, and multiple linear regression. Findings showed that most consumers were young adults aged 25-30, predominantly female, and employed with moderate incomes. Taste preference and perceived health benefits, particularly improvements to the excretory system, were the main reasons for yogurt consumption. Convenience stores were the primary purchase locations. Moreover, brand loyalty and brand association, product variety, pricing, and sales promotions were statistically significant factors positively influencing purchase intention. This research highlights the importance of marketing mix elements in shaping consumer behaviour in the cup yogurt segment within urban Thai markets.

Hlela (2019) explored the impact of brand equity on purchase intention among bottom of the pyramid (BoP) consumers in Soweto, South Africa, focusing on Parmalat yoghurt. Using data from 289 consumers and analysing it with PLS-SEM, the study revealed that socio-economic status and price sensitivity significantly mediate the relationship between brand equity and purchase intention. Notably, socio-economic status had the strongest mediating effect, emphasizing the critical role of consumers’ economic conditions in shaping their buying behaviour. The findings suggest that for yoghurt brands targeting BoP markets, building strong brand equity alone is insufficient without considering socio-economic factors and price sensitivity. This study provides valuable implications for marketers, highlighting the need to tailor branding strategies to the economic realities of lower-income consumers to effectively influence purchase intentions.

Chatzoudes, Ioakeimidou, and Chatzoglou (2023) investigated Greek consumers' attitudes toward functional yoghurts, a category of foods enriched with bioactive compounds designed to promote health beyond basic nutrition. Conducting a quantitative survey with 996 participants, the study identified key consumer profiles more inclined to purchase functional yoghurts and revealed statistically significant differences across consumer segments. Given Greece’s robust dairy industry and global recognition of Greek yoghurt as a nutritious food, this research provides critical insights into consumer acceptance of functional dairy products. The findings have practical implications for dairy producers aiming to introduce or expand functional yoghurt offerings in the market and suggest directions for future research to better understand consumer behaviour in this niche.

**III) RESEARCH OBJECTIVE**

1. To study yoghurt consumption habits and consumer awareness in Anand.
2. To understand consumer buying behavior and factors influencing purchase decisions of yoghurt.
3. To identify barriers preventing non-consumers from purchasing packaged yoghurt.

**IV) RESEARCH METHODOLOGY**

To effectively conduct the study titled “Evaluating Consumer Engagement with Yoghurt Using Sampling Campaigns in Anand,” a structured research design was adopted. The research was carried out during May 2025 using a descriptive approach. Primary data was collected through a structured, pre-tested questionnaire, designed to align with the study objectives and gather information on yoghurt consumption habits, preferences, satisfaction, and purchase behaviour. The target population comprised of general consumers in Anand and Vidyanagar, including both yoghurt consumers and non-consumers. A simple random sampling method was used to ensure unbiased respondent selection, resulting in a sample size of 150 individuals. Secondary data was sourced from government publications, company websites, and industry reports to provide background context. The questionnaire consisted of closed-ended questions, including five-point Likert scale items to assess consumer attitudes and satisfaction levels. The design and content of the questionnaire were based on established guidelines, ensuring clarity and relevance. Collected data was analysed using descriptive statistical tools, including percentage analysis and Likert scale scoring, to interpret consumer responses and behavioural trends. This methodology enabled a structured and data-driven evaluation of how sampling campaigns influence consumer engagement with yoghurt in a semi-urban Indian market.

**V) RESULT AND DISCUSSION**

**2.1) To study yoghurt consumption habits and consumer awareness in Anand.**

Table 1: - yoghurt consumption habits and consumer awareness ( n=150)

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Particulars | Frequency | Percentage  % |
| a) Consumption of Yoghurt | | | |
| 1 | Yes | 32 | 21 |
| 2 | No | 118 | 79 |
|  | Total | 150 | 100 |
| b) Type of Yoghurt | | | |
| 1 | Pla | 2 | 6.25 |
| 2 | Flavoured | 12 | 37.50 |
| 3 | Greek | 3 | 9.38 |
| 4 | Probiotic | 7 | 21.88 |
| 5 | Don’t know | 8 | 25.00 |
|  | Total | 32 | 100 |
| c) Frequency of Yoghurt Consumption | | | |
| 1 | Occasionally | 29 | 91 |
| 2 | Weekly | 3 | 9 |
| 3 | Regularly | 0 | 0 |
|  | Total | 32 | 100 |
| d) Source of Awareness | | | |
| 1 | Point of Purchase | 10 | 31.00 |
| 2 | Sampling Campaign | 5 | 15.63 |
| 3 | Social Media | 7 | 21.88 |
| 4 | TV/Print Ad | 4 | 12.50 |
| 5 | Friends/Family Recommendation | 6 | 19.00 |
|  | Total | 32 | 100 |
| **e) Awareness about Yoghurt's Gut Health Benefits** | | | |
| 1 | Aware | 9 | 28.13 |
| 2 | Unaware | 23 | 71.88 |
|  | Total | 32 | 100 |

1. **Yoghurt Consumption Patterns:** Out of 150 respondents, only 21 reported consuming yoghurt, while the remaining 79 did not, indicating relatively low yoghurt consumption in the surveyed population. This suggests a significant opportunity for awareness and market penetration campaigns.
2. **Type of Yoghurt Preferred:** Among the 32 yoghurt consumers, 37.5% preferred flavored yoghurt, making it the most popular variant. Probiotic yoghurt was chosen by 21.88%, followed by those uncertain about the type they consumed (25%). Greek yoghurt and plain yoghurt were less favored, with 9.38% and 6.25% respectively. This highlights a clear consumer inclination toward value-added and taste-enhanced varieties.
3. **Frequency of Yoghurt Consumption:** A large majority, 91 respondents of yoghurt consumers, consumed it only occasionally, while 9 respondents did so weekly. No respondent consumed yoghurt regularly. This indicates that yoghurt is seen more as a snack or occasional item rather than a dietary staple.
4. **Sources of Awareness:** The primary source of yoghurt awareness was the point of purchase (31%), followed by social media (21.88%) and friends or family recommendations (19%). Sampling campaigns accounted for 15.63%, while traditional media like TV and print ads contributed 12.5%. These findings suggest that in-store promotions and digital channels are key in influencing consumer awareness.
5. **Awareness of Health Benefits:** Only 28.13% of the yoghurt consumers were aware of its gut health benefits, while 71.88% were unaware. This lack of knowledge highlights a crucial gap that could be addressed through targeted educational campaigns emphasizing the health advantages of yoghurt, especially its probiotic properties.

**2.2) To understand** **consumer buying behavior and factors influencing purchase decisions of yoghurt.**

Table 2. consumer buying behaviour and factors influencing purchase decisions ( n=150)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | | Particular | | | | Frequency | | | Percentage |
| a) Purchase Channel | | | | | | | | | |
| 1 | | Local Store | | | | 55 | | 36.67 | |
| 2 | | Supermarket/Hypermarket | | | | 38 | | 25.33 | |
| 3 | | Amul Parlour | | | | 19 | | 12.67 | |
| 4 | | Online | | | | 34 | | 22.67 | |
| 5 | | Other\* | | | | 4 | | 2.67 | |
|  | | **Total** | | | | **150** | | **100** | |
| b) No. of Respondents Satisfaction Level | | | | | | | | | |
| 1 | Very Dissatisfied | | | | 7 | | 4.67 | | |
| 2 | Dissatisfied | | | | 13 | | 8.67 | | |
| 3 | Neutral | | | | 38 | | 25.33 | | |
| 4 | Satisfied | | | | 62 | | 41.33 | | |
| 5 | Very Satisfied | | | | 30 | | 20.00 | | |
|  | Total | | | | 150 | | 100 | | |
| c) Purchase Intent | | | | | | | | | |
| 1 | | | Very Likely | 30 | | | 20.00 | | |
| 2 | | | Likely | 51 | | | 34.00 | | |
| 3 | | | Neutral | 45 | | | 30.00 | | |
| 4 | | | Unlikely | 18 | | | 12.00 | | |
| 5 | | | Never | 6 | | | 4.00 | | |
|  | | | Total | 150 | | | 100.00 | | |

Table 3. Reason for buying Amul Stirred Yoghurt **(n = 150)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Reason | No. of Respondents | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| 1 | Health Benefit | 30 | 25 | 10 | 15 | 20 | 100 |
| 2 | Taste/Flavor | 10 | 20 | 30 | 40 | 50 | 150 |
| 3 | Price | 15 | 20 | 35 | 30 | 20 | 120 |
| 4 | Availability | 25 | 30 | 25 | 20 | 10 | 110 |
|  | Total | 80 | 95 | 100 | 105 | 100 |  |

### **Table 3 outlines the reasons for buying Amul Stirred Yoghurt. These reasons are discussed below**

### **a) Purchase Channel Preference:** Among the 150 respondents, the most preferred yoghurt purchase channel was local stores, chosen by 36.67% of consumers, indicating the importance of neighborhood accessibility. Supermarkets/Hypermarkets followed with 25.33%, reflecting a sizable segment seeking variety and a more modern shopping experience. Notably, online purchases accounted for 22.67%, suggesting growing digital adoption in dairy product shopping. Only 12.67% bought from Amul Parlours, and a minimal 2.67% relied on other sources. These findings suggest a balanced mix between traditional and modern retail, with increasing digital relevance.

**b) Satisfaction Levels:** Customer satisfaction data reveals a generally positive perception of Amul Stirred Yoghurt. A combined 61.33% of respondents were either satisfied (41.33%) or very satisfied (20%), demonstrating overall product approval. 25.33% remained neutral, possibly indicating areas for improvement or indifference. On the negative end, 8.67% reported being dissatisfied, and 4.67% were very dissatisfied. These numbers show that while a strong majority are content, enhancing product experience could convert neutral and dissatisfied consumers into loyal buyers.

**c) Purchase Intent:** Regarding future buying intention, 54% of consumers were either very likely (20%) or likely (34%) to purchase Amul Stirred Yoghurt, indicating strong market potential. 30% of the respondents expressed a neutral stance, possibly influenced by occasional consumption or lack of brand attachment. A smaller segment expressed unlikeliness (12%) or outright refusal (4%) to buy the product again, signaling the need to address individual concerns through better engagement or improved value offerings.

**d) Reasons for Purchase:** When evaluating factors influencing purchase, taste/flavor emerged as the most dominant driver with the highest cumulative score (150), showing its critical role in purchase decisions. This was followed by price (120) and availability (110), suggesting that affordability and ease of access significantly impact consumer choices. Health benefits, though important, scored 100, indicating that while it is valued, taste and cost considerations often outweigh nutritional factors for many buyers. These insights emphasize that product development and marketing should prioritize sensory appeal and pricing while continuing to promote health advantages.

**2.3) To identify barriers preventing non-consumers from purchasing packaged yoghurt.**

Table 4. Reason for not purchasing Amul Stirred Yoghurt (n = 150)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Particular | Frequency | | Percentage |
| 1 | Quality | 9 | 8 | |
| 2 | Price | 29 | 25 | |
| 3 | Taste | 4 | 3 | |
| 4 | Availability | 32 | 27 | |
| 5 | Unawareness | 42 | 36 | |
| 6 | Other | 2 | 2 | |
|  | Total | 118 | 100 | |

Table 4 outlines the various deterrents that prevent consumers from purchasing Amul Stirred Yoghurt, based on responses from a subset of 118 individuals. The most prominent barrier identified was lack of awareness, with 42 respondents (36%) indicating that they were simply unfamiliar with the product. This underscores a significant communication gap or insufficient promotional outreach, suggesting that many potential buyers have not been adequately exposed to the product through advertising or point-of-sale visibility. The second major constraint was limited availability, cited by 32 respondents (27%). This points to potential distribution challenges, where consumers may find it difficult to locate the product consistently in retail outlets. Pricing was another considerable issue, with 29 respondents (25%) expressing that they found the product too expensive or not offering sufficient value for money, which could hinder repeat or first-time purchases among price-sensitive buyers. In contrast, relatively few respondents attributed their non-purchase to quality concerns (8%) or unappealing taste (3%), indicating that these aspects may not be widespread issues, but rather isolated perceptions. A very small percentage (2 respondents, or 2%) selected ‘Other’, suggesting additional, unspecified reasons that were not captured by the primary response options.

**Major Findings: -**

The study reveals a notably low consumption rate of yoghurt in Anand, with only 21 of respondents reporting any consumption, and among them, a striking 91 consume it only occasionally. Flavored yoghurt emerges as the most preferred type, accounting for 37.5% of consumption within this limited user group. However, there is a significant gap in consumer knowledge, as 71.9% of yoghurt consumers are unaware of its gut health benefits, indicating a need for targeted health education. In terms of purchasing behavior, local stores remain the dominant channel, accounting for 36.7% of yoghurt purchases, followed by supermarkets and online platforms. Taste and flavor are the most influential factors driving purchase decisions, surpassing health benefits, pricing, and product availability. Satisfaction levels are relatively high, with over 60% of respondents expressing satisfaction and 54% indicating a likelihood to repurchase, though a moderate segment remains neutral or dissatisfied. For the 79 of non-consumers, the most cited barriers to trying Amul Stirred Yoghurt are lack of awareness (36%) and product unavailability (27%), followed by pricing concerns (25%). Interestingly, sampling campaigns have demonstrated measurable impact, with 15.6% of yoghurt consumers introduced to the product through such experiential marketing initiatives, suggesting an effective strategy for improving product visibility and trial.

**VII) CONCLUSION**

The study aimed to evaluate yoghurt consumption habits, consumer awareness, purchase behaviour, and the barriers to purchasing Amul Stirred Yoghurt in Anand. The findings indicate a substantial gap in yoghurt adoption and highlight significant opportunities for market expansion and consumer engagement.

Only 21 of the 150 surveyed respondents reported consuming yoghurt, whereas a dominant 79 did not. This low adoption suggests yoghurt is yet to achieve mainstream dietary relevance in this region. Among those who do consume it, flavoured yoghurt is most popular (37.5%), followed by probiotic (21.9%), Greek (9.4%), and plain yoghurt (6.3%). A noteworthy 25 respondents who are consumers were unaware of the type of yoghurt they consumed, implying a lack of product awareness or clarity in labelling. Yoghurt consumption frequency is sporadic, with 91 respondents consuming it only occasionally and none (i.e., 0 respondents) doing so regularly. This irregularity highlights a perception of yoghurt as a non-essential or luxury food item rather than a daily staple.

Awareness sources further emphasize the role of physical retail in discovery, with 31% of the respondents learning about yoghurt at the point of purchase and 15.6% through sampling campaigns. Digital channels (social media at 21.9%) and traditional media (TV/print ads at 12.5%) also contribute. Word-of-mouth from family or friends (19%) is a relevant, though secondary, influencer. Importantly, only 28.1% of yoghurt consumers were aware of its gut health benefits, while 71.9% lacked this knowledge. This indicates a vital need for educational campaigns highlighting yoghurt’s nutritional and probiotic advantages.

In terms of consumer buying behaviour, yoghurt purchases in Anand are primarily made at local stores (36.7%), followed by supermarkets/hypermarkets (25.3%), online platforms (22.7%), and Amul parlours (12.7%). The choice of channel reflects both traditional shopping preferences and an emerging online retail presence. Taste and flavour were the strongest drivers for purchase, as evidenced by the 150 responses focused on this factor, followed by price (120 mentions), availability (110), and health benefits (100). Satisfaction levels were generally positive: 41.3% satisfied and 20 % very satisfied, indicating strong product acceptability among existing users. Future purchase intent was similarly encouraging: 54% likely or very likely to repurchase Amul Stirred Yoghurt, though 16% were unlikely or uninterested, suggesting potential for improved retention strategies.

Barriers among non-consumers were most often linked to lack of awareness (36%), followed by availability issues (27%), price concerns (25%), and to a much lesser extent, quality (8%) and taste (3%). The significant portion unaware of the product indicates underexposure to marketing and branding efforts.

COMPETING INTERESTS DISCLAIMER:

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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