



ISSN (E): 2277-7695  
ISSN (P): 2349-8242  
NAAS Rating: 5.23  
TPI 2023; SP-12(6): 168-173  
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Received: 24-03-2023

Accepted: 30-04-2023

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## Awareness & consumption of newly launched health-focused dairy products among youth

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### Abstract

Milk is a well-known, essential food item for humans. It contains large levels of macro- and micronutrients and is extremely beneficial to health. The purpose of this study was to evaluate the Awareness, Nutritional knowledge, and Consumption pattern of the youth regarding the newly launched Dairy Products in Gujarat. The respondents selected for the study were students of various colleges like Agricultural, Engineering, Dairy, Veterinary, and Agribusiness Management among others. The total respondents in the study were 330. Further a total of recently launched six Amul products with health focus, namely - camel milk, haldi doodh, tru, seltzer, protein-rich lassi/buttermilk, and probiotic lassi, were selected for the study. The data were collected by preparing a well-structured questionnaire. The main findings of the study indicate that most of the selected recently launched dairy products had high awareness among the respondents. The awareness level was moderate for *Amul Camel milk* and it was very low for except for *Amul Seltzer*. The main reason for consuming *Amul Camel milk*, *Protein lassi*, *Probiotic lassi* and *Haldi Doodh* was due to its nutritional and health benefits while *Amul Tru* was consumed because of its flavour. Further, the frequency of the consumption of the above products was found to be low to very low on monthly basis. It can be suggested that in order to increase the awareness and consumption of the above recently launched Health focussed dairy products aggressive advertisements and promotional initiatives should be undertaken.

**Keywords** Haldi doodh, Camle milk, Amul Tru, Amul lassi, health focussed dairy products

### 1. Introduction

Milk is a well-known, essential food item for humans. Milk consumption can increase the intake of not only calcium but also overall nutrient and milk contain all the different nutrients that humans need as well. It contains large levels of macro- and micronutrients and is extremely beneficial to health.

India is the world's largest milk producing country. Its milk Production for the year 2020-21 stood at a mammoth 209.96 million tonnes which is around 20% of the world milk production. There are around 16.5 million dairy farmers registered with around 1,85,903 Village Dairy cooperatives in the country. Majority of the milk producers belong to small and marginal category with only 2 to 5 animal holding. The leading milk producing states are-Uttar Pradesh, Andhra Pradesh, Madhya Pradesh, Rajasthan and Gujarat.

Several studies have shown that milk and dairy products contribute to bone health and help prevent cardiovascular diseases, high blood pressure, and Type 2 diabetes. Besides of nutritional values of milk and dairy products, there are biologically active compounds (bioactive peptides, probiotic bacteria, antioxidants, vitamins, specific proteins, oligosaccharides, organic acids, highly absorbable calcium, conjugated linoleic acid, and others) have important for human functioning and health.

Now a days there is a good opportunity for camel milk also in Gujarat State. Camel dairy got a shot in the arm in 2016, when the Food Safety and Standards Association of India recognised the milk as a food item, allowing products to be sold nationally. Amul got on board with the idea of mass-producing chocolate.

For the students, milk and dairy products overall provide better or worse health and increase or lower the risk of some diseases and all-cause of mortality. Hence, the aim of the present work was to study the nutritional and health benefits knowledge of dairy and dairy product consumption among students.

## 2. Objectives

- To study the level of awareness of health-focused dairy products in students
- To research consumer behavior in regard to dairy products with a focus on health
- To analyze factors that affect consumers' purchase decisions towards health-focused dairy products

## 3. Research Methodology

A total of recently launched six Amul products with a health focus, namely- Camel milk, Haldi Doodh, Protein lassi, Amul Tru, Amul Seltzer, and probiotic lassi were selected for the study. Simple random sampling was used to select 330 youth respondents who belong to various disciplines like Veterinary, Food Science, Dairy Science, and Agriculture. The data were collected by preparing well-structured questionnaires.

## 4. Result & Discussion

An attempt has been made to assess the level of awareness, analyze the consumption pattern, and identify the factors influencing the satisfaction level of the consumers of Health-related dairy products in Anand city. For this purpose, the primary data were collected from 330 respondents in Anand. The data were arranged in simple tabular form. The detailed results and discussions are shown according to objectives.

### 4.1 Socio-Economic Profile of Sample Respondents

To understand the consumers of healthy dairy products, first the socio-economic status of the consumers was studied and has been explained as follows by using certain analyses. It is well known that the socio-economic status of a consumer has a direct link with their perception and behavior towards any product. Socio-economic status of customers is an influencing factor and in view of gaining more inputs and to understanding the profile towards the perception and buying behavior of consumers, the following analysis were undergone

#### 4.1.1 Gender distribution of the students

Many surveys show that buying decision are made by male in their family than female. Respondents are classified according to gender wise presented in the following table.

**Table 1:** Gender wise classification of respondents

Gender	No. of respondents	Percentage
Male	180	55
Female	150	45
Total	330	100

Source: Primary data

It is clear from the graph among the respondents, 45 percent of the respondents are female and 55 percent of the respondents are male. The majority 55 percent of the respondents are male among the total respondents.

#### 4.1.2 Age-Wise Classification of the Respondents

Age plays a significant role in influencing the consumer's consumption pattern. The role in consumption patterns may also be determined by the age of the consumer. The exposure to the market environment and the willingness to change the consumer attitude may be influenced by the age of the consumer.

**Table 2:** Age wise classification of the respondents

Age	No. of respondents	Percentage
Below 20	153	47
21 to 25	172	52
26 to 30	3	0.9
More than 30	1	0.3
Total	330	100

Source: Primary data

### 4.1.3 Education-wise classification of the respondents

Levels of education are influencing mode on consumer behavior because of the consumer's knowledge on the products, brand and market of the products. Education level influences not only their perceptions but also their level of knowledge.

**Table 3:** Education-wise classification of the respondents

Education	No. of respondents	Percentage
Food Science	102	31
Dairy science	75	23
Veterinary	65	20
Agriculture	76	23
Others	12	3
Total	330	100

Source: Primary data

### 4.1.4 Occupation of the respondents

The following Table depicts the sample respondents according to their occupation.

**Table 4:** Occupation of the respondents

Occupation	No. of respondents	Percentage
Agriculture	155	47
Job	110	33
Business	45	14
Others	20	6
Total	330	100

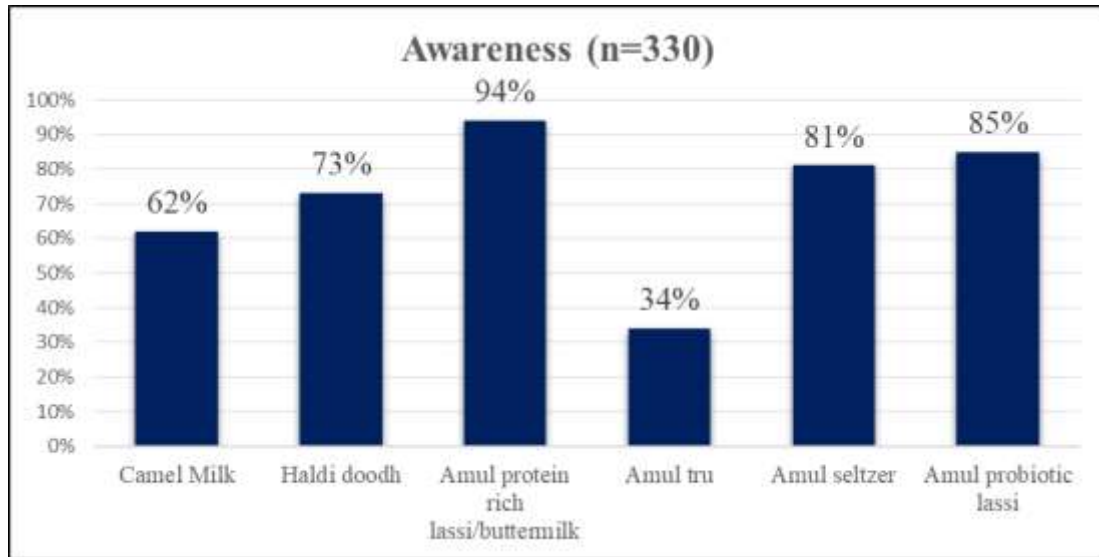
Source: Primary data

It is clear from the table that 47 percent of the respondents are from agriculture background, 33 percent of respondents are employed and 14 percent of respondents come from families who own businesses.

## 4.2 Awareness of healthy dairy products among selected respondents

### 4.2.1 Level of Awareness about Healthy dairy products

Health issues are the main motivation for buying organic food, and health awareness is the key factor that individuals consider. At the same time, some scholars have found that health awareness can better predict consumers' attitudes, intentions, and purchase of organic foods. Therefore, it is necessary to study the mechanism of consumer health awareness on purchase behavior (Xu *et al.*, 2021) [7]. The graph reports the level of awareness about healthy dairy products based on the perception of the entire sample. To measure the level of awareness of healthy dairy products among the respondents, 6 various healthy dairy products are studied.



Source: Primary data

Graph 1: Level of Awareness about Healthy dairy product

The observation from the graph clearly shows that the level of awareness of Amul protein lassi was very high with 94% awareness, followed by Amul Probiotic lassi with 85% awareness, Amul Seltzer with 81% awareness, Amul Haldi Doodh with 73% awareness, and Amul Camel milk with 62% awareness. The graph indicates that the level of awareness is low on Amul Tru with 34% awareness.

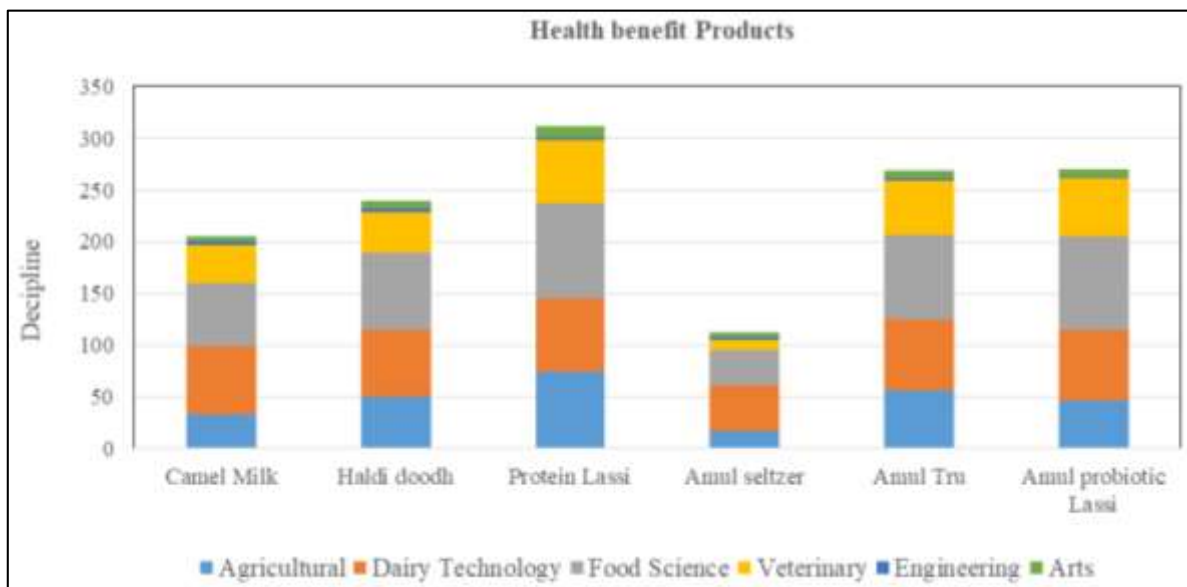
**4.2.2 Relationship between the Level of Awareness and Education of respondents**

To test whether there is any significant difference in the above level of awareness across respondent categories with different educational backgrounds such as Dairy Technology, Food science, agriculture, veterinary, etc.

Table 5: Relationship between level of awareness & education of respondents

	Agricultural	Dairy Technology	Food Science	Veterinary	Engineering	Arts	Total
Camel Milk	33	66	61	37	3	5	205
Haldi doodh	50	65	74	40	3	8	240
Protein Lassi	74	71	92	61	3	10	311
Amul seltzer	17	44	34	10	2	5	112
Amul Tru	56	68	83	52	2	8	269
Amul probiotic Lassi	47	68	90	56	2	7	270

Source: Primary data



Source: Primary data

Graph 2: Relationship between level of awareness & education of respondents

The observation table and graph demonstrate that students of dairy science and food science have a better level of

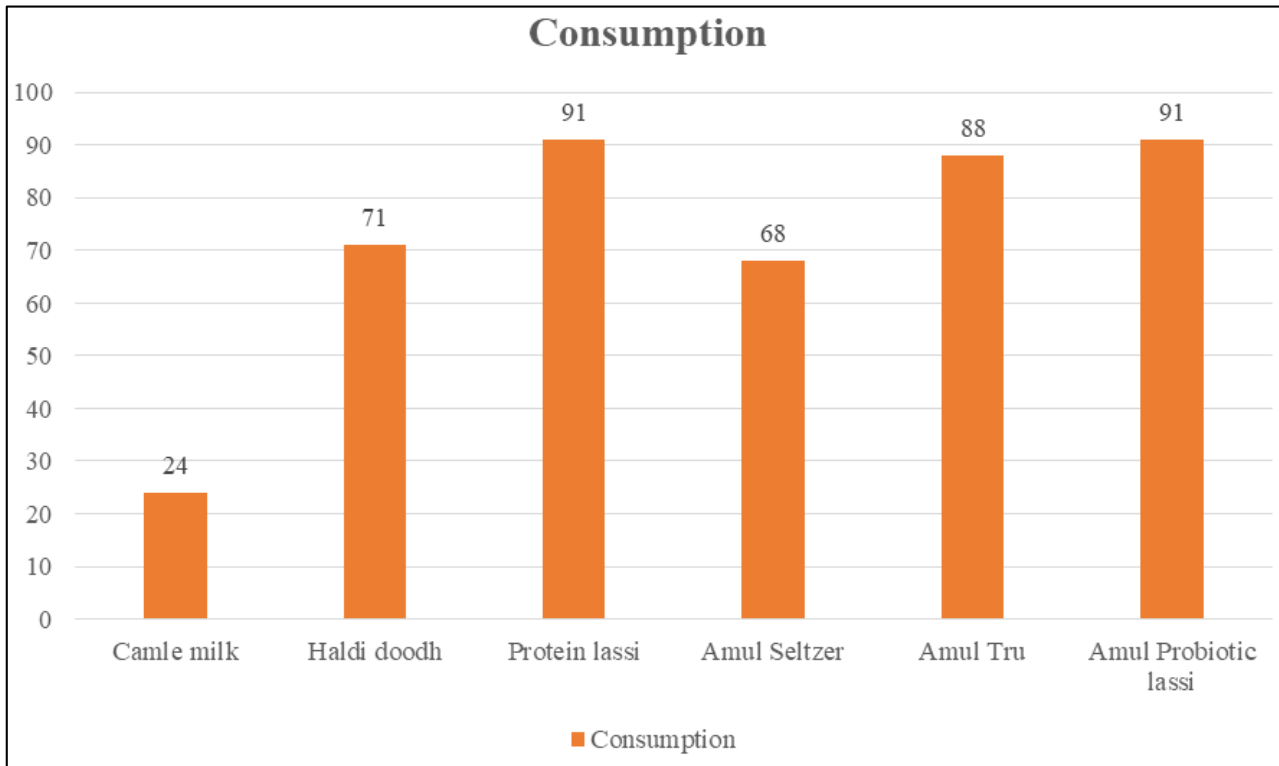
awareness about healthy dairy products than students of other disciplines because of their educational background in food.

### 4.3 Consumption of healthy dairy products among respondents

#### 4.3.1 Consumption pattern of healthy dairy products

As one of the objectives of the study was to find out the consumption pattern of consumers regarding healthy dairy

products, an attempt was made to study this aspect. Let's now determine who purchases which nutritious dairy products. Consumers of dairy products can find out more from the following graph.



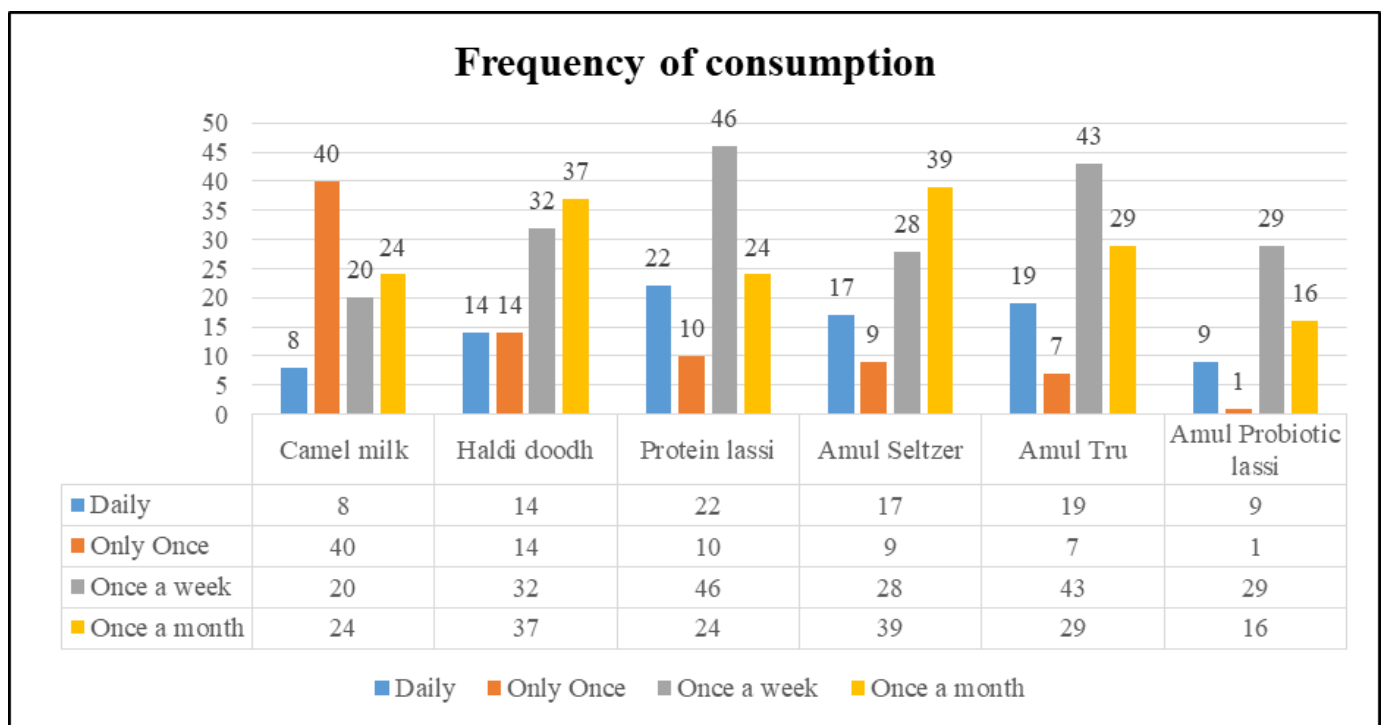
Source: Primary data

Graph 3: Consumption pattern of healthy dairy products

#### 4.3.2 Frequency of consumption:

The frequency of consumption by consumers indicates the demand of the consumers, some consumers consume for

regular consumption; some people need demand, and some others for function events, the frequency of consumption is discussed as follows.



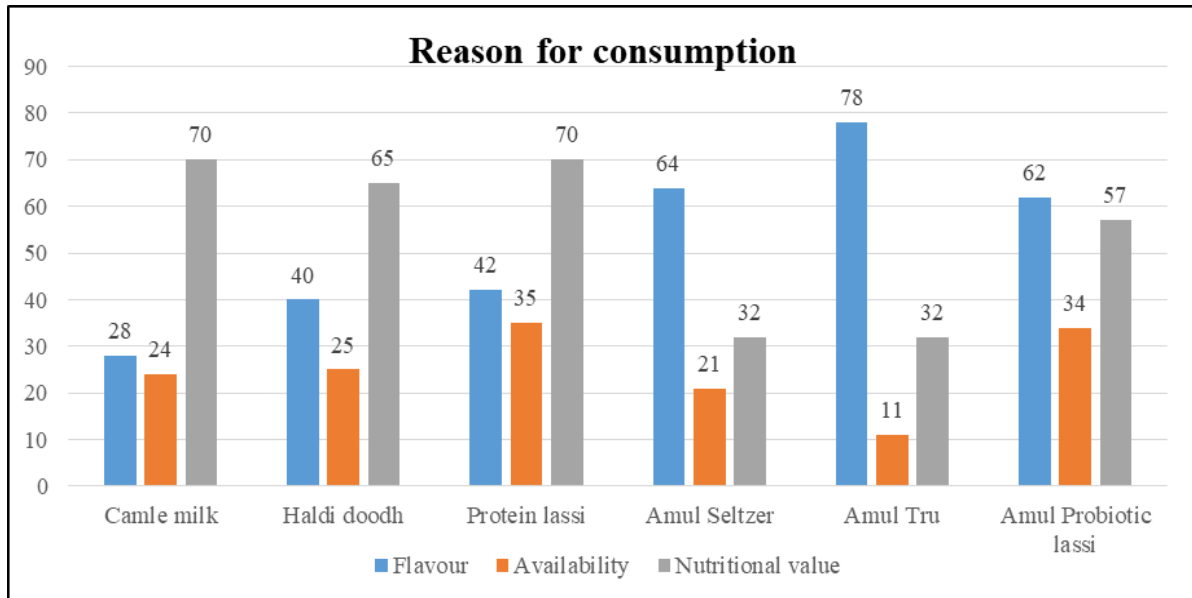
Source: Primary data

Graph 4: Frequency of consumption

### 4.3.3 Reason for consumption

The motivations for consuming specific healthy dairy

products are shown in the following graph.



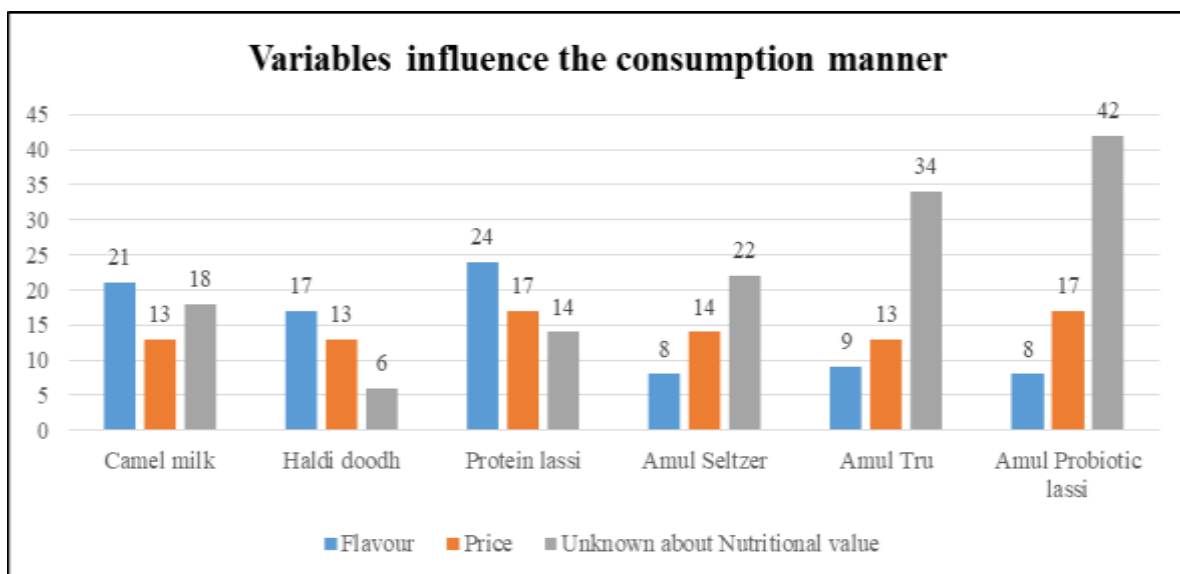
Source: Primary data

Graph 5: Reason for consumption

According to the survey's findings, the nutritional content of most healthy foods is what motivates people to consume them. Although Amul Tru and Amul Seltzer are consumed because of their delicious flavors, which attract customers.

### 4.3.4 Variables influence the consumption manner

There are several reasons why consumers choose not to utilise a certain product, which are as follows.



Source: Primary data

Graph 6: Variables influence the consumption manner

The aforementioned graph suggests that some nutritious dairy products, such as Camel milk, Hal di doodh, and protein lassi, are avoided due to their unpleasant flavors, while other nutritious drinks, such as Amul Seltzer, Amul Tru, and Amul Probiotics lassi, are avoided because many respondents are unaware of their nutritional value.

### 5. Conclusion

This research was done to figure out what characteristics lead people to only buy dairy products that are healthful. The analysis of the components of the marketing mix and an improvement in the marketing strategies are advised for the

dairies in order to keep a base of devoted customers and move closer to their objectives. It has been determined that businesses must make an attempt to raise consumer awareness of their products. It was also shown that many respondents were not aware of the nutritional health advantages of specific items; therefore, it is advised that businesses sell their products by emphasising these advantages. It was discovered that consumers preferred dairy products with lots of flavour. The brand sellers are expected to regularly promote their new product lines and market expansion.

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