

STUDY ON BUYING BEHAVIOUR, MARKET SHARE AND CONSUMER PERCEPTIONS OF SUDHA MILK IN DISTRICT KATIHAR, BIHAR

Manish Kumar ¹, Sanjay Kumar ²

¹MBA (Agribusiness) and ²Associate Professor

Department of Agricultural Economics

Sam Higginbottom University of Agriculture, Technology and Sciences, Naini, Prayagraj

Corresponding author: vanshpratapsingh536@gmail.com

<https://doie.org/10.10346/AE.2025637014>

ABSTRACT

The present study “Study on Buying Behavior, Market share and consumer Perceptions of Sudha Milk in District Katihar, BIHAR” Was undertaken with a view to analyze popularity of Sudha milk and milk product. The study was conducted to find out following objective. Done by dairy under the brand name Sudha in the assigned places for achieving these objectives Katihar district of state Bihar selected. The important conclusions were drawn from study. The functional societies, 45 to 100 percent were registered in different district of Sudha dairy during 2024-2025. The approx. 200 lakh litre/day milk was procured by the Katihar Dugdh union during the year 2024-2025. The increased trend of average milk price was found during 2012-20 to 2016-2017. The study identifies major determinants of consumer behaviour including price sensitivity, perceived quality, availability, packaging, brand image, and trust. A demographic analysis highlights that age, income, family size, and education level significantly influence buying preferences. The findings reveal that a majority of consumers in Katihar prefer Sudha Milk due to its affordability, consistency in quality, and accessibility through a widespread distribution network. Despite competition from local and private dairy brands, Sudha maintains a strong market share in the district, although brand promotion and innovation remain areas with room for growth. Consumer perception of Sudha Milk is largely positive, particularly regarding hygiene and freshness, though some respondents express concerns about limited product variety and occasional supply issues. The study concludes by offering recommendations for enhancing customer engagement, improving supply chain efficiency.

Keywords: Buying Behaviour, Consumer Perception, Market Share, Dairy Products, Milk Distribution.

INTRODUCTION

Milk is a nutrient-rich liquid food produced by the mammary glands of mammals. It is the primary source of nutrition for young mammals (including breastfed human infants) before they are able to digest solid food. Early- lactation milk, which is called colostrum, contains

antibodies that strengthen the immune system and thus reduces the risk of many diseases. Milk contains many other nutrients, including protein and lactose. While Humans are the primary consumers of other mammal's milk, other interspecies consumption of milk has been observed.

As an agricultural product, dairy milk is collected from farm animals. In 2011, dairy farms produced around 730 million tons (800 million short tons) of milk from 260 million dairy cows. India is the world's largest producer of milk and the leading exporter of skimmed milk powder, but it exports few other milk products. Because there is an ever-increasing demand for dairy products within India, it could eventually become a net importer of dairy products. New Zealand, Germany and the Netherlands are the largest exporters of milk products. China and Russia were the world's largest importers of milk and milk products until 2016, when both countries became able to produce enough to meet their inhabitants' demand. This change contributed to an

oversupply of milk in the global market. More than six billion people worldwide consume milk and milk products, and between 750 and 900 million people live in dairy-farming households. Plant milks are increasingly consumed as plant-based alternatives to dairy milk.

RESEARCH METHODOLOGY

The chapter deals with the material and methods used in achieving the objectives of the study. For the sake of ease in understanding and clarity in presentation, this chapter is devoted to and presented in broad three sections, first section focuses on sampling design used to select the district, block, villages and respondent. The second section the collection of data. The third section a tool of analysis and techniques applied.

ANALYTICAL TOOLS

1. *Chi Square Test*
2. *Cost of Marketing*
3. *Margin of Market*
4. *Spread in Price*
5. *Efficiency of Marketing*
6. *Producer's Share in Consumer Rupee*

RESULT AND DISCUSSION

Table 1.1: Age wise distribution of farmers

AGE-WISE DISTRIBUTION OF SAMPLE FARMERS

Age (in years)	Size of Respondents					Overall	Percentage
	Marginal	Small	Semi-medium	Medium	Large		
Less than 30	3	6	7	8	4	28	27%
30-40	4	7	3	5	9	28	19%
40-50	6	4	2	3	2	17	26%
Above 50	2	5	6	9	5	27	28%
Total	15	22	18	25	20	100	100%

Table 1.1: That reveals about age-wise distribution of respondents in which 27 per cent of the farmers were in the age group of less than 30 years. The age group of 30-40 years was 19 per cent, age group of 40-50 were 26 per cent and age group of above 50 was 28 per cent.

Distribution of the farmers according to their occupation
Table 1.2 Distribution of the farmers according to their occupation

Sr. No.	Particular (Occupation)	Farmers Size					Total	Percentage
		Medium	Small	Semi medium	Medium	Large		
1	Agriculture	8	6	7	10	5	36	35%
2	Horticulture	5	6	4	3	2	20	19%
3	Animal Husbandry	2	2	1	3	2	10	9%
4	Salaried	5	3	4	5	1	18	25%
	Business / Profession	4	3	2	5	2	16	12%
Total		24	20	18	26	12	100	100%

Table 1.2: That reveals about the occupation of respondents in which 19 per cent of the respondents were having agriculture as their occupation followed by 35 per cent were having horticulture, 25 per cent were having animal husbandry, 9 per cent were salaried and 12 per cent were in business/profession.

Different Distribution channels used by Producers

Various distribution channels are used by producers in distribution of milk but most common type of distribution channel in the study area is as under: -

Channel I	Producer>Consumer
Channel II	Producer>Milkman>Consumer
Channel III	Producer>Milk-Cooperatives>Processor>Retailer>consumer

Table 2: Market share of Various Milk Brands

S. No.	Brand Name	Total sales in Liter	Percentage
1	Sudha Dairy	11790	32%
2	Bihar Milk cooperatives	9620	26%
3	Sunshine Agency	4200	11%
4	Amul	3100	8%
5	Namaste India	4350	12%
6	H I Dairy Products Ltd.	2715	7%
7	Mathura Milk Products	1400	4%
8	Total	37175	100%

Table 2: illustrates about the market share of various milk brands in Vaishali in which Sudha dairy has a market share of 32 per cent followed by Bihar Milk Cooperative has 26 per cent, Namaste India has 12 per cent share, Sunshine agency has 11 per cent, Amul has 8 per cent share, H I dairy products limited has 7 per cent share and Mathura milk products has 4 per cent share.

Perception of Consumers toward Sudha Milk

Table 3: Perception of Consumers toward Sudha Milk Products (Values in percentage)

Perception factors	Very good (%)	Good (%)	Unsure (%)	Bad (%)	Very Bad (%)	Total Respondents	Total Percentage
Taste	17	13	32	21	17	100	100
Aroma	14	18	28	18	22	100	100
Fat content	25	28	27	12	8	100	100
Packaging	18	24	23	19	16	100	100
Nutrient values	24	21	25	18	12	100	100
Availability	21	25	20	15	19	100	100
Price	18	21	16	18	27	100	100

Table 3: That reveals about the perception of consumer toward Sudha Milk Products in which 32 per cent respondents were unsure about the taste followed by 28 per cent were unsure about aroma, 28 per cent responded for good fat content, 24 per cent responded for good packaging, 25 per cent were unsure about the nutrient values, 25 per cent responded for good availability and 27 per cent responded for very bad price of Sudha dairy products.

CONSTRAINTS FACED IN MARKETING OF SUDHA PANEER AND GHEE

Table 4: Constraints faced in marketing of Sudha Milk

S. No.	Constraints	Garrett Score	Rank
1	High competition to market the product	80.04	I
2	Poor quality of milk	78.56	II
3	High processing cost due to rise in price of raw material	78.32	III
4	Manpower with lack of skill at chilling center	71.18	IV
5	Lack of availability of sufficient quantity of raw milk	68.72	V
6	Lack of availability of skilled labors in processing and quality control section	58.16	VI
7	Higher transportation and distribution cost	56.24	VII
8	High packaging material cost	54.08	VIII
9	Less sales promotional activities of processing units	52.24	IX
10	Lack of refrigerated vans used to enhance the shelf life of milk product	49.76	X
11	Lack of research and development in processing industry	46.02	XI
12	Spoilage of milk and milk product due to less concentration on quality control measures	31.18	XII
13	Lack of quality control measures taken by chilling centers	23.44	XIII
14	Sales on credit base	22.06	XIV
15	Rise in the price raw milk due to competitors	21.82	XV

Table 4: That reveals about the constraints faced in marketing of Sudha paneer and Ghee in which High competition to market the product ranks I followed by Poor quality of milk ranks II, High processing cost due to rise in price of raw material ranks III, Manpower with lack of skill at chilling center ranks IV, Lack of availability of sufficient quantity of raw milk ranks V, Lack of availability of skilled labors in processing and quality control section ranks VI, Higher transportation and distribution cost ranks VII, Higher packaging material cost ranks VIII, Less sales promotional activities of processing units ranks IX, Lack of refrigerated vans used to enhance the shelf life of milk products ranks X, Lack of research and development in processing industry ranks XI, Spoilage of milk and milk products due to less concentration on quality control measures ranks XII, Lack of quality control measures taken by chilling centers ranks XIII, Sales on credit base ranks XIV and Rise in the price of raw milk due to competitors ranks XV.

CONCLUSION

This study examined Sudha Milk's market dynamics in Katihar, Bihar, across five core objectives. It found that most respondents were middle-aged dairy farmers with limited education (70% up to school level or illiterate) and large families. Income levels were modest, and extension contact was moderate, indicating scope for improved outreach and awareness. Three marketing channels were identified—direct sale, via milkmen, and through cooperatives. The cooperative channel was the most formal and structured. Sudha held the highest market share (32%), with consumer choices influenced by price, packaging, availability, and fat content. While availability and fat quality were praised, concerns about pricing (27% dissatisfaction) and taste persisted. Consumer perception was overall positive but mixed—good on packaging and hygiene, yet weak on variety and affordability. Major marketing constraints included high competition, rising costs, quality issues, and infrastructure gaps. To maintain its lead, Sudha must enhance product appeal, pricing strategy, supply chain efficiency, and promotional activities.

REFERENCE

Anil Kumar, Babita Vohra, Vir Singh, Mahak Singh (2012) Milk production, marketing and consumption pattern a peri-urban dairy farms in the mountains: a case from Lohaghat in Uttaranchal

Akanksha Shrivastava (2019). An economic analysis of dairy production and marketing in Sehore district of Madhya Pradesh M.Sc.(ag) thesis submitted to R.V.S.K.V.V. Gwalior **Agricultural and Processed Food Products Export Development Authority (APEDA)** Product Group Report/ Country wise

(2012).

Bandyopadhyay, Monab (1996), "Dairy Co-operative and Rural Development (With Special Reference to Journal for Studies in Management and Planning

Bennett, A., Lhoste, F., Crook, J. & Phelan, J. 2006. The future of small-scale dairying. In FAO. Livestock Report 2006. Rome, FAO.

Birthal, P.S., Jha, A.K., Tiongco, M. & Narrod, C. 2008. Improving farm-to-market linkages through contract farming. A case study of smallholder dairying in India. IFPRI Discussion Paper 814. Washington DC, International Food Policy Research Institute.

Bravo-Baumann, H. 2000. Gender and livestock: capitalization of experiences on livestock projects and gender. Working document. Bern, Swiss Agency for Development and Cooperation.

Brown, O. 2005. Supermarket buying power, global commodity chains and smallholder farmers in the developing world. Occasional Paper 2005/4. New York, USA, Human Development Report Office, United Nations Development Programme.

Bunch, S. & Mehra, R. 2008. Women help solve hunger. Why is the world still waiting. Washington, DC, International Center for Research on Women.

Bürll, M., Aw-Hassan, A. & Lalaoui Rachidi, Y. 2008. The importance of institutions in mountainous regions for accessing markets. An example from the Moroccan High Atlas. Mt. Res. Dev., 28(3–4): 233–239.

Candler, W. & Kumar, N. 1998. India: the dairy revolution. The impact of dairy development in India and the World Bank's contribution. Washington, DC, World Bank.
