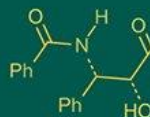


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Purchase determinants of traditional fermented dairy dessert Shrikhand among youth consumers in Anand, Gujarat

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Abstract

Shri Khand is the traditional and fermented dessert form of dairies, which is used in a large amount in Gujarat state, and is also of cultural and nutritional importance. The present study aimed at the study on consumption pattern of Shri Khand among the youth in Anand city and their objectives were to obtain the information about how frequently the Shri Khand is consumed, their brand preference, their demographic and purchasing behaviour of Shri Khand among the youth of Anand city. The data obtained were primary data which were gathered by administering the booklet questionnaire and 91 respondents took part in the study. The data collected was analysed using percentage analysis. The results showed that most of the respondents were young (18-26 years) and were mostly undergraduate students. Most of the respondents are having Shri Khand occasionally, probably it's dessert item. Overall, Amul has become the most preferred brand with decent degree of brand dominance and consumers' trust amongst the youth. It was found that out of the three factors, taste, makes the final decision while the brand reputation and product availability are the other two. Most respondents are happy to have selected the brand they did, and very likely to buy the same brand in the future. In total, the research indicates that this product is consumed on a medium scale, however there is high brand loyalty, this highlights an opportunity for new flavours to be introduced and target opportunities in the youth market.

Keywords: Shrikhand, youth consumption, brand preference, dairy marketing, consumer behaviour, percentage analysis

1. Introduction

It is a popular semi-soft fermented milk dessert in Western part of India, especially in Gujarat and Maharashtra known as Shri Khand. Made from strained curd (chakka), or coagulated milk, which is made by separating whey from fermented milk. It is then stitched with some sugar and flavoured with cardamom, saffron or nutmeg or fruit pulp to add smooth and flavourful fragrance. Shri Khand has been a part of Indian cuisine and is usually consumed on occasions of festivals, religious formulas, and special occasions as well (Chakraborty *et al.*, 2026) ^[1]. It is a popular dairy product snack which is consumed many parts around the world especially in Gujarat and is consumed along with puri/roti, which reflects the historical significance of fermented milk products in India.

Traditional Indian fermented dairy products (fodder) namely curd, lassi, Shri Khand and buttermilk not only have their distinct taste and sensory characteristics but also possess benefits in terms of nutrition and functional properties (Tammie & Robinson, 2007) ^[17]. Some other uses of fermentation are to make milk more digestible by converting lactose to lactic acid which can be helpful for mild lactose intolerant people and can help in achieving the objective of the Indian food pyramid. Specifically, Shri Khand is a relatively high fat and high sugar dessert which consists of energy-dense food and since it contains good quality milk proteins and minerals, essential for human health (Chauhan *et al.*, 2024a) ^[2].

Dairy products are a pivotal key to well-rounded diets of many ages' nutrition wise. Milk and recently fermented dairy products are great sources of calcium, bone health and nutrition safety (Modi *et al.*, 2024) ^[14]. Dairy products are also known to be beneficial for the digestive system, as well as for the absorption of nutrients, especially when combined with

healthy lifestyle habits (Modi *et al.*, 2024) ^[14]. Today, dairy products are known as functional foods and as a consequence, new versions of the traditional products have been created. Over the last couple of years, researchers and the dairy technologists have turned their attention towards the procurement of low calorie, probiotic enriched and fruit flavoured procuring Shri Khand which would be able to cater the demand of the consumers and health-conscious market (Chauhan *et al.*, 2024a; Chauhan, Sharma & Singh, 2024) ^[2]. The sensory evaluation studies have also been used to determine the consumer acceptance of any dairy dessert such as Shri Khand as the taste, aroma, texture and overall organoleptic properties of these desserts have been evaluated. Similarly, sensory evaluation studies have been used to determine the consumer acceptance of any dairy dessert such as Shri Khand as the Taste, Aroma, Texture and overall Organoleptic properties of these desserts have been made detailed.

In the last few decades, the Indian dairy industry has gone through a tremendous transformation, which has been enabled by various technological advancements, milk processing improvements, and efficient supply chain systems. Modern dairy factories have a standard fermentation process, a hygienic production line, a cold chain system and innovative packaging technology, and they can improve the quality and shelf-life of the dairy products under the guidance of the modern production management system. Therefore, the traditional products such as Shrikhand were modified into commercial product and are sold in retail markets and can be prepared in bulk (Modi *et al.*, 2025) ^[11-13]. It is due to the development of refrigerated distribution network and use of advance packaging techniques, like sealed plastic containers and aseptic packaging techniques, which allow the dairy co-operatives and private dairy producers to maintain quality of their products and extending product shelf life and market distribution (Gurjar *et al.*, 2025) ^[7].

The cooperative dairy movement has been a tremendous success in India and the only one that is cited as being a great success is the Anand Pattern of Gujarat cooperative dairy movement. This model has been now adopted by establishing dairy cooperatives in Anand, which has created India as the world's largest producer of milk, reinforces the milk infrastructure system, provides milk in competitive prices and empowers the farmers (Daftary, 2019) ^[3]. Cooperative-based milk marketing systems and the National Dairy Plan have played a significant role in the dairy development, as has the National Dairy Development Board (NDDB) (NDDB, n.d.). The cooperative model has enabled the development of a large-sized milk collection, processing and successful marketing of value added milk products, like butter, cheese, ice cream, etc. along with traditional milk based products like Shri Khand.

The strong dairy cooperatives and the favourable agricultural landscape has made Gujarat one of the top milk-producing states in India. In the year 2022-23, the production of milk by the State was approximately 17 million metric tonnes, which contributed significantly to the overall milk production in the country (Gurjar & Modi, 2024) ^[14]. Angoles *et al.* (2025) have chalked out district(s) like Banas kantha, Sabar kantha and Anand as the good performers of the state where farmer participation in the farms is high and about the efficient system of cooperative management. Whereas a large milk pool has helped dairy

industry to diversify the product-making into value added milk products such as traditional sweets and fermented milk desserts like Shri Khand etc. which are in much demand today.

Anand popularly is referred to as "Sleeping Beauty of India" and is renowned the world over for their achievements in the cooperative milk producing movement, Amul. Anand Pattern has improved milk production and also helped link the traditional milk products to a national commercialization and branding. The Gujarat dairy co-operative have diversified their product range and incorporated some ready-to-eat traditional food items, dairy sweets, etc., which have become the consumer's demand (Modi *et al.*, 2025) ^[11-13].

Urbanisation, a change in lifestyle and increased income all have contributed to the recent food consumption trends in recent years particularly for the youth. Youth are more likely to select foods that are easy to eat, are easy to store in the refrigerator, and have a familiar taste. Convenience food which is simple to eat, stored in the fridge and is familiar is more likely to be looked out for by young people. Taste preference, quality of the food, brand image, price sensitivity, peer influence and many other factors are thought to play a role in food selection (Kotler & Keller, 2016; Schiffman & Wisenblit, 2019) ^[10, 16]. This was also further supported by Dairy Marketing Strategies studies that revealed the promotion and perception of the brands in consumer minds also plays a role in consumer purchasing.

In addition, consumers are increasingly looking for nutrition and health information and are in greater demand for value added dairy products with functional benefits. Certain health functional foods available in the market which are popular in the consumers' mind due to health concerns are probiotics, low sugar desserts, dairy foodstuffs with reference to nutritional and convenient aspects (Hojjati *et al.*, 2025) ^[8]. The emphasis in today's world has turned to product development, packaging improvements and marketing efforts that align with the changing preferences of today's consumers, sparking investment by dairy companies. This has led to a greater emphasis in dairy companies of innovation in the product, package innovation and the development of specific marketing strategies to satisfy the new demands of the consumer.

Although Shri Khand is very much popular among the people, there is very little research done on the consumption pattern of young consumers group of the Shri Khand. The dairy producers, marketers and policy makers could be benefited by the consumer's preferences, buying behaviour and consumer factors related to the consumption of Shri Khand. Such knowledge can be used in the formulation of marketing strategy, formulation optimization and give competitive advantages to dairy desserts in the dynamic dairy market.

Keeping in view the above, the present work is an attempt to analyse the consumption behaviour of the youth in the village of Anand, Gujarat for shrikhand. The purpose of this study was to examine consumer preferences, frequency of consumption, brand preferences and factors that influenced their consumption decision for dairy products among youth. The results could be used to formulate new product and marketing ideas that will satisfy the preferences of consumers, and to maintain the culture value of traditional dairy products in dairy industries, cooperatives and entrepreneurs.

2. Research Objectives

1. To understand young peoples' demographic characteristics to eat the Shri Khand.
2. To find the mean of the numbers of people who consume Shri Khand.
3. To determine the most popular brand of Shrikhand To determine the most liked brand of Shrikhand.
4. To explore the buying behaviour and influencing factors.

3. Review of Literature

If one has a reference of literature related to the topic in hand, then one can argue about how the consumers behave towards dairy products and the traditional fermented foods, such as Shrikhand. For understanding about the Consumer behaviour towards Dairy products and Traditional fermented food Shri Khand it was essential to have knowledge of the literature on the same. There are several sociological and psychological factors that will influence consumer buying decisions like cultural values, lifestyle patterns, personal preferences, marketing influences, etc. From the market theory perspective on taste preference, perceived quality, price sensitivity and image are all relevant to food product selection (Kotler & Keller, 2016) ^[10]. Consumer behaviour studies indicate that consumer trust and familiarity with the brand and reliability of the product is also crucial in the consumer's purchasing process and in general consumers prefer reliable brands within the dairy sector (Schiffman & Wisenblit, 2019) ^[16]. Conducted studies show consumer perceptions about dairy products brands are influenced through attempts to promote the products through marketing strategies, positioning the brand and its product visibility in the minds of consumers which play a vital role in many consumer buying decisions and brand loyalty (Consumer Preference Study, 2025). Moreover, the extended T PB model indicates that food product attitudes, social influence and PBC influence consumer purchasing behaviour and food consumption patterns (Hojjati *et al.*, 2025) ^[8].

This is because over the past few decades, the Indian dairy industry has experienced tremendous change in technologies, the cooperative institutional setup of the sector and the consumers' growing demand for value added dairy products. The cooperative movement in Gujarat is well established and extensive, playing a crucial role in the state's dairy industry, which has emerged as one of the largest in India (Gurjar & Modi, 2024) ^[14]. Research conducted to assess the trend of milk production in India has found that Gujarat has shown significant improvement in its milk production potential over the past few decades, both in terms of the quantity and quality of milk produced, and its role in the production of value-added milk products (Modi *et al.*, 2025) ^[11-13]. The cooperative dairy movement particularly the Anand model has played a pivotal role in improving the milk procurement, farmer inclusion and marketing of milk products in India (NDDB, n.d., Daftary, 2019, Darville *et al.*, 2023) ^[3, 5]. This institutional setup has aided the production and commercialization of traditional dairy products like butter, ghee, cheese and fermented ones like shrikhand on a large scale.

Research on the strategies for diversification of Dairy Co-operatives reveals that Co-operative bodies such as Gujarat Co-operative Milk Marketing Federation (GCMMF) have diversified their product portfolio from dairy products to different value-added food products such as sweets, gourmet

food and ready-to-eat dairy products (Modi *et al.*, 2025) ^[11-13]. By catering to the evolving food consumption patterns and preferences of the consumers, the diversifications of the dairy products into frozen foods, packaged sweets and convenience foods have helped the dairy cooperatives successfully cater to the changing food behaviours and preferences of consumers (Modi & Gurjar, 2025) ^[11-13]. The strategy of product diversifications helps in improving the value of the brand as well as helps in the improvement of the market competitiveness by offering the product different markets (Gurjar *et al.*, 2025) ^[7].

Despite the availability of many modern-day dairy produce products in the market, Shri Khand is a traditional fermented dairy product that has been claimed to be having a huge demand for use as dessert (Chakraborty *et al.*, 2026; Research Gate Review, 2025) ^[1]. Pasteurised dairy products have been shown to have different taste, consistency and nutritional properties, and so they are seen as good sources of appropriate ingredients for the traditional diet of various parts of India (Tamime & Robinson, 2007) ^[17]. Apart from this, there has been technological research for developing different variants of Shrikhand with different functional properties such as low-fat Shri Khand, probiotic variants, fruit-based Shri Khand, which are liked by health-conscious consumers (Chauhan *et al.*, 2024a; Chauhan, Sharma & Singh, 2024; ICAR, 2023) ^[2]. A number of significant parameters are directly related to the consumer acceptance and substantiated by organoleptic evaluation studies (2026, Acta Scientific) which include the following: Organoleptic properties (aroma, colour and taste).

Recent studies have also addressed nutrition/health awareness as one of the key determinants of the dairy consumption pattern, apart from the innovations. Dairy products are well-known and proven for the nutrients they offer, including calcium, protein, vitamins and minerals that are crucial for health and well-being. The consumption of dairy products and lifestyle practices have been studied to explore the potential benefits of dairy in digestion and nutrition among different age groups (Modi *et al.*, 2024) ^[14]. The results further support the significance of dairy products in well-balanced diets and highlight their significance in contemporary nutrition studies.

On the other hand, the consumer product behaviour studies showed that product availability, product price, package, awareness of the product brand and product promotion had influences in buying the dairy product. Attractive packaging, clear labelling and convenient packaging formats have been identified as some of the marketing tools which create a product more appealing as it affects the perception of consumer (Kotler & Keller, 2016) ^[10]. Other factors such as socio-demographics (age, education, income and lifestyle) (Schiffman & Wisenblit, 2019) ^[16], also affect consumer preferences. The younger consumers and new consumers are more open to branding, Digital Marketing & Product Innovation than older consumers.

Although there are a lot of literatures related to the dairy marketing, consumer behaviours and fermented dairy technology studies, limited empirical studies have been done for consumption of Shrikhand among young consumers at Anand (Gujarat). The cooperative dairy movement in India is regarded as its head-quarters and Anand is also a leading dairy producing, processing and marketing centre. However the preference and purchase pattern of youth population of this area on shrikhand and their consumption rate is very

limited. The present study is thus an attempt to address the above gap in research by focussing on studying the demographic attributes, “Shri Khand” brand choice and consumption pattern among the youth and children of the “Anand” city. The research findings will be beneficial for dairy producers, marketers and policy makers in developing niche marketing strategies, innovating products and developing more competitive products for traditional dairy desserts for the evolving dairy market.

4. Materials and Methods

In this research, descriptive research design was used because of the study of consumption pattern of Shri Khand among youth of Anand city (Gujarat). Descriptive research is often used in studies of consumer behaviour, for describing attitudes and purchase behaviour of the targeted population in a study, e.g. in preference analysis research and attitude research (Kotler & Keller, 2016; Schiffman & Wisenblit, 2019) ^[10, 16]. Primary data is mainly from the respondents themselves which ensured that the data was relevant and reliable to the study objectives. The dairy and food consumer preference studies can be well captured by implementing the structured survey/questionnaire to capture consumer preferences, purchase behaviours, and product preference.

To collect the replies from the participants for the data collection purpose a structured questionnaire was formulated and sent out using Google Forms. The questionnaire comprised of the following questions which related to the demographic profile of the respondents, frequency of usage of shrikhand, brand preference, purchasing behaviour and satisfaction level of respondents. Consumer research is increasingly done via online survey tools, which are efficient, accessible and are able to tap into a larger group of respondents in less time. The total sample size comprised of 91 respondents, mainly the youth consumers of Anand city. The questionnaire-based surveying techniques are very common among young consumers to study behaviour and pattern of dairy product consumption.

Data analysis was carried out systematically as follows: By

using main statistical technique Classification, Tabulation and Percentage analysis. Description consumer research often comes in handy when the results of a survey are condensed to percentages and when the distribution patterns are presented in an easily interpretable and understandable manner (Schiffman and Wisenblit, 2019) ^[16]. This analytic method allowed us not only to analyze the distribution of the answers to the categories (i.e. age group, gender, level of education, brand preference, consumption frequency of the product), but also to interpret the distribution. By applying percentage analysis, the dominant trends were easily identified and meaningful relationships between the data and the preferences of consumers could be seen. Moreover, it was easy to identify and compare the changes, and to assess them in line with the goals of the study and the subject of the research. This method of analysis has been applied to other areas of the food industry to learn about the pattern of use of dairy products and consumer preferences (Modi *et al.*, 2025; Gurjar & Modi, 2024) ^[11-14].

5. Results and Discussion

5.1 Demographic Profile of Respondents

It is important to obtain demographic data of the respondents in order to understand their consumption of dairy and behaviour. Food preferences, food purchasing and knowledge of the nutritional product, might be affected by various factors, including age, gender and education. Acceptance of brands and value-added products were found to be correlated with the exposure to ORMs (e.g. exposure to health-related information) and exposure to DM amongst young consumers in previous studies (Kotler & Keller, 2016; Schiffman & Wisenblit, 2019) ^[10, 16], especially among students and educated youth. Furthermore, the prevalence of dairy infrastructure and cooperative networks, like that of Anand, Gujarat, boosts access and awareness of dairy products, impacting the consumption choices of residents in these areas (Gurjar & Modi, 2024; Modi *et al.*, 2025) ^[11-14]. A total of 91 respondent filled in the survey, which were the youth consumers of Anand city. The age group of respondents, their gender and education is presented in the following table Table1.

Table 1: Demographic Profile of Respondents (n = 91)

Sr. No.	Category	No. of Respondents	Percentage (%)
Age Group			
1	Below 18	11	12.09
2	18-26	78	85.71
3	27-35	2	2.20
	Total	91	100
Gender			
4	Male	64	70.33
5	Female	27	29.67
	Total	91	100
Education Level			
6	12th Pass	16	17.58
7	Undergraduate	60	65.93
8	Postgraduate	15	16.48
	Total	91	100

5.2 Frequency of Shrikhand Consumption

An understanding of the frequency of consumers' consumption is a crucial piece of information for consumer behaviour analysis and for the analysis of demand behaviour of traditional dairy products such as Shrikand. Consumption frequency provides data that can be used to assess the

frequency at which a product is used within the target audience as well as the overall acceptance of that product by the target audience. Some previous studies indicated that ready-to-eat dairy dessert products and value-added dairy products are attractive products for the young consumers due to their taste, convenience and cultural familiarity

(Kotler & Keller, 2016; Schiffman & Wisenblit, 2019) ^[10, 16]. Moreover, the areas with high traditional culture of dairies, with high traditional dairy product consumption, are the areas where co-operative dairies have high presence e.g., Anand in Gujarat, the information about dairies and their products is prevalent (Gurjar & Modi, 2024; Modi *et al.*, 2025) ^[11-14]. Table 2 depicts that the distribution of respondents according to the frequency of consumption of Shri Khand is represented. This analysis is useful for determining the proportion of regular consumption, and the role played by dietary preferences in Shri Khand among the youth consumers in the study area.

Table 2: Frequency of Shrikhand Consumption (n = 91)

Sr. No.	Frequency	No. of Respondents	Percentage (%)
1	Daily	1	1.10
2	2-3 times a week	5	5.49
3	Weekly	8	8.79
4	Monthly	19	20.88
5	Occasionally	57	62.64
	Total	91	100

5.3 Preferred Brand of Shrikhand

This study is significant, as it includes the effects of brand preference in the comprehension of consumer buying behaviour and brand loyalty towards dairy product. Consumers are more inclined to receive a better deal for brands that are tied to the quality of products, taste, availability of product, the cost/price of the product, packaging and the reputation of the brand. In the dairy industry, where consumers may be unfamiliar with individual brands, a production system with a well-established brand name and distribution system helps to ensure that their products are of high quality. According to some studies, there is a preference of branded products from consumers; particularly the youth who are more exposed to organised retails and the brand marketing strategy (Kotler and Keller, 2016; Schiffman & Wisenblit, 2019) ^[10, 16]. Moreover, the emergence of big scale co-operative dairy organizations in Gujarat has helped in enhancing the reputation of dairy products among people, along with improved brand identity (Gurjar & Modi, 2024; Modi *et al.*, 2025) ^[11-14]. Table 3 shows the attitude of the respondents towards different brands of Shri Khand.

Table 3: Preferred Brand of Shrikhand (n = 91)

Sr. No.	Brand	No. of Respondents	Percentage (%)
1	Amul	68	74.73
2	Local Brand	8	8.79
3	Shiv Dugdale	5	5.49
4	Vadilal	3	3.30
5	Mother Dairy	2	2.20
6	Others	5	5.49
	Total	91	100

5.4 Place of Purchase of Shrikhand

Supermarket stores are important in how they affect consumers' purchasing decisions, particularly because the food product bought is perishable such as dairy products. Product availability, product accessibility, product convenience, hygiene and product price/access to products might have impact on where consumers buy their dairy products. The organized retail outlet (ORE) is growing in popularity due to the variety of brand products available

under one roof in the same brick and mortar, improved storage infrastructure and strict uniformity of packaging. The impact of structured distribution channels and retail outlets on the buying behaviour of consumers in the dairy sector has been suggested in previous studies (Kotler & Keller, 2016; Schiffman & Weisblat, 2019) ^[10, 16]. Moreover, the state of Gujarat has already established a network of dairy cooperatives with the availability of a few products and services of the dairy co-operatives in various store formats such as super markets, local dairy shops and newly emerged online stores (Gurjar & Modi, 2024; Modi *et al.*, 2025) ^[11-14]. The proportion of the respondents with respect to their preferred place of purchase of Shri Khand is shown in Table 4.

Table 4: Place of Purchase (n = 91)

Sr. No.	Place	No. of Respondents	Percentage (%)
1	Supermarket	44	48.35
2	Local Dairy Shop	31	34.07
3	Online Platforms	9	9.89
4	Other Retail Stores	7	7.69
	Total	91	100

5.5 Factors Influencing Purchase Decision

The decision to buy is made by the customers with consideration to taste, price, quality of products, brands and packages. Of these, one of the dietary attributes (sensory attribute of a food) can greatly influence consumer choice for a dairy dessert. Also, when making a choice the quality and brand of the product can play a role, particularly in the case of dairy products in a competitive market where there are several choices from various brands available. The studies conducted on consumer behaviour in the dairy sector have rather pointed out that taste, brand image and price sensitivity are key factors that drive consumers' choice of dairy products (Kotler & Keller, 2016; Schiffman & Weisblat, 2019) ^[10, 16]. In addition, the availability of the existing brand names in this state of Gujarat has assisted in building the trust of the customer and customer behaviours, while consuming dairy products (Gurjar & Modi, 2024; Modi *et al.*, 2025) ^[11-14]. Table 5 is presented to show the distribution of the respondents with regard to different factors that impact on their decision to buy Shri Khand.

Table 5: Factors Influencing Purchase Decision (n = 91)

Sr. No.	Factor	No. of Respondents	Percentage (%)
1	Taste	38	41.76
2	Brand Name	25	27.47
3	Price	13	14.29
4	Quality	9	9.89
5	Packaging	6	6.59
	Total	91	100

5.6 Preferred Flavour of Shrikhand

One of the important reasons that determines the acceptance of Shri Khand and other dairy desserts is their preference for flavours. As consumer preferences and tastes shift, new flavours are being introduced. The traditional flavours are probably going to be popular amongst those who have taste association with them and might also be familiar; whilst younger generations will be interested in the flavours of the fruit for novelty and diversity. Again, as in other research, the taste and flavour of a product has been identified as an important aspect driving consumer satisfaction and product

choice in the dairy sector (Kotler & Keller, 2016; Schiffman & Wisenblit, 2019) ^[10]. The flavoured dairy products may also be produced by dairy cooperatives and/or food industries if they wish to be in harmony with consumer acceptance to diversify their product lines (Modi *et al.*, 2025; Gurjar & Modi, 2024) ^[11-14]. The strawberry flavour of strawberry "Shrikand" was most preferred in table 6 while chocolate and raspberry were the next ranks of preference followed by the respondents.

Table 6: Preferred Flavour (n = 91)

Sr. No.	Flavour	No. of Respondents	Percentage (%)
1	Kesar	35	38.46
2	Mango	24	26.37
3	Elaichi	17	18.68
4	Plain	10	10.99
5	Other Flavors	5	5.49
	Total	91	100

5.7 Monthly Spending on Shrikhand

The monthly outlay on a product gives information on the purchasing capacity of consumers, and the importance of this product in the consumers' diet. Factors affecting consumption of Shri Khand are; income level, frequency level, willingness to purchase at any price and availability of product. Often consumers, especially students, buy because they don't have much cash to spend, or they do their buying when they have time to do it. As a general rule, the previous studies on dairy product consumption have indicated that young consumers have a moderate level of expenditure on value-added dairy products, and that they purchase dairy products based on their priorities and consumption habits (Kotler & Keller, 2016; Schiffman & Wisenblit, 2019) ^[10, 16]. Moreover, the cooperative retail networks for the sale of dairy products in Gujarat are available, which can impact the behaviour of consumers in terms of acquiring products (Gurjar & Modi, 2024; Modi *et al.*, 2025) ^[11-14]. The distribution of respondents based on their spent on Shri Khand every month is shown in table 7.

Table 7: Monthly Spending on Shrikhand (n = 91)

Sr. No.	Spending Level	No. of Respondents	Percentage (%)
1	Below ₹100	50	54.95
2	₹100-₹300	30	32.97
3	₹300-₹500	8	8.79
4	Above ₹500	3	3.29
	Total	91	100

5.8 Awareness Source of Shrikhand

Consumer awareness is a key factor as it can affect consumer purchasing behaviour, especially if it relates to food and dairy products—if the consumer recognises the brand and knows what to expect. There is a growing percentage of advertising, social media, word of mouth and in-store promotion that informs consumers about products they can purchase and influences consumers' decisions to purchase products. In the current marketing environment, traditional advertising and digital marketing both perform well in reaching a dairy company's target customers with its products, and raise brand awareness. The previous research indicated that the marketing communication and personal suggestions have been a vital component in consumers' awareness and consumption in the food sector. (Kotler and Keller 2016; Schiffman & Wisenblit 2019) ^[10, 16].

Furthermore, the established dairy companies and cooperatives have established solid marketing chains, leading to greater awareness of dairy products in other states with pre-existing dairy markets, like Gujarat (Gurjar & Modi, 2024; Modi *et al.*, 2025) ^[11-14]. Table 8, which illustrates the number of respondents' learning about Shri Khand and where, shows that 30 people learnt about it through school education and 139 learn it at home.

Table 8: Awareness Source (n = 91)

Sr. No.	Source	No. of Respondents	Percentage (%)
1	Advertisement	32	35.16
2	Family & Friends	27	29.67
3	Social media	17	18.68
4	In-store Display	15	16.49
	Total	91	100

5.9 Satisfaction Level of Respondents

Perceived satisfaction is important indicator of product acceptance and consumers' loyalty in food and dairy industry. Satis levels are the rating by consumer on the taste, quality, price, availability of product and overall experience. In the dairy industry it is important to satisfy customers' expectations in order to obtain a positive image and continuation of sales. According to Kotler and Keller (2016) ^[10] and Schiffman and Weisblat (2019) ^[16] product quality and product taste and brand confidence were some key factors for consumers' satisfaction of the presence of dairy products. In areas where dairy cooperatives are robust, and brands are established, consumers have higher satisfaction and trust in dairy products as it involves consistent product quality and distribution system (Gurjar & Modi, 2024; Modi *et al.*, 2025) ^[11-14]. Table 9 shows Percent satisfaction of the respondents for Satyajit products Srichand in various categories.

Table 9: Satisfaction Level (n = 91)

Sr. No.	Satisfaction	No. of Respondents	Percentage (%)
1	Highly Satisfied	20	21.98
2	Satisfied	44	48.35
3	Neutral	18	19.78
4	Dissatisfied	7	7.69
5	Highly Dissatisfied	2	2.20
	Total	91	100

5.10 Future Purchase Intention

An estimation of consumer's future purchase intent is a good indicator of their product market potential and level of loyalty. This indicates consumers' desire to purchase the same product upon encountering the brand in the future, even if they have had no previous interaction or satisfaction with the brand or product. The positive customer experiences in the dairy sector, such as tasting the product, knowing what they're consuming, and having more available can lead to repeat purchases and loyalty to the brand. Numerous previous studies have shown that there are connections between high consumer satisfaction and positive word-of-mouth and increased repurchase intentions of food products, (Kotler & Keller, 2016; Schiffman & Weisblat, 2019) ^[10, 16]. Further, within some regions like Gujarat, there are cooperative networks and brands known among consumers, which give them a sense of trust and loyalty that results in regular purchase (Gurjar & Modi 2024; Modi *et al.* 2025) ^[11-14]. As per table 10, the

distribution of the respondents according to their future purchase intention of Shri Khand reveals that 37% of the respondents were ready to purchase the product in the future.

Table 10: Future Purchase Intention (n = 91)

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Yes	70	76.92
2	Maybe	16	17.58
3	No	5	5.50
	Total	91	100

6. Conclusion

The present study was designed to study the consumption pattern of Shri Khand by young population in Anand city (91 Respondents) by analysing the responses. The findings showed that college going age group 18-26 has significantly consumed the Shri hand making the conclusion that it is the primary consumers of Shri Khand, which are mainly the under-graduate students. The analysis further shows that, Shri Khand is consumed only as a 'little bit', not daily, which depicts its dessert status or some kind of 'treat' as a part of eating habits of young consumers.

This study also reveals the preference of Amul brand as it indicates maximum preference amongst the respondents. Taste was the most important and it was followed by the brand name, price and product availability. Product availability and organized retail channels were important in influencing consumers' buying behaviour with the supermarket and local dairy shop being preferred sources of purchase. Moreover, the traditional flavour of kesar, mango was found as favourite for the respondents showing that it was popular and accepted Flavors in the culture.

Conclusion: Based on the results the overall attitude towards Shri Khand of the youth of Anand was observed as positive. The majority were content with their chosen brand and nearly all had a high degree of purchase intent for their chosen product in the future, indicating a certain degree of market potential and stability of demand. The findings are relevant to dairy producers (dairy farm management) and marketer (flavour innovation) to improve their strategy and to the youth marketing strategy, and better retail availability. These can enable consumers to be more engaged, thereby giving Shri Khand the region the growth boost needed.

7. References

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