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CONSUMER PERCEPTION TOWARDS DAIRY PRODUCTS DURING COVID-19 PANDEMIC

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ABSTRACT

The Covid-19 pandemic-driven lockdown has nearly halted the revenue growth of the Indian dairy industry because of limited sales of value-added products (VAP) such as flavored milk, cheese, ice cream, yogurt, and curd amongst others, which are having more profit than liquid milk. The nationwide lockdown blocked institutional businesses of VAP to restaurants and hotels which estimate for approximately 20 percent of the established dairy segment's revenue. There is a need to understand realistic impact on dairy sector and its continuous effect hammering dairy sectors growth. The study was first time initiated (no one has reported till now) through online questionnaire with offline feedback by i) creating google form from the nation. ii) then selection of each states respondents through stratified random sampling method. The stratification made to represent all categories of respondents, so in all there was 1504 respondent information available with the help of structured questionnaire schedule.

Perception of the customers was studied on the basis of price of the milk & milk products, services, quality satisfaction provided by dairies and total expenses incurred on milk and milk products during COVID-19 pandemic undermines. There was observed negative impact of COVID -19 on dairy industry almost 84.41 % and 94.10 % on food industry. However, 48.90 % of respondent responded 31 % negative impact on Ice cream dairy industry. There is urgent need of immunity booster dairy products (likes herbs in milk, ice cream and fermented milk products and traditional milk products) as expressed by 92.3- 94.1 %-of responded with their willingness to buy.

Keywords: Indian dairy industry, COVID-19, milk & milk products

INTRODUCTION

The Coronavirus outbreak is now affecting the dairy area in unconventional ways, the primary processor has to reduce the milk value to suppliers. It is observed that Coronavirus has harshly affected dairy farmers in its initial durations. Dairy farmers who provide liquid milk are especially exposed to these extremely explosive circumstances. Nearly full loss of the foodservice business is going to affect the processors with non-profitable and imperfect investment along with great loss in economy. Many agreements provided for the same is on the risk of destroying the supply chain [1].

Because of declining sales of value-added goods, such as ice cream, cheese, flavoured milk, curd, and yoghurt, which are more economic than liquid milk, the Covid-19 pandemic-driven confinement has practically halted the revenue development

of the Indian dairy industry [2]. VAP sales to hotels and restaurants, which contribute for over 20% of the organised dairy segment's revenue, were halted due to the statewide lockdown [3]. Furthermore, logistical issues and customer aversion to cold items such as ice cream, flavoured milk, and yoghurt during the epidemic have harmed sales in the first quarter, which is intended to be the peak usage in season 2 [4].

In this research article we have presented the online study done on perception of customers on the usage and purchase of dairy products such as milk, ice-cream, curd, yogurt, cheese, fermented and raw milk etc. during COVID-19 pandemic situation.

METHODOLOGY

The study was done using an online questionnaire created with Google Forms

from throughout the country, with customers drawn from each state using a stratified random selection procedure. With the use of a systematic questionnaire schedule, the stratification was created to reflect all groups of customers, resulting in a total of 1504 respondent information. The price of dairy products, services, quality comfort supplied by dairies, and overall expenses expended on milk and milk products mostly during COVID-19 epidemic will all be investigated. The study considered impact of COVID-19 on satisfaction and perception of consumers for dairy products, purchasing habit and consumption pattern of consumers and Health and innovative practices adapting the consumer from India. The sampling method will be adopted in both convenience and quota sampling [5, 6].

RESULTS

Data from **Figure 1**, indicates that the 47.1 % of respondents prefer purchase of milk by door delivery whereas only 33. % of respondents buys the milk from 7-8 AM. Looking to this we can conclude that approximate 80 % of milk buys at morning only.

Data from **Figure 2**, there is a detrimental effect on the ice cream industry, according to 48.9% of respondents; there is a bad

impact on TIDP goods, according to 20% of respondents; and there is a bad impact on pouch milk. Comparing impact of COVID-19 pandemic on dairy industry, we can conclude that there is major negative impact on Ice Cream industry and traditional milk product industries [7].

Data from **Figure 3**, indicates that the 82.6 % of respondents responded that there is cooperative dairies are successful whereas 17.4 % of respondents reported that there is private dairies are successful in dairy business.

Data from **Figure 4**, indicates that the 69.7% of respondents consumes Amul Ice cream whereas around 12 % of respondents consumes Havmor and Vadilal Ice cream during pandemic[8, 9, 10].

Data from **Figure 5**, indicates that the 92.9 % of respondents responded that there is need of immunity booster dairy products whereas 4.1 % of respondents not reported their views on need of immunity booster dairy products.

Data from **Figure 6**, indicates that the 38.2 % of respondents responded that there should be fortification with milk, 16.1 % of respondents responded that there should be fortification with curd, 12.3 % of respondents responded that there should be fortification with Ice cream, 9.4% of

respondents responded that there should be fortification with buttermilk whereas around 8 % of respondents reported there should be fortification with paneer and khoa based sweets.

Data from **Figure 7**, indicates that the 44.2% of respondents responded that they consumes fermented milk products on regular basis, 31% of respondents responded that they consumes fat rich dairy

products (ghee and butter) on regular basis whereas 14.2 % of respondents not reported that they consumes khoa based sweets on regular basis [8].

Data from **Figure 8**, indicates that the 94.6% of respondents responded that they will consumes herb fortified TIDP products whereas 5.4 % of respondents not shown interest to consume herb fortified TIDP products.

3. During this COVID-19 Pandemic Situation From Which Method's do you Purchase Milk?
1,260 responses

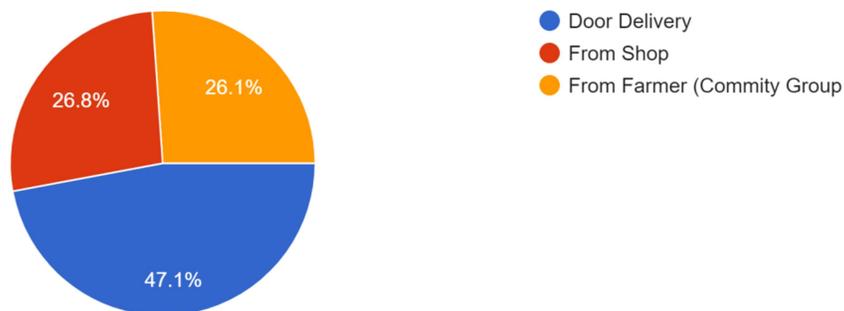


Figure 1: Schematic representation of Purchase during COVID-19 Pandemic situation

10. Which type of Dairy industry has negative impact of COVID-19
1,260 responses

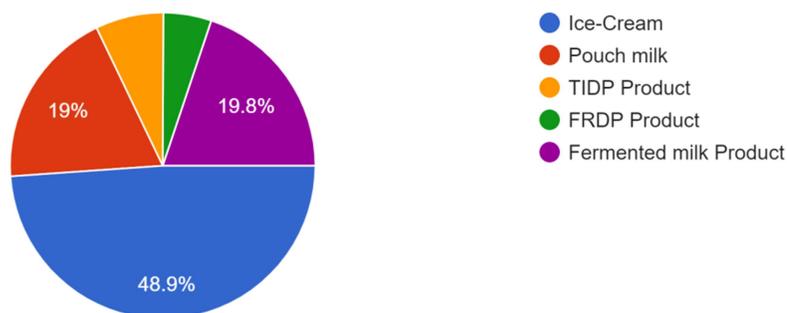


Figure 2: Schematic representation of Impact of COVID-19 on Types of Dairy Industry

Which kind of Ice Cream do you like Much?

1,068 responses

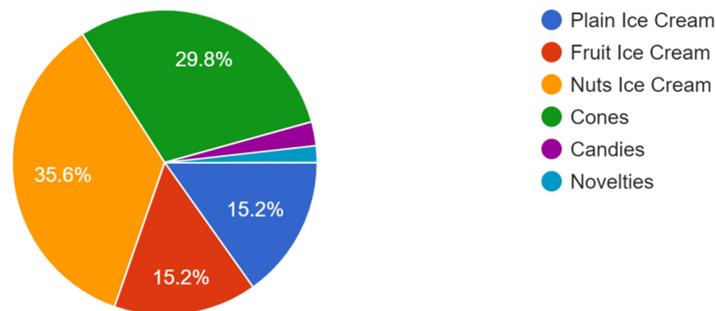


Figure 3: Schematic representation of success of Dairy Industry.

Which brand Ice Cream do you consume Regularly / Rarely ?

1,068 responses

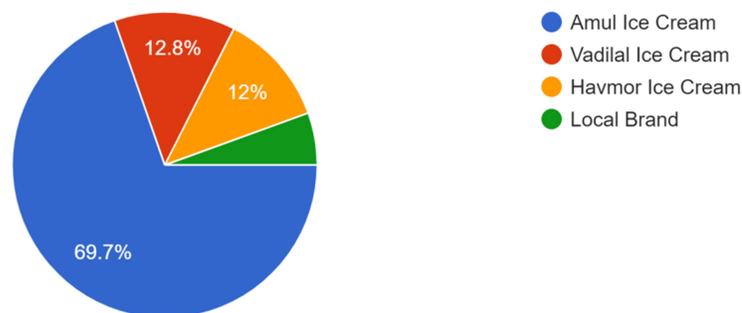


Figure 4: Schematic representation of Ice cream consumption during pandemic

Do you think there is a need for immunity booster dairy products in india?

961 responses

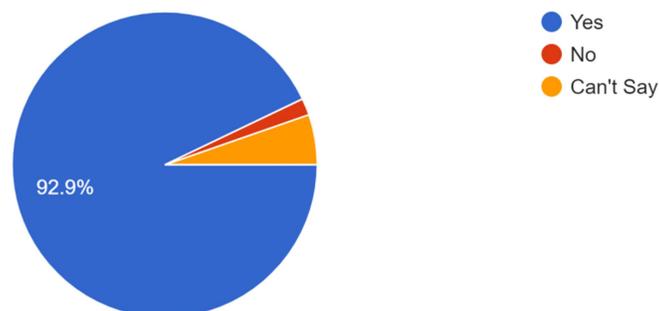


Figure 5: Schematic representation of need of immunity booster dairy products(i)

Which milk product do you like fortification of herbs to develop immunity booster milk & milk products?

961 responses

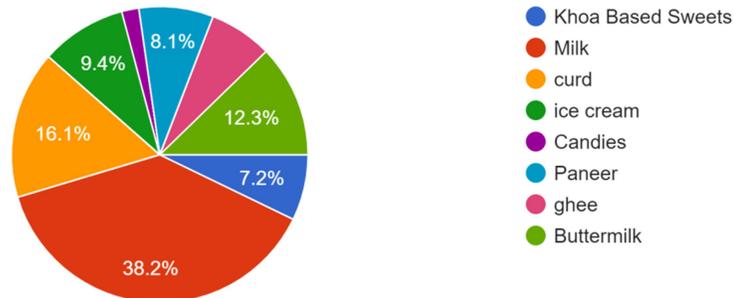


Figure 6: Schematic representation of need of immunity booster dairy products (ii)

Which Traditional milk Product do you consume Regularly ?

961 responses

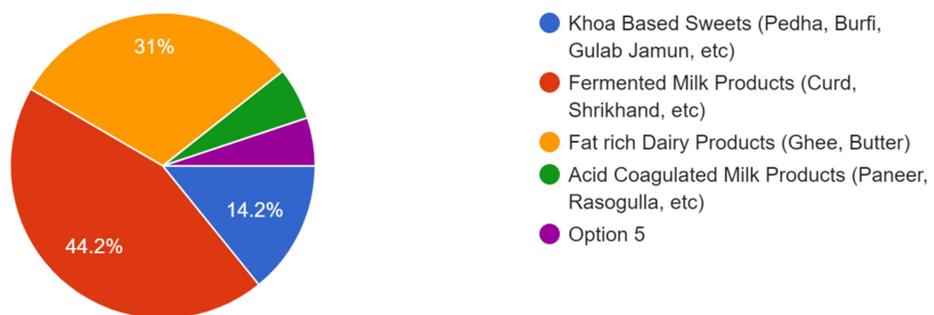


Figure 7: Schematic representation of consumption pattern of TIDP products

Would you like to buy fortified with herbs traditional dairy products ?

961 responses

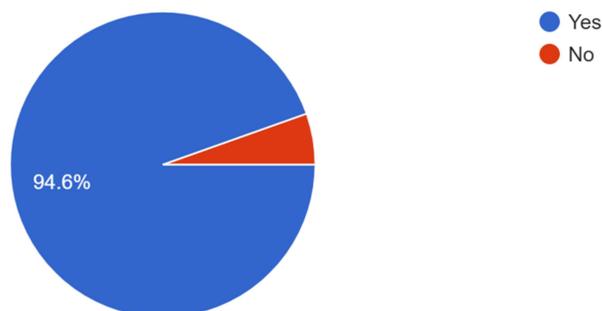


Figure 8: Schematic representation of buying pattern of herb fortified TIDP products

CONCLUSION

From the survey we concluded that there are slightly negative Impact of COVID-19 on satisfaction and perception of consumers for dairy products during and post COVID-19 pandemic undermines. 48.90 % of respondent said that Ice cream dairy industry has negative impact however 31 % impact on pouch milk market. 92.3 % of responded said that there is urgent need of immunity booster dairy products however respondents want to incorporate immunity booster herbs in milk, fermented milk products and ice cream. 94.1 % of responded shown their willingness to buy the immunity booster dairy products specially of traditional dairy products. However, 94.6% of respondents responded that they will consumes herb fortified TIDP products whereas 5.4 % of respondents not shown interest to consume herb fortified TIDP products.

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