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Consumer buying behaviour towards branded butter in Rajkot City of Gujarat

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Abstract

Consumer buying behaviour towards branded dairy products has changed considerably due to growing awareness of product quality, food safety, hygiene, and brand reliability. Branded butter, as a value-added dairy product, has witnessed increasing demand in urban markets. The present study was undertaken to analyse the buying behaviour of consumers towards branded butter in Rajkot city, Gujarat. The objectives were to examine the socio-economic profile of consumers, analyse their purchasing behaviour, identify the factors influencing purchase decisions, and assess the constraints faced while purchasing branded butter. The study was based on primary data collected from 100 consumers through a structured and pre-tested questionnaire using a convenience sampling technique. The data were analysed using descriptive statistical tools, namely frequency, percentage, and tabular analysis. The results revealed that the majority of respondents were female (62%), belonged to the 36–45 years age group (38%), were graduates (35%), engaged in salaried employment (57%), and belonged to nuclear families (78%). Amul was the most preferred butter brand (48%), followed by Gowardhan (28%). Hypermarkets (48%) and quick-commerce platforms (29%) were the major purchase channels, while weekly purchasing (45%) and the 100 g pack size (58%) were the most preferred. Product quality, taste, brand reputation, and availability were the key factors influencing purchase decisions, whereas product availability and packaging issues were the major constraints. The study concludes that consumers in Rajkot exhibit a strong preference for branded butter due to perceived quality, brand trust, and convenience. Dairy companies should focus on maintaining consistent product quality, competitive pricing, attractive packaging, and efficient distribution to enhance consumer satisfaction, strengthen brand loyalty, and improve market competitiveness.

Keywords: Consumer buying behaviour, Branded butter, factor influencing, constraints

Introduction

The dairy industry is one of the most important sectors of the Indian economy, contributing significantly to nutritional security, rural livelihoods, and economic development. With increasing urbanization, rising disposable income, and growing awareness of food safety and hygiene, consumer demand has shifted from loose dairy products to branded and packaged alternatives. Butter is one of the major value-added dairy products, and its consumption has increased considerably due to changing food habits and the expansion of organized retail markets. Consumer buying behaviour towards branded butter is influenced by several factors such as product quality, taste, price, brand reputation, packaging, availability, and convenience. Understanding these factors is essential for dairy companies to develop effective marketing strategies and improve customer satisfaction. Rajkot, one of the major urban centres of Gujarat, offers a competitive market where consumers can choose from multiple butter brands through supermarkets, local retail outlets, and emerging quick-commerce platforms. Studying consumer buying behaviour in this market provides valuable insights into consumer preferences, purchase patterns, and brand loyalty. Therefore, the present study explores the buying behaviour of consumers towards branded butter in Rajkot city with the objective of analysing their socio-economic characteristics, purchasing behaviour, factors influencing buying decisions, and the constraints faced during the purchase of branded butter.

This study was therefore designed around four clear objectives: (i) To study the socio-economic profile of consumers; (ii) To study the buying behaviour of consumers towards

branded butter; (iii) To study the factors influencing consumers towards buying of branded butter and (iv) To find out the constraints faced by consumers during the buying of branded butter.

Materials and Methods

The present study was conducted in Rajkot city of Gujarat to examine consumers' buying behavior towards branded butter using a descriptive research design. A non-probability sampling technique was adopted, and 100 consumers who purchased and consumed branded butter were selected based on their availability and willingness to participate. The unit of analysis comprised consumers residing in Rajkot who regularly purchased branded butter. Primary data were collected through personal interaction using a structured

questionnaire specifically designed to achieve the objectives of the study. The questionnaire included questions related to the respondents' socio-economic profile, purchasing behavior, factors influencing purchase decisions, and constraints faced while purchasing branded butter. Secondary data were collected from research articles, journals, government publications, company reports, and internet sources. The collected data were systematically classified, tabulated, and analyzed using simple statistical tools. Analytical methods included tabular presentation along with simple statistical tools such as percentage analysis, Likert scale analysis. This methodology aimed to provide a clear, data-driven interpretation of consumer preferences, purchasing patterns, influencing factors, and constraints associated with branded butter consumption.

Table 1: Socio-economic profile of consumers

Gender of the Respondents		
Gender	Total No. of Farmers	Percentage (%)
Male	38	38
Female	62	62
Total	100	100
Age of the Respondents		
Age	No. of Farmers	Percentage (%)
≤25	8	8
26-35	26	26
36-45	38	38
>45	28	28
Total	100	100
Education Qualification of the Respondents		
Illiterate	5	5
Primary (Up to 8th)	10	10
Secondary (9th–10th)	20	20
Higher Secondary (11th–12th)	25	25
Graduate	35	35
Post Graduate & Above	5	5
Total	100	100
Occupation of the Respondents		
Occupation	No. of Farmers	Percentage (%)
Business	13	13
Job	57	57
Homemaker	32	32
Student	12	12
Total	100	100
Type of Family of Respondents		
Type of family	No. of respondents	Percentage (%)
Nuclear Family	78	13
Joint Family	22	22
Total	100	100
Family Size of Respondents		
Family Size (Members)	No. of Respondents	Percentage (%)
Small (Up to 4)	55	55
Medium (5–6)	30	30
Large (7 & above)	15	15
Total	100	100
Monthly Income Level of the Respondents		
Monthly Income (₹)	No. of Respondents	Percentage (%)
Up to 15,000	20	20
15,001 – 30,000	25	25
30,001 – 50,000	30	30
50,001 – 75,000	15	15
Above 75,000	10	10
Total	100	100

Source: Primary Data (2025)

The data presented in Table 1 depict the socio-economic profile of consumers purchasing branded butter in Rajkot

city. The results indicate that the majority of respondents were female (62%), belonged to the 36–45 years age group

(38%), and possessed graduate-level education (35%). Most respondents were engaged in salaried employment (57%), belonged to nuclear families (78%), had small family sizes (55%), and reported a monthly household income of ₹30,001–₹50,000 (30%). These findings suggest that educated, salaried, and middle-income households constitute the primary consumer segment for branded butter in the study area. Their socio-economic characteristics may contribute to a greater preference for branded butter owing

to increased awareness of product quality, hygiene, food safety, and brand reliability. These findings are consistent with those of Patel *et al.* (2019) ^[9], who reported that education and income significantly influence consumers' preference for branded food products. Similarly, Kumar and Singh (2018) ^[8] observed that urban consumers with higher purchasing power and greater product awareness tend to prefer branded dairy products due to their perceived quality, consistency, and reliability.

Table 2: Buying behaviour of consumers towards branded butter

Brand preference of consumer		
Brand of Butter	No. of consumer	Percentage (%)
Amul	48	48
Gowardhan	28	28
Britannia	7	7
Nutralite	9	9
Milky mist	2	2
Others	6	6
Total	100	100
Preferred place		
Place	No. of Respondents	Percentage (%)
Hypermarket	48	48
Local Kirana Store	15	15
Gourmet/Specialty Store	8	8
Quick Commerce	29	29
Total	100	100
Preferred pack size		
Preferred pack size	No. of Customers	Percentage (%)
100gm	58	58
500gm	22	22
50gm	5	5
20gm	1	1
10gm	14	14
Total	100	100
Different variants		
Variants	No. of Respondents	Percentage (%)
Salted Butter	55	55
Unsalted Butter	20	20
White Butter (Makhan)	10	10
Flavoured Butter (Garlic & Herbs, etc.)	15	15
Total	100	100

Source: Primary Data (2025)

The data presented in Table 2 illustrate the buying behaviour of consumers towards branded butter in Rajkot city. The findings reveal that Amul was the most preferred brand (48%), followed by Gowardhan (28%), indicating a strong consumer inclination towards established and trusted dairy brands. Hypermarkets emerged as the primary purchase channel (48%), while quick-commerce platforms (29%) ranked second, reflecting the increasing adoption of organized retail and online purchasing. The 100 g pack size was preferred by the majority of respondents (58%), suggesting a preference for smaller, convenient packs suitable for regular household use. Among the product variants, salted butter was the most preferred (55%),

followed by unsalted butter (20%), whereas flavoured and white butter were selected by relatively fewer consumers. Overall, the results indicate that brand reputation, purchase convenience, and preferred product attributes play a significant role in consumers' buying behaviour towards branded butter. These findings are in agreement with Sharma and Verma (2020) ^[20], who reported that brand reputation, product availability, and convenience significantly influence consumer purchasing decisions for dairy products. Similarly, Jadhav (2020) ^[6] observed that consumers exhibit strong brand loyalty in butter purchases, with taste and product quality serving as the key determinants of brand preference.

Table 3: Factor Influencing Consumers towards the buying of branded butter

S. N.	Factors	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Cumulative Score	Mean	Rank
1.	Quality	55(275)	30(120)	10(30)	4(8)	1(1)	435	4.35	1
2.	Price Range	30(150)	40(160)	20(60)	7(14)	3(3)	387	3.87	6
3.	Packaging	35(175)	45(180)	15(45)	4(8)	1(1)	409	4.09	4
4.	Availability	45(225)	40(160)	10(30)	3(6)	2(2)	423	4.23	3
5.	Brand Reputation	50(250)	35(140)	10(30)	4(8)	1(1)	430	4.30	2
6.	Advertisement	25(125)	35(140)	25(75)	10(20)	5(5)	365	3.65	9
7.	Taste	40(200)	40(160)	15(45)	4(8)	1(1)	414	4.14	5
8.	Affordability	22(110)	40(160)	25(75)	8(16)	5(5)	366	3.66	8
9.	Size variants	28(140)	42(168)	20(60)	7(14)	3(3)	385	3.85	7
10.	Discount and offers	20(100)	35(140)	25(75)	10(20)	10(10)	345	3.45	10

SA=5, A=4, N=3, D=2, SD=1. Mean= Cumulative Score/Total respondents.

Source: Primary Data (2025)

The data presented in Table 3 reveal the factors influencing consumers' purchase decisions for branded butter in Rajkot city. Among the evaluated factors, product quality emerged as the most influential (Mean = 4.35), followed by brand reputation (Mean = 4.30), availability (Mean = 4.23), taste (Mean = 4.14), and packaging (Mean = 4.09). In contrast, discounts and offers (Mean = 3.45) and advertisements (Mean = 3.65) received comparatively lower mean scores, indicating that consumers place greater emphasis on product attributes than on promotional activities when purchasing

branded butter. The findings suggest that consumers prefer brands that offer consistent quality, reliability, and easy availability. These results are consistent with the findings of Kaur and Kaur (2021) ^[7], who reported that product quality, packaging, and brand image significantly influence consumer preference for branded food products, whereas promotional activities have a relatively limited impact. Similarly, Kumar and Singh (2018) ^[8] found that product quality and brand reputation are the primary determinants of consumer buying behaviour towards dairy products.

Table 4: Constraints faced by consumers during the buying of branded butter

S. N.	Constraints	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Cumulative Score	Mean	Rank
1.	Timely Availability	40(200)	35(140)	15(45)	7(14)	3(3)	402	4.02	1
2.	Poor Packaging / Labelling	38(190)	32(128)	15(45)	10(20)	5(5)	388	3.88	2
3.	Health Concern	35(175)	30(120)	20(60)	10(20)	5(5)	380	3.80	3
4.	Packaging Size	25(125)	30(120)	25(75)	12(24)	8(8)	352	3.52	6
5.	Poor Quality	20(100)	35(140)	25(75)	12(24)	8(8)	347	3.47	7
6.	Shelf Life	25(125)	30(120)	25(75)	12(24)	8(8)	352	3.52	5
7.	Price	15(75)	20(80)	25(75)	25(50)	15(15)	295	2.95	10
8.	Limited Flavour Options	30(150)	35(140)	20(60)	10(20)	5(5)	375	3.75	4
9.	Poor service	18(90)	30(120)	25(75)	15(30)	12(12)	327	3.27	8
10.	Inconvenient store timings	15(75)	28(112)	25(75)	18(36)	14(14)	312	3.12	9

SA=5, A=4, N=3, D=2, SD=1. Mean= Cumulative Score/Total respondents.

Source: Primary Data (2025)

The data presented in Table 4 highlight the constraints faced by consumers while purchasing branded butter in Rajkot city. Timely availability emerged as the most significant constraint (Mean = 4.02), followed by poor packaging and labelling (Mean = 3.88), health concerns (Mean = 3.80), and limited flavour options (Mean = 3.75). In comparison, poor service, inconvenient store timings, and price received relatively lower mean scores, with price being the least significant constraint (Mean = 2.95). These findings indicate that consumers are more concerned about the consistent availability of branded butter, quality of packaging, and health-related aspects than the product price. The results are in line with the findings of Desai (2021) ^[3], who reported that product availability and quality significantly influence consumer satisfaction with branded dairy products. Similarly, Sharma and Verma (2020) ^[20] found that product availability, packaging, and product quality are among the major factors affecting consumers' purchasing decisions for dairy products.

Suggestions

- **Maintain Consistent Product Quality:** Quality emerged as the most influential factor affecting consumers' purchase decisions. Dairy companies should consistently maintain high product quality to strengthen consumer trust and encourage repeat purchases.
- **Strengthen Brand Image and Product Availability:** Since brand reputation and timely availability significantly influence consumer preference, companies should enhance their distribution network and ensure uninterrupted product availability across hypermarkets, local retail outlets, and quick-commerce platforms.
- **Improve Packaging and Product Information:** Attractive packaging and clear product labelling can enhance consumer confidence and satisfaction. Companies should focus on informative labels, hygienic packaging, and convenient pack sizes to meet changing consumer preferences.
- **Introduce More Product Variants and Flavours:** Consumers expressed interest in different butter variants, while limited flavour options were identified as a constraint. Introducing innovative flavours and

value-added variants can help attract a wider consumer base.

- **Enhance Consumer Awareness through Effective Marketing:** Although advertisements were ranked lower than product quality, promotional campaigns highlighting nutritional benefits, quality standards, and product safety can increase consumer awareness and strengthen brand loyalty.

Conclusion

The present study provides valuable insights into the buying behaviour of consumers towards branded butter in Rajkot city. The findings reveal that the majority of consumers were educated, employed, and belonged to middle-income nuclear families, indicating a consumer segment with a greater preference for quality and branded dairy products. Amul emerged as the most preferred butter brand, while hypermarkets and quick-commerce platforms were the dominant purchase channels. Consumers mainly preferred 100 g pack sizes and salted butter, reflecting their preference for convenience and familiar taste. Among the factors influencing purchase decisions, quality, brand reputation, availability, packaging, and taste were found to be the most important, whereas timely availability, poor packaging and labelling, health concerns, and limited flavour options were the major constraints faced by consumers. Overall, the study suggests that dairy companies should focus on maintaining consistent product quality, strengthening brand image, improving packaging, ensuring wider product availability, and introducing innovative product variants to enhance consumer satisfaction and strengthen their competitive position in the branded butter market.

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