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A study on consumer preference towards shrikhandwala products, Nagpur

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Abstract

This study examines consumer preference towards the products of Shrikhandwala, a dairy brand based in Nagpur, with a focus on the socio-economic profile of consumers, their flavour preferences, and the major factors influencing their purchase decisions. Primary data were collected from 90 consumers and 2 retailers through structured questionnaires and personal interviews, and were analysed using percentage analysis, mean score, and ranking techniques. The results show that consumers in the 26-50 years age group, largely graduates from nuclear, middle-income families, form the primary customer base, with business owners and students as the leading occupational groups. Mango and Classic Elaichi emerged as the most preferred flavours, and the 450 gm pack was the most popular pack size. Taste, product quality, and effectiveness were identified as the strongest drivers of satisfaction, while packaging and product-instruction labelling received comparatively neutral ratings, indicating scope for improvement. Retailers reported strong satisfaction with product demand, supply, and availability, but only moderate satisfaction with trade margins and profitability. The findings offer practical implications for product development, packaging redesign, and consumer-focused marketing strategies for Shrikhandwala and similar regional dairy brands.

Keywords: Consumer preference, shrikhand, dairy products, purchasing behaviour, flavour preference

Introduction

Shrikhand is a traditional fermented dairy sweet widely consumed across India, valued for its taste, texture, and nutritional properties. As consumer preferences in the dairy sector continue to evolve, regional brands such as Shrikhandwala must understand what drives customer choice in order to remain competitive and responsive to market demand. Consumer preference towards a food product is shaped by a combination of socio-economic characteristics, sensory attributes such as taste and flavour, and product-related factors including price, packaging, availability, and brand image.

The present study was undertaken to examine consumer preference towards the products of Shrikhandwala, Nagpur, with specific attention to the socio-economic profile of consumers, their preference for different Shrikhand flavours, and the key factors that influence their purchasing decisions. The study also incorporates the perspective of retail managers to provide a more complete picture of demand, supply, and market performance for Shrikhandwala products with the following objectives.

1. To study the socio-economic characteristics of selected consumer.
2. To analyse consumer preference towards flavours.
3. To identify factors influencing purchase of Shrikhand.

Research methodology

The study was conducted in Nagpur city during the year 2025-26 using research approach. Primary data were collected from a sample of 90 consumers and 2 retailers of company-owned Shrikhandwala outlets through structured questionnaires and personal interviews. The questionnaire captured information on the socio-economic profile of respondents (age, gender, family type, family size, education, occupation, and annual income), flavour and pack-size preferences, purchase frequency and occasion, and satisfaction levels regarding taste, quality, quantity, availability, effectiveness, price, packaging, and product instructions. Retail managers were separately surveyed using a five-point Likert scale to assess their

perception of demand, supply, expenses, incentives, and availability. The collected data were analysed using percentage analysis, mean score, and ranking techniques, and the results are presented through tables and figures in relation to the study objectives.

Results and discussion

The data collected from 90 consumers and 2 retailers were analysed under three broad heads: The socio-economic characteristics of consumers, consumer preference towards flavours, and the factors influencing the purchase of Shrikhand.

Socio-economic characteristics of consumers

The socio-economic profile of the respondents was examined across age, gender, family type, family size, education, occupation, and annual income.

Table 1: Distribution of consumers and retailers by age

Age	Consumers (No.)	Consumers (%)	Retailers (No.)	Retailers (%)
Up to 25	22	24.44	0	0.00
26-50	48	53.33	2	100.00
50 and above	20	22.22	0	0.00

The majority of consumers (53.33%) belonged to the 26-50 years age group, indicating that middle-aged individuals are the primary purchasers of Shrikhandwala products, followed by consumers up to 25 years (24.44%) and those aged 50 and above (22.22%). Both retailers surveyed also belonged to the 26-50 years age group, suggesting that retail operations are managed by individuals within the economically active middle-age bracket.

Table 2: Distribution of consumers and retailers by gender

Gender	Consumers (No.)	Consumers (%)	Retailers (No.)	Retailers (%)
Male	48	53.33	1	50.00
Female	42	46.66	1	50.00

Male respondents accounted for a slightly higher share of consumers (53.33%) than female respondents (46.66%), while the two retailers surveyed showed equal gender representation.

Table 3: Distribution of consumers and retailers by family type

Family Type	Consumers (No.)	Consumers (%)	Retailers (No.)	Retailers (%)
Nuclear	81	90.00	2	100.00
Joint	9	10.00	0	0.00

A large majority of consumers (90.00%) and both retailers (100%) belonged to nuclear families, indicating that nuclear households form the dominant family structure among Shrikhandwala's customer base.

Table 4: Distribution of consumers and retailers by family size

Family Size	Consumers (No.)	Consumers (%)	Retailers (No.)	Retailers (%)
1 to 3	17	18.88	0	0.00
4 to 5	65	72.22	2	100.00
Above 5	8	8.88	0	0.00

Families with 4 to 5 members formed the largest group among both consumers (72.22%) and retailers (100%), indicating that medium-sized households are the primary consumers of Shrikhandwala products.

Table 5: Distribution of consumers and retailers by educational level

Educational Level	Consumers (No.)	Consumers (%)	Retailers (No.)	Retailers (%)
Up to 12 th	18	20.00	0	0.00
Graduate	53	58.88	2	100.00
Post graduate	19	21.11	0	0.00

Most consumers (58.88%) and both retailers (100%) were graduates, suggesting a generally well-educated customer base likely to be more aware and informed in their purchase decisions.

Table 6: Distribution of consumers by occupational status

Occupation	Consumers (No.)	Percentage
Student	26	28.89
Housewife	15	16.67
Business	27	30.00
Employed	2	2.22
Service	17	18.89
Retired	3	3.33
Total	90	100.00

Business persons (30.00%) and students (28.89%) together formed the largest occupational groups among consumers, followed by those in service (18.89%) and housewives (16.67%), indicating that Shrikhandwala products appeal to a wide range of occupational categories.

Table 7: Distribution of consumers by annual income

Annual Income (₹)	Consumers (No.)	Percentage
Below 5,00,000 (Dependent)	26	28.89
5,00,001-10,00,000	31	34.44
10,00,001-15,00,000	28	31.11
15,00,001-20,00,000	3	3.33
20,00,001-25,00,000	10	11.11

The largest proportion of consumers (34.44%) belongs to ₹5,00,001-₹10,00,000 income bracket, followed closely by the ₹10,00,001-₹15,00,000 group (31.11%), indicating that Shrikhandwala products are predominantly favoured by middle-income households.

Consumer preference towards flavours

Table 8: Distribution of Consumers by Flavour Preference

Flavour	Consumers (No.)	Percentage
Mango	43	47.78
Pineapple	8	8.89
Kesar Dry Fruits	8	8.89
Custard Apple	8	8.89
Classic Elaichi	16	17.78
Mixed Fruits	5	5.56
Strawberry	2	2.22

Mango emerged as the most preferred flavour (47.78%), followed by Classic Elaichi (17.78%). Pineapple, Kesar Dry Fruits, and Custard Apple were each preferred by 8.89% of consumers, while Strawberry was the least preferred flavour (2.22%).

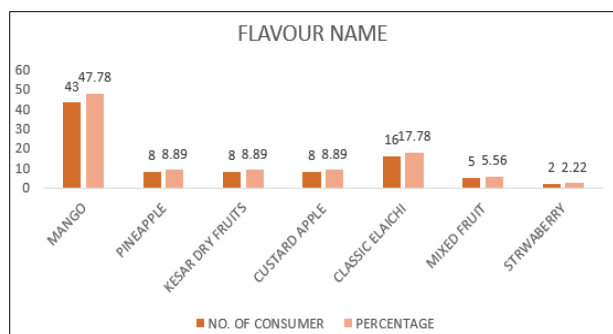


Fig 1: Distribution of consumers by flavour preference

Table 9: Distribution of consumers by occasion of purchase

Occasion	Consumers (No.)	Percentage
Regular Dessert	34	37.78
Family Celebration	24	26.67
Festivals	32	35.56

Shrikhand was most commonly purchased as a regular dessert (37.78%), followed by purchases made during festivals (35.56%) and for family celebrations (26.67%), highlighting its role both as an everyday product and a festive sweet.

Table 10: Distribution of consumers by purchase frequency

Frequency (per month)	Consumers (No.)	Percentage
1 time	20	22.22
2 times	31	34.44
3 times	20	22.22
4 times	12	13.33
5 times	7	7.78

Most consumers (34.44%) purchased Shrikhand twice a month, with equal proportions (22.22% each) purchasing it once and three times a month, suggesting that Shrikhand is generally an occasional rather than a highly frequent purchase.

Table 11: Distribution of consumers by preference factor for shrikhandwala products

Preference Factor	Consumers (No.)	Percentage
Taste	30	33.33
Quality	20	22.22
Variety of Flavours	15	16.66
Price	7	7.78
Brand	10	11.11
Health Benefits	8	8.89

Taste was cited as the most important reason for preferring Shrikhandwala products (33.33%), followed by quality (22.22%) and variety of flavours (16.66%). Price was the least influential factor (7.78%), indicating that consumers place greater weight on sensory and quality attributes than on cost.

Table 12: Distribution of consumers by quantity purchased per month

Pack Size	Consumers (No.)	Percentage
200 gm	8	8.89
450 gm	54	60.00
1 kg	22	24.44
2 kg	6	6.67

The 450-gm pack was the most preferred pack size (60.00%), followed by the 1 kg pack (24.44%), while the 2 kg pack was the least preferred (6.67%), indicating a strong consumer preference for medium-sized, convenient packs suited to regular household use.

Factors influencing the purchase of shrikhand

Table 13: Consumer satisfaction with factors influencing purchase of shrikhand

Variable	Very Satisfied (%)	Satisfied (%)	Neutral (%)
Taste	30 (33.33)	50 (55.55)	10 (11.11)
Quantity	39 (43.33)	30 (33.33)	21 (23.33)
Availability	32 (35.55)	40 (44.44)	18 (20.00)
Quality	20 (22.22)	60 (66.66)	10 (11.11)
Effectiveness	29 (32.22)	58 (64.44)	03 (3.33)
Price	27 (30.00)	45 (50.00)	18 (20.00)
Packaging	06 (6.66)	39 (43.33)	45 (50.00)
Instructions	07 (7.77)	30 (33.33)	53 (58.88)

The results indicate that consumers were generally satisfied with Shrikhand products. Quality (66.66%), effectiveness (64.44%), and taste (55.55%) recorded the highest satisfaction levels, highlighting their importance in influencing purchase decisions. Consumers also expressed positive opinions regarding quantity, availability, and price, indicating that these attributes meet their expectations. In contrast packaging (50.00% neutral) and product instructions (58.88% neutral) received comparatively lower satisfaction ratings. This suggests that while consumers appreciate the product's core attributes, improvements in packaging design and product information could further enhance overall consumer satisfaction and strengthen purchase intentions.

Table 14: Retailers perception of shrikhandwala products

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Demand	1 (50.00%)	1 (50.00%)	-	-	-
Supply	1 (50.00%)	1 (50.00%)	-	-	-
Expenses	-	-	2 (100.00%)	-	-
Incentives	-	1 (50.00%)	1 (50.00%)	-	-
Availability	1 (50.00%)	1 (50.00%)	-	-	-

Both retailers expressed a positive perception of product demand, supply, and availability, indicating consistent stock movement and adequate market access. Perceptions of operating expenses were neutral for both managers, while views on incentives were mixed, suggesting moderate satisfaction in this area and scope for improvement in retailer support.

Conclusion

The study concludes that Shrikhandwala has established a strong market presence in Nagpur by consistently offering high-quality shrikhand with authentic taste. The major consumers are educated, middle-aged individuals from middle-income nuclear families. Mango and Classic Elaichi are the most preferred flavours, while the 450 g pack is the most popular choice. Taste, quality, and effectiveness are the key factors influencing purchase decisions, whereas packaging, labelling, and retailer margins require improvement. Overall, maintaining product quality, enhancing packaging, expanding preferred flavours, and adopting consumer-focused marketing strategies will help Shrikhandwala improve customer satisfaction, strengthen brand loyalty

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