

Customer Awareness and Preferences towards A2 Ghee in Udaipur

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Abstract

The study focused on customer awareness and preferences towards A2 Ghee in Udaipur, India. A total of 135 respondents were surveyed, and the results indicated that 76.3% of respondents had heard of A2 Ghee before, while 66.2% had not consumed it yet. Health benefits were the primary reason for consuming A2 Ghee, followed by taste and flavor. The majority of the respondents were willing to pay a premium price for A2 Ghee and considered availability, quality, taste, and brand reputation as significant factors when purchasing it. However, the certification of A2 Ghee was not considered a significant factor. The study recommends that businesses should focus on improving the taste and quality of A2 Ghee, making it more widely available, educating consumers about its health benefits, offering competitive pricing, and enhancing packaging and branding to cater to the needs and preferences of consumers in Udaipur.

Keywords: A2 Ghee, Customer Awareness, Customer Preferences, Health Benefits, Taste, Traditional Food.

Introduction:

A2 Ghee is a type of clarified butter that is made from the milk of cows that only produce A2 beta-casein protein. It is believed to have several health benefits over regular ghee, such as aiding digestion and improving immunity. As consumers are becoming more health-conscious and aware of the potential benefits of consuming A2 milk products, there has been an increasing demand for A2 Ghee in the market.

Udaipur is a city in Rajasthan known for its rich cultural heritage and traditional cuisine. Dairy products are an essential part of the local cuisine, and ghee is a common ingredient in many dishes. However, the use of A2 Ghee in Udaipur may depend on factors such as availability and price. This research paper aims to explore customer preferences towards A2 Ghee in Udaipur.

Customer awareness and preferences towards A2 Ghee in Udaipur is an emerging area of research that is gaining attention in the food industry. In recent years, there has been a growing interest in A2 Ghee, which is believed to have several health benefits over regular ghee, such as aiding digestion and improving immunity.

Awareness of A2 Ghee:

The level of awareness among customers about A2 Ghee and its potential health benefits in Udaipur is not well established. However, it can be assumed that customers in Udaipur, being a city known for its rich cultural heritage and traditional cuisine, may have some level of awareness about A2 Ghee. The local cuisine in Udaipur heavily relies on dairy products, and ghee is a common ingredient in many dishes. As such, customers in Udaipur have some familiarity with A2 Ghee and heard of its potential health benefits.

Preferences for A2 Ghee:

The factors that influence customer preferences towards A2 Ghee in Udaipur include taste, perceived health benefits, and availability. Taste is a crucial factor for customers when choosing a food product. However, the perceived health benefits of A2 Ghee also be a significant factor in customer preferences. Customers who are health-conscious may prefer A2 Ghee over regular ghee due to the potential health benefits associated with it. Availability of A2 Ghee in Udaipur may also influence customer preferences. If A2 Ghee is readily available and affordable, customers may be more likely to choose it over regular ghee.

Willingness to pay a premium price for A2 Ghee:

Another factor that may influence customer preferences towards A2 Ghee in Udaipur is their willingness to pay a premium price for it. A2 Ghee is typically more expensive than regular ghee due to the specialized milk that is used to produce it. Customers who are willing to pay a premium price for A2 Ghee may be those who perceive it to have significant health benefits over regular ghee.

Potential demand for A2 Ghee:

The potential demand for A2 Ghee in Udaipur depends on several factors, including customer awareness, availability, and price. If customers in Udaipur are highly aware of A2 Ghee and perceive it to have significant health benefits, there may be a high demand for it. However, if A2 Ghee is not widely available or too expensive compared to regular ghee, customers may not be willing to pay the premium price for it.

Customer awareness and preferences towards A2 Ghee in Udaipur are influenced by several factors, including taste, perceived health benefits, availability, and willingness to pay a premium price. Further research is needed to better understand customer preferences towards A2 Ghee in Udaipur and to determine the potential demand for it in the market.

Review of Literature:

"A2 Milk: A Review of the Scientific Evidence" (Kumar et al., 2021) - This study is a comprehensive review of the scientific evidence on the potential health benefits of A2 milk and milk products, including A2 Ghee. The authors reviewed multiple studies and concluded that A2 milk and milk products may have several health benefits over regular milk products, including improved digestion, reduced inflammation, and improved heart health. This study provides valuable insights into the potential health benefits of A2 Ghee, which may influence customer preferences towards it.

"Awareness and Perception of A2 Milk and Its Health Benefits among Consumers in India" (Saini et al., 2020) - This study aimed to investigate the awareness and perception of A2 milk and its potential health benefits among consumers in India. The authors surveyed 400 participants from different regions of India and found that 66.5% of the participants were aware of A2 milk and its potential health benefits. The study also found that participants who were aware of A2 milk were more likely to consume it over regular milk. This study provides insights into customer awareness and preferences towards A2 milk, which may be applicable to A2 Ghee as well.

"A2 Milk: A Review of the Science and Marketing" (McDougall, 2017) - This study is a review of the science and marketing of A2 milk and milk products. The author reviews the scientific evidence on the potential health benefits of A2 milk and discusses the marketing strategies used by companies to promote A2 milk and milk products. This study provides insights into the marketing strategies that companies may use to promote A2 Ghee and increase customer awareness and preferences towards it.

"Consumer Willingness to Pay for Functional Food: A Systematic Review and Meta-analysis" (Srinivasan et al., 2021) - This study is a systematic review and meta-analysis of the literature on consumer willingness to pay for functional foods, including foods that are perceived to have health benefits. The authors reviewed multiple studies and found that consumers are willing to pay a premium price for functional foods that are perceived to have health benefits. This study provides insights into customer preferences towards A2 Ghee, as customers who perceive it to have significant health benefits may be willing to pay a premium price for it.

In conclusion, the literature on customer awareness and preferences towards A2 Ghee provides valuable insights into the potential health benefits of A2 Ghee, customer awareness and perception of A2 milk and milk products, marketing strategies used by companies to promote A2 milk and milk products, and customer willingness to pay for functional foods that are perceived to have health benefits. These studies provide a solid foundation for further research into customer preferences towards A2 Ghee in different regions, including Udaipur.

"Consumer Awareness and Acceptance of Health Benefits of A2 Milk in Delhi" (Kapoor et al., 2019) - This study aimed to investigate the consumer awareness and acceptance of the health benefits of A2 milk in Delhi. The authors surveyed 360 participants and found that 52.2% of the participants were aware of A2 milk and its potential health benefits. The study also found that the majority of the participants who were aware of A2 milk perceived it to be healthier than regular milk. This study provides insights into customer awareness and perception of A2 milk, which

may be applicable to A2 Ghee as well.

"Evaluation of Physicochemical and Sensory Characteristics of Ghee Prepared from Milk of Indigenous Cows and Crossbred Cows" (Singh et al., 2020) - This study evaluated the physicochemical and sensory characteristics of ghee prepared from milk of indigenous cows and crossbred cows. The study found that ghee prepared from milk of indigenous cows had higher levels of A2 beta-casein protein than ghee prepared from milk of crossbred cows. This study provides insights into the potential differences in the A2 beta-casein protein content of ghee prepared from milk of different cow breeds, which may influence customer preferences towards A2 Ghee.

"Consumer Perceptions and Attitudes Towards Traditional and Non-Traditional Milk Products in India" (Singh et al., 2019) - This study aimed to investigate consumer perceptions and attitudes towards traditional and non-traditional milk products in India, including A2 milk and milk products. The authors surveyed 400 participants and found that the majority of the participants preferred traditional milk products, such as ghee and paneer, over non-traditional milk products. However, the study also found that younger consumers were more willing to try new milk products, such as A2 milk and milk products. This study provides insights into customer preferences towards traditional and non-traditional milk products, which may influence customer preferences towards A2 Ghee.

The literature on customer awareness and preferences towards A2 Ghee provides a range of valuable insights, including customer awareness and perception of A2 milk and milk products, the potential health benefits of A2 milk and milk products, the marketing strategies used by companies to promote A2 milk and milk products, the physicochemical and sensory characteristics of ghee prepared from milk of different cow breeds, and customer perceptions and attitudes towards traditional and non-traditional milk products in India. These studies provide a comprehensive understanding of customer preferences towards A2 Ghee, which can inform marketing strategies, product development, and future research.

Research Methodology:

Objectives: The primary objective of this research paper is to investigate customer preferences towards A2 Ghee in Udaipur. Specifically, the research aims to:

- I. Determine the level of awareness among customers about A2 Ghee and its potential health benefits.
- II. Identify the factors that influence customer preferences towards A2 Ghee in Udaipur.

This research paper uses a mixed-methods approach to collect and analyze data. The study involves both quantitative and qualitative data collection methods.

Quantitative data was collected through a survey

questionnaire that was administered to a sample 135 respondents in Udaipur through convenient sampling. The questionnaire was designed to gather information on customer demographics, awareness of A2 Ghee, factors that influence their preferences, willingness to pay a premium price, and potential demand for A2 Ghee.

Qualitative data was collected through in-depth interviews with a smaller sample of customers to gain more insights into their preferences and reasons for choosing A2 Ghee over regular ghee.

Data analysis will involve both descriptive and inferential statistics for the quantitative data, while the qualitative data will be analyzed thematically.

Data Analysis:

Questions	Responses	
Have you heard of A2 Ghee before?	No 32	Yes 103
Have you ever consumed A2 Ghee?	No 46	Yes 89
Are you aware of the potential health benefits of A2 Ghee?	No 22	Yes 67
Are you willing to pay a premium price for A2 Ghee compared to regular ghee?	No 7	Yes 82
Would you recommend A2 Ghee to others?	No 0	Yes 89

The question "Have you heard of A2 Ghee before?" was asked to 135 respondents. Out of these, 103 respondents (approximately 76.3%) answered "Yes" indicating that they were aware of A2 Ghee, while 32 respondents (approximately 23.7%) answered "No", indicating that they had not heard of A2 Ghee before. This information suggests that a significant number of respondents were aware of A2 Ghee, while a relatively smaller number were not aware of it. This could potentially indicate a growing awareness of A2 Ghee among consumers in Udaipur, or it could be due to the sample of respondents who were surveyed.

The question "Have you ever consumed A2 Ghee?" was asked to 135 respondents. Out of these, 89 respondents (approximately 65.9%) answered "Yes" indicating that they had consumed A2 Ghee before, while 46 respondents (approximately 34.1%) answered "No", indicating that they had not consumed A2 Ghee before. This information suggests that a majority of the respondents had consumed

A2 Ghee before, while a significant number of respondents had not tried it yet. This indicates that there is potential for growth in the demand for A2 Ghee among consumers in Udaipur.

Out of the 89 respondents who consumed A2 Ghee, the primary reasons for consuming A2 Ghee were as follows:

- Health benefits - 67 respondents (approximately 75.3%)
- Taste and flavor - 8 respondents (approximately 9%)
- Religious or cultural reasons - 5 respondents (approximately 5.6%)
- Other reasons - 4 respondents (approximately 4.5%)

This information suggests that the majority of the respondents consumed A2 Ghee primarily for its health benefits, followed by taste and flavor. This highlights the importance of promoting the health benefits of A2 Ghee in marketing and advertising strategies.

The question "Are you aware of the potential health benefits

of A2 Ghee?" was asked to the 89 respondents who consumed A2 Ghee. Out of these, 67 respondents (approximately 75.3%) answered "Yes", indicating that they were aware of the potential health benefits of A2 Ghee, while 22 respondents (approximately 24.7%) answered "No", indicating that they were not aware of the potential health benefits of A2 Ghee. This information suggests that a majority of the respondents who consumed A2 Ghee were aware of its potential health benefits. This highlights the importance of educating consumers about the health benefits of A2 Ghee and promoting it as a healthier alternative to regular ghee.

The question "Are you willing to pay a premium price for A2 Ghee compared to regular ghee?" was asked to the 89 respondents who consumed A2 Ghee. Out of these, 82 respondents (approximately 92.1%) answered "Yes", indicating that they were willing to pay a premium price for A2 Ghee compared to regular ghee, while 7 respondents (approximately 7.9%) answered "No", indicating that they were not willing to pay a premium price for A2 Ghee compared to regular ghee. This information suggests that a majority of the respondents who consumed A2 Ghee were willing to pay a premium price for it compared to regular ghee. This indicates that consumers perceive A2 Ghee to be of higher value and quality than regular ghee, and are willing to pay more for it.

The question "Would you recommend A2 Ghee to others?" was asked to the 89 respondents who consumed A2 Ghee. Out of these, all 89 respondents (100%) answered "Yes", indicating that they would recommend A2 Ghee to others. This information suggests that the respondents who consumed A2 Ghee were highly satisfied with their experience and would be willing to recommend it to others. Word-of-mouth recommendations can play a significant role in influencing the purchasing decisions of consumers, and this high level of recommendation suggests that there is potential for the demand for A2 Ghee to grow in Udaipur. Understanding the reasons why respondents would recommend A2 Ghee can provide insights into the factors that drive satisfaction and loyalty among consumers towards A2 Ghee.

The question "What factors do you consider while purchasing A2 Ghee?" was asked to the 89 respondents who consumed A2 Ghee. The options and the number of respondents who chose each option are:

- Brand reputation - 52
- Quality of the ghee - 74
- Price of the ghee - 37
- Availability of the ghee - 82
- Packaging of the ghee - 54
- Certification of the ghee - 23
- Health benefits of the ghee - 46
- Taste and flavor of the ghee - 77
- Recommendations from friends and family - 57
- Ethical and environmental considerations - 16

This information provides insights into the factors that are important to consumers when they purchase A2 Ghee in Udaipur. The high number of respondents who considered availability of the ghee (82), quality of the ghee (74), and taste and flavor of the ghee (77) as important factors suggest that consumers place a high value on the quality and taste of the ghee they purchase. On the other hand, the relatively lower number of respondents who considered ethical and environmental considerations (16) and certification of the ghee (23) as important factors suggest that these factors may not be significant drivers of consumer behavior in this market. Understanding the factors that drive consumer behavior can help businesses in developing effective marketing strategies and in improving their product offerings to cater to the needs and preferences of the consumers.

Conclusions and Suggestions:

According to the IMARC's report expects the "India A2 ghee market to exhibit a CAGR of 27.2% during 2023-2028 and the reasons for the increasing demand is rising awareness regarding numerous health benefits of A2 ghee, such as curing constipation, reducing inflammation, relieving joint pain, strengthening bones, regulating stomach acids, etc., is primarily driving the India A2 ghee market."

While specific figures on the demand for A2 Ghee are not available, the growing demand for A2 milk and dairy products in general suggests that there is potential for significant growth in the demand for A2 Ghee as well.

The research on customer awareness and preferences towards A2 Ghee in Udaipur revealed that the majority of the respondents were aware of A2 Ghee and its potential health benefits. However, a significant proportion of the respondents had not yet consumed A2 Ghee. The respondents who had consumed A2 Ghee were highly satisfied with their experience and were willing to recommend it to others. Taste and flavor, quality, and availability of A2 Ghee were identified as important factors for consumers when purchasing A2 Ghee in Udaipur.

These findings suggest that there is potential for the demand for A2 Ghee to grow in Udaipur, and businesses could focus on improving the quality and taste of A2 Ghee and making it more widely available to cater to the needs and preferences of the consumers. Moreover, educating consumers about the potential health benefits of A2 Ghee and promoting it as a healthier alternative to regular ghee could also help to increase its demand. Overall, the insights gained from this research can help businesses in developing effective marketing strategies and in improving their product offerings to cater to the needs and preferences of the consumers in Udaipur.

Based on the research on customer awareness and preferences towards A2 Ghee in Udaipur, here are some suggestions for businesses operating in the A2 Ghee market:

Improve the quality and taste of A2 Ghee: Taste and quality were identified as important factors for consumers when purchasing A2 Ghee. Therefore, businesses should focus on improving the taste and quality of their A2 Ghee to meet the expectations of the consumers.

Make A2 Ghee more widely available: Availability of A2 Ghee was identified as an important factor for consumers. Therefore, businesses should make efforts to increase the availability of A2 Ghee in Udaipur. This could include expanding distribution networks and increasing the number of retail outlets selling A2 Ghee.

Educate consumers about the health benefits of A2 Ghee:

A significant proportion of the respondents were not aware of the potential health benefits of A2 Ghee. Therefore, businesses should focus on educating consumers about the health benefits of A2 Ghee, such as being rich in vitamins and having anti-inflammatory properties, to increase demand.

Offer competitive pricing: While the majority of the respondents were willing to pay a premium price for A2 Ghee, businesses should still ensure that their prices are competitive compared to regular ghee to attract more consumers.

Enhance packaging and branding: Packaging and brand reputation were identified as important factors for consumers when purchasing A2 Ghee. Therefore, businesses should focus on enhancing their packaging and branding to make their product more attractive to consumers.

By implementing these suggestions, businesses can improve their offerings and cater to the needs and preferences of the consumers in Udaipur, thus increasing their market share and revenue.

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