

## An Analysis of Gyan Milk Products in Lucknow

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### ABSTRACT

*The success of every corporate organization depends on marketing. In today's market, the dairy sector has significant growth potential. Marketing mix tactics, consumer survey marketing and competition analysis are some of the tools that can help a company succeed. Following these tips, a thorough and timely marketing analysis is done. As a result, the present search was conducted with the following goals in mind: The goal of this study is to determine the marketability of Gyan goods.*

*Result: Gyan milk and milk related products have strong business position in Uttar Pradesh, Which offers a promising marketing. However, as of today, this study shows that in order to survive in a globalized market over a period of time, every organization must conduct marketing analysis to match the changing consumption habits and trends of the customer.*

**Keywords:** gyan milk, study scope, market analysis, distribution channels

## I. INTRODUCTION

Humans have been consuming milk products as a source of energy for thousands of years, and most people regard them as an immune nutrient. The milk sector has the potential to grow significantly in the present product market. Then, in this space age, it was expanded, and in later stages, as a result of fierce competition, the marketing of this valuable natural nutrient essentially promoted volunteer use instead. A firm's talent to identify and serve its, limit unhappiness, target market and stay ahead of competitors requires an open-minded, consumer-oriented strategy. The consumer is at the heart of marketing. Before making the right marketing mix decision, market research, competition analysis, product analysis, consumer behavior traits and demand, lifestyle and purchasing processes should be examined. Who are the consumers of Gyan? What do they buy? How do they buy? Where do they buy from? When do they buy? Why do they buy? How often do they buy? All these things are part of today's diversified economy.

It helps in in-depth investigation of market demands, profitability and primary competitors of the company. Market analysis is a type of industrial analysis that uses SWOT analysis, competitive advantage and potential customer analysis to assess an organization's current and future implementation plans. Market Changes There is a need to keep an eye on market changes at the end of the year. At least once a year, marketing analysis focuses on evaluating existing businesses. Because "the customer is king" in modern marketing, market strategies must be implemented based on customer requests. It is a marketing strategy that examines all marketing efforts of an organization in depth. This can only be achieved with thorough market analysis. The purpose of this article is to examine the marketing of Manmool's milk and milk products.

### A Summary of Marketing Analysis Theory

#### Market Analysis Dimensions

- The Market's Profitability
- Market Opportunity
- Market Size Present and Future
- Developments Market
- Success Factors
- Market of Rate Expansion
- Distribution Channels

#### 1. The Market's Profitability

A useful strategy by Michael Porter to expand the attraction of an industry or market. The profitability of many types of businesses in the market varies, they all impact similar market situations.

## **2. Market Opportunity**

Within the given environmental context, service based on one or a market opportunity product or more technologies better meets the needs of a (hopefully growing) market than the substitute technologies and competition. It encompasses society, politics, and legislation, among other things.

## **3. Market Size Present and Future**

Such as GW for power capacities or quantity can be expressed in technical terms, in terms of number of goods. Sales turnover is a common indicator in qualitative measurement. The total sales volume of a specific bazaar is represented by market volume. Market size is determined by transaction volume and market capacity. Consequently, the quantity is determined by the number of customers and their general demand. In addition, market volume is also measured by quantity or quality.

## **4. Developments Markets**

Market changes are significant in that they often bring with them new possibilities and risks. Furthermore, they have the potential to have a significant impact on the size of the market.

## **5. Success Factors**

Which the company must exist to meet its marketing goals. The main success criteria are those characteristics. The following are some examples of such elements:

- There are distribution channels available.
- Unparalleled access to critical resources
- Technological advancement
- Scalability

## **6. Market of Rate Expansion**

Improved strategy is examine the bazaar trends and trades growth in related goods. Extrapolating past data into the future is a basic way of estimating the growth rate of the market. But it is unable to predict the turning points. Although this method can produce a first-order approximation, the leading indicator, such as , is more accurate than extrapolating past data.

## **7. Distribution Channels**

Market analysis by looking at the components of a profit distribution system would have the following:

- Emerging channels and trends: new channels can give you a competitive advantage.
- Existing distribution channels: These are classified based on their proximity to the client.
- Channel power structure-for example, if a product has limited brand equity, the channel power structure will be important.
- Retailers have more bargaining power with manufacturers and are able to collect higher profit margins.

Evaluation of the demands of the actual target population, marketing and competitors of that product or service is known as "marketing analysis". The success of every corporate organization depends on marketing. Internal and external forces influence the term "market analysis". It also examines dynamics of a niche market within a niche industry and the attractiveness. It is a ubiquitous phrase. Only by effectively implementing appropriate marketing strategies, such as competition analysis, marketing mix plans and consumer surveys, can an enterprise's vision be realized. Following these tips, a thorough and timely marketing study is done.

## **II. STUDY SCOPE**

To look into the marketability of Gyan products. Munmul's primary products being studied are milk, peda, curd, lassi and milk powder. The study mainly focused on Manmul's marketing division, i.e. consumer perceptions of Gyan goods. Lucknow has been selected as the study site.

## **III. METHODOLOGY**

Empirical is the nature of the research. The following methodology was used to investigate selected basic information about the products in the research location.

### The Taster Size

An analysis will use a suitability sampling method, with 70 respondents chosen from the Lucknow district.

### Sources of Information

The researcher use together primary and secondary base to acquire qualitative data from the plaintiffs in this study.

### Interpretation and Analysis

The purpose of the survey was to assess the present market position of a number of Gyan goods.

### Primary Information

The primary data is gathered from respondents in a field survey by presenting a structured questionnaire and conducting informal discussions and observations.

### Secondary Information

Secondary data was gathered from a variety of published sources, including books, digital media, business journals, and MANMUL reports.

**Table 1:** Gyan milk experts goods respondents

| Details       | Curd | Milk | Lassi | Milk Powder | Peda |
|---------------|------|------|-------|-------------|------|
| Conscious     | 85   | 100  | 75    | 80          | 85   |
| Not Conscious | 10   | 0    | 25    | 25          | 16   |
| Consumed      | 90   | 81   | 70    | 70          | 78   |
| Not Consumed  | 15   | 20   | 40    | 32          | 25   |

### Interpretation

The research presented above shows that Gyan Milk has a potential market for longer shelf life. Respondents were asked if they knew about Gyan Milk products and how to use them. According to the above table, what is Gyan milk, everyone knows it. One can conclude that the objects have a favorable image as 81% of the respondents have used Gyan milk, while the outstanding 20% have not.

According to the table above, Gyan Lassi has instilled a sense of affluence in the minds of consumers. However, the brand is being used by fewer people; only 70% of respondents use Gyan Lassi. In this case, around 40% of respondents are still not using the product.

Gyan Curd is also in high demand, since over 85% of plaintiffs are aware of it and 90% consume it. One about 15% of people don't use it.

Majority Gyan Peda is known to 85 percent of plaintiffs and 78 percent of them consume the brand. Its demand is still stable.

On the other hand, users represent a smaller percentage of the total population than non-users. Gyan Milk Powder is known by most of the respondents. As per the table above, 80% of people are aware, while only 25% are not aware. Gyan milk powder is consumed by only 70 per cent of the respondents, while 32 per cent do not consume it.

**Table 2:** Benefits of purchasing Gyan goods

| Particular  | Freshness | Quality | Taste | Brand Name | Price |
|-------------|-----------|---------|-------|------------|-------|
| Curd        | 25        | 80      | 27    | 65         | 45    |
| Milk        | 27        | 82      | 22    | 67         | 49    |
| Peda        | 15        | 62      | 47    | 65         | 45    |
| Milk Powder | 20        | 28      | 22    | 29         | 20    |
| Lassi       | 10        | 22      | 25    | 27         | 15    |

### Interpretation

Over 60% of people surveyed supported quality and brand recognition. The product features listed above are those that influence the buyer's decision to purchase Gyan items.

As per the above findings, more respondents favor all product features, yet the quality and brand name of Gyan products are more attractive qualities to create awareness in the minds of both current and future customers. Respondents consider milk, peda and curd to be of high quality. Freshness and taste are liked by most of the people.

**Table 3:** Gyan goods are used

| Particular  | Frequently | Regularly | Rarely | Occasionally | Non used |
|-------------|------------|-----------|--------|--------------|----------|
| Milk Powder | 16         | 16        | 37     | 08           | 28       |
| Curd        | 25         | 31        | 32     | 07           | -        |
| Lassi       | 06         | 11        | 21     | 11           | 56       |
| Peda        | 08         | 21        | 45     | 16           | 16       |
| Milk        | 07         | 85        | 4      | 8            | -        |

According to the above table all the respondents drink Gyan's milk. Despite the fact that 84 percent of the respondents use it regularly and another 8% use it occasionally, only 4% use it less. Finally, it shows that Gyan milk is in high demand in Lucknow.

It is important to know when existing Gyan customers use specific Gyan objects. It is calm to find out which goods are in high demand in the current make market and necessary changes in products.

According to the table, approximately 31% of respondents consume curd on a regular basis, whereas another 30% consume it just sometimes. It suggests that demand for curd has leveled off.

Gyan lassi has fewer users, as shown in the table above. Approximately half of those polled are unconcerned about the brand. It has roughly 11% of the total responders who are regular users.

Of the overall number of responses, 21% utilise Gyan Peda on a regular basis. Approximately 45% of those polled consume only infrequently, and some do not consume at all. It represents taking direct action to recover the promotional tool in order to attract additional customer attention.

As seen in the table above, milk powder has a regular user. Around 16% of those polled consume it on a daily basis. Gyan milk powder is still used by only 28% of respondents.

**Table 4:** Gyan product information source

| Details | Words of Mouth | Friends & Neighbor | Advertisement |
|---------|----------------|--------------------|---------------|
| %       | 46             | 32                 | 26            |

### Interpretation

Only 26% of those surveyed are persuaded by advertising. As a result, Gyan items have a strong brand identity in Lucknow. The previous table clearly shows that the majority of respondents (46%) made purchases as a result of verbal recommendations. Friends and neighbors account for one-third of all purchases.

**Table 5:** Customers for milk goods will be attracted by the use of powerful media

| Details | Magazine | Television | News Paper | Wall Paper |
|---------|----------|------------|------------|------------|
| Reply   | 06       | 55         | 17         | 26         |

### Interpretation

According to the graph above, around 55% of respondents believe that television has a big influence on how Gyan items are promoted. Also, 26% of respondents believe that wallpapers are one of the most effective ways to attract customers to Gyan's products.

**Table 6:** Gratitude for the characteristics of Gyan milk

| Features  | Poor | Good | Satisfied | Average | No-Reply |
|-----------|------|------|-----------|---------|----------|
| Quality   | 06   | 25   | 28        | 15      |          |
| Taste     | 06   | 36   | 16        | 17      |          |
| Freshness | 09   | 33   | 21        | 11      |          |
| Quantity  | 06   | 22   | 19        | 06      | 7        |

### Interpretation

It may be deduced from the preceding table that all of the traits are the best. If they've followed the plan to the letter, they've done a good job. The majority of responders approve of the packaging, quality, and flavour.

**Table 7:** Attributes of satisfaction with Gyan curd

| Features  | Poor | Good | Satisfied | Average | No Reply |
|-----------|------|------|-----------|---------|----------|
| Freshness | 8    | 32   | 18        | 13      | 4        |
| Package   | 6    | 16   | 39        | 17      | 4        |
| Taste     | 8    | 33   | 16        | 11      | 8        |
| Quality   | 8    | 20   | 28        | 12      | 7        |
| Quantity  | 5    | 33   | 16        | 11      | 10       |

#### Interpretation

According to the table above, 39 people are happy with the way curd is packaged. Freshness is rated as very nice by 32 respondents. The quality was rated as satisfactory by 28 people. According to 33 respondents, curd has a pleasing flavour.

**Table 8:** Satisfaction with Gyan lassi qualities

| Features  | Poor | Good | Satisfied | Average | No Reply |
|-----------|------|------|-----------|---------|----------|
| Freshness | 08   | 10   | 11        | 05      | 41       |
| Package   | 11   | 17   | 12        | 04      | 31       |
| Quality   | 05   | 13   | 10        | 10      | 37       |
| Quantity  | 06   | 07   | 09        | 12      | 42       |
| Taste     | 08   | 08   | 13        | 04      | 42       |

#### Interpretation

The table above demonstrates that people are generally satisfied with Gyan lassi qualities. According to the results, around 31% of respondents were unaware of this product.

**Table 9:** Satisfaction with Gyan peda qualities

| Features  | Poor | Good | Satisfied | Average | No Reply |
|-----------|------|------|-----------|---------|----------|
| Freshness | 02   | 18   | 26        | 14      | 15       |
| Package   | -    | 15   | 33        | 11      | 15       |
| Taste     | 04   | 23   | 22        | 05      | 20       |
| Quality   | 04   | 16   | 29        | 07      | 19       |
| Quantity  | 04   | 17   | 25        | 07      | 22       |

#### Interpretation

33% of respondents rated the majority of Gyan peda packaging as satisfactory. Only around a third of those polled believe the peda is of low quality.

**Table 10:** Attributes of satisfaction with Gyan milk powder

| Features  | Poor | Good | Satisfied | Average | No Reply |
|-----------|------|------|-----------|---------|----------|
| Freshness | -    | 12   | 08        | 08      | 47       |
| Package   | -    | 12   | 11        | 05      | 47       |
| Taste     | -    | 08   | 10        | 09      | 46       |
| Quality   | 03   | 16   | 08        | 05      | 46       |
| Quantity  | 03   | 05   | 12        | 06      | 49       |

#### Interpretation

It may be deduced from the above data that some plaintiffs are pleased by the milk powder features. The question was not answered by the majority of the respondents.

## IV. RESULTS

- According to the research, Gyan (KMF) has a solid brand name in Lucknow. As a result, it has effectively raised consumer awareness.
- This study demonstrates that television and wallpaper/boardings are the most effective media for attracting customers.

- According to the study's findings, Gyan milk and its parent-selected products are of higher quality, which is what plaintiffs desired.
- According to the study's findings, certain such as milk and curds, Gyan products, are more popular than others.
- According to the study, positive word of mouth influences new customers to develop brand awareness in their brains.
- According to the research, Gyan's existing advertising methods are effective.
- According to the research, Gyan's sales methods are beneficial to customers.

## V. SUGGESTIONS

- In terms of product attributes, GYAN should priorities freshness, flavor, and quality.
- Given that an analysis shows that curd and milk goods have higher request despite value increases, Gyan may use creative advertising techniques to maintain market share for other items.
- The study also reveals that the company's current distribution strategy may be used to develop marketing.
- It should also priorities wallpapers, boards, and television in advertising to attract customers.
- According to the research, Gyan should focus on changing her advertising techniques.

## VI. CONCLUSION

Every corporate organization's success is dependent on marketing. Marketing mix tactics, competition analysis, and consumer surveys are just a few of the marketing methods that can help a company succeed. Following these tactics, a thorough and timely marketing study is conducted. As a result, in order to survive in the globalized market in the long run, every organization must do marketing analysis in tandem with changing customer consumption habits and styles.

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