

**A study on factors related to the marketing of sour yogurt of
buffalo milk at Companyganj, Noakhali**



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**A study on factors related to the marketing of sour yogurt of
buffalo milk at Companyganj, Noakhali**



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List of Acronyms Symbols Used:

Abbreviation	Elaboration
%	Percentage
No.	Number
>	Greater than
<	Lesser than
et.al	And his association
L	litter
FIG	Figure
CVASU	Chattogram Veterinary and Animal Sciences university

Statement of Author

I, Belayet Hossain, hereby attest that I have satisfactorily completed all the responsibilities listed in this report. Books, regional and worldwide publications, and other sources were used to collect the data. The required citations have all been made. As a result, I am entirely accountable for gathering, processing, maintaining, and disseminating all information gathered for this report.

The Author

Abstract

The purpose of the study was to assess the efficient marketing methods for the sour yogurt business at Companyganj in Noakhali. The five dahi shops information of Companyganj, Noakhali (Bhai Bhaidahi, Madahi, Delowardahi, Samrat dahi, and Triptidahi) were collected in June and July/2023.

Sour yogurt marketing in Companyganj, Noakhali is influenced by a variety of factors. According to this study, Bhai bhaidahi and Ma dahi sell more than other outlets. This is due to their shop's placement in that neighbourhood, product promotion, product quality, and product external appearance.

According to the findings of this study, for more efficient marketing of sour yogurt in the Companyganj area, business owners should focus on consumer demand, product promotion, and shop placement.

Keywords: Buffalo milk, Sour Yogurt, Product quality, Promotion. Location. Exterior appearance

Chapter 1: Introduction

The eighth-most populous nation in the world is Bangladesh. For decades, livestock has been an important component of Bangladesh's mixed farming system. In Bangladesh, there are approximately 25.931 million goats, 3.401 million sheep, 1.478 million buffalo, and 23.94 million cattle. Buffalo farming is a major aspect of Bangladesh's agricultural economy. According to the Earth Journalism Network, around 75-80% of buffaloes in Bangladesh are reared in coastal and haor areas, both of which are very sensitive to the effects of climate change.

Animals yield milk, meat, and other necessities. Milk is a very wholesome food that many people consider to be essential. After cow's milk, buffalo milk is the type of milk that is drunk the most. It is an excellent source of nutrients because it is high in protein, fat, and lactose. In comparison with cow's milk, buffalo milk provides more minerals and calories per serving. Buffalo milk has 237 calories, 9 grams of protein, 17 grams of fat, and 13 grams of lactose per cup (244 ml). Whole cow's milk, on the other hand, has 149 calories, 8 grams of protein, 8 grams of fat, and 11 grams of lactose per cup (244 ml) (Nayak, n.d.). Vitamins and minerals like calcium, phosphorus, magnesium, and vitamin A are all abundant in buffalo milk.

Milk is used for manufacturing a variety of milk products. Yogurt or dahi is one of them. Fermented dairy products are becoming more and more popular because of their enhanced nutritional and sensory properties, higher content of micro- and macronutrients, and longer shelf life. These foods give the consumer nutrients that are simple to digest as well as healthy bacteria, which have been connected to a number of health benefits.

More than 400 fermented foods made from milk globally (Islam et al., 2021), but yogurt, also known as "Dahi" on the Indian subcontinent, is the most appreciated due to its sensory qualities. Yogurt consumption has begun to rise as people got more aware of its nutritional and health benefits. Yogurt is currently produced in many sizes and shapes with varying fat concentration, flavors, and tastes.

Yogurt is high in protein, vitamins, (including vitamin A, B2, B5, and B12), minerals (including sodium, potassium, calcium, magnesium, iron, and copper), and several essential fatty acids (including linoleic acid, palmitic acid, and myristic acid). Yogurt is also a good source of probiotics, which are beneficial microorganisms that are known to boost human health.

Buffaloes are primarily raised along Bangladesh's seashore (BIVAS-2017-Vol.-5-No.-1-8, n.d.). The banks of the Meghna River in Noakhali have been home to buffalo herds for over a century, looked to by both rural women and men. Buffalo rearing has evolved as a means of gaining self-sufficiency, delivering affluence into a previously impoverished community. The cultivation of the superior Murrah buffalo breed is a possible option for employment creation and increasing marginalized communities' incomes. Numerous commercial buffalo farms have emerged in Subarnachar, Hatia, and Companyganj. So buffalo milk is available in Noakhali region. So, people increasing their interest to manufacture and consumption of sour yogurt day by day. There are some factors affect the marketing of yogurt (Liljefors, n.d.)

The current study sought to determine the most effective marketing techniques for sour yogurt and its production from buffalo milk in Companyganj, Noakhali.



Figure1: Sour Yogurt (Tok dahi)

Chapter 2: Materials and Methods

2.1 Study area:

Noakhali is a district in southeastern Bangladesh, located in the Chittagong Division. Companigonj is an upazila of Noakhali District in Bangladesh. The region is renowned for its water buffalo dahi production. In the city, there are several dahi stores, both registered and unregistered.

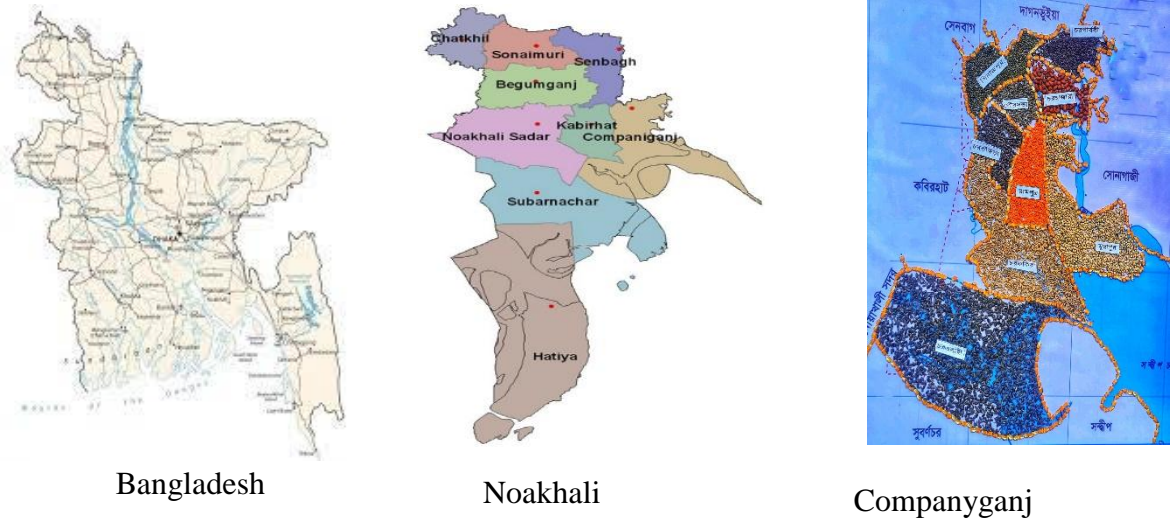


Figure 2: Geographical location of data collection site

2.2 Study time:

The data were collected from the study area from 23 June to 7 July.

2.3 Collection of Data:

Information from 5 different shops (Delowardahi store, Mayer duadahi store, Samratdahi store, Bhai Bhaidahi store, and TriptidahiGhor) was collected. The data was gathered via a questionnaire. It covered sour yogurt production and marketing information.



FIG 1



FIG 2



FIG 3



FIG 4



FIG 5

FIG 1(Bhai Bhaidahi store)

FIG 2(Delowardahi store)

FIG 3(Samrat dahi store)

FIG 4 (Mayer duadahi store)

FIG 5(TriptiDahighor)

Figure4: Data collected shops

Chapter 3: Statistical analysis

Acquired data were statistically analyzed using STATA® version 13. MS Excel® was used to manage the data.

3.1 Graphical representation of average sales per day according to product size, consumer type, and location of shop.

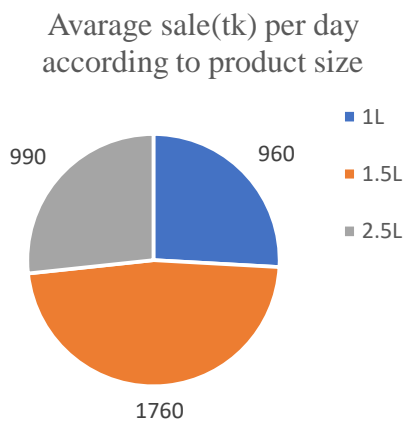


Fig. Average sale

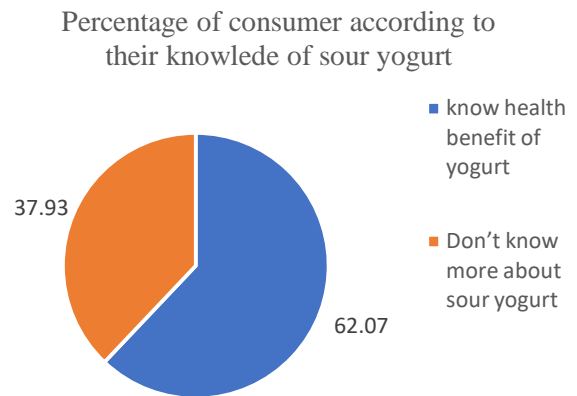


Fig. Consumer percentage

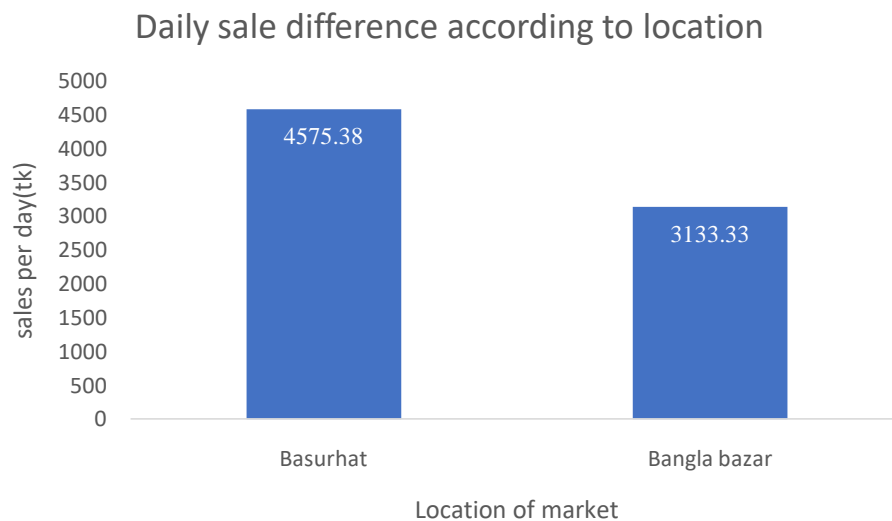


Fig. Daily sales in different location

3.2 Comparative representation of sales (tk/day) according to product size in different dahi shops.

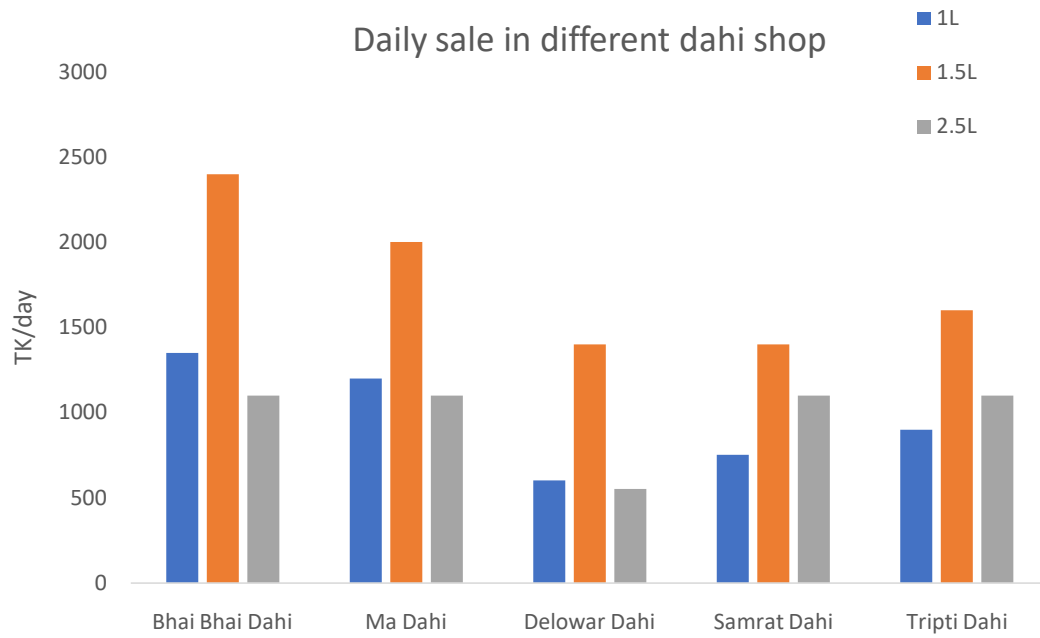


Fig. Daily sales in different dahi shop

Chapter 4: Result and Discussion

According to the findings of this study, the sour yogurt business at Companigonj in Noakhali is influenced by a variety of factors, including container size, sour yogurt price, category of consumers, shop location and availability of buffalo milk.

There is a significant difference of sales ($P < 0.05$) according to dahi container size. According to this study, consumers prefer medium-sized (1.5L) containers. The daily sales of medium size (1.5L) sour yogurt dahi containers ($1760 \pm 433.58\text{tk}$) at different dahi outlets surpass the other two sizes ($960 \pm 311.04\text{tk}$), ($990 \pm 245.96\text{tk}$). Again, the average price of a medium-sized (1.5L) dahi is lower (Avg. 200tk) than the other two sizes. Moreover, in this region. Furthermore, the number of family members is limited. As a result, people prefer to purchase medium-sized fresh dahi.

Consumer awareness of sour yogurt is also an important aspect in dahi marketing in that region. Consumers (62.07%) who understand the health benefits of consuming sour yogurt are more likely to purchase it than consumers who (37%) do not. In this study, it is clearly stated that consumer awareness is an important aspect in the sour yogurt business at Companigonj. So, for sour yogurt marketing at Comapnigonj, more product promotion is required.

Sale of Bhai Bhai dahi and Ma dahi is in an average ($4575 \pm 388.90\text{tk}$). It could be because of their location and quality. As a result, the location of the dahi shop is an important factor for the sour yogurt sector in Companigonj, Noakhali. The shops in the upscale area sell more than the shops in other areas. People in the region who are educated are aware of the health benefits of sour yogurt.

To successfully manage a yogurt business in Companigonj is to effectively plan marketing that may best serve and satisfy the target consumer. This study's findings on consumer behavior in the yogurt sector led to the following marketing recommendations, which include the availability of buffalo milk, exterior appearance of product, product quality, price, location, and promotion.

Limitation

The current study's limitation is its small sample size. Some shopkeepers are reluctant to provide their information. The information was gathered through a questionnaire, therefore there may be some inaccuracies.

Chapter 5: Conclusion

The current experiment was carried out to assess the factors responsible for sour yogurt marketing in Companyganj, Noakhali. Some aspects are shown by this study.

A complete study is still needed to identify the diverse features of marketing of sour yogurt in Companyganj, Noakhali.

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Biography of Author

Belayet Hossain is the son of late Delowar Hossain and Razzaber Nesa. He is a veterinarian intern at Chattogram Veterinary and Animal Sciences University (CVASU)'s Faculty of Veterinary Medicine (FVM). He completed the Higher Secondary Certificate (HSC) examination from the Chittagong board in 2017 after passing the Secondary School Certificate (SSC) examination from the Comilla board in 2015. He hopes to conduct future study on zoonotic diseases and animal welfare issues that affect public health in the nation as a whole.