

PROJECT REPORT ON
EXPLORING THE INFLUENCE OF ECO-FRIENDLY PACKAGING
ON CONSUMER PERCEPTIONS OF DAIRY PRODUCTS: A CASE
STUDY ON NANDINI'S ENVIRONMENTAL SUSTAINABILITY
EFFORT

Submitted by
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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

MAY 2023

DKMU

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Dakshina Kannada Co-operative Milk Producers' Union Limited



REG.NO.J.RM./1/JMC/86-87 DT.8-5-86



No.DKMU /ADMN/AD/06/2299 /2023-24

Date: 18-08-2023

CERTIFICATE

This is to certify that Ms.Akriti Shetty(USN:4AL21BA003) student of Alva's Institute of Engineering and technology Mijar has undertaken Project Work in this Union Under the guidance of Manager (Marketing) Title:Exploring the influence of Eco-friendly packaging on consumer Perception of Dairy products:A case Study Nandini's Environmental Sustainability Effort" to Dakshina Kannada Co-Operative Milk Producers Union Limited, Mangalore Dairy from 17.04.2023 to 28.05.2023.

We wish her bright future.

MANAGER (ADMIN)

D.K. CO-OP. MILK PRODUCER'S UNION LTD.,
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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Date: 01-09-2023

CERTIFICATE

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DECLARATION

I **AKRITI SHETTY**, hereby declare that the Project report entitled “**Exploring the Influence of Eco-Friendly Packaging on Consumer Perceptions of Dairy Products: A Case Study on Nandini's Environmental Sustainability Effort.**” prepared by me under the guidance of **Mr. Neeraj Rai**, Senior Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology and external assistance by **Mr. Raviraj Udupa**, Head of Marketing Department and Dakshina Kannada Co-Operative Milk Producers Union Limited, Mangalore Dairy.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgavi.

I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Date:04/09/2023



Signature of the Student

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Table of Contents

SL.No	Contents	Page No's.
Executive Summary		
Chapter-1	Introduction	1-10
Chapter-2	Conceptual background and literature review	10-27
Chapter-3	Research design	28-31
Chapter-4	Data analysis and interpretation	32-41
Chapter-5	Findings, conclusion, and suggestions	42-45
Bibliography		
Annexures		

List of Tables

Table. No	Particulars	Page No's.
4.1	Indicating how many are aware of Nandini's Packaging	33
4.2	Indicating the in terms of the quality of Nandini's Packaging.	34
4.3.1	Indicating the Chi-square of Objective 01.	35
4.3.2	Indicating the Calculation of above Objective.	36
4.4.1	Indicating the Chi-square of Objective 02.	37
4.4.2	Indicating the Calculation of above Objective	38
4.5.1	Indicating the Chi-square of Objective 03.	39
4.5.2	Indicating the calculation of above Objective.	40

EXECUTIVE SUMMARY

The Project Work on Exploring the Influence of Eco-Friendly Packaging on Consumer Perceptions of Dairy Products: A Case Study on Nandini's Environmental Sustainability Effort. In a rapidly evolving business landscape driven by heightened environmental consciousness, organizations are redefining their strategies to integrate sustainability initiatives. This project delves into how using eco-friendly packaging affects what people think about Nandini's dairy products. Nandini, a well-known dairy brand, is making an effort to use packaging that's better for the environment.

The goal is to see if this change makes customers like the brand more and if it influences their choices when buying dairy products. The research surveyed a bunch of different people to ask about what they know about Nandini's eco-friendly efforts and how it impacts their thoughts about the brand.

The study finds that using eco-friendly packaging makes consumers view Nandini positively, linking sustainability with the brand's image. Consumers who care about the environment are more likely to buy Nandini products due to their eco-friendly approach. As sustainability becomes an increasingly dominant determinant in consumer preferences, this project contributes substantial insights for businesses aiming to bolster brand image and consumer allegiance through sustainable endeavors. Nandini's strategic move serves as an exemplar of the potential rewards that ensue when companies align with evolving consumer values and contribute to a more sustainable future.

This study investigating the impact of Nandini's environmental sustainability effort through eco-friendly packaging on consumer perceptions of dairy products has revealed compelling insights. The findings indicate a clear link between the adoption of sustainable packaging practices and positive consumer attitudes towards the brand. As businesses globally strive to balance consumer expectations with ecological concerns, Nandini's journey serves as a promising model, demonstrating that purposeful sustainability efforts can enhance consumer perceptions and contribute to a greener future.