

PROJECT REPORT ON
“UNDERSTANDING HOW CONSUMER PERCEPTION TOWARDS
DAIRY PRODUCTS ARE IMPACTED BY ENVIRONMENT
FRIENDLY PACKAGING WITH REFERENCE TO KMF”

Submitted by

Srushti

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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 2024

DKMU

ದಕ್ಷಿಣ ಕನ್ನಡ ಸಹಕಾರಿ ಹಾಲು ಉತ್ಪಾದಕರ ಒಕ್ಕೂಟ ನಿಯಮಿತ, ಮಂಗಳೂರು - 575 005

Dakshina Kannada Co-operative Milk Producers' Union Limited



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



No.DKMU/ADMN/AD/06/3810 /2024-25

Date: 21-09-2024

CERTIFICATE

This is to certify that Miss.Srushti student of Alva's College Mijar has undertaken Project Work at our Union Under the guidance of Manager (Marketing) of Dakshina Kannada Co-Operative Milk Producers Union Limited,Mangalore Dairy from 22-04-2024 to 06.06.2024.

We wish her bright future.

MANAGER (ADMIN)

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Accredited by NBA (CSE & ECE)

Date: 09/09/2024

CERTIFICATE

This is to certify that **Srushti** bearing **USN 4AL22BA107**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belgavi. The Project report on "**A Study on understanding how consumer perception towards dairy products are impacted by environment friendly packaging**", is prepared by her under the guidance of Mrs. Priya Sequeira, Associate Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Signature of Principal

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Signature of Internal Examiner
(Name & Affiliation)

Signature of External Examiner
(Name & Affiliation)

DECLARATION

I **SRUSHTI**, hereby declare that the Project report entitled “**Understanding how consumer perceptions towards dairy products are impacted by environment friendly packaging**” prepared by me under the guidance of **Mrs. Priya Sequeira**, Associate 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, Belagavi.

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: 20/09/2024


Signature of the Student

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mrs. Priya Sequeira, Associate Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

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I am gratefully indebted to my external guide Mr. Raviraj Udupa, for encouraging me and for his constant support throughout the course of the project work and helping me completing it successfully.

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EXECUTIVE SUMMARY

The Project Work on Understanding how consumer perceptions towards dairy products are impacted by environmentally friendly packaging with reference to KMF . 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.