

**FIELD WORK REPORT  
ON  
BRAND LOYALTY ANALYSIS  
OF  
DAIRY DEVELOPMENT CORPORATION (DDC) PRODUCTS  
BIRATNAGAR**

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**Submitted to:  
Office of Controller of Examination  
Faculty of Management  
Tribhuvan University**

In partial Fulfilment of Requirements for the Bachelor's Degree of

**Bachelors of Business Studies (BBS)**

**2025**

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

It is becoming increasingly important for brands to make sure that they are competitive in every possible way. Building a strong brand that customers can be loyal towards could be done with the help of a name, sign, symbol, term, design, or a combination of these. Today everything is branded in order to make it easier for customers to purchase products that they will appreciate, find useful and of course be able to identify and come back to (Armstrong et al, 2009). If a brand is competitive and consumers see value in the brand, they will most likely repurchase it (Aaker, 1991). To have consumers that are loyal towards your brand is something that every brand should prioritize, since those customers are a great source of possible income. Jacoby and Kyner (1973) describe brand loyalty as different factors for a customer to engage in, those are; the buying decisions has to be nonrandom, expressed over time, a behavioral response, occur decision making unit, conscious choose the brand even though it exist brands who offer similar products, and it does also have to be a psychological evaluation process. Managers must try to identify these customers, which often have similar tendencies among each other (Hanzaee et al, 2011). Getting customers involved with a brand is a way to create brand loyalty. The central premise in research is that the more involved a consumer is with a brand, the more loyal the consumer will be towards the brand. Involvement is somewhat differently referred to depending on the research, but there is an emerging consensus for the definition: "Involvement is an unobservable state of motivation, arousal or interest. It is evoked by a particular stimulus or situation and has drive properties. Its consequences are types of searching, information-processing and decision making." (Kapferer & Laurent, 1985, p.49). Quester and Lim (2003) stress the importance that research must discuss the concept of product involvement from the perspective of the consumer rather than the product. It is a consumer-defined concept as it is consumers that respond and be involved with products (Quester & Lim, 2003). Quester and Lim (2003) discuss involvement, compared to Kapferer & Laurent (1985) as a consumer's ongoing

commitment in the form of feelings, thoughts and behavioral response towards products. Involved consumers will have stronger reactions when exposed to a certain product, such as in advertising. Product involvement is today often seen as an important step of a branding strategy (Kapferer & Laurent, 1985).

## **1.2 Profile Of Dairy Development Corporation**

Dairy Development Corporation is established under Corporation Act 2021 BS. It is a fully state owned corporation, initiated for the economic advancement of the farming communities and has flourished into a nationwide movement with an annual collection over 60 million litres of milk from more than 200 thousand milk producers through 1200 milk cooperatives spread out in 45 districts.

It has state of the art infrastructure and highly qualified dairy specialists. DDC is a precious asset in the economic development of our nation.

At DDC, the directors and members of the corporation have a strict adherence to quality of milk & milk products, hygiene and sanitation of the plants. They pledge to uphold the grand tradition set by their predecessors and to endorse the trust and faith placed in them by their valued customers.

The company has fully modern dairy plants, eleven cheese manufacturing units, forty five milk chilling plants and highly qualified dairy specialists, all of which make it a precious part of economic development of the nation. Established with the objectives of providing a guaranteed market for milk to the rural farmers with fair price, supplying pasteurized milk and milk products to urban consumers, developing organized milk collection system to meet increasing demand for pasteurized milk and milk products and developing an organized marketing system for milk and milk products in urban areas, DDC makes sure that it meets its objectives with sincerity and honesty without compromising with the quality of the products.

**Objectives of DDC Nepal**

- Provide a guaranteed market for milk to the rural farmers with fair price.
- Supply pasteurized milk and milk products to urban consumers.
- Develop organized milk collection system to meet increasing demand for pasteurized milk and milk products.
- Develop an organized marketing system for milk and milk products in urban areas.

**1.3. Problem Statement**

Brand loyalty is the positive association consumers attach to a particular product or brand. Customers that exhibit brand loyalty are devoted to a product or service, which is demonstrated by their repeat purchases despite competitor's efforts to lure them away. Corporations invest significant amounts of money on customer service and marketing to create and maintain brand loyalty for an established product.

The study will assess the overall activity of Dairy Development Corporation main company management section and also the research will answer:

- i. How is the loyalty for brand of DDC customer?
- ii. What type of service provided by DDC to the customers?

## **1.4. Objectives Of The Study**

- i. To identify the loyal for brand of DDC customers.
- ii. To analyse the different type of services provided by DDC to the customers.

## **1.5. Rationale Of the Study**

The research is believed to have the following rational of the study

- i. This study will show the overall Product Branding management system of the company.
- ii. This study will be helpful to the further researcher
- iii. It enables employees of Product promotion & branding evaluate them selves
- iv. It will indicate the strengths and weakness of the firm product branding & promotion management practice.

## **1.6. Research Methodology**

This study is based on descriptive and analytical research. The accounting as well as planning in control in branding is thoroughly studied by using various methods. The results of control mechanism has summarized which helps in identifying the effectiveness of the system under preview, hence ratio analysis has been used to assure of a conclusion.

### **1.6.1 Research Design**

This study will base on the extracted from the sample company. This report mainly uses descriptive and analytical research design.

### **1.6.2 Population and Sample**

The population data of this study comprise of all the consumers of DDC product in Biratnagar whereas 50 persons are selected as sample, who are the consumer of the products of DDC.

### **1.6.3 Types and Sources of Data**

For the preparation of this report different kinds of books are followed. In this report, all the data has been collected are primary in nature except background of study & profile of company secondary method has been used. Almost all the data has been collected form published annual reports brochures etc. Mostly all the data are collected from the concerned company.

In this study, the main source of data is primary which are collected from various questionnaire set by me and distributed to respondents for answering them. The primary/secondary data sources used in this study are:

### **Internal sources**

- i. Annual reports of company Interim performance report

### **External sources**

- i. Book publications
- ii. Journals
- iii. Articles from newspaper
- iv. Annual reports of company

## **1.6.4 Tools and Techniques**

Following tools i.e. Questionnaires are used to analyse the above stated data. The analysed data will be represented in the form of following tools:

- i. Tabulation
- ii. Bar Diagram

## **1.6.5 Methods of Sampling**

There are various techniques of sampling among them random sampling technique is used in this research. Random sampling is a part of the sampling technique in which each sample has an equal probability of being chosen.

## **1.7 Literature Review**

After selecting the topic of the research, researcher should study different journals, periodicals, newspaper, published bibliographies, books etc. to collect or gather the information about the selected topic of research. This process of studying different educational materials is known as review of literature. In simple words, review of literature means to collect the information about

the selected topic of the research through the different sources. Review of literature means stock taking of available literature in one's field of research. Literature review is a comprehensive review of previous works on the general and specific topics considered in the report. The literature review may also serve as a kind of bibliographic index and guide for the readers. It also demonstrates where the current study fits into the scheme of things. The objective of reviewing the literature is to develop certain expertise and knowledge in one's area.

N.Elangovan, et.al (2015), The study elaborated how individuals makes decision to spend their available resources (time, money, effort) on consumption related items. Consumers lifestyles are influenced by numbers of factors. Like culture, subculture, values, demographic factors, social status, reference group, household and also the internal makeup of the consumers, which are emotions, personality motives of buying, perception and learning. Consumers are also influenced by the marketing activities. The researchers suggested to arrange standard discount rate, credit facility, more festival season offers, periodical market research and more refrigerator facility.

Kameswara Rao Poranki (2015), The researcher of this paper focuses on the brand preference and its linkage to customer satisfaction by considering the various aspects of Customer Satisfaction of branded Milk in India. The research has found out the Customer satisfaction through brand preferences of the consumers of the Nandini Shubham Milk. The piece of research is concluded that the customers of the Bangalore City of India are satisfied with the Nandini Shubham Milk and they still needs good offers and discounts as well as quality product in future days. The Nandini Shubham Milk is a good product it can fulfill the requirement or expectation of the customers in their mind. Due to non-availability of this brand in many places, the customers are unable to buy even though it is good according to them. Therefore, the company has to focus on better distribution channels to cover various parts of Bangalore, India.

Dhananjay Bapat et.al (2016), This study examined the relation between brand experience and brand evaluations and studied how brand evaluations influence brand loyalty. The study from the Indian contest would benefit both academia and marketing managers. Future researchers can test the model for the specific set of products/service categories and specific set of customers. Researchers can also explore the relation among various brand experience dimensions and other

brand constructs. Based on the study, it is suggested that brand managers place emphasis on affective cognitive brand experience as it influences overall brand evaluation.

### 1.8. Limitations of the Study

The study does not present detailed analysis of branding & promotion management due to lack of data resources and time relevant. Limitations of study are as follows

- i. This study mainly focuses only on branding & promotion management of Sample Company. Therefore overall position of Sample Company cannot be judged by this report.
- ii. This study has covered only past three year's data.
- iii. Due to time and cost constraints, it doesn't cover all the dimensions of the subject matter.

### 1.9 Report Structure

A brief outline of each chapter has been presented in following paragraph.

**Chapter-I: Introduction** It includes all introduction part of the study. Introduction of DDC is presented in this chapter. This chapter also contains significance of the study review of literature, research methodology, population and sample. This chapter also shows the data collection procedures. Sources of data, tools method used in analysis and limitation of the study.

**Chapter-II: Result and Analysis** This is the main body of the research work under which study is done. The data required for the study has been presented, analyzed and interpreted by using various tools. This part contains the data, figures and tables obtained from calculation of data and analysis considering most of the secondary data.

**Chapter-III: Summary, Conclusion and Recommendation** This chapter includes summary of the study with appropriate conclusions based on data collected through questionnaire. Finally a series of recommendation based on analysis are presented. The references and appendices are included in the of this study



# CHAPTER II

## RESULT AND ANALYSIS

### 2.1 Data Presentation and Analysis of Results

The presentation of data is the organization and classification of data for analysis. The data and information are presented to approve the research study. The collection of data are arranged and presented so that is making some sense and also make easy to understand. Data are presented in different tables, graphs and charts.

The objective of this study knows the brand loyalty generated by the company of its products. To meet this objective ,the report writer has presented the data in table, graphs, charts and figures and analyzed using modern tools and techniques of primary data collection such as questionnaire method.

#### 2.1. Age of the respondent

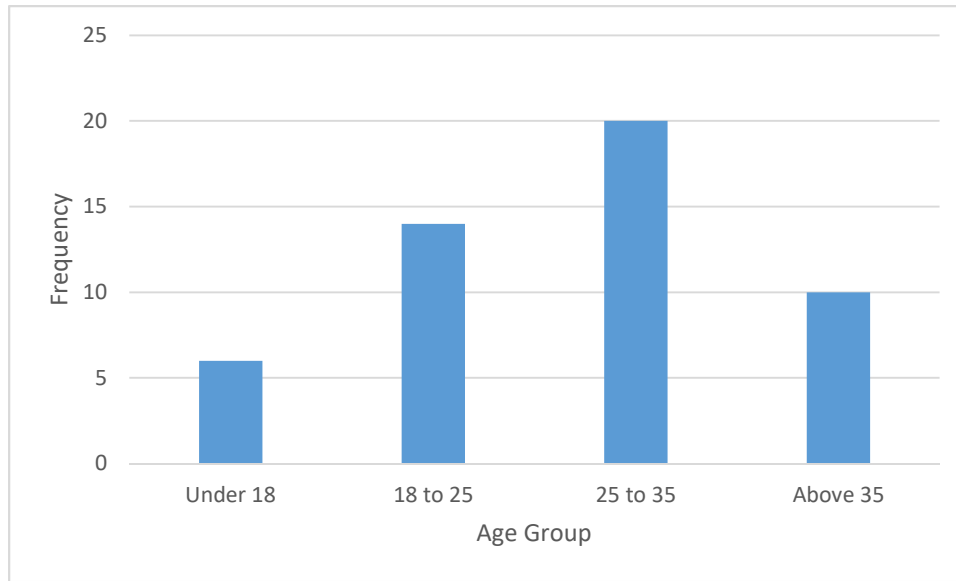
First questionnaire provided to them was which age describes you? The preference of the product depends upon age factor. Different age group may prefer different product. So, according to response received from them, following categories are grouped:

Table 1

*Age of the respondents*

Age Group	Frequency	Percentage
Under 18	6	12
18 to 25	14	28
25 to 35	20	40
Above 35	10	20
Total	50	100

*Note:* Questionnaire



*Figure 1: Age of Respondents*

### **Interpretation**

Age factor classifies the different groups of people according to their age and their product preference differs according to their age. Table 1 and Figure 1 shows that 12% of the respondents are under 18 age, 28% are between 18 to 25, 40% are between 25 to 30 years and 20% are above 35 years. DDC products are highly liked by age group 25 to 35.

#### **2.1.2 Perception Towards Product**

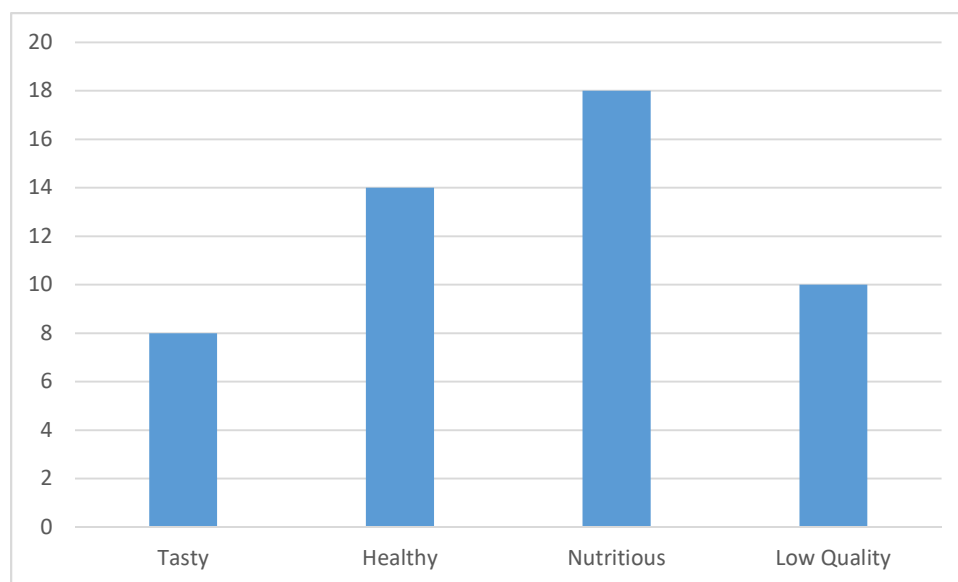
This was the second questionnaire provided to various respondents. What is your perception towards DDC products? Was asked to them.

Table 2

*Perception towards product*

Perception	Frequency	Percentage(%)
Tasty	8	16
Healthy	14	28
Nutritious	18	36
Low Quality	10	20
Total	50	100

Source: *Questionnaire*



*Figure 2: Perception towards product*

### **Interpretation**

In the above given table, we recorded DDC product preference of different age group people. Total 50 respondents were asked the question about perception towards product. 8,14,18,10 people found the DDC products Tasty, healthy, nutritious & low quality respectively.

### **2.1.3 Preference of Product**

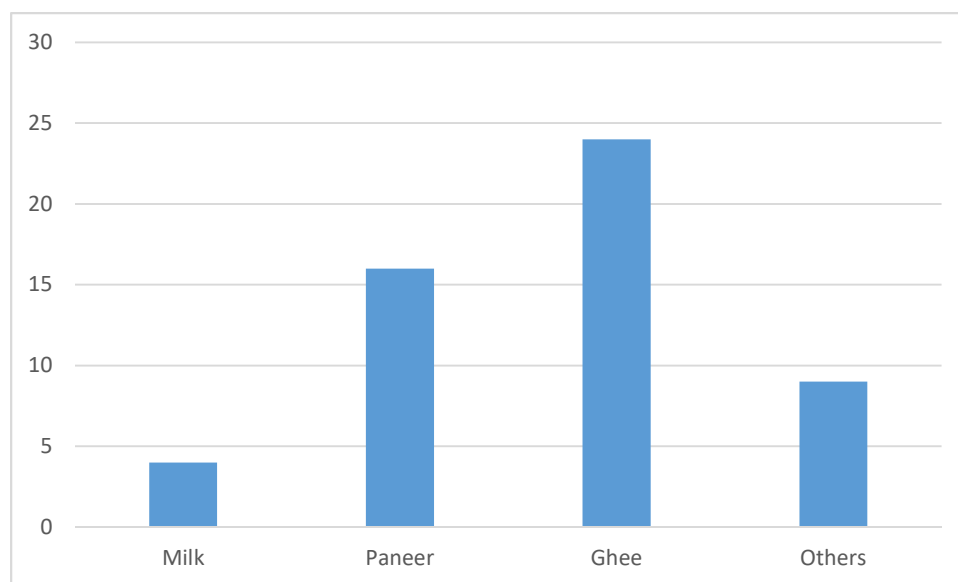
This was the third questionnaire provided to various respondents. Which of the DDC products do you prefer? Was asked to them.

Table 3

#### *Preference of Product*

Product Preference	Frequency	Percentage(%)
Milk	4	8
Paneer	16	32
Ghee	24	48
Others	9	12
Total	50	100

Source: *Questionnaire*



*Figure 3: Preference of Product*

### **Interpretation**

This diagram shows that which product is mostly preferred by consumers. It indicates that many people like Ghee and products are preferred respectively as shown in diagram.

#### **2.1.4 Online Branding**

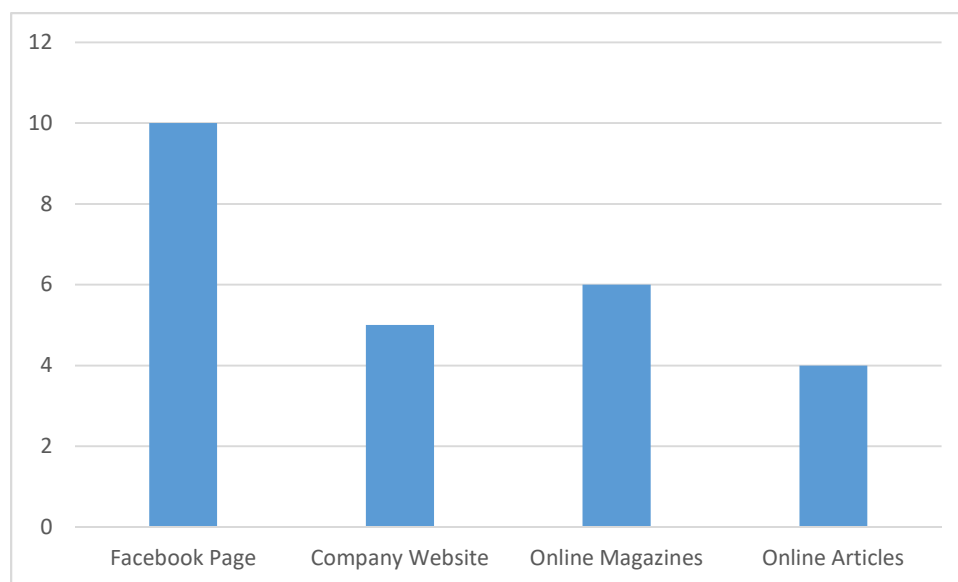
In this questionnaire the respondents were asked whether they use online branding to get information about new DDC products launched in the market or not.

Table 4

#### *Online branding*

Modes of Online Branding	Frequency	Percentage (%)
Facebook Page	20	40
Company Website	10	20
Online Magazines	12	24
Online Articles	8	16
Total	50	100

Source: *Questionnaire*



*Figure 4: Online branding*

### **Interpretation**

The diagram indicates that the consumers highly use Facebook page to reach DDC products & secondly they prefer online magazines & others respectively as shown in the above diagram.

### **2.1.5 Review of DDC Products**

In this questionnaire, the respondents were asked how they review & recommend DDC products?

Table 5

*Review of DDC Products*

Review	Frequency	Percent (%)
Facebook Page	12	24
Comment on Post by DDC	8	16
Reply to others comment	10	20
Others	20	40
Total	50	100

Source: *Questionnaire*

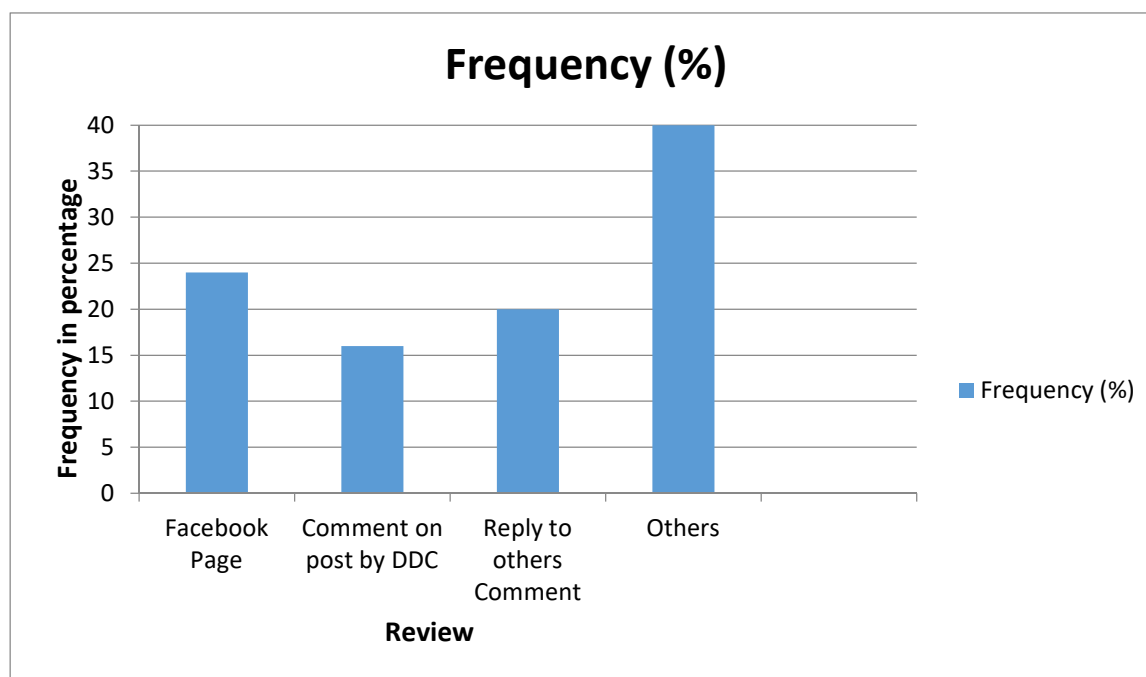


Figure 5: Review of DDC Products

### Interpretation

The above diagram shows that consumers highly use other alternatives to review & recommend the DDC products as their need is satisfied through the consumption of DDC products and various methods mentioned in the table are also used accordingly to review the DDC products as shown in table & diagram above.

### 2.1.6 Supply Management of DDC

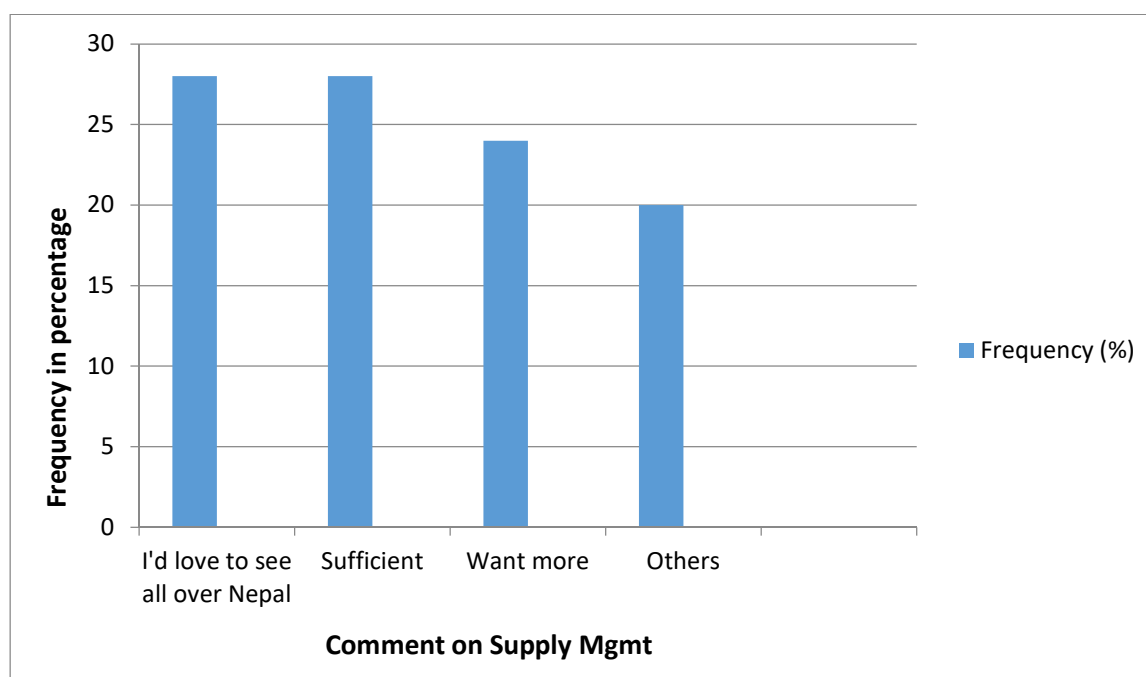
In this questionnaire the respondents were asked do you like the supply management system of DDC? And they answered accordingly.

Table 6

*Supply management of DDC*

Comment on Supply Mgmt	Frequency	Percentage(%)
I'd love to see all over Nepal	14	28
Sufficient	14	28
Want more	12	24
Others	10	20
Total	50	100

Source: *Questionnaire*



*Figure 6: Supply management of DDC*

### **Interpretation**

The above diagram indicates that 28 % of respondents want it to see it all over Nepal and 28% of respondents said that DDC products are sufficient enough for supply & 24% want more and 20% prefer others.

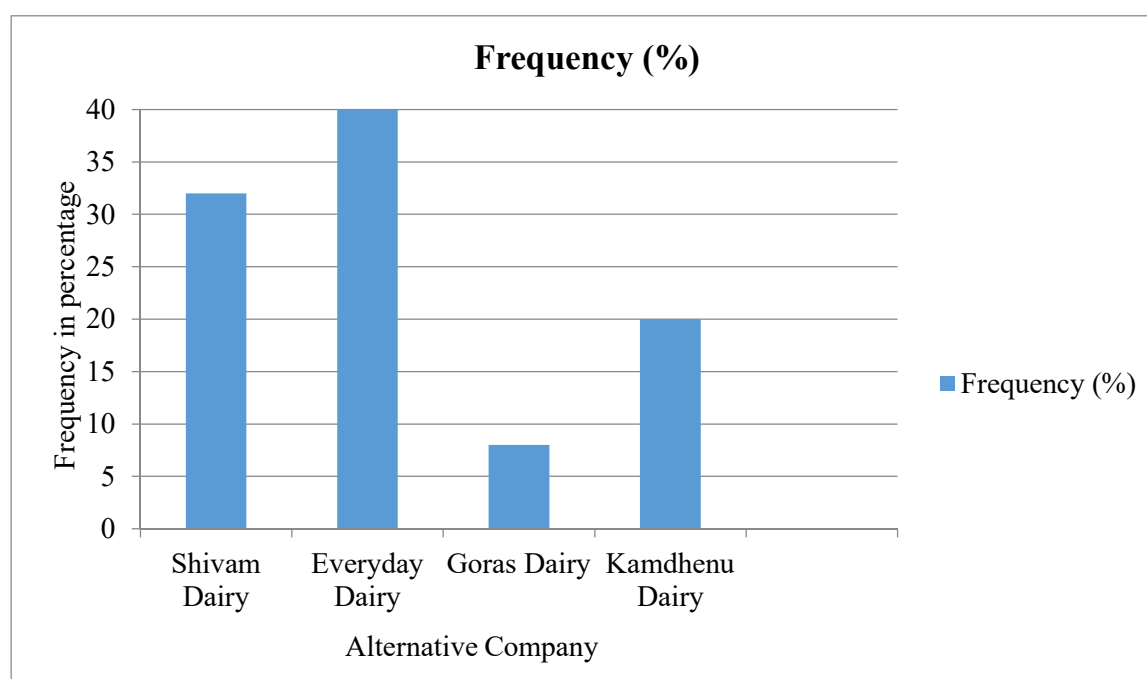
### **2.1.7 Alternative Company of DDC**

The alternative company indicates that in the absence of DDC products in the market which other brand does the consumers prefer. In this questionnaire the respondents were asked about other alternatives which they prefer in absence of DDC products in the market any day and they answered accordingly.

Table 7

*Alternative Company of DDC*

Alternative Company	Frequency	Percentage(%)
Shivam Dairy	16	32
Everyday Dairy	20	40
Goras Dairy	4	8
Kamdhenu Dairy	10	20
Total	50	100

Source: *Questionnaire**Figure 7: Alternative company of DDC***Interpretation**

The above diagram shows that among the given alternatives to the respondents, 40% of them prefer Everyday Dairy alternatively. Likewise, 32%, 8% & 20% prefer Shivam dairy, Goras Dairy & Kamdhenu Dairy respectively.



## **2.2 Major Finding**

During the project got lots of information regarding brand loyalty for DDC products and that information put forward the project.

- i. Major types of DDC products in preferred by consumers are milk, yogurt, paneer, ghee, etc.
- ii. DDC uses online branding method as its major tool to promote its products.
- iii. DDC used online branding system to promote its product due to which it has gained lots of loyal customer and they are regular consumer of the products which has increased their profit relatively.
- iv. DDC has good brand image & goodwill in the market due to which it is able to capture good market share.

## **CHAPTER: III**

### **SUMMARY AND CONCLUSION**

#### **3.1 Summary**

The internship is a bridge between the institute and organization. This training program is designed to give the future manager a feel about the corporate happenings and work culture of an organization. These real life situations are entirely different from the stimulated exercise enacted in an artificial environment inside the classroom and it is precisely because of this reason that this summer training program is designed, so that managers of tomorrow get ideas about the real time business operations. The summer internship program helps us to apply our theoretical knowledge into the practical field. This project gives a complete picture of Brand loyalty of consumers & promotion strategies followed by DDC. Branding is a great problem at DDC. As it is manufacturing firm, brand image of products and loyalty of consumers towards the product plays huge role in increasing market share. Hence the project underlines the relationship of brand loyalty to promotion mix followed by DDC which plays huge role to increase their profit and capture the market share.

#### **3.2 Conclusion**

This project studies the brand loyalty of consumers of DDC towards the product and the company, which is one of the most important aspects of any organization, as it deals in managing the entire market share and goodwill and image among the consumers. Maintaining Brand Loyalty is a difficult task at DDC as it is a manufacturing company and needs good image and trust to capture the market share. It shows how much the consumers prefer the DDC products in the market. The core objective is to maintain the brand image and capture the market share to increase sales & profitability through supply of qualitative products. For that reason the directors of DDC set standards for each subsidiary which it is obliged to follow.

## Appendix

The study entitled “**Brand Loyalty Analysis of Dairy Development Corporation (DDC) Products**” aims to see the brand loyalty of dairy products offered by DDC in consumer’s life. This research is conducted as partial fulfilment of the requirements of the degree of Bachelors of Business Studies. You have been selected as a sample from the large population , and your accurate response plays a significant impact on the result of this particular research . I assure that your response will only be used for the purpose of this study.

Please highlight the box near your options that best suits you.

I would like to thank you from the bottom of my heart for giving your valuable time to take part in this survey. Waiting for a quick reply.

Yours.

.....

### **Brand Loyalty Analysis of Dairy Development Corporation (DDC) Products**

#### **1. Which age group describes you?**

- a. Under 18**
- b. 18 to 25**
- c. 25 to 35**
- d. 35 & above**

- 2. What is your perception towards DDC products?**
  - a. Tasty**
  - b. Healthy**
  - c. Nutritious**
  - d. Low Quality**
- 3. Which of the DDC products do you prefer the most?**
  - a. Milk**
  - b. Paneer**
  - c. Ghee**
  - d. Others**
- 4. What are the modes you follow for Online branding of DDC products?**
  - a. Facebook Page**
  - b. Company Website**
  - c. Online Magazines**
  - d. Online Articles**
- 5. How do you Review & recommend DDC products?**
  - a. Facebook Page**
  - b. Comment on Post by DDC**
  - c. Reply to other's Comment**
  - d. Others**
- 6. Do you like the supply management of DDC?**
  - a. I'd love to see all over Nepal**
  - b. Sufficient**
  - c. Want More**
  - d. Others**

7. Which alternative company do you prefer in absence of DDC in market?
- a. Shivam Dairy
  - b. Everyday Dairy
  - c. Goras Dairy
  - d. Kamdhenu Dairy

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[www.dairydev.com.np](http://www.dairydev.com.np)

