

A Study of Consumers' Perception Toward Amul Dairy Products

Dr. Anand Prakash
Associate Professor of Commerce
Govt. College Bhiwani

Email:- anand1972sharan@gmail.com

The first milk organization was established in 1946. 250 litres of milk were used to start this relationship for each day. In 1955, Amul was established. The association was well-known in 1946 because of KAIRA DISTRICT CO-OPERATIVE UNION OF MILK PRODUCER. In 1955, association decided on the brand name AMUL. "AMULYA" is what the brand name Amul stands for Sanskrit word "AMULYA" that denotes "Absolutely valuable". A quality check Anand's master had suggested the brand name "AMUL". Amul products have been utilized in a lot of homes since its establishment. Amul milk powder, Amul butter, Amul cheese, Amul Shrikhad, Amul chocolate, Amul milk and Amul ice cream are the leading items of this brand.

Amul today represents a number of things, including the start of a wonderful industry, the sale of excellent goods at fair prices, and Amul is now a symbol of a number of things, including the creation of a fantastic co-employable system, the success of indigenous invention, and the marketing acumen of a ranchers' group.

Have a tested model for dairy progress as well (often referred to as the "ANAND PATTERN"). Our mission at GCMF is to satisfy the world's consumers' gastronomic and nutritional needs by using outstanding advertising created by our submitted team. Through acceptable system administration, we are committed to providing high-quality products that provide the best return on investment. The regional group has a framework in place to collect milk. The regional association was also set up to collect milk. Additionally, it was decided that the Association should sell milk to the Government. In any event, it didn't seem like the government was doing everything in its power to aid ranchers. It responded negatively by declining to show interest in the milk. The ranchers in the Kaira area went on a milk strike in response to this government effort. Not a single drop of milk was provided to the merchants for the entire 15 days. This had a significant impact on the Bombay milk plan.

At that time, the Bombay milk official went to Anand to assess the situation. After seeing the situation, he decided to comply with the ranchers' request. This prevented their friendly societies from gathering and selling milk on a helpful basis at the town and regional levels without the assistance of the government. Shri Tribhuvandas Patel, who led the ranchers in drafting the Co employable associations at the municipal level, supported Mr. Verghese Kurien's initial enthusiasm for establishing associations.

As a result, the Kaira area milk maker's association relocated to ANAND and was formally recruited on December 14th, 1946. Ranchers in Anand sold all of their milk through a beneficial association, thus it was typically set out to market the milk under the AMUL

brand. At the initial stage, only 250 litres of milk were collected daily. However, the selection of milk increased as people became more aware of the benefits of being helpful. Amul now collects 11 lakh litres of milk each day.

Since milk is a perishable item, it is difficult to preserve milk verdure for an extended period of time. There was a fear of milk spoilage other than when it had to be collected from far locations. The organisation carefully explored building chilling units at various crossings to collect milk, chill it, and store it for a longer period of time in order to resolve this issue. In keeping with this, Amul now has more than 150 chilled communities spread across several towns.

We collect milk from roughly 1073 socioeconomic orders. With financial support from UNICEF, the New Zealand government agreed to contribute Rs. 50 million toward a plant that will produce milk powder and spread as part of the Colombo Plan. On November 15, 1954, the framework was formed by India's president, Dr. Rajendra Prasad. On November 20, 1955, ShriPandit Jawaharlal Nehru, the executive of India, declared it open at the Amul dairy. The Union manages policy development, milk processing and marketing, technical inputs to increase animal milk yield, artificial insemination services, veterinary care, improved feeding, and similar things.

Statement of the problem

In order to build consumer loyalty, marketers must focus on quality, freshness, odour and flavour. Dairy industries are rapidly expanding and thriving in FMCG products in India. Marketers need to understand how consumers feel about their own-brand milk and milk products in terms of accessibility, acceptance, and pricing. Calculating consumer purchasing patterns for Amul products is a constant problem for businesses. The current study aims to pinpoint the many elements that influence consumers' purchasing decisions about Amul products. Obtaining user input and examining survey results allowed us to assess the key drivers of consumer behaviour with regard to the consumption of Amul Milk. The survey will aid Amul Milk and the Kaira District Cooperative Milk Producers Union Limited in enhancing Amul Milk's sales and marketing efforts in the Rohtak district.

Objectives of the Study

1. To research how consumers choose to purchase Amul products.
2. To determine the respondents' brand awareness, issues, and degree of happiness with their purchases of Amul products.
3. To learn what influences people's decisions to buy Amul products.
4. To determine the socio economic standing of customers who buy Amul products.

Scope of the Study

Due to the recent significant increase in the milk industry, this survey is helpful in understanding consumer purchasing patterns for Amul milk and in analysing the company's potential for sales growth. The results of this poll are utilised to compute different consumer perceptions of Amul milk. In this quickly expanding sector, many new consumers have entered and are competing for market share. which make it easier to understand each person's needs and desires. One of the significant goods that are consumed globally is an Amul product. The purchase habits of consumers play a significant role in marketing efforts. The

results of this study are utilised to calculate different consumer perceptions of Amul goods. This reflects the product's level of purchase. The company can learn about the product's advantages and disadvantages. This will make it easier to understand each person's needs and desires in day-to-day living.

Research Methodology

- Data Collection:-
 This study makes use of primary data .A questionnaire is used to collect data from various group of consumers. Information of the Amulcompany was collected through secondary data from Amul Company’s website.
- Type of Data
 Both primary and secondary data is used for the research.
- Sampling Process
 - Population- Consumers of Amul products of Rohtak District.
 - Sampling units- Consumers of Rohtak district.
 - Sampling size- 180 respondents
 - Data collection method- Questionnaire

Significance of the Study

- This study is helpful in analysis of the consumer perception towards the products of Amul company.
- To know the variables which influence the consumers purchasing decision?
- To know the preference of Amul milk in comparison with other brands.

Analysis and Interpretation of Data:-

The acquired data were difficult to understand, therefore I prefer to study them systematically and interpret these using straightforward methods.

The data analysed and interpreted by using the analysis of the data gathered and its interpretation using tables and percentages.

Demographic profile of respondents:-

Age	Number of Respondents	Percentage
Under 18	12	7%
18-30	126	70%
30-45	18	10%
Above 45	24	13%
Total	180	100%

Table 1

The above table shows that out of total 180 respondents 126 respondents belong to 18-30 age group 12repondents belong to under 18 group 18 respondents belongs to 30-45 and 24 belong to above 45 group.

Gender of the respondents:-

Gender	Number of Respondents
Male	72
Female	108
total	180

Table 2

The above table shows that out of total respondents 60% respondents are female and 40% respondents are male.

Occupation of respondents:-

Occupation	No. of respondents
Students	84
Housewife	45
Shopkeeper	42
Employed	9

Table.3

This table shows that out of total 180 respondents 84 are students 45 are housewives 42 are shopkeepers and 9 are employed.

Amul products consumed by respondents:-

Name of products	No. of Respondents	Percentage
Amul Milk	93	51.70%
Amul Curd	21	11.70%
Amulicecream	45	25%
Amul buttermilk	9	5%
AmulPaneer	12	6.70%

Table 4

This table shows that the 51.7% respondents use Amul milk 25% respondents use Amul ice-cream, 11.7% use Amul Curd, 12% respondents use amulpaneer and buttermilk.

Duration of usage of products:-

Duration	No. of repondents	Percentage
Daily	78	43.30%
Weekly	84	46.70%
Monthly	18	10%

Table 5

This table shows that out of total respondents 43.3% respondents consume amulproducts daily, 46.7% respondents consume weekly and 10% respondents consume weekly.

Reason of using Amul products:-

Reason of using	No. of respondents	Percentage
Price	15	8.30%
Brand Name	27	15%
Taste	42	23.30%
Quality	69	38.30%
Purity	27	15%

Table 6

This table shows that 38.3% consume Amul products because of the good quality, 23% because of taste, 15% for the reason of brand name, 15% for the reason of purity and 8.3% because of prices.

Consumption of Amul milk in a day:-

Consumption of milk pouches	No. of respondents	Percentage
1 Pouch	21	35.60%
2 pouches	26	44.10%
3 pouches	8	13.60%
More than 3 pouches	5	6.80%

Table 7

This table shows that 44.1% respondents consumes 2 pouches milk in a day 35.6% respondents consumes 1 pouch milk in a day 10% respondents consumes 3 pouches milk in a day and 6.8% respondents consumes more than 3 pouches milk in a day.

Which Amul pouch respondents consumes more:-

Type of Amul milk	No. of respondents	Percentage
Amul Gold	30	16.70%
AmulTazza	48	26.70%
Amul Diamond	72	40%
Amul Cow Milk	30	16.70%

Table 8

This table shows that 40% respondents consumes Amul Diamond pack 26.7% respondents consumes AmulTazza pack, 16.7% consumes Amul gold and amul cow milk.

Monthly expenditure of respondents on milk:-

Amount spent on milk	No. of respondents	Percentage
100-200 rs	21	11.90%
200-300 rs	24	13.60%
300-400 rs	33	18.60%
400-500 rs	27	15.30%
More than 500 rs.	75	40.70%

Table 9

This table shows that more than 40% respondents spent more than 500 rupees on consumption of milk monthly 15.3% respondents spent 400 to 500 rupees 18.6% respondents spent 300 to 400 rupees 13.6% respondents spent 200 to 300 rupees on consumption of milk and 11.9% respondents spent 100 to 200 rupees on milk monthly.

Satisfaction with the quality of Amul products:-

Option	No. of respondents	Percentage
Yes	171	95%
No	9	5%

Table 10

The above table shows that 95% respondents are satisfied with the quality of Amul products and only 5% respondents are not satisfied with the quality of Amul products.

How do respondents come to know about Amul products:-

Option	No. Of respondents	Percentage
By References	45	25.40%
Advertisement	99	54.20%
TV ads	36	20.30%

Table 11

This table shows that 54.2% respondents come to know about Amul products from advertisements, 25.4% respondents come to know from friends and relatives references and 20.3% come to know from TV ads about the products of Amul company.

Opinion about hygiene of Amul products:-

Option	No. of respondents	Percentage
Very high	54	30%
High	72	40%
Moderate	30	16.70%
Low	18	10%
Very Low	6	3.30%

Table 12

This table shows that 40% respondents consider Amul products hygiene level is High 30% consider that hygiene level is very high 16.7% consider moderate and 10% consider its hygiene level is low.

Comparison of rate of Amul milk with other brands:-

Option	No. of respondents	Percentage
Good	33	18.30%
Very Good	66	36.70%
Excellent	78	43.30%
Poor	3	1.70%

Table 13

This table shows that 43.3% respondents think that prices of Amul products are excellent in comparison with other products 36.7% respondents consider its prices are very good and 18.3% respondents consider it good as comparison with the prices of different brands.

Respondents opinion about quality and purity of Amul Milk and Curd:-

Option	No. of respondents	Percentage
Highly satisfied	63	35.60%
Satisfied	90	49.20%
Neither satisfied nor dissatisfied	18	10.20%
Dissatisfied	9	5.10%

Table 14

This table shows that out of total 180 respondents 90 respondents are satisfied with the quality and purity of Amul milk and curd 63 respondents are highly satisfied with the quality

and purity of milk and curd 18 respondents neither satisfied nor dissatisfied and 9 respondents are dissatisfied with the quality and purity of Amul milk and Amul curd.

In what manner Amul products are different from other dairies products:-

Option	No. of respondents	Percentage
Price	9	5%
Packaging	24	13.30%
Hygiene	72	40%
Quality	75	41.70%

Table 15

This table shows that 41.7% respondents think that products of Amul are different from other dairies product in terms of Quality 40% respondents think that amul products are more hygienic as compared to other dairy products 13.3% respondents think that packing of amul products are different from other brands and 5% respondents think that amul products are different from other dairy products in terms old price.

Do you want more numbers of amul booths set up in your locality?

Option	NO. of respondents	Percentage
Yes	153	86.40%
NO	27	13.60%

Table 16

This table shows that 86.4% respondents agreed on setting up of new Amul booths in their locality and 13.6% respondents disagree on this.

Place from where Respondents purchase Amul products for daily use:-

Place of Purchase	No. of respondents
Petty Shop	45
Retail shops	105
Super Market	30

Table 17

This table shows that out of total 180 respondents 105 respondents purchase Amul products from Retail shops, 45 respondents purchase Amul products from petty shops and 30 respondents purchase Amul products from Super Market for daily use.

Findings-

It is find that 70% respondents are between the age of 18 to 30 years who consumes products of Amul company.

Out of total respondents 66.1% respondents are female consumers who use Amul products for their household activities.

Most of the respondents consume Amul Milk on daily basis. Out of 100% respondents 51.7% respondents consume Amul Milk and 25% respondents consume Amul Ice cream.

Most of the respondents consume Amul products weekly. About 46.7% respondents consume Amul products weekly and 43.8% respondents consume amul products daily.

About 38.3% respondents used Amul products because of the good quality and 23.3% respondents consume Amul products because of the Taste.

Most of the respondents (44.1%) consume 2 pouches of Amul milk in a day.
About 40% respondents consume Amul Diamond Pack of Amul milk and 26.7% respondents consume AmulTazza Pack of Amul milk.
The monthly expenditure of 40.7% respondents on milk is More than 500 rupees.
About 95% respondents are fully satisfied with the quality of Amul products.
40% respondents agreed that the hygiene level of amul products are high and 10% thinks the hygiene level is low.
About 54.2% respondents come to know about Amul products with the help of Advertisement.
43.3% respondents rated Amul products are Excellent as compared to other brands.
49.2% respondents are satisfied and 35.6% respondents are highly satisfied with the quality of Amul milk and Amul curd.
About 41.7% respondents think that the products of Amulcompany are different from other dairy products in terms of Quality.
About 86.4% respondents want more numbers of Amul booths set up in their locality.
About 58.3% respondents purchase Amul products from Retail Shops for daily use.

Suggestions and conclusions:-

According to the study, quality is the key to success in the market, hence it is advised that Kaira District Cooperative Milk Producers Unions LTD. and Amul dairy maintain the same level of quality to compete successfully.
According to the survey, all consumers consume Amul milk, so it is advised that Amul focus more on this aspect through various potential programmes like campaigns, premium packs, discounts, events, etc., since this helps to improve customer loyalty to Amul Milk.
It is suggested that more number of Amul booths should be set up in the town for the easy availability of Amul products in the market
The demand for Amul products is greater than its supply, which forces customers to purchase other brands' goods
Amul should offer the doorstep services to the consumers.
Amul should more concentrate on the packaging factors.
Amul is a leading brand in the dairy business because of its emphasis on advertising, quality, and customer service.
From this research it is concluded that, consumer behavior survey results are important for Amulcompany for getting information about the buying pattern of the consumers and it will help in the future growth of the company.
The overall experience of all the respondents of this survey towards the products of Amul company is satisfactory because of the quality, hygiene level, purity and taste. The image of the products of Amul Company is also good in the market and consumers prefer to buy Amul milk over the milk of other brands.

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