

CUSTOMER SATISFACTION TOWARDS AMUL PRODUCT

[1] Mrs.T.Gowri Thangam, [2] Mrs. B.Kasthuri, [3] Ms. R.Pandimeena

[1]Assistant Professor and Head, [2] Assistant Professor, [3] Scholar

[1] [2] [3] Department Of Commerce, Sakthi College of Arts and Science for Women, Oddanchatram.

ABSTRACT

The article examines the customer satisfaction towards amul products Coimbatore city. A convenient sampling technique tool was adopted for data collection. Sample size taken in this is 75 consumers. The data is through questionnaire. The buying behaviour is positive which reveals that the buying behaviour of the consumers is high, Introduction consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumers behaviour in the market place when purchasing a product or service.. Marketing managers are always interested to know more about the customer satisfaction so they can prepare better communication and advertising campaigns and messages about their products and services. The research work is carried out to highlight the important elements for customers in the household and let the provider understand overall picture of customer behaviour towards the amul company with the help of understanding the factors affecting consumer's behaviour for choosing a certain tasty and quality.

I INTRODUCTION

India is a country of villages. Our farmers have small land holdings. The advent of the dairying has been a boon for dairy farmers. It is of importance to the weaker segment of the society. It is regarded as an important source of income and employment generator.

Milk is consumed by all, irrespective of their life style, caste, community and religion. Milk is an essential commodity which is inevitable in our day to day life. Hardly is any human being who does not taste milk throughout his life. India is basically an agricultural country. Gone are the days when milk was purchased only from milk vendors.

Milk proteins have a high biological value but, unlike egg proteins, they lack sulphur- containing amino acids. The proteins in cow's milk have balanced amino acid profiles and good

digestibility, making it the obvious choice when it comes to feeding the family. A higher proportion of calcium and casein in cow's milk makes it more difficult to digest than human milk.

The major nutrients in milk aside from protein include the following:

- ✓ Fat
- ✓ Carbohydrates
- ✓ Vitamins
- ✓ Minerals

SOURCES OF DAIRY PRODUCTS:

Milk of various types of dairy products are (including whole milk, skim milk, butter milk)

- ❖ Yoghurt
- ❖ Cheese
- ❖ Ice cream

Of all milk products, Milk, Yoghurt and Cheese are the best sources of Calcium.

STATEMENT OF THE PROBLEM

Milk is an essential food item of consumption which cannot be avoided. Since, milk is consumed by all sections of the society either as milk or in the form of tea, coffee etc., it was necessary to carry out a research towards marketing of milk and milk products. Amul (Anand Milk produced Union limited) formed in 1946, is a dairy cooperative movement in India. The brand name Amul sourced from the Sanskrit word Amoolya means priceless. Amul product has different type such as Milk, Chocolate, Milk Powder, Curd, Ice cream etc., Amul has strong network of over 3 million milk producer. Britannia industry and Nestle Limited is competitive product for Amul. Amul is a world's largest manufacturer of pouched milk. India largest food brand trusted Amul product for its quality and product available at affordable price. Hence the topic "A Study on Consumer Satisfaction towards Amul Product".

SCOPE OF THE STUDY

The Scope of the Study has been restricted to deal with the marketing of Amul milk and milk products. Amul is the brand name for the milk and milk products marketed by the Gujarat Co-operative Milk Marketing Federation Limited (GCMMF). Milk can be easily adulterated, which cannot be seen by the naked eye unless it is tested in laboratory. There are some unorganized private milk vendors who spoil the marketing of milk by adulterating it. Milk is distributed to the consumers in sachets (Polythene bags). The other milk products like Butter, Ghee, Milk Powder, Curd, Flavored milk, Ice cream, Cheese, Panner are produced and marketed. The study aims at having clear insight about the satisfaction of Amul Milk Products.

RESEARCH METHODOLOGY

Research is common and refers to search for knowledge. Research is an academic activity and as such the term should be used in a technical sense. The Advanced Learner's Dictionary of Current English lays down the meaning of research as "a careful investigation or inquiry specially through search for new facts in any branch of knowledge".¹ It is a process of systematic and in depth study or search in any particular topic, subject or area of investigation, backed by the collection, compilation, presentation and interpretation of relevant details or data. The purpose of the research is to discover answers to questions through the application.

II REVIEW OF LITERATURE

INTRODUCTION

A Review of Literature places a research study in its proper perspective by showing the amount of work already carried out in the related areas of the study. Any effective research must be based upon past knowledge that helps to eliminate the duplication of what has already been done and provides useful and important information for research. Whether the customers are aware of the products about its manufacturing date, expiry date and maximum retail price. The previous studies made in the area of research are limited in number and they are not directly related to the study. A list of some of the studies made previously has been given in the following paragraphs.

RESEARCH STUDIES

Chauhan AK, Kalra KK, Singh RV, Raina BB.(2006), i “A Study on the Economics of Milk Processing in a Dairy Plant in Haryana”. An ISO-9002 dairy plant having installed capacity of 60,000 litres per day (LPD); situated in the north-eastern area of the Haryana state was selected for the study. The costs and revenue generation for the four products were analyzed. It was observed that raw material was the major cost component, contributing 90% of the total costs, followed by packaging cost for the entire four products. The study has revealed that all the products, except the double-toned milk were being produced above the calculated break-even levels. Ice-cream manufacturing was found to be the most profitable proposition.

Rathod PK. (2011), ii “SWOT analysis of dairy cooperatives: A case study of Western Maharashtra”. It was a case study of Gokul cooperative union, Western Maharashtra. A SWOT analysis was carried out for the cooperative union. Through a pretested interview scheduled, data was collected from 150 dairy farmers. The study explained about the 46 livestock services delivered by Gokul and the feedback of 150 respondents about the services rendered. The author expressed his opinion that the union had successfully strengthen the dairy production and marketing by providing the livestock services.

Inga vale D. (2012), iii “A Study of Promotion and Distribution Strategy of Dairy Industry in Kolhapur District”. The researcher studied that marketing and distribution strategies of different types of dairy units. The study was based on the data collected from cooperative, private and public sector dairy units of Kolhapur district of Maharashtra. It was found that all the dairy units advertised their product only at local level. Local newspapers, local TV/radio channels, point of purchase advertisement were the advertisement media selected. A few had their own out lets at various places of Maharashtra. Majority of them did not have a wide distribution network

Michael Khoveio LL, Jain DK, Chauhan AK (2012), iv “Economics of Milk Production and its Constraints in Nagaland”. The researcher was intended to identify the issues of milk production and marketing in Nagaland. The analysis of data collected from 120 households revealed that low availability and high price of concentrate and lack of green fodder availability were the major production constraints. Low price of liquid milk was the major constraint faced by cooperative members and the delay in payments was the major 55 constraint for non-cooperative

members. It was found that the net returns were positive for cross-bred cows while net returns were negative for local cows. The net returns were highest for small farms as compared to the other two.

Dr. S. Franklin John, S. Senith and Reshma Ravindran (2013), v “Branding is the solution for product differentiation in Indian Dairy Industry”. The researcher used Statistical Package for the Social Science (SPSS) for Microsoft Windows 16.0 was used to complete the analysis of the collected data. In this study shows that customers purchase or select their product by the brand. It implies that the product should have a good quality of a known brand which is price effective and satisfies the needs and wants of the customer. It implies that the customers can identify the product by their brand.

III PROFILE OF THE COMPANY

3.1 INTRODUCTION

A number of the global countries India ranks first in milk manufacturing and it stand as a largest producer of milk. Yet India in step with captia milk intake is round 250gram consistent with day. Numerous food habits, culture, culture and religions persist among more than a thousand million populations of India. In conjunction with horticulture, fisheries, hen and forestry, dairying is taken into consideration as an essential sub region of agriculture. Most of the rural households in India specifically the landless and poverty afflicted farmers dairying play a vital function in supplementing their income. India occuppies first region with 28.17 crores of the cattle the various world farm animals’ population of ninety nine. The area of consumption of milk changed into close to the vicinity of manufacturing of milk previous to 1850’s.

3.2 ABOUT AMUL:

Amul is an Indian dairy cooperative society, primarily based at Anand in Gujarat. Formed in 1946, it's miles a cooperative logo controlled with the aid of the Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), which today is jointly controlled by means of 36 lakh milk manufacturers in Gujarat, and the apex body of thirteen district milk unions, unfold across 13,000 villages of Gujarat. Amul spurred India’s White Revolution. The world’s largest producer of milk and milk merchandise. Kaira Union introduced the brand “Amul” for marketing its

product range. The word “Amul” is derived from the Sanskrit word ‘Amulya’ which means ‘Priceless or precious’, a name proposed by the founding leader of Agriculture College, Maganbhai Patel. Tribhuvandas Kishibhai Patel under the guidance of Sardar Vallabhbhai Patel became the founding chairman of the organization and led it until his retirement in the 70s. He hired Verghese Kurien in 1949 and convinced him to stay and help with the mission. Under the chairmanship of Tribhuvandas, Kurien was initially the general manager and helped guide the technical and marketing efforts of Amul. Kurien was the chairman of Amul briefly after Tribhuvandas Kishibhai Patel died in 1994. Kurien, founder-chairman of the GCMMF for more than 30 years (1973-2006), is credited with the success of Amul’s marketing. Amul has ventured into overseas markets.

3.3 HISTORY

Amul cooperative was registered on 19 December 1946, as a response to the exploitation of marginal milk producers by traders and agents in small cities. The prices of milk were arbitrarily determined at the time. The government had given Polson an effective monopoly in milk collection from Kaira and its subsequent supply to Mumbai. By June 1948, the KDCMPUL had started pasteurizing milk for the Bombay Milk Scheme. Then Prime Minister Lal Bahadur Shastri visited Anand to inaugurate Amul’s cattle feed factory. On 31 October 1964, and organization in the village and spoke to farmers about their cooperative and after returning to Delhi, he set in motion the creation of an organization, the National Dairy Development Board (NDDB), to replicate the Kaira cooperative in other parts of India. Under the leadership of Tribhuvandas Patel in 1973, Amul celebrated its 25th Anniversary with Morarji Desai, Maiden Patel and Verghese Kurien.

IV BUYING BEHAVIOUR ANALYSIS

4.1 INTRODUCTION

In ordinary language a consumer is one who consumes the product or service offered for sale in the market. Customers are the genuine and ultimate users of the product. Customer behaviour may vary from one person to another. So, it is necessary for the manufacturers to know all about the customers and their buying behaviour for their various products. Not only for the manufacturers, it is essential for the researcher also to know the buying behaviour of the

customers towards Amul milk and milk products. The buying behaviour of the customers with respect to Amul milk and milk products is analyzed in the present study. In this chapter an attempt has been made to analyze the profile of the respondents such as age, gender, marital status, educational qualification, occupation, type of family and number of family members. Study is also made to analyze the relationship between selection of brand and the level of satisfaction.

FREQUENTLY PURCHASING PRODUCT FROM AMUL:

The profile of the respondents in terms of their general characteristics, it is pertinent now to identify the consumers of different Amul products. The researcher has made an attempt to study the frequently purchasing products from Amul as shown in Table 4.1

PRODUCTS	NO.OF RESPONDENTS	PERCENTAGE
Chocolates	24	20.5%
Milk	15	12.8%
Ice cream	33	28.2%
Butter	15	12.8%
Ghee	14	12.0%
Milk Powder (Amulspray)	16	13.7%
Total	117	100%

Source: Primary Data

Table 4.1 indicates that 20.5 percent of the respondents are purchasing Chocolates, 12.8 percent of the respondents are purchasing Milk, 28.2 percent of the respondents are purchasing Ice cream, 12.8 percent of the respondents are purchasing Butter, 12.0 percent of the respondents are purchasing Ghee and 13.7 percent of the respondents are purchasing Milk Powder (Amul spray).

SOURCE OF BUYING

PLACES	NO.OF RESPONDENTS	PERCENTAGE
Departmental Store	11	9.4%
Retail Shop	39	33.3%
Amul Parlour	21	17.9%
Supermarket	17	14.5%
Bakery	13	11.1%
Distributors	16	13.7%
Total	117	100%

Source: Primary Data

Table 4.2 indicates that 9.4 percent of the respondents are buying Amul Products from the Departmental stores, 33.3 percent of the respondents are buying from Retail shop, 17.9 percent of the respondents are buying from Amul Parlour, 14.5 percent of the respondents are buying from Supermarket,

11.1 percent of the respondents are buying from Bakery and 13.7 percent of the respondents are buying Amul Products from the Distributors.

FAVOURITE FLAVOUR IN AMUL ICE CREAM

FLAVOURS	NO. OF RESPONDENTS	PERCENTAGE
Vanilla	16	13.7%
Strawberry	27	23.1%
Butter Scotch	24	20.5%
Chocolate	8	6.8%
Pista	34	29.1%
Mango	8	6.8%
Total	117	100%

Source: Primary Data

Table 4.3 shows that 13.7 percent of the respondents favorite flavor in Amul Ice cream is Vanilla,

23.1 percent of the respondent's favorite is Strawberry, 20.5 percent of the respondents favorite is Butter Scotch, 6.8 percent of the respondents favorite is Chocolate, 29.1 percent of the respondents favorite is Pista and 6.8 percent of the respondents favorite is Mango.

V SUMMARY OF FINDINGS AND SUGGESTIONS

5.1 SUMMARY OF FINDINGS:

DEMOGRAPHIC PROFILE:

- The respondents are more in the age group of below 25 years having the highest percentage of 51.3 percent.
- Female respondents are more 64.1 percent when compare to Male respondents.
- In Marital Status wise classification Married respondents 68.4 percent are higher when compared to Unmarried respondents.
- In Education wise classification Graduate 33.3 percent are more compared to other category
- In Occupation wise classification Private Employees 33.3 percent are more compared to other occupation category.
- Nuclear family 53.8 percent respondents are more.
- Members in the family respondents having 4 Members 50.4 percent are more compared to other categories.
- The respondents Monthly Income is having higher category for below Rs.15,000 about 44.4 percent
- The respondents are Aware about Amul products by way of their Friends 32.5 percent compared to relatives, shopkeepers, television, newspapers and brochures.
- The respondents frequently purchasing Amul product is Ice cream 28.2 percent and next frequent purchase is Amul Chocolates 20.5 percent followed by other categories.
- The respondents are buying Amul products more in Retail shop 33.3 percent then followed by other categories.

TYPES OF MILK PRODUCTS IN AMUL

- In Amul Milk Products Chocolates are preferred more for Agree by the respondents.
- In Amul Milk Products Ice cream are Strongly Agree by the respondents.
- In Amul Milk Products Ghee are Agree by the respondents.
- In Amul Milk Products Milk are Neutral by the respondents.
- In Amul Milk Products Butter are Agree by the respondents.
- In Amul Milk Products Milk Powder (Amul spray) are Neutral by the respondents.

5.2 SUGGESTIONS:

Today's concern in consumer perception with regard to milk and milk products are very high in export market and domestic market. The competitiveness with regard to different milk products at competitive price through proper market segmentation plays an vital role in retaining the brand loyal customers. So a few suggestions are given to customer retention by the Amul brand suppliers and customer exceptions are also given to enhance their sales.

Now day's peoples are very health conscious so they expect less excessive fat and unadulterated milk. The payment for milk products seems to be a little high, the milk suppliers have to reduce the price of milk in order to supply the milk products based on the affordability of all the class of people. The Amul brand suppliers should ensure availability, quality at competitive price to retain its customers.

5.3 CONCLUSION

It is clear from the study that understanding the customers and their buying behaviour is a usual study, but understanding the customers of dairy industry. This study was carried out to identify the factors influencing exclusive purchase of Amul milk and milk products. It is suggested that the dairies should analyze their marketing mix elements and improve the marketing efforts so as to maintain loyal customer base and towards achievement of their goals. Amul brand sellers are expected to maintain continuous stock of goods for the convenience of the customers. The brand sellers are expected to give regular advertisement with regard to new range of products and market expansion.

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