

Consumer Behavior with respect to consumption of Amul Milk in Ahmedabad City, Gujarat

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Abstract:

Milk is very essential in day today life as these gives nutrition. It aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money. Consumer behavior can be defined as **“U.Kiruthiga , M. Santhi, volume 2| Issue 5, October 2019| ISSN: 0374-8588 (The behavior that consumer display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy consumer needs and wants)”**.Consumer are integral part of company .The Study was conducted to understand their behavior towards the brand. Amul (Anand milk produced union limited) formed in 1946, is a diary co-operative movement in India. The brand name Amul means “AMULYA”. This word derived from the Sanskrit word “AMULYA” which means “PRICELESS”. A quality control expert in Anand had suggested the brand name “AMUL”. It has maintained a high quality, easy availability, affordable price and good reputation among the customers in Ahmedabad city. So these enjoy number one position in diary industry. A convenient sampling technique tool was adopted for data collection. Sample size taken in this is 350 consumers of Ahmedabad city. Data analysis is done through SPSS, based on which various findings and suggestions are given.

Keywords: Amul Milk, Consumer behavior, Brand.

Introduction:

In today's dynamic competitive marketing world, marketers are busy fulfilling the wants of retailers/customers in a numerous ways that are effective than the competitors. It is important to maintain the good relationship with retailers/customers to maintain long lasting relationship. Nowadays the ultimate aim of the marketer is to not only to sell products/services but also see whether the customers are happy for the purchase of the services or no. Market survey serves the purpose of finding out the customer's opinion about the services and relation with the company. The best part of this report is the analysis and interpretation of the various variables to find the importance given while maintaining the consumer's satisfaction in different attributes while purchasing of services.

The survey was successful and very valuable inputs were obtained from the research. Area of the survey was limited to Ahmedabad. The methodology has been adapted through collection of secondary data and online questionnaire methods and the results collimated according to the nature of questions asked.

Consumer Behaviour

Studying consumer behavior is important because It is defined as all psychological, social and physical behavior of potential customers as they become aware, evaluate, purchase, consume, and tell to others about product and services, This way marketers can understand what influences consumers' buying decisions. By understanding how consumers decide on a product they can fill in the gap in the market and identify the products that are needed and the products that are obsolete. Studying consumer behavior also helps marketers decide how to present their products in a way that generates maximum impact on consumers.

Understanding consumer buying behavior is the key secret to reaching and engaging clients, and converts them to purchase. "U.Kiruthiga , M. Santhi, volume 2 | Issue 5, October 2019| ISSN: 0374-8588 (The behavior that consumer display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy consumer needs and wants)".

FMCG industry

The FMCG industry is volume driven and is characterized by low margins. The products are branded and backed by marketing, heavy advertising, slick packaging and strong distribution networks. The FMCG segment can be classified under the premium segment and popular segment. The premium segment caters mostly to the higher/upper middle class which is not as price sensitive apart from being brand conscious. The price sensitive popular or mass segment consists of consumers belonging mainly to the semi-urban or rural areas who are not particularly brand conscious. Products sold in the popular segment have considerably lower prices than their premium counterparts

Review of Literature:

The Research work done in the past regarding awareness, purchase behavior, brand preference, factors influencing brand preference and alternative purchase plans has been reviewed and presented under the following sub-headings.

1. Awareness of consumers towards branded products
2. Purchase behavior of consumers
3. Brand Preference
4. Factors influencing brand preference
5. Alternative purchase plans

Dr. S.P. Savitha, [1] "A study on consumer preference towards 'AMUL PRODUCT' in Madhuri city". AMUL (Anand milk produced union limited) formed in 1946, is a dairy co-operative movement in India, India largest food brand trusted Amul product for its quality and product available at affordable price. Amul product enjoying No.1 position. This research is pertaining to find out the present consumer satisfaction of Amul product. Amul product has a good reputation among the consumers n Madhuri. So it can be extended to supply rural area also.

Mohit Jamwal, Dr. Akhilesh Chandra Pandey [2], “Consumer behavior towards co-operative milk societies: A study on measuring the customer satisfaction of Aanchal’ milk (A Member milk union of UDFC Ltd)”. The study on Consumer behavoiur is the study of how individual make decision to spend their available make decision to spend their available resources (time, money, effort) on consumption related items. Customer satisfaction was measured across different attributes of the Ananchal milk and the customer’s preference was checked across different parameters. This survey on the sale of Ananchal milk, it can be concluded that to evolve their production, marketing and pricing strategies effectively.

Mrs. Sonali Dhawan [5], “A study on consumer behavior towards various branded and non-branded milk with special reference to Jabalpur district in Madhya Pradesh”. Consumer behavior can be defined as the behavior that consumer display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy needs and wants. But there is a lack of awareness among the consumer about milk they are consuming. The campaign has to be run by the companies how they pasteurized the milk and how hygienic it is to use branded milk.

Objectives of our research:

1. To know the preference of Amul Milk with comparison to other competitive brands.
2. To know the factors such as Quality, Taste, and Availability/Delivery, Price that affects consumer’s behavior to purchase Amul milk.

Scope of the Paper:

As a big boom has been witnessed in milk Industry in recent times, so this survey helps in knowing consumer buying behavior towards Amul milk and helps to analysis the sales growth possibilities of the company. This survey is used to calculate various opinions of the consumers who are using Amul milk. A large number of new customers have entered the market and are vying to gain market share in this rapidly improving market. Which help to know the needs and wants of every individual.

Limitations of the Paper:

The information collected from the respondents is considered for analysis and respondents might be biased in providing satisfactory answers to questions. Since the study is limited to consumers of Amul milk in Ahmedabad city the findings of the survey may not be extrapolated to state level/ national level.

Statement of the problem:

Major factors and reasons for Consumer Behavior with respect to consumption of Amul Milk were evaluated by getting feedback from the consumers and also ascertaining the findings of the survey. The survey would help kaira district co operative milk producer’s union ltd, Amul milk to improve the sales/ marketing activities of Amul milk in Ahmedabad city.

Research Methodology:

- Secondary data method was followed to collect the information of Amul Company and consumer behavior with respect Amul milk, then the data was analyzed and followed by online questionnaires were prepared through Google form and were sent to the consumers so that it gives clarity to the secondary data collected.
- **Type of Research:**
The project is based on Descriptive Research.

- **Type of Data:**
Both Primary and Secondary data is collected for the research
- **Data Collection Method:**
Collection of primary data (using structured questionnaire through Google form)
Collection of secondary data (company records, the internet and referred books)
- **Sampling Process:**
 - Population: consumers of Amul milk in Ahmedabad city.
 - Sampling unit: consumers of Ahmedabad city.
 - Sampling size: 350 respondents.
 - Sampling Method: Non-Probabilistic Convenience Sampling
 - Data collection method: online survey.
 - Research instrument: structured questionnaire framed with the help of Google forms.
 - Data Analysis: By using SPSS

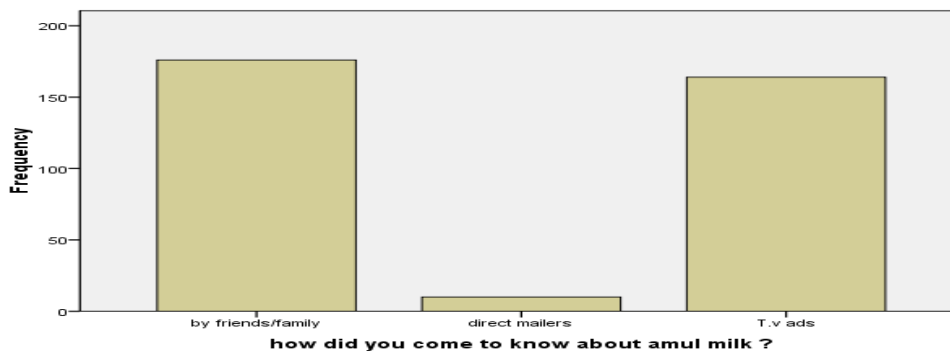
Data Analysis and Interpretations:

1. How did you come to know about Amul milk?

how did you come to know about amul milk ?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid by friends/family	176	50.3	50.3	50.3
direct mailers	10	2.9	2.9	53.1
T.v ads	164	46.9	46.9	100.0
Total	350	100.0	100.0	

how did you come to know about amul milk ?



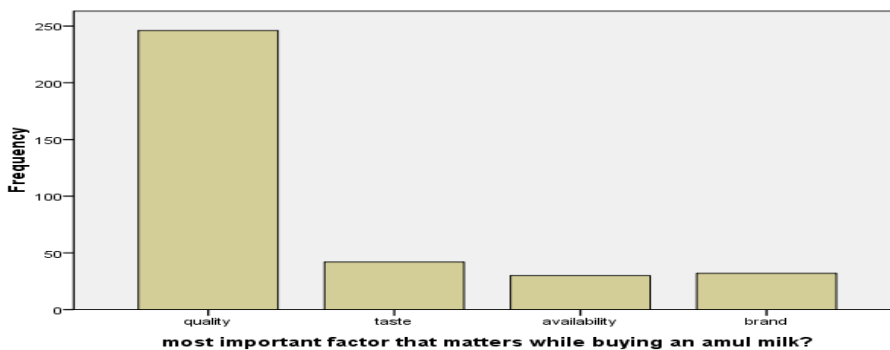
From the above table & graph, it can be found that out of 350 respondents 50.3% of the consumers were aware about Amul milk through friends/family , 46.9% through T.V Ads and 2.9% through Direct mailers thus it can be interpreted that majority 50.3% of the consumers were aware about Amul milk through friends/family.

2. What is the most important factors that matters while buying an Amul milk?

most important factor that matters while buying an amul milk?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	quality	246	70.3	70.3	70.3
	taste	42	12.0	12.0	82.3
	availability	30	8.6	8.6	90.9
	brand	32	9.1	9.1	100.0
	Total	350	100.0	100.0	

most important factor that matters while buying an amul milk?

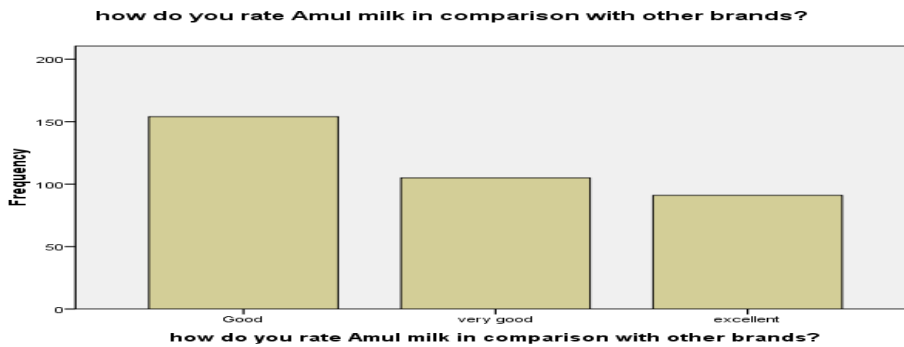


From the above table & graph, it can be found that out of 350 respondents 70.3% of consumers says quality is the most important factor while buying Amul milk, 12% prefers taste as important factor and 9.1% prefers Brand and 8.6% prefers availability. Thus it can be interpreted that majority 70.3% of consumers says quality is the most important factor while buying Amul milk.

3. How do you rate Amul milk in comparison with other brands?

how do you rate Amul milk in comparison with other brands?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	154	44.0	44.0	44.0
	very good	105	30.0	30.0	74.0
	excellent	91	26.0	26.0	100.0
	Total	350	100.0	100.0	

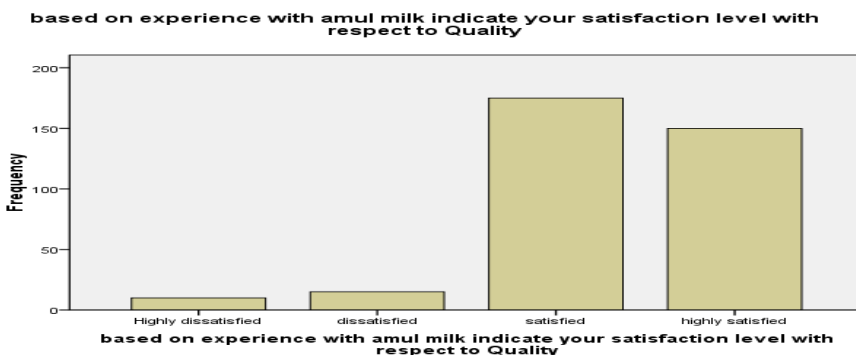


From the above table & graph, it can be found that out of 350 respondents 44% of consumers rate Amul milk as Good in comparison with other brands, 30% rate as very good and 26% rate as excellent. Thus it can be interpreted that majority 44% of consumers rate Amul milk as Good in comparison with other brands.

4. Based on your experience with Amul milk please indicate your satisfaction level With the following parameter.

(A) Quality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly dissatisfied	10	2.9	2.9	2.9
Dissatisfied	15	4.3	4.3	7.1
Satisfied	175	50.0	50.0	57.1
highly satisfied	150	42.9	42.9	100.0
Total	350	100.0	100.0	

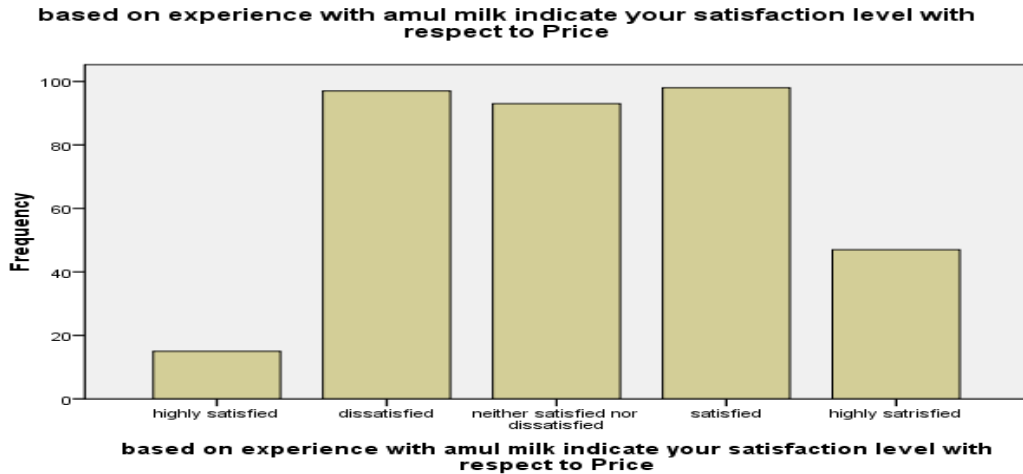


From the above table & graph, it can be found that out of 350 respondents 50% of the consumers are satisfied with the Quality of Amul milk, 42.9% are highly satisfied, 4.3% are dissatisfied and 2.9% are

highly dissatisfied. Thus it can be interpreted that majority 50% of the consumers are satisfied with the Quality of Amul milk.

4(b). Price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly satisfied	15	4.3	4.3	4.3
	Dissatisfied	97	27.7	27.7	32.0
	neither satisfied nor dissatisfied	93	26.6	26.6	58.6
	Satisfied	98	28.0	28.0	86.6
	highly satisfied	47	13.4	13.4	100.0
	Total		350	100.0	100.0



From the above table & graph, it can be found that out of 350 respondents 28% of the consumers are satisfied with the price of Amul milk, 27.7% are dissatisfied, 26.6% are neither satisfied nor dissatisfied, 13.4% are highly satisfied and 4.3% are highly dissatisfied. Thus it can be interpreted that majority 28% of the consumers are satisfied with the price of Amul milk.

Findings:

1. From the survey conducted it was found that 90% of the consumers buy milk daily.
2. From the survey conducted it was found that 50.3% of the consumers were aware about Amul milk through friends/family, 46.9% through T.V Ads and 2.9% through Direct mailers
3. From the survey conducted it was found that out of 350 respondents 70.3% of consumers says quality is the most important factor while buying Amul milk, 12% prefers taste as important factor and 9.1% prefers Brand and 8.6% prefers availability.
4. From the survey conducted it was found that 44% of consumers rate Amul milk as Good in comparison with other brands, 30% rate as very good and 26% rate as excellent.

5. From the survey conducted it was found that 50% of the consumers are highly satisfied with the taste of Amul milk, 43% are satisfied and 7% are highly dissatisfied.
6. From the survey conducted it was found that 28% of the consumers are satisfied with the price of Amul milk, 27.7% are dissatisfied, 26.6% are neither satisfied nor dissatisfied, 13.4% are highly satisfied and 4.3% are highly dissatisfied.
7. From the survey conducted it was found that out 350 respondents 70% of the consumers had no suggestions to give, rest 30% of consumers suggested for Amul milk some common suggestions are to reduce the Amul milk price.

Suggestions:

1. From the survey it was observed that consumers have concern for price of Amul milk (i.e. approx. RS 2 is costly compared to competitive product price) so it is recommended that Amul needs to come up with the Advertisement strategy highlighting the quality of Amul milk ,so that consumers are satisfied with the price and to further investigate with the detailed research such as
 - Qualitative Research: This type of research helps to create in depth understanding of problems or issues. Here open ended questions are asked to the consumers. The various method of qualitative research are one-to-one interview, focus group interviews, Content/text Analysis, case study research etc so Amul should come up with Qualitative Research so that it helps in understanding the problems of Amul Milk with respect to price.
 - Quantitative Research: It is structured way of collecting data and analyzing it to draw a conclusions. Quantitative research involves a large number of population - more people mean more data. This method uses a computational and statistical process to collect and analysis data, Here close ended questions are asked to the consumers, The various methods of Quantitative Research are Online Survey and Questionnaires etc so Amul should Amul should come up with Qualitative Research with respect to prices by taking consumers and retailers as sample.
2. From the survey it was observed that Quality plays a dominant role to move in the market, so it is recommended to Kaira District co cooperative milk producers unions LTD, Amul dairy to maintain the same quality to survive cut-throat competitions.
3. From the survey it was observed that all the consumers ,consume Amul milk so it is recommended that Amul should further concentrate more on this factor through various potential programs such as campaign ,premium packs , offers , events etc this helps to increase loyalty towards Amul Milk.
4. From the observation during the survey it is found that Amul hoardings are a huge success, it can penetrate even better in rural and urban areas by advertising through the media via cable channels and newspapers, sponsoring shows in T.V and sports event by this customers can be aware of various Amul milk Packets and even non consumers of Amul milk gets influenced and purchase Amul milk.

Conclusion:

This paper gives an insight about importance of consumers buying behavior in marketing Amul milk in Ahmedabad city.

From the research, it can be concluded that the consumer behavior survey results are some where important to the company for their professional as well as personal growth and development. After understanding about what the consumers actually think about their work and the company, the management can take necessary measures to have a satisfactory and motivated workforce.

The overall experience of the respondents towards Amul milk was found to be satisfactory because of its good quality, reputation, easy availabilities. However, some consumers are not satisfied with high price etc. therefore if slight modification are done then definitely company can be as a monopoly and strong market leader.

Amul has also to take care of its competitors into consideration and more importantly its customers before making any move.

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