

# **Consumer Satisfaction about Amul Products – A Study with Special Reference to Ahmadabad**

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**Abstract:** *Gujrat is the first largest milk producing states in India. The objective of the study is to know the consumers satisfaction towards AMUL milk and milk products with special reference to Ahmedabad. The main concept of the topic is to study about satisfaction of customers towards AMUL products and factors which are responsible to influence the buying behavior. The study is based on 100 samples across the Ahmedabad. The study concluded that majority of the customers are quite happy with the AMUL products and quality of the product is the most influential factor.*

**Keywords:** AMUL Milk, Consumers Satisfaction, Buying behaviour