

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

I. INTRODUCTION

Milk and milk products have been widely used by man since many years. A dairy product or milk product is a food item produced from the milk of mammals. Dairy products are usually high energy-yielding products. A production plant for the processing of milk is called dairy or a dairy factory. The milk of cow, Buffaloes, Goats, Sheep, Yak, Horses, Camels, and other mammals are also used for consumption Dairy products very predominately used in Indian food and also in Middle Eastern food. AMUL butter, AMUL milk powder, AMUL ghee, AMUL spray, AMUL chocolates, AMUL cheese, AMUL Shrikand, AMUL ice creams, NUTRAMUL, AMUL milk, and AMULYA have made AMUL, a leading food brands in India. Amul the co-operative was formed as a response to the exploitation of marginal milk producers by agents and traders of the existing dairy in the state. The co-operative has gone from strength to strength, on the back of inspired leadership of Tribhuvandas Patel, the founder Chairman and the Dr Verghese Kurien, who was entrusted the task of running the dairy from 1950.

1.1 OBJECTIVES OF THE STUDY

- To know whether the customer is satisfied by using AMUL products.
- To study about the various factors that influences the customers to buy AMUL products.

II. RESEARCH METHODOLOGY

Research design adopted for this study is descriptive in nature. The study is based on both Primary and Secondary Data. Primary Data is collected through Questionnaire. While secondary data is collected from books, periodical journals, magazines, papers, company records, internet and other publications. For collecting the information, the researcher adopted the Convenience Sampling Method. The sample size taken for the study is 100. The technique applied to understand the results is simple percentage analysis.

III. REVIEW OF LITERATURE

Somesh Dhamija (2020) through his study makes it clear that customer direction originate from those company's reception and usage of the marketing idea. Those customers are the arbiters about fortune to benefits of the business. Over profoundly aggressive investment system, the success, survival and also the development of organizations warrants exact information something like consumers-their conduct –how, why, where, what, when, they buy? Understanding consumer is the urgent undertaking of each marketing supervisor.

P. Sundaram Satya (2013) through his market survey has reported that while India has the largest bovine population in the World, its cattle are the least productive, yielding almost five times less than the global average. Milk yield in India is 4015 litres an animal, per year, against the global average of 7000- 80 a year. The report assumes that things are

going to change with the launch of the National Livestock Mission to attract investment and to enhance productivity. It informs that the central budget 2013-14 has made a provision of Rs. 3070 million for the mission. There is also a provision for increasing the availability of feed and fodder.

IV. ANALYSIS OF DATA

65% of the respondents belong to the age category of 18 - 21 years and majority of them are self-employed (49%). 96 % of customers are satisfied by using AmulProducts . 77% of customers are influenced to buy the Amul Products due to its quality

Table No.1 Customer Satisfaction towards AMUL products

Choices	No of Respondents	%
Yes	96	96
No	4	4

The above table reveals that 96% of the respondents are satisfied with the AMUL products. Only 4% of the respondents are unsatisfied with the products.

Table No.2 Factors Influencing Buying Decision of Amul Products

Choices	No of Respondents	%
Quality	77	77
Price	16	16
Service	7	7

The above table reveals that 77 % of the respondents consider quality as main criteria for Influencing the buying decision of Amul Products

V. CONCLUSION

From the survey conducted it is observed that AMUL milk and milk products has a highest amount of share in market . Majority of the respondents are satisfied with the product and they consider quality as the most influencing factor to buy the product Some customers are not satisfied with AMUL milk and milk products because of high price, lack of dealer's service, spoilage and low shelf life. If the company follows these steps definitely company can be a monopoly and strong market leader of Dairy industry.

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