

A Study on Consumer Buying Pattern Towards Amul Milk

Sonal Agrawal¹ and Dr. Gazala Yasmin Ashraf²

Student, Amity University, Chhattisgarh, India¹

Associate Professor, Amity University, Chhattisgarh, India²

sonalagravals66@gmail.com and gyashraf@rpr.amity.edu

Abstract: *In this paper we describe a case study of a dairy cooperative, AMUL, in western India that has developed a successful model for doing business in large emerging economy. It has been primarily responsible, through its innovative practices, for India to become world's largest producer of milk. This paper draws various lessons from the experiences of AMUL that would be useful to cooperatives globally as well as firms that are interested in doing business in large emerging markets like India and China.*

Many of these economies have underdeveloped markets and fragmented supply bases. Market failures for many of these small producers are high. On the other hand, the size of both, markets and the suppliers is large. As a result, firms that identify appropriate business strategies that take into account these characteristics are more likely to succeed in these markets. The following are some key message from AMUL's success: firms in these environments need to simultaneously develop markets and suppliers to synchronize demand and supply planning, develop or become a part of network of producers (i.e., cooperatives in this case) to obtain scale economies, focus on operational effectiveness to achieve cost leadership to enable low price strategy. In addition, a central focus to bring the diverse element together and a long-term approach are required. In emerging economies different industrial sectors may be at different stages of development. In some of the sectors all of the above environmental characteristics faced may not hold. However, a subset of strategies followed by AMUL would still be very useful. Thus, firms that are contemplating addressing large undeveloped markets or have an intention of taking advantage of extensive but marginal supplier base would still benefit.

Keywords: Buying pattern, factors, amul milk, consumer

I. INTRODUCTION

In the year 1946 the first milk union was established. This union was started with 250 liters of milk per day. In the year 1955 AMUL was established. In the year 1946 the union was known as KAIRA DISTRICT CO-OPERATIVE MILK PRODUCERS' UNION. This union selected the brand name AMUL in 1955.

The brand name Amul means "AMULYA". This word derived form the Sanskrit word "AMULYA" which means "PRICELESS". A quality control expert in Anand had suggested the brand name "AMUL". Amul products have been in use in millions of homes since 1946. Amul Butter, Amul Milk Powder, Amul Ghee, Amulspray, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya have made Amul a leading food brand in India. (The total sale is Rs. 6 billion in 2005). Today Amul is a symbol of many things like of the high-quality products sold at reasonable prices, of the genesis of a vast co-operative network, of the triumph of indigenous technology, of the marketing savvy of a farmers' organization. And have a proven model for dairy development (Generally known as "ANAND PATTERN").

In the early 40's, the main sources of earning for the farmers of Kaira district was farming and selling of milk. That time there was high demand for milk in Bombay. The main supplier of the milk was Polson dairy limited, which was a privately owned company and held monopoly over the supply of milk at Bombay from the Kaira district. This system leads to exploitation of poor and illiterates' farmers by the private traders. The traders used to beside the prices of milk and the farmers were forced to accept it without uttering a single word.

ACHIEVEMENTS

- Amul : Asia's largest dairy co-operative was created way back in 1946 to make the milk producer self-reliant and conduct milk- business with pride. Amul has always been the trend setter in bringing and adapting the most modern technology to door steps to rural farmers.
- Amul created history in following areas:
- First self motivated and autonomous farmers' organization comprising of more than 5000000 marginal milk producers of Kaira District.
- Created Dairy co-operatives at village level functioning with milk collection centres owned by them.
- Computerized milk collection system with electronic scale and computerized accounting system.
- The first and only organization in world to get ISO 9000 standard for its farmer's co-operatives.
- First to produce milk from powder from surplus milk.
- Amul is the live example of how co-operation amongst the poor marginal farmers can provide means for the socio-economic development of the under privileged marginal farmers

AWARDS:

Amul a co-operative society and its co-operation has led many different awards in its favor.

Magsaysay award for community leadership presented in Manila, Philippines to Shri Tribhuvandas Patel, Shri D N Khurody and Shri V. Kurien

1964: "Padmabhusan" award given to Shri T.K. Patel

1965: "Padmshri" awarded was given to V. Kurien, general manager, by the president of India

1987: "Best Productivity" awarded by national productivity council for the year 1985-86 awarded to Amul dairy.

1988: "Best Productivity" awarded for the second successive year 1986- 87 by the president of India, Mr. R. Venkatrao to Kaira union.

1993: "ICA" Memento towards genuine and self sustaining co- operative worldwide ICA regional office for Asia and Pacific, New Delhi, 1996.

1999: G.B.Birla award.

Moreover the Amul union has achieved the prestigious ISO 9001-2000 and HACCP Certificate and effects are got to obtain ISO 14000

OBJECTIVE OF THE RESEARCH

- To know awareness of people towards Amul products
- To know the preference of Amul products with comparison to other competitive brands.
- To know the factors which affects consumer's buying behaviour while purchase milk.
- Swot analysis of Amul
- To study various factors such as quality, price, easy available etc. Is influencing lot and influences positively
- Ideas about to increase the sale of the "Amul"

II. REVIEW OF LITERATURE

The current Amul dairy products process mapping in India is from Amul dairy products producers to Amul dairy products collection agents. It is then sent to the Amul dairy products chilling stations and are transported in bulk to the processing plants, and then sent to the sales and finally to the customer. In developing nations Amul dairy products is being produced by small households and Amul dairy products production contributes to livelihoods, food nutrition

David Christopher et al (2010) in his study explained "A cross sectional analysis of U.S yogurt demand" found that as a product yogurt has certain factors such as price and income and factors affecting consumption. As per the analysis certain quantified demographic characteristics such as marriage, presence of children, female head of household employment to have certain impacts on demand of yogurt products consumed at home with only presence of child in household. The female head of household, children, presence of child in home being present in yogurt products. Income and prices are the driving forces in yogurt consumption.

Kore K. B Pattanaik A. K sharma K and Mirajkar P P (2012), Effect of feeding traditionally prepared fermented amul dairy products Dahi as a probiotics on nutritional status, hindgut health and hematology in dogs explained regarding hard amul dairy products merchandise area unit amul dairy products substrates that area unit ready by mistreatment edible microorganisms that change the carbohydrates, proteins and fats to nontoxic merchandise with flavours, aromas and textures pleasant to the customers it will be yoghourt, Kefir, Kumiss, Acidophilus amul dairy products, Bulgarian amul dairy products, Leben, Dahi and Lassi. Dahi, curd is thought of the oldest Indian hard amul dairy products product and is equivalent to western yoghurt that is edible, refreshing, and has characteristic style liked by the individuals of all age bracket the scale of production ranges from home level to industrial scale as well as preparation by halwai's amul dairy products retailers in geographic region. currently a day's use of hard foods as well as probiotics in varied forms containing selection of microorganisms is increasing in human and veterinary medication. Hence, this study tried to validate effectuality of home dahi/curd as a probiotic in canine model.

Indian Chilicacurd – A potential dairy product for Geographical Indication registration (Dhiraj Kumar Nanda, Rameshwar Singh, S K Tomar, S K Dash, Jayakumar S, Dilip K Arora, Reeti Chaudhary & Dinesh Kumar)

Curd/Dahi thought of as the oldest Indian fermented dairy farm product, that is connected to our mythology with lord Krishna and has been used as a regular item of our diet from ancient time, curd is been counseled for treatment of varied unwellness in Ayurveda and have conjointly been scientifically verified for control of symptom 6,17. It is counseled that regular use of curd can scale back a variety of episodes of symptom6. Chilika curd are often prompt in concert of the best example that is ready by a ancient process associate degreed has an increased time period.

Factors influencing purchase intension towards cup yogurt (Taweesak Amarukachoke) This analysis intends to research and establish factors has positive influence upon purchase intention towards cup food. The objectives of the studies area unit to understand cup food client behavior also as examine factors touching purchase import towards cup food. it's a quantitative study exploitation online self-administered form that is haphazardly distributed via Facebook and E-mail. The sample size is 402 respondents World Health Organization sleep in national capital, often consume cup yogurt (Key brands: Dutchie, Dutchie Bio, Meiji, Meiji Balkan nation, Meiji and Activia) in past one month.

Cooperatives and the Global Dairy Industry

Three broad questions have intrigued researchers and practitioners on cooperatives³: what are the objectives of cooperatives, what determines the success and failure of cooperatives and how do cooperatives act as organizations of social and economic change. While most of the observations are based on normative judgments of what the cooperatives are supposed to do, some studies reflect the true behavior of agents within a cooperative framework thereby making the debate on cooperatives more complex but also interesting. To these themes we add another question that reflects in some ways our own enquiry through this paper: are mechanisms of cooperation that cooperatives employ any different from those used by other industrial organizations?

Traditionally, cooperatives have been established to serve the needs of its members in order to maximize their returns. Governments have usually seen these organizations as effective mechanisms for delivering their own programmes (e.g., sector development or poverty reduction, etc.). Researchers have looked at cooperatives as channels for re-distributing wealth, improving the opportunities for the weaker sections of the society, alternative institutions for property ownership, efforts in democratic and participative governance of organizations⁴ etc. (this discussion draws from Shah, 1995). In that, the cooperatives have often sought protection of sorts from uncertainties in the market place. Globally, modern day cooperatives are agglomeration of many such small groupings that serve some of the above objectives but have now moved from being protected entities to becoming market driven. This makes such cooperatives an interesting organizational alternative to traditional business enterprises (i.e., investor owned firms) in terms of concern for shareholders, distributional effectiveness and ability to provide product/service variety⁵.

III. RESEARCH METHODOLOGY

Methods of Data Collection

There are several different methods of collecting data. These methods include:

- Personal interviews or group surveys
- Telephone surveys

Our main method of collecting data was through personal interviews that were conducted generally in east region of Raipur. Research Instrument

- Distributor : The distributor of Raipur shows me the details of retailer in that area. We almost visited all the retailers near that area.
- Retailers: Personal interviews were taken from the retailers about the quantity and quality they sold. We talked them about the awareness of consumer and their preferences. We also asked them about the quality of distribution services.
- Consumer: We met some of the customer and asked them about the quality of dairy product
- Market Research : A research was conducted among retailer to get insight information about Brand awareness, factors influencing purchase decision, distribution services etc.

We have divided our project into two parts.

- Field work
- Analysis of retailer's problem

RESEARCH PROBLEM

- Seek the general perception of consumer towards Amul Milk.
- To know the consumer psyche and their behaviour towards Amul Milk .

OBJECTIVE OF THE RESEARCH

- To know the relationship of sales with the advertisement.
- To know awareness of people towards Amul Milk.
- To know which advertisement tool is mostly preferred by people.
- To know the preference of Amul Milk with comparison to Other competitive brands .
- To know the factors which affects consumer's buying behaviour to purchase milk.

SAMPLING

1. Sampling Technique: Non probability sampling
(A non probability sampling technique is that in which each element in the population does not have an equal chance of getting selected)
2. Sample Unit : People who buy milk available in retail outlets, superstores, etc
3. Sample size : 50
4. Method : Direct interview through questionnaire.
5. scale : Dycpnomonic scale and likent scal

SOURCES OF DATA

Primary sources

The primary data was collected through questionnaires. They were filled using the scheduled method of data collection by the researcher.

Secondary sources

The secondary sources were used only for collecting information regarding the sample; they were however not used for analysis

LIMITATIONS OF THE RESEARCH

The limitations of the research were as follows

1. Lack of proper experience on the part of the researcher in conducting such studies in the past.
2. Time frame required was not enough to survey more number of outlets.

ANALYSIS TECHNIQUES

Quantitative analysis is performed using the data collected at each outlet to estimate the presence of Amul milk. Tools Utilized Percentage Analysis Graph Chart

RESEARCH DESIGN

A Research design specifies the methods and procedures for conducting a particular study. It is a map (or) blue print to which the research is to be conducted. Descriptive research design has been considered as a suitable methodology for present study and for data analysis.

SAMPLING DESIGN

The sampling design used was Convenience sampling, which is a non-probability sampling method. The convenience factors were the availability and approachability of the respondents.

POPULATION

All types of outlets that stock and sell Amul milk in the markets. The outlets have been classified into as follows

- Convenience stores: All kinds of shops including bakeries
- Eateries: all kinds of eating joints

IV. DATA ANALYSIS AND INTERPRETATION

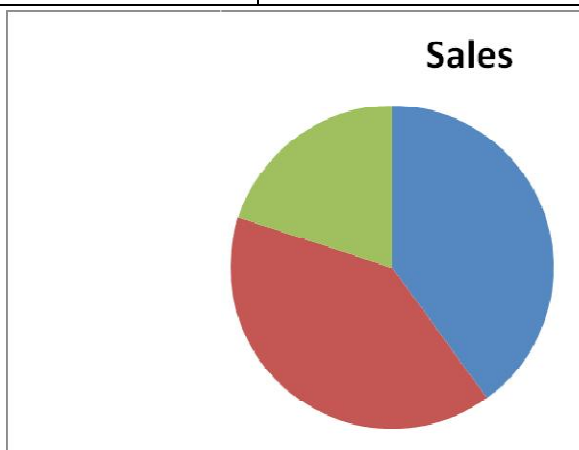
The collected data were not easily understandable, so I like to analyze the collected data in a systematic manner and interpreted with simple method.

The analysis and interpretation of the data involves the analyzing of the collected data and interpretation it with pictorial representation such as bar charts, pie charts and others.

Which milk do you consume?

- a. Pouch milk
- b. Loose milk
- c. Both

Options	No of Responded	% of Responded
Pouch mik	20	40
Loose milk	20	40
Both	10	20

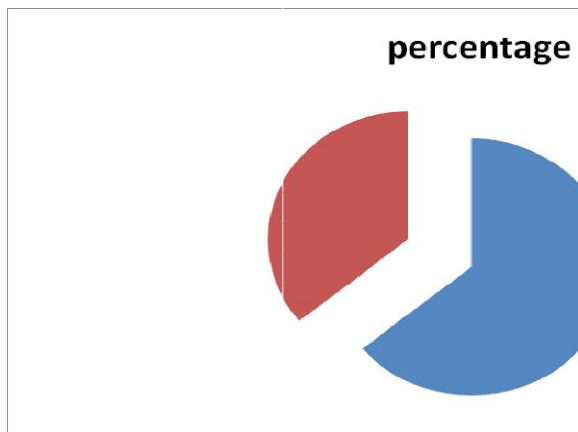


Are you satisfied with the milk you are consuming?

Yes

No

RESPONSE	NO. OF RESPONDED	% OF responded
YES	32	64
NO	18	36



What do you like?

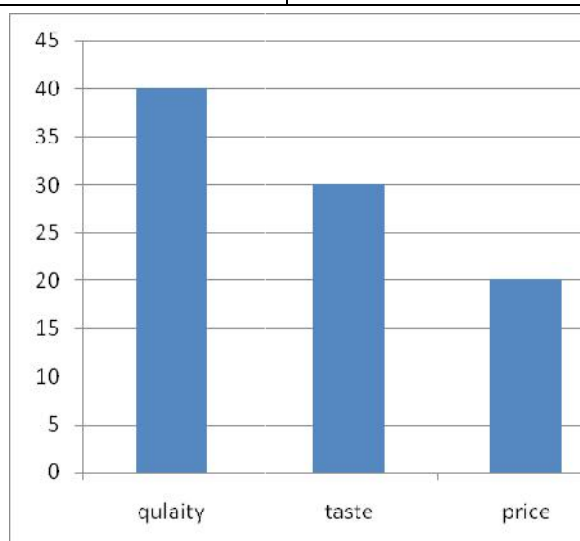
a) Quality

b) Taste

c) Price

d) Availability

Factors	No. of Respondents	Percentage %
quality	20	40
taste	15	30
price	10	20
availability	5	10



Do you get milk pouch at.....

Doorstep

From retailer

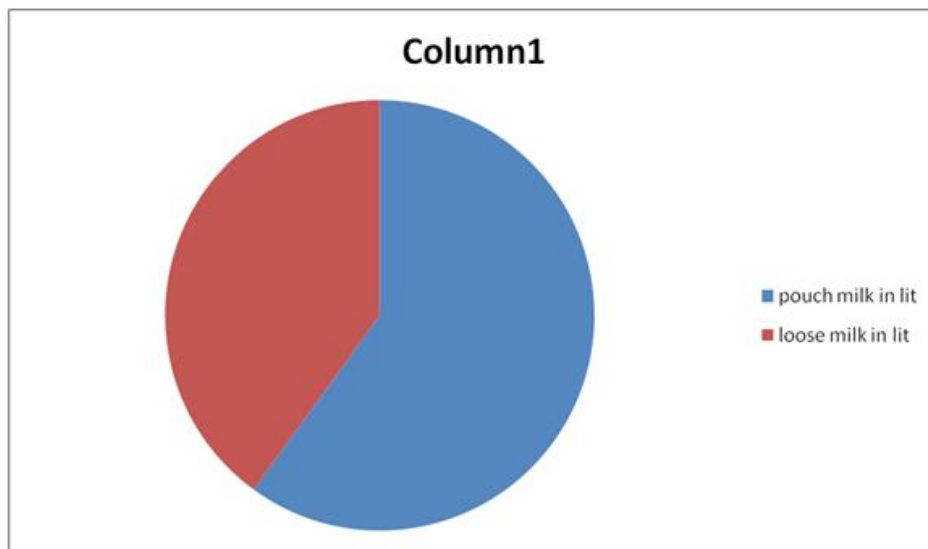
RESPONDED	NO.OF responded	% OF responded
Door step	30	60
retailer	20	40

What is total consumption of milk in a day?

Pouch milk in litre.....

Loose milk in litre.....

RESPONDED	NO.OF responded	% OF responded
Pouch milk inlitre.....	30	60
b)Loose milk inlitre.....	20	40



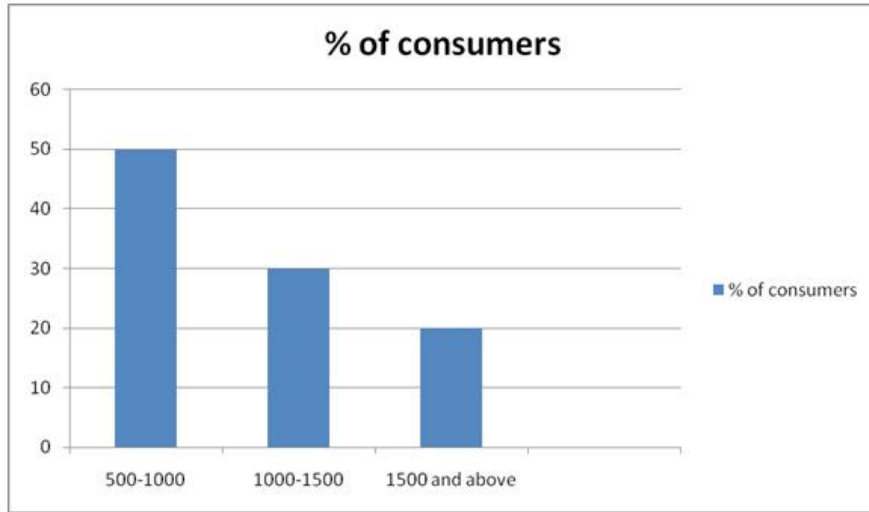
What is your monthly expenditure in milk (in Rs.)?

a) 500-1000

b) 1000-1500

1500 and above

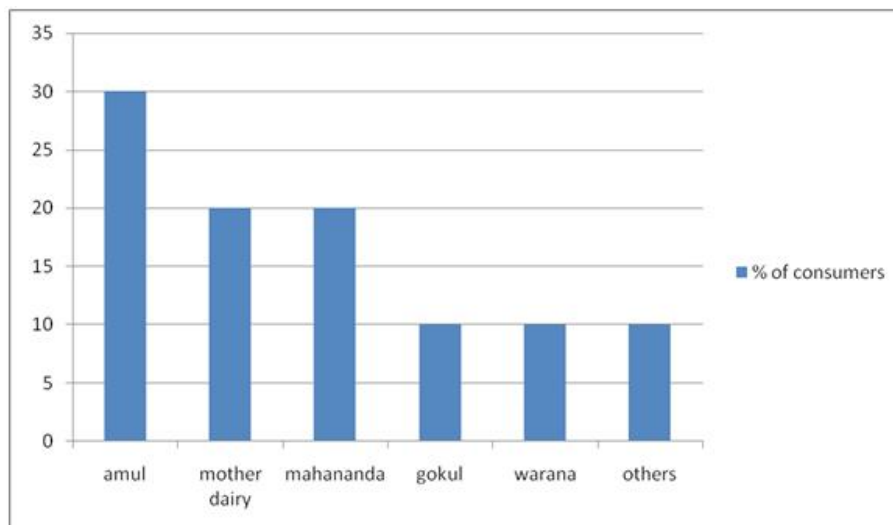
RESPONSE	NO. OF RESPONDED	% OF CONSUMERS
500-1000	25	50
1000-1500	15	30
1500 and above	10	20



In pouch milk which brand do you prefer?

- AMUL
- MOTHER DAIRY
- GOKUL
- MAHANANDA
- WARANA
- OTHERS

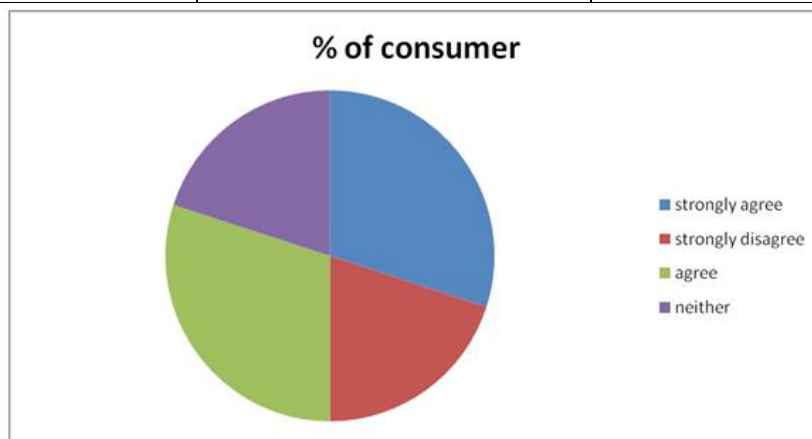
RESPONSE	NO. OF RESPONDED	% OF CONSUMERS
amul	15	30
Mother dairy	10	20
mahananda	10	20
Gokul	5	10
Warana	5	10
others	5	10



Do you think the price of the product is high/low compared to competitors product?

- Strongly agree
- Strongly disagree
- Agree
- Neither

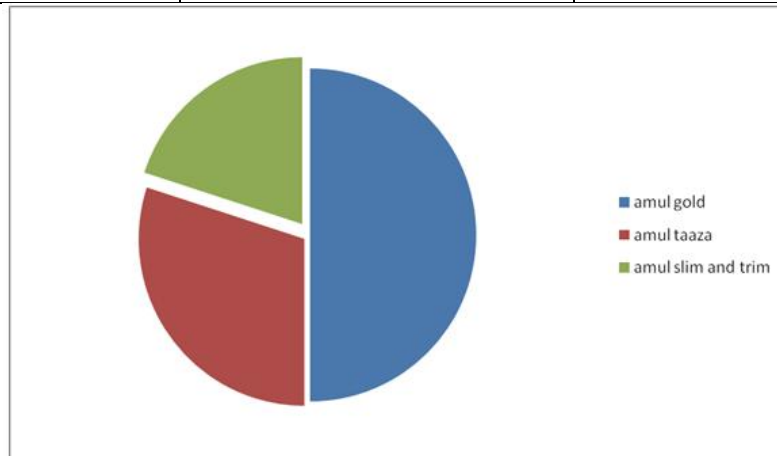
RESPONSE	NO. OF RESPONDED	% OF CONSUMERS
Strongly agree	15	30
Strongly disagree	10	20
agree	15	30
Neither	10	20



If you buy AMUL milk pouch which pack you purchase?

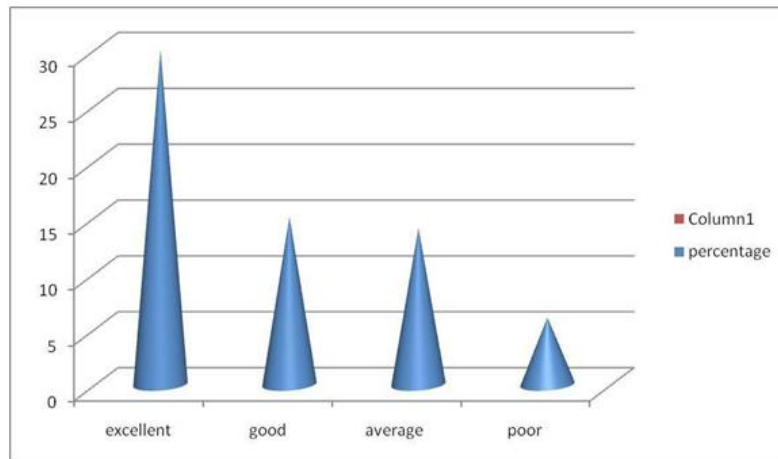
- AMUL Gold
- AMUL Taaza
- AMUL Slim & Trim

RESPONSE	NO. OF RESPONDED	% OF CONSUMERS
AMUL Gold	25	50
AMUL Taaza	15	30
AMUL Slim & Trim	10	20



CONSUMER'S OPINION TOWARDS PRODUCT

rating	No of respondent	% of consumer
poor	15	30
average	25	15
good	7	14
excellent	3	6



V. CONCLUSION

It is well recognized that markets that are fragmented or producers that are too small to build competitive infrastructures or those who are unable to manage technological changes in their operational processes would benefit the most through a cooperative organization. Consequently a large number of cooperatives have taken roots amongst producers of food (especially those that are perishable). However, there are interesting cooperative formations in India and China that are starting to emerge amongst small producers in auto-components (especially those serving the replacement markets), amongst small scale dyeing communities and the power-loom operators in the textile industry. In these cases, the producers are coming together to develop a common brand that is based on stringent quality certifications that would distinguish them from other small producers and for usage of common property resources. The example of AMUL provides a number of lessons for such organizations to compete successfully in the face of increasing globalization and competition. More generally, the AMUL case presents a successful model for operating in emerging economies characterized by either large under-developed suppliers and/or markets with high potential

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