

“TO STUDY THE CONSUMER ACCEPTANCE FOR AMUL MILK IN PUNE CITY”

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AMUL is a dairy cooperative which is marketed by Gujarat cooperative Milk Marketing Federation. The main USP of Amul brand is its low pricing. It hits at the transnational's by reducing its prices on its product portfolio. The competitive advantage is its “backward integration” strategy, which helps substantially in cost reduction. Amul spends very less on its advertising budget, but spends it very wisely and effectively. It has the power of an umbrella brand Amul, which is highly respected brand name. Thanks to its brand mascot, the Amul girl, the co-operative has been able to get away with spending just 1% per cent of its revenues on advertising. In contrast, its competitors spends anywhere between 7-10% on advertising.

The study was carried out to achieve the prescribed objectives of the study it was needed to follow systematic and scientific approach to interpret the results of the study. Methodology includes the detail description of the study area, source of the data, sampling techniques, analytical tools and other information. The marketing mix for Amul milk was conceded along with study of all P's of marketing mix. The awareness of Amul milk was created by using the promotional kit viz. includes- kiosk, umbrella, posters, flyers, coupons, etc. The data was primary was collected from the selected locality by personal interview and door to door survey. The promotion offer was broadcasted and the data during the promotion was compiled. The sell before the promotion activity, during the promotion activity and after the activity was analyzed and interpreted to conclude the mentioned study.

During the survey it was witnessed that Chitale being the local brand was consumed maximum. After the promotion activity of consumer acceptance for Amul Milk was studied and analyses efficaciously. It was seen that around 33% of the area potential was acquired successfully by Amul and it is estimated that it will increase gradually.

Keywords- Amul Milk, Marketing, Promotion, Consumer Acceptance

1. Introduction

Amul began the dairy cooperative movement in India and formed an apex cooperative organization, Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by some 2.2 million milk producers in Gujarat, India. Amul was formally registered on December 14, 1946. The brand name Amul, sourced from the Sanskrit word *Amoolya*, means priceless. It was suggested by a quality control expert in Anand. Some cite the origin as an acronym to AMUL (Anand Milk Union Limited). The Amul revolution was started as awareness among the farmers. It grew and matured into a protest movement that was channeled towards economic prosperity. (GCMMF, Amul, Ltd)

Amul has spurred the White Revolution of India, which has made India one of the largest milk producers in the world. It is also the world's biggest vegetarian cheese brand. Success of Kaira District Co-operative Milk Producers' Union Limited and setting up of District Co-operative Milk Producers' Unions needed a state-level organization for entire Gujarat. (GCMMF, Amul, Ltd). The Amul Model of dairy development is a three-tiered structure with the dairy cooperative societies at the village level federated under a milk union at the district level and a federation of member unions at the state level. (Chand, 2005)

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GCMMF is India's largest food products marketing organization. It is a state level apex body of milk cooperatives in Gujarat, which 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. GCMMF markets and manages the Amul brand. From mid-1990's Amul has entered areas not related directly to its core business. Its entry into ice cream was regarded as successful due to the large market share it was able to capture within a short period of time - primarily due to the price differential and the brand name. (GCMMF, Amul, Ltd).

At the time Amul was formed, consumers had limited purchasing power, and modest consumption levels of milk and other dairy products. Being a co-operative organization Amul adopted a low-cost price strategy to make its products affordable and attractive to consumers by guaranteeing them value for money. Amul also introduced higher value products.

2. Objectives

1. To create awareness of Amul milk
 - H_0 – The awareness created was beneficial to increase sale of Amul Milk
 - H_1 – The sale of Amul milk was unaffected even after the awareness
2. To study the consumer acceptance for Amul milk
 - H_0 – The consumer acceptance was found more for Amul milk
 - H_1 – There was no considerable consumer acceptance for Amul milk

3. Methodology

The said study was conducted the Pune city region. The target market places were selected after discussion with the higher officials of GCMMF Amul Pune. The area selected for the study was- Mira society, Shankarsheth road, Pune

The study entitled "To Study the Consumer Acceptance for Amul Milk in Pune City" was carried out to achieve the prescribed objectives of the study it was needed to follow systematic and scientific approach to interpret the results of the study. Methodology includes the detail description of the study area, source of the data, sampling techniques, analytical tools and other information.

3.1. Structure of methodology

3.1.1. Study Area:

Pune city- the urban area of Pune District (Maharashtra) was selected for study at Mira society, Shankarsheth road, Pune

3.1.2. Source of data:

Primary as well as secondary data were collected to meet the prescribed objectives of the study. Primary data were collected from distributors, retailers, customers from the study area by survey and tool for asking questions with the structured questionnaire. While the secondary data was collected from the UG, PG, PhD-Thesis available, Research articles, Research papers, Review of Internet and several marketing and research methodology books.

3.1.3. **Research Design:**

A research design is a plan, structure and strategy of investigation so conceived as to obtain answers to research questions or problems. The plan is the complete scheme or programme of the research. It includes an outline of what the investigator will do from writing the hypotheses and their operational implications to the final analysis of data. (Jayendrasinh, 2015)

3.1.4. **Survey Method:**

Convenient sampling method was used for the survey method. Standard questionnaire were prepared for the consumer survey.

3.1.5. **Sampling unit:**

To study the given objectives and to satisfy it, the consumers of milk in the selected area were selected as a sampling unit.

3.1.6. **Sample size:**

The 400 residents of the region were selected for the study.

3.1.7. **Data collection tool:**

Structured schedule was used for survey. Standard questionnaire was prepared for the data collection.

3.1.8. **Analytical tool:**

Graphical analysis by using statistical tools and MS-Excel were used to satisfy the given objectives of the study.

3.1.9. **Limitation of study**

- This study is limited only for Mira society.
- The sample size is very small so the result cannot be applied to the population.
- Sometimes respondents may give biased opinion for the question.

3.2. **Sampling of product**

Sampling of Amul Milk and Butter milk was done at Mira Society, Pune on the World Yoga Day program organized in the society multipurpose hall. Free sample butter milk was served to the people. Instantaneously, the awareness about Amul milk and other Amul products was introduced to them.

3.3. **Consumer Survey**

A survey was accompanied in selected area to know the total consumption of Milk in the area and to know the potential for Amul Milk.

Permission was taken from the chairperson and the member after the authorized permission; door to door survey was conducted selected area. Standard questionnaire was prepared for the customer survey.

3.4. **Promotional offer**

After knowing the potential of the prescribed area and promotional offer was planned for the consumers. People were introduced about the offer through personal interviews and kiosk activities. Door to door awareness of promotional offer was created.

3.5.Data collection

Data of the milk brands consumed and quantity of daily milk consumed was collected by personal interview process.

3.6.Analysis of the activity

After the activity work was completely, the results were analysed mainly with respect to the response of consumers. Consumers were interviewed and maximum constrains and response was tried to yield from them for analysing the acceptance of Amul Milk and measure impact of promotional activities done. The response of all the customers was noted with all details before and after the activity.

4. Results and Discussion

This chapter deals with the findings of project entitled “To study the consumer acceptance for Amul Milk in Pune City” which have been arrived at after subjecting the data to necessary tabulation and analysis keeping in view the objectives of study and research methodology. The results so observed are incorporated in this chapter.

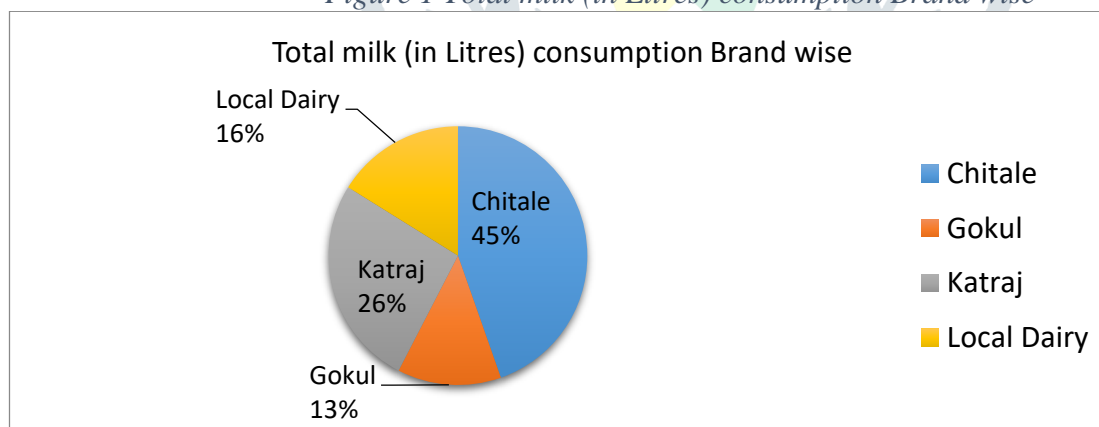
4.1. Awareness of Amul Milk

The goal of sampling activity was to help consumers to better understand Amul products. Free sample of butter milk was served to the people. Instantaneously the awareness about Amul milk and other Amul products was introduced to the people.

4.2.Study of Consumer acceptance

The 400 residents in the area were surveyed to know the potential of the region. From the collected data using standard questionnaire, it was easier to know the potential and the consumption of the area. Total known consumption in the area noted of about total 316 litres. Following table shows the brand-wise consumption of milk in the area.

Figure 1 Total milk (in Litres) consumption Brand wise



From the above data it is seen that total 316 litres of milk is consumed in the area. It was seen that Chitale being the local brand and existed since long time in Pune city, the rate of consumption is higher of about 45%. It is also observed that Katraj Milk being the resident brand has quite higher consumption of 26 %. From this data it was anticipated that there was potential of 316 litres for Amul milk.

4.3.Data Analysis and Interpretation

From the collected data before the activity, during activity and collected data after the activity it was compiled and compared statistically.

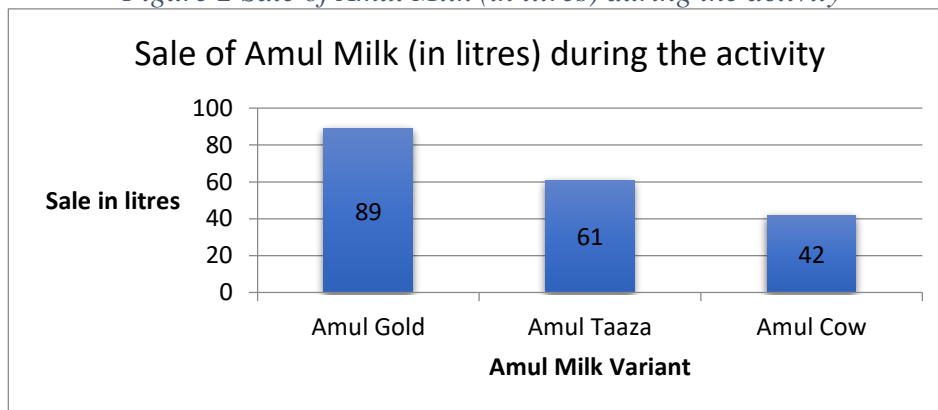
4.3.1. **Before the promotional activity**

Before the activity the area for the Amul Milk was new so the sale was 0 before the activity.

4.3.2. **During the promotional activity**

During the activity of Rs. 5/- off on purchase of one litre of milk was announced. Total 96 customers visited for the purchase of the Amul milk

Figure 2 Sale of Amul Milk (in litres) during the activity

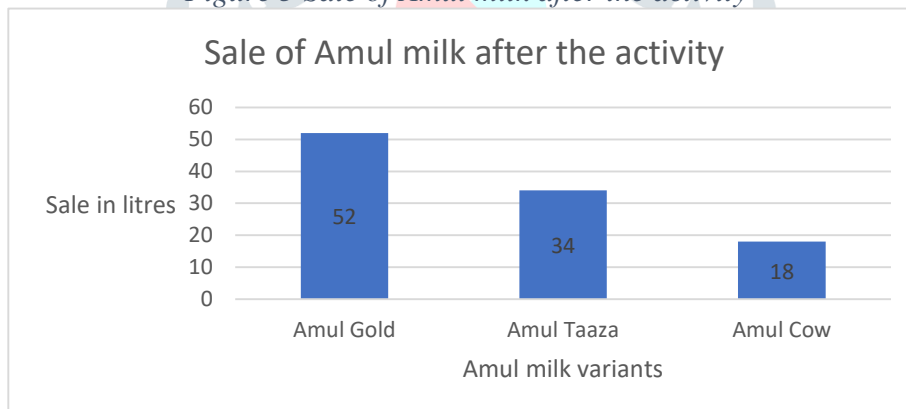


From the above data it is observed that the total sale of Amul Milk during the activity was 192 liters, as compared to the total consumption of the area about 60 % of the market was accomplished.

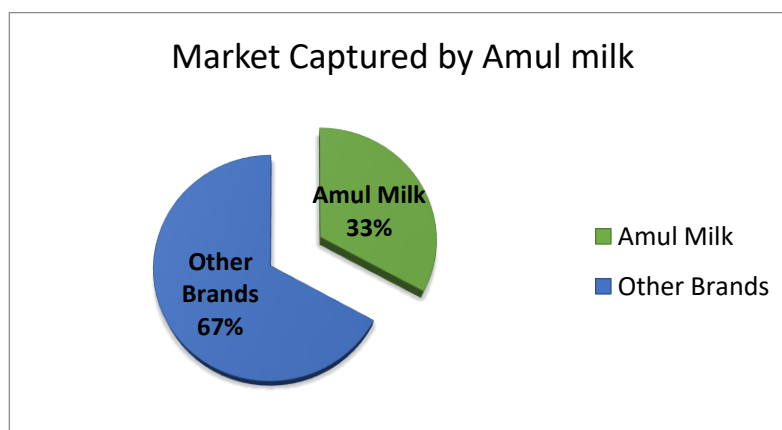
4.3.3. **After the promotional activity**

After the activity, the discount coupons were distributed. The coupons were distributed for the customer loyalty towards the brand.

Figure 3 Sale of Amul milk after the activity



According to above data it was observed that about 234 customers became regular and loyal consumers of Amul milk. Out of Total potential of 316 litres of the area about 104 litres was the contribution of Amul milk. This penetration was only within 15 days of time. Of about 33% of the potential of the area was converted towards Amul Milk.



5. Conclusion

As per the specified objectives and anticipated hypothesis the study was accomplished successfully.

The objective to study the awareness of Amul milk was beneficial to increase sale of Amul Milk in the intended area. Various promotion activities such as survey, posters, flyers, Amul umbrella and Amul kiosk had significant effect on the sale of Amul milk. The effect of awareness is noted in 5.2.

And the most important objective of consumer acceptance for amul milk was studied and compiled using the collected data through various questionnaires and surveys as stated in Chapter 4.

During the survey it was witnessed that Chitale being the local brand was consumed maximum. As discussed in 5.3, 45% of total consumption of milk was of Chitale Milk.

During the promotion activity, when there was the promotional offer of Rs.5/- off on purchase of one litre of Amul milk, Amul milk acquired of about 60% of the total consumption in the locality as exhibited in 5.4.2

The overall consumer loyalty and the consumer acceptance was observed and it was noted that Amul milk had captured of about 33% of the potential of the area within short time span. The observation is described in 5.4.3. There was extensive acceptance for Amul milk in the locality.

It was seen that around 33% of the area potential was acquired successfully by Amul. And it is estimated that it will increase gradually.

6. References

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