



CONSUMER SATISFACTION TOWARDS AMUL PRODUCTS – A STUDY WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

Tamil Nadu is one of the tenth largest milk producing states in India. The goal of the study is to know the consumers satisfaction towards AMUL milk and milk products with special reference to Coimbatore District. The main objective of the study is to find out the level of satisfaction of customers towards AMUL products and factors influencing buying behavior. The study is based on 100 samples and Simple Percentage Analysis is used for analysis. The study concluded that majority of the customers are satisfied with the AMUL products and quality of the product is the most influencing buying factor

KEYWORDS: AMUL Milk, Consumers Satisfaction

I. INTRODUCTION

Milk and milk products have been widely used by man since prehistoric times. 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. Apart from the breastfed infants the human consumption of dairy products is sourced primarily from the milk of cow, Buffaloes, Goats, Sheep, Yak, Horses, Camels, and other mammals. Dairy products are commonly found in European, Middle Eastern, and Indian Cuisine.

AMUL is one of the most important dairy factories functioning in India. It is an Indian dairy state government cooperative society, based in Anand, Gujarat. The term AMUL means “priceless” in Sanskrit language. AMUL products have been in use in millions of homes since 1946. 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. As of now AMUL is a symbol of many things like high-quality products sold at reasonable prices. Thus the brand AMUL spurred India’s White Revolution, which made the country the world’s largest producer of milk and milk products.

II. STATEMENT OF PROBLEM

In the current competitive scenario all companies are aiming to achieve the goal of higher customer satisfaction. Firms are always under pressure because the chances of customers who are just satisfied with the products might switch to other brands easily. On the other hand customers who are highly satisfied are not ready to switch easily. Higher satisfaction level creates an emotional bond with the brand rather than a rational preference. This results in

higher customer loyalty. Hence through this study an attempt has been made to identify the customer's attitude and satisfaction towards AMUL milk products.

III. OBJECTIVES OF THE STUDY

- To analyze the customer satisfaction towards AMUL products.
- To identify the various factors that influences the customers to buy AMUL products.

IV. RESEARCH METHODOLOGY

Research design adopted for this study is descriptive and analytical in nature. It seeks to extract information from the area of study. The study is based on both Primary and Secondary Data. Primary Data is collected through Personal Interview Schedule. 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 statistical techniques applied for study mainly includes the Simple Percentage Analysis.

V. LIMITATIONS OF THE STUDY

- The total coverage of the study is limited to a few customers of AMUL milk and milk products in Coimbatore District.
- The sample size of the study is restricted to 100 customers only.
- Most of the respondents hesitate to give information but however an attempt is made to collect the data systematically.
- Time and cost is another important constraint of the survey.

VI. 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. Balakrishnan (2019)** In their study the factor considered by the customer before purchasing milk are freshness, taste thickness and easy availability. Finally, I conclude that, majority of the customers are satisfied with Aavin milk and milk products because of its good quality, reputation, easy availabilities. Aavin has also to take care of competitors and more importantly its customers before making any move.
- **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 800- 1000 litres an animal, per year, against the global average of 7000- 8000 litres 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.

VII. ANALYSIS OF DATA

Among the 100 respondents considered for the study 83% are male and the remaining 17% are female. 61% of the respondents belong to the age category of 18 - 21 years and majority of them are self-employed (49%). The major AMUL product consumed by the respondents is the AMUL ice-creams (39%). 52% of the customers buy AMUL products on a daily basis. Most of the customers came to know about AMUL products from their friends and family members (43%). 48% of the respondents opines that the price of the AMUL products is very high. Most of the respondents are of the opinion that the performance of the AMUL products is excellent (60%). The respondents opine that the major problem faced by them is the non-availability of AMUL booths in the nearby location (75%).

Table No.1
Customer Satisfaction towards AMUL products

Sl no	Choices	No of respondents	Percentage
1	Yes	96	96
2	No	4	4
	Total	100	100

Source: Primary Data

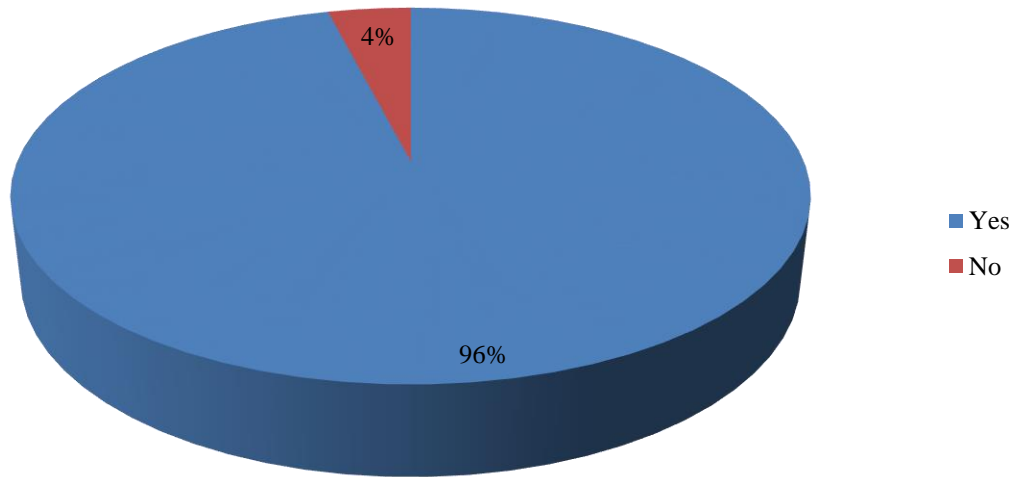


Chart No 1 Customer Satisfaction Towards AMUL Products

The above table reveals that 96% of the respondents are satisfied with the AMUL products. Only 4% of the respondents are not satisfied with the products.

**Table No.2
Factors Influencing Buying Decision**

S.NO	CHOICES	NO.OF RESPONDENTS	PERCENTAGE
1	Quality	67	67
2	Price	26	26
3	Service	7	7
	Total	100	100

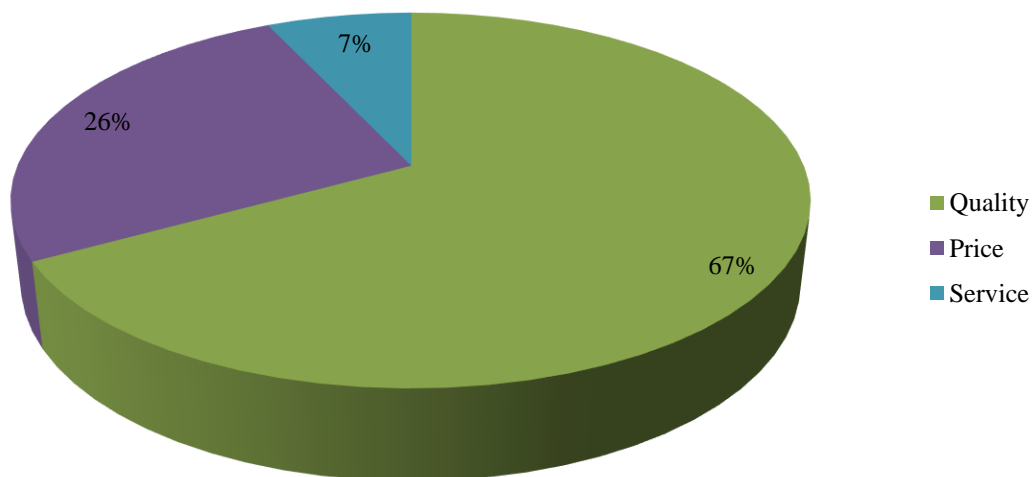


Chart No.2 Factors Influencing Buying Decisions

The above table reveals that 67% respondents consider Quality of the AMUL products as the most influencing factor. 26% of the respondents considers price and 7% considers Service as the factor influencing buying decision

VIII. FINDINGS

- It is identified from the study that majority of the respondents are satisfied with the AMUL products.
- It is evident from the study that Quality of the product is the factor influencing buying decision.

IX. SUGGESTIONS

- AMUL is having a number of loyal customers. It should concentrate more on enhancing customer satisfaction through various potential programs such as campaign, premium packs, offers etc. This helps to increase the loyalty towards the AMUL products.
- Quality and brand image plays a dominant role. AMUL Milk and milk products move in the markets due to its quality and brand. Therefore, it should maintain properly.
- AMUL should consider establishing more milk booths in all locations so as to increase its accessibility

X. CONCLUSION

From the survey conducted it is observed that AMUL milk and milk products has a good market share. Majority of the respondents are satisfied with the product and they consider quality as the most influencing factor in case of buying behavior. 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 Therefore slight modification in the marketing program such as dealers and outlets, promotion programmers, product lines etc. should be considered by the firm. AMUL has also to take of its competitors into consideration and more importantly its customers before making any move. If the company follows these steps definitely company can be a monopoly and strong market leader of Dairy industry.

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