



CONSUMER BUYING BEHAVIOUR OF AMUL PVT

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Abstract

This report examines the reactions of consumers in Coimbatore City to the Amul brand. A realistic sampling strategy was used to get the data. The sample size was 150 unique customers. Information is gathered using questionnaires. The uptick in consumer expenditure suggests that people are feeling generous. If the firm improved its product advertising strategies, it may see a similar increase in sales. The results of the study show that the product is popular and in great demand in Coimbatore. Introduction A customer's purchasing behaviour includes their emotional state, as well as their likes and dislikes, purchase goals, and final decisions. The study of consumer behaviour draws on a wide range of social scientific disciplines, including but not limited to anthropology, psychology, sociology, and economics. Research into consumer habits has covered a lot of ground. It aids companies in discovering what causes clients to make a final purchasing choice. Marketing

managers are always on the lookout for new information

on client behaviour in order to improve the advertising and public relations initiatives aimed at increasing product awareness. Consumers make purchases on a regular basis, often without giving much thought to the underlying factors. Consumers' purchase decisions are influenced by a variety of factors, including psychological, social, cultural, and economic

factors. There are a variety of factors that might impact a consumer's choice to upgrade their house cleaning service, so it's important that they do their research before settling on a firm. Several demographic, social, and cultural aspects are examined in this dissertation to determine their impact on consumers' choices for a house cleaning service. Consumers' attitudes towards the Amul brand and the elements that contribute to such attitudes are the focus of this study, which aims to inform the

service provider and throw light on what matters most to consumers in the home. With this information at their disposal, firms may better cater to their core clientele at home, therefore ensuring the continuity of their operations. By providing a forum for customers to share their experiences, this research will help businesses provide more personalised services that really improve their clients' quality of life.

INTRODUCTION

Successful marketing plans can't be created by companies until they learn what variables customers consider most important when making purchases. In the end, customers' buying decisions are influenced by a wide range of feelings. "Consumer behaviour" refers to research on consumer buying habits and inclinations. Concepts from economics, sociology, anthropology, and psychology are integrated. It investigates the factors that drive consumers' choices both individually and collectively. Consumer behaviour encompasses a buyer's actions, emotions, and perceptions before, during, and after the purchase of a good or service.

It analyses data like population growth and consumer spending habits to predict future needs. The goal of the research is to also quantify the influence of consumers' social networks on their actions.

Since they are the ultimate receiver, payer, and buyer, consumers are the primary focus of consumer behaviour research. In an effort to get back to marketing's roots, relationship marketing puts the focus back where it belongs: on the customer. Personalised and interest-based marketing, as well as direct marketing and customer relationship management, have grown in prominence. The two

most important social functions are social welfare and social choice.

The focus of this study was to examine the popularity of different ice cream tastes. In order to evaluate the health of the ice cream business, I conducted some preliminary study. The company was intrigued by Ghaziabad City because of its booming ice cream market. The questions on the ice cream quiz were meant to educate consumers on the merits of the product.

Company Profile

The battle for freedom in 1946 inspired the birth of the movement, which adopted milk as its emblem.

Almost 65 years ago, in the city of Anand in the Indian state of Gujarat, the foundation for this remarkable tale was laid. The exploitative business methods of the regional elite sparked the rise of the cooperative economy. Farmers in the area eventually sought help from the famous Indian nationalist Sardar Vallabhbhai Patel because they had had enough of the industry's unfair and dishonest practises. He suggested organising a cooperative so that they could handle all aspects of production, from sourcing resources to marketing completed goods. Farmers in this region embarked on a milk strike in 1946 because they refused to be harassed by the cartel. In 1946, they created their own cooperative with the help of Sardar Patel and other prominent figures like Morarji Desai and Tribhuvandas Patel.

In 1948, two village dairy co-operative societies banded together to create the Kaira District Co-operative Milk Producers Union Ltd. and buy 247 litres of milk. This was the beginning of Amul Dairy. In 1950, Dr. Verghese K. Kuriakose succeeded

Tribhuvandas Patel as chairman of Amul and carried on the company's prosperity. To this end, LalBahadurShastri, the former prime minister of India, established the National Dairy Development Plan. He identified four aspects as being particularly important to Amul's success. The dairy and the government were run by farmers and their representatives. The financial and operational aspects of the dairy have been turned up to experts. The cooperatives listened to the farmers and accommodated their wishes.

To help other nations learn from Amul's success, he pushed for the establishment of the National Dairy Development Board in 1965. To expand the institution's successful model to other parts of the country is Dr. Kurien's principal duty as Chairman. According to the Amul Model of dairy growth, member unions at the state level are federated under a milk union, which is federated under a district milk union.

Objectives OF THE REsearch

The topic of my project is “**Consumer buying behavior of Amul Milk**” in Ghaziabad.

Objectives of Research:

- ✚ The finest places to promote a product or service.
- ✚ Comparing the market shares of Amul Gold with Taaza.
- ✚ Products and their average daily market volume.

✚ The what and why of what influences consumer purchasing.

✚ Ghaziabad, India's packaged milk market, as contrast to the city's loose milk scene.

✚ Customer feedback about Amul milk.

THE NATURE AND SCOPE OF MARKETING RESEARCH

Marketing's primary tenet is meeting the requirements of a specific demographic. It is essential to understand the customer's situation, their impression of the product or service, their intended outcome from utilising the product or service, their decision-making process when choosing a brand, and the information and influence sources they rely on. In order to make the most informed decisions, any competent marketer would maintain tabs on information like this and solicit immediate responses to emerging patterns. Therefore, marketing research is a valuable tool for understanding consumers' expectations, trade channel preferences, and competition. It's the link between corporate America and the marketing division. Consequently, it's probable that marketing research is an essential tool for addressing marketing challenges.

RESEARCH METHODOLOGY

Clifford Woody outlines the stages of research as follows: issue identification, problem re-identification, hypothesis creation, hypothesis testing, data collecting, arrangement, and assessment, and drawing and testing of conclusions.

Research methodology is the process by which the quality of an investigation is determined, including

the level of planning and assessment done before the investigation is conducted and the level of analysis done on the method used to make decisions. If the method is scientifically sound, the study can ascertain whether or not its procedures and findings are related.

RESEARCH DESIGN

The overarching approach to a study is its plan, sometimes called its research design. The researcher's technique is outlined in full, from the development of hypotheses and consideration of their practical implications through the final analysis of gathered data.

There are several situations in which having a research strategy might prove useful.

It provides answers to several questions.

It serves as a sort of standard to aim for.

It's useful for conducting research that's above board, objective, precise, and economical.

Your market research project's design will lean more towards exploratory or definitive methodologies depending on your aims.

Exploratory research aims to produce testable hypotheses by actively seeking innovative ideas and revealing undiscovered correlations between previously specified set parameters.

DAIRY COOPERATIVES

The vast majority of the country's processed liquid milk is sold through dairy cooperatives. There are 170 Milk Producers' Cooperative Unions, which are affiliated with 15 State Cooperative Milk Marketing Federations to process and market milk. Cooperatives make 90% of their money off of selling liquid milk.

Companies who were previously primarily involved in milk products, such as multinational conglomerates and individual companies, are now investing heavily in the liquid milk market. You may purchase common marketing and branding knowledge.

Cooperatives have a barrier in expanding their market (for liquid milk), which has little purchasing power, rather than in becoming internationally competitive. Those who buy milk today are unlikely to do so again. For individuals with lower incomes, cooperatives must reduce the cost. The only way to prevent incoming imports is if they take this action. The real difficulty is figuring out how to lower prices and cut down on expenditures in basic necessities like transit on a local level in the villages themselves. Now, every penny matters.

The Indian farmer with two to five animals is at the centre of the Indian dairy revolution. His animals are fed largely agricultural waste like straw, allowing him to produce some of the cheapest milk in the world. He risks becoming uncompetitive if he invests in an expansion of his business and herd and purchases more expensive feed. Is there a way to increase milk output without also increasing prices? By spreading the cooperative dairy movement to the east and northeast, where it is less established. This will aid in the battle against poverty, increase local purchasing power for milk, and provide a steady supply of liquid milk at internationally competitive Indian pricing for the dairy industry for the next decade. You need to establish very high benchmarks for both prices and quality stabilisation if you want to run your firm professionally and competitively. And that's the tricky part. The next step is to employ a brand consultant, develop a brand strategy, and recruit marketing

professionals to manage the advertising and sales. The primary factors are a growing supply of low-priced milk and a focus on quality.

The Dairy Board's programming and activities are designed to help cooperatives better serve their members as organisations owned and operated by dairy farmers. To help ensure a brighter future for India's farmers, the National Dairy Development Board (NDDB) offers funding and technical assistance to dairy cooperatives.

The names of products developed by cooperatives have come to be recognised as benchmarks of excellence and affordability. Some of the most trusted names in the industry are Indian states include GCMF (Amul), AP (Vijaya), Punjab (Verks), Rajasthan (Saras), Karnataka (Nandini), Kerala (Milma), and Kolhapur (Gokul).

FINDINGS

- The following key takeaways from the data analysis may be put into practise within the organisation to improve the quality of Amul Milk's customer care. The fundamental argument is that Amul Milk distributions are not always handled effectively.

- The effectiveness of the sales team is wasted.
- The poll suggests that advertising is the best way to reach customers' minds. Amul's chosen vehicle for spreading his message is, in this case, the news media. Only 2.5% of people in our survey reported having problems locating an Amul Milk retailer. If this problem is fixed, the market will grow..

SUGGESTIONS

- The following are some of the most important things we learned from analysing the data that we can use to better serve our customers at Amul Milk. What I mean is this:
- The company's goal is for "AMUL MILK" to achieve the same level of recognition as "Mother Dairy."
- It's crucial that people in Ghaziabad learn about the benefits of drinking Amul Milk.
- A print and digital media campaign for Amul Milk should emphasise the product's high quality.
- Effective action is required if new markets are to be entered within six months. It is necessary to increase the size of the Ghaziabad base.
- More people in Ghaziabad who buy Amul Milk should be switching to the full-cream type.
- Increase spending on advertising methods, such as using a celebrity to tout the benefits of Amul milk.
- It's crucial that milk is produced regularly and on time.
- Consistency and excellence are required.
- We need more stores, obviously.

Our distribution methods need to be improved.

LIMITATIONS OF TRAINING

As with any study, practical considerations necessitated restricting the scope of this one. The following constraints are placed on this endeavour:

A sample size of 200 is too small to draw firm conclusions regarding a brand's success or popularity.

Some participants may have felt forced to embellish or otherwise modify their answers due to the pressure of the exam.

The sampling method may have introduced the 'Drop in' or 'Go through' error into the research.

These results may be inaccurate since they are based on information provided by respondents.

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