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A STUDY ON CONSUMER PREFERENCE TOWARDS THE PRODUCTS OF AMUL MILK PRODUCTS IN CHENNAI

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Introduction

A dairy is a business enterprise established for the harvesting or processing (or both) of animal milk – mostly from cows or goats, but also from buffaloes, sheep, horses, or camels – for human consumption. A dairy is typically located on a dedicated dairy farm or in a section of a multi-purpose farm (mixed farm) that is concerned with the harvesting of milk. Dairy Cooperatives account for the major share of processed liquid milk marketed in the India. Milk is processed and marketed by 170 Milk Producers' Cooperative Unions, which federate into 15 State Cooperative Milk Marketing Federations. Over the years, several brands have been created by cooperatives like Amul (GCMMF), Vijaya (AP), Verka (Punjab), Saras (Rajasthan), Nandini (Karnataka), Milma (Kerala) and Gokul (Kolhapur).

Uttar Pradesh, Punjab, Haryana, Rajasthan, Gujarat, Maharashtra, Andhra Pradesh, Karnataka and Tamil Nadu are the milk surplus states in India. The manufacturing of milk products is obviously high in these milk surplus States. Exports of dairy products have been growing at the rate of 25% per annum in the terms of quantity terms and 28% in terms of value since 2001. Significant investment opportunities exist for the manufacturing of value-added milk products like milk powder, packaged milk, butter, ghee, cheese and ready-to-drink milk products.

India has emerged as the largest milk producing country in the world with present level of annual milk production estimated as 94.5 million tonnes. We expect a production level of 135 million tonnes by the year 2015. India has a large livestock population base constituting 278 million livestock including 180.5 million cattle, 82.8 million buffaloes, 4 million sheep and 9.2 million goats. The livestock population is projected to increase to 322 million by the year 2015. The large livestock population is

raised primarily on crop residues and grazing in the common property including basement. The forest area, which was a major source of grazing, is no longer available to livestock breeders especially landless people. As a consequence, the available feed resources fall short of the nutritional requirement. The shortfall is estimated as 59.9 million tonnes for the green fodder and 19.9 million tonnes for dry fodder. This shortfall is likely to increase by 2015 to 63.5 million tonnes of green fodder and 23.56 million tonnes of dry fodder. The landless people are, therefore, likely to face severe shortage of resources to raise cattle and other species of livestock. There is a real danger that in the absence of resources to maintain their stock, these under-privilege rural people may give up livestock farming. This could be a serious setback to lakhs of rural families who derive income as well as employment opportunities from livestock sector. India prepares to tackle the international market following Japan, where milk consumption today, has more than trebled to 70 kg per capita from a mere 20 kg in the 'sixties - the consumption of dairy products in other Asian 'tiger' nations is also growing. As a consequence - creating excellent export opportunities for India, as these nations are deficient in milk by at least 3 million tonnes per year. India, with some 27 per cent of Asia's population, accounts for more than half of the milk output with enough growth potential to explore foreign markets. In anticipation of the export opportunities and in view of the post GATT scenario, India is gearing up to tackle the demands of the international market.

Objectives of the Study

- To know the theoretical background of the study
- To analyse the consumer preference towards the products of Amul Milk products

Scope of the Study

The present study reports the consumer satisfaction of Amul Milk products. It covers the area of Chennai Only. The number of respondent is restricted to 90 only. The users of Amul Milk product only cornered for the study. The study analyse the consumer satisfaction of the product by variety wise, Price wise, taste wise and also compared with other competitor products. It would be helpful for the company to modify and introduce some new varieties of the product into the market.

Need for the Study

Consumer satisfaction is important for any company and for any type of product. Gaining the satisfaction from the consumer is always target for the company. Satisfied consumer is like asset for the company. It helps to the company in various aspects, lead to higher sales, higher profit, earn goodwill, lead in the market and so on. Every company should analyse the consumer satisfaction at periodic interval. With this background the researcher has taken this topic to analyse the consumer satisfaction towards the products of the company.

Limitations of the Study

1. The present study is restricted to 90 selected respondents only.
2. The study is also limited to the consumers of Chennai City only.

Research Methodology

Methodology is the systematic, theoretical analysis of the methods applied to a field of study.

Research Design

The researcher has used descriptive research design for the study.

Data Used

The primary data were used for the present study. The required data were collected from the respondents with the help of questionnaire

Sampling Method

The researcher has adopted purposive sampling method for the study.

Sample Size

The researcher has selected 80 respondents

Tool Used

Simple Percentage analysis has been used for the study

Age of the Respondents

S. No	Age	No. of Respondent	Percentage
1	20 to 25	10	12
2	25 to 30	20	25
3	30 to 35	30	38
4	Above 35	20	25
	Total	80	100

The above table showed that the age group of the respondents. Age is very important and unavoidable factor for primary data research work. Based on the researcher can analyse preference and satisfaction level of different age group of the people. Among the selected respondents, 38 percentage of the respondents belongs to the age category of 30-35. In both age group 25 to 30 and Above 35, 25 percentage of the respondents were in the analytical part of the study each. Only 12 percentage of the respondents belongs to the category of 20 to 25 age category.

Salary of the Respondents

S. No	Salary	No. of Respondent	Percentage
1	10000	20	25
2	10000-20000	30	37
3	20000-30000	15	19
4	Above Rs.30000	15	19
	Total	80	100

Monthly Income of the respondents is helps to the primary research to analyse the level of awareness and satisfaction level of consumers on the basis of Monthly Income. By the Monthly income the respondents can be classified into Low income, Middle class and High level

income group of the respondents. Most of the selected respondents belongs to the category of 10000-20000 after 10000 and below 19 percentage of the respondents belongs to the category of 20000 to 30000 and the same for above 30000.

Awareness of the Product

S. No	Attributes	No. of Respondent	Percentage
1	yes	80	80
2	No	0	0
	Total	80	100

The above table describes the level of awareness about the product. All the selected respondents were knew about the product. This indicates that the advertisement of the product, Competitiveness of the product, Availability of the product might be in satisfactory level. This might be the reason for all the respondents came to know about the product. This is the good sign of any product for marketing their product. It helps to the company to compete with other product and helps to increase the sales of the product.

Awareness of Brand

S. No	Attributes	No. of Respondent	Percentage
1	Jantha	20	25
2	gold	30	38
3	slim	10	12
4	lig	25	25
	Total	80	100

The above table describes the various brand of Amul milk products. Most of the respondents they knew very well about the gold branded milk. Lig and Jantha branded known by 25 percentage of the respondents each. Very few respondents only knew about slim branded milk. Milk powder is prepared from standardized fresh milk & having 26% minimum fat and meet BIS specification No.IS 1165. Milk powder is prepared by spray drying of standardized milk obtained from fresh milk and having white with greenish ting or light cream in colour. To reconstitute full cream milk powder into liquid milk one part of the powder is added to eight parts of

water. This might be the reason for this much of awareness about particular brand.

Variety of the product of the Company

S. No	Attributes	No. of Respondent	Percentage
1	Mast lassi	13	7
2	Curd	10	12
3	Milk	28	35
4	ice cream	10	13
5	Gee	7	8
6	Butter	12	15
	Total	80	100

The above table describes that the level of awareness regarding the various variety of the product of the Amul milk company. Not surprisingly most of the respondents has selected Milk. Milk is the primary and main product of the selected Company. After milk, Curd and Butter were selected by the respondents. In curd also, the company introduced different packing styles with the different quantity. Ice cream and Lassi took last placed with few percentage. Poor advertisement and lack of availability in all the stores might be the reason for the low level of awareness.

Most influencing factor to purchase Milk

S. No	Attributes	No. of Respondent	Percentage
1	Quality	12	15
2	wall painting	7	8
3	Fat content	10	13
4	price	28	35
5	Taste	10	12
6	Availability	13	17
	Total	80	100

The above table describes that the factor influencing to purchase the milk and milk related product. The reasonable price is very important for all type of brand. Then only the consumer will consider to buy any product. For milk product also, most of the respondents were agreed price was the most influencing factor while purchase milk and milk related product. The product availability at all the shops and at all the time is necessary one in this current scenario. The people they want their preferred products in their door steps now.

Availability was the second most influencing factor after the price. Quality, Fat content also considerable influencing factor to purchase any product.

Sources of Advertisement

S. No	Attributes	No. of Respondent	Percentage
1	Dealers	20	25
2	Wall painting	30	38
3	TV advertisement	20	25
4	Banner	10	12
	Total	80	100

The table above clearly exhibits about the sources of information got by the respondents. Any company should have enough amount of sources to intimate their product to the consumers. Wall painting at all the local shops was the first and primary reason for purchase the product. Even though TV advertisement in local channels and Dealers were also the sources for 25 percentage of the selected respondents. Very few respondents were got knowledge about the product through banner.

Reason for Repetitive purchase of the product

S. No	Attributes	No. of Respondent	Percentage
1	Quality	20	25
2	Fat content	10	12
3	Price	30	38
4	Taste	20	25
5	Availability	0	0
	Total	80	100

In the above table, the researcher has mentioned some influencing reason for purchase the Amul milk products. Most of the respondents have agreed price is the most influencing factor to purchase the product. The price of the Amul milk products are reasonable and comparatively low with other product. This was the reason for this result. After price, Quality and Taste become the most influencing factor of the consumers of the product. Very few respondents were agreed fat content factor for repetitive purchase of the product. No respondents among the selected respondents were selected availability of the product.

Reason for Not Frequent Purchasing

S. No	Attributes	No. of Respondent	Percentage
1	Not quality	20	25
2	High Fat content	30	38
3	Price	10	12
4	Taste Non-Availability	20	25
	Total	80	100

The above table was presented in this chapter to know the reasons for not purchasing the Amul milk product. Most of the respondents were agreed High fat content was the reason. Nowadays all types of types of consumer not preferring fat content products because of health issues. Taste and quality was the second reason for not purchasing the product. The quality of the product is that being made is very important to a company whatever they making. Taste and smell are crucial to our health. So both factors was lacking in the kwaility milk food products while comparing with other food products in the market.

Location of Purchasing the Product

S. No	Attributes	No. of Respondent	Percentage
1	Milk parlours	10	12
2	grocery stores	20	25
3	Bakery	30	38
4	Other	20	25
	Total	80	100

Most of the respondents were got the product from the bakery. Some respondents were purchased product from grocery stores. Notable respondents were purchased milk product from other source. Other source means mainly door delivery of the product. Very few respondents were got milk products from Milk parlours. The company might have minimum number of parlours only in the city.

Brand Ambassador Influence

S. No	Attributes	No. of Respondent	Percentage
1	Yes	48	60
2	No	32	40
	Total	80	100

The above table shows that whether brand ambassador was most influencing factor to purchase the product or not. A Brand ambassador is a person who is hired by an organization or company to represent a brand in a positive light and by doing so they help to increase brand awareness and sales. The brand ambassador is meant to embody the corporate identity in appearance, demeanor, values and ethics. More than half of the respondents were influenced by the brand ambassador of the product.

Willing to Move for Other Product

S. No	Attributes	No. of Respondent	Percentage
1	No	58	73
2	Yes	22	27
	Total	80	100

The above table represents that the willingness of the consumer to move to someother product or not. Most of the selected respondents, said no for the product. The

reasonable price, variety, taste of the product, quality of the product are the reason for consumer decision. Some of the respondents went with yes. Those people may not be satisfied with the some variables of the product.

Conclusion

From the above study it can be concluded that the awareness of the Amul milk products among the selected respondent is at satisfactory level. Even though some negative responses were obtained from the study. The company should take necessary steps to remove the negative aspects of the product. The company may improve their advertisement strategy, should get more dealers, make the availability of the product at all the shops at all the time. Milk and related products are the basis necessary for all kind of people. The company should provide the products with high quality and with reasonable price.