



Research Report

ON

STUDY OF CUSTOMER SATISFACTION TOWARDS AMUL

DAIRY PRODUCTS IN NOIDA

Submitted for partial fulfilment of the requirements for the  
award of

Degree

Submitted by:

Ripul Singhal

Submitted To:

Prof. Nitin Huria

Admission no: 17GSFC101077

## ACKNOWLEDGEMENTS

In the first place, I thank Galgotia's University, Gr.Noida for giving me an opportunity to work on this project.

I would also like to thank Dr.NitinHuria for having given me his valuable guidance for the project. Without his help it would have been impossible for me to complete the project.

I would be failing in my duty if I do not acknowledge with a deep sense of gratitude the sacrifices made by my parents and thus have helped me in completing the project work successdully.

Place: Gr. Noida

Signature of student: Ripul

## CERTIFICATE

This is to certify that the dissertation entitled 'CUSTOMER SATISFACTION TOWARDS AMUL DAIRY PRODUCTS' is the bona fide research work carried out by:

Mr. RipulSinghal student of B.com(Hons) at Galgotia's University, in partial fulfilment of the requirements for the award of the Degree of B.com(Hons) and that the dissertation has not formed the basis for the award previously of my Degree, diploma, associate ship, fellowship or any other similar tittle.

Galgotia's University

Gr. Noida

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## COMPANY PROFILE

### GCMMF: An Overview

Gujarat Cooperative Milk Marketing Federation (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.

**AMUL** means “priceless” in Sanskrit. The brand name “Amul” from the Sanskrit “Amoolya” was suggested by a quality control expert in Anand. Variants, all meaning “priceless” , are found in several Indian languages. Amul products have been in use in millions of homes since 1946. Amul Milk Powder, Amul Ghee, Amul Spray, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya have made Amul a leading food brand in India. Today Amul is a symbol of many things. Of 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 farmer’s organization. And of a proven model for dairy development.

Gujarat Cooperative Milk Marketing Federation (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

**MEMBERS: 33 district cooperative milk producers Unions**

**No. of Producer Members: 3.5 millions**

**No. of Village Societies: 17000 thousand**

**Total Milk handling capacity: 11.22 millionslitres per day**

**Milk collection (Daily Average 2017-18): 18 millionslitres**

**Milk Drying Capacity: 510 metric Tons per day**

**Cattle feed manufacturing Capacity: 1450 Mts per day**

SALES TURNOVER  
YEARS

in crores

2008-2009	8000
2009-2010	8005
2010-2011	9774
2011-2012	13750
2012-2013	18150
2013-2014	19100
2014-2015	20733
2015-2016	23000
2016-2017	27085
2017-2018	29222



**AMUL KOOL:**

**Quality Standards**

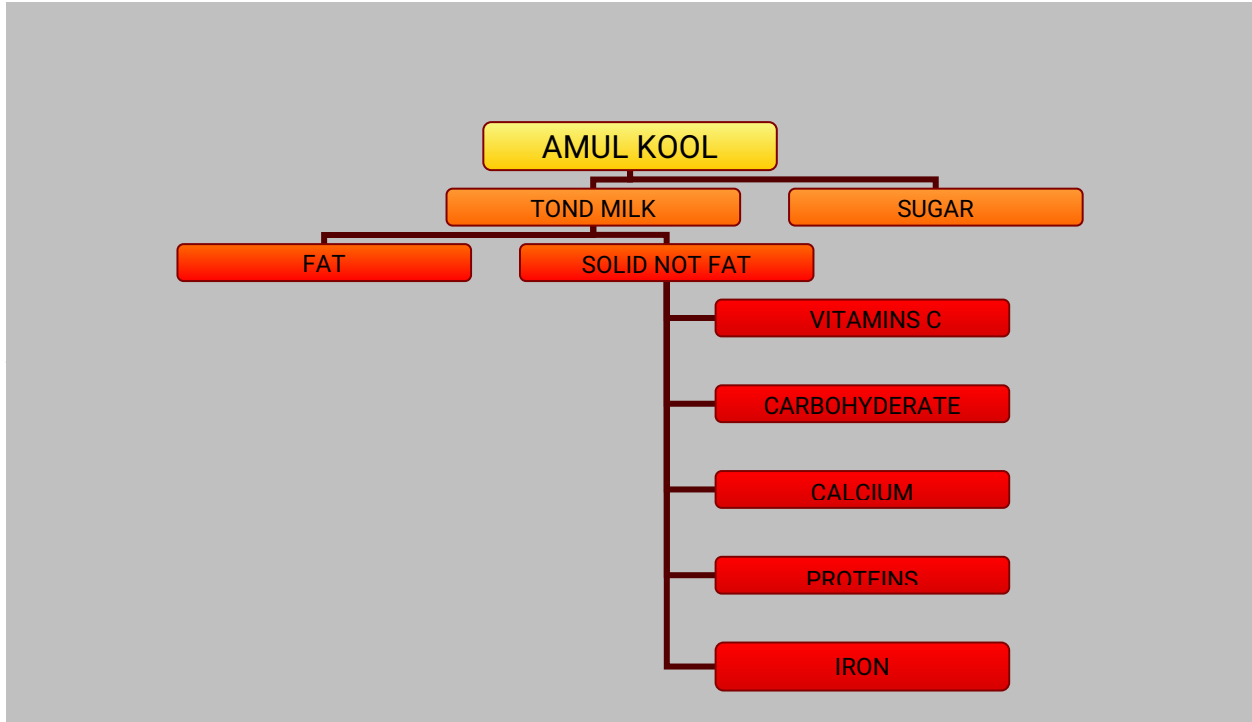
- Consistent quality and ample quantity throughout the year even during festive and lean session.

## **INDUSTRY STANDING**

- Market's popular brands Amul and Sager.
- No.1 market share holder in India for Butter.
- Presently marketing pouch liquid milk in five states namely, Gujarat, Maharashtra, Chattisgarh, Rajasthan, Delhi and Madhya Pradesh\_\_\_\_\_

# AMUL KOOL BUSINESS DETAILS

WHAT IS AMUL KOOL?



## DIFFERENCE BETWEEN AMUL KOOL AND GAGAN

Constituents	AMUL KOOL	GAGAN
ENERGY	184 Cal.	180 Cal.
COLOUR & FLAVOR	NATURAL IDENTICAL FLAVOR	SYNTHETIC FOOD COLOURS & ADDED FLAVOURS
MILK USED	TOND MILK	DOUBLE TOND MILK



### TYPES OF MILK USED:

TYPE OF MILK	FAT %	SNF %
DOUBLE TOND MILK	1.5	9.0
TOND MILK	3.0	8.5

### AMUL IN DELHI:

. The milk will be packed at Quality Dairy in Ballabgarh, leased out to Amul for this purpose. Amul will use the same distribution network as butter and cheese to retail Amul Milk in Delhi..

## **COMPETITORS OF AMUL:**

MADHUSUDAN

MOTHER DAIRY

PARAS

### **MOTHER DAIRY**

Type of Milk	Milk Fat	SNF
Double Toned	1.0%	9.0%
Full Cream	0.5%	8.7%
Skimmed	6%	9%

## **PRODUCT PROFILE**

### **List of Product:**

- Amul Processed Cheese Spread
- Amul Pizza Mozzarella Cheese
- AmulEmmental Cheese

### **UHT Milk Range:**

- AmulTaaza Double Toned Milk

### **Fresh Milk:**

AmulTaaza Standardized Milk

S



## OTHER PRODUCTS OF AMUL



**Amul Butter**

Utterly Butterly Delicious



**Amul Cheese Spreads**

100% Vegetarian Cheese with a



sweet dry flavors.

**Amul Lite**

The low at fat bread spread

**Gouda Cheese.**



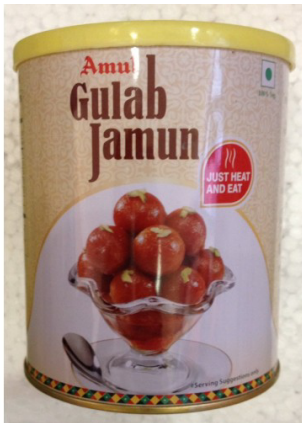
Amul pure ghee



Has typical rich aroma.



Top Sweetend corn recepies.



Amul Gulab Jamnus



Amul cooking butter.



Amul Gold Milk



Amul Taaza Milk



Amul Fresh and Tasty Cream



Amul Masti Buttermilk, an Ultimate

Drink for anytime.



### AMUL KOOL

The Best Flavoured Milk in the Town.



### Amul Ice creams

Cheapest and the Best Ice cream.



### Amul Chocolates

Dark Rich Chocolates with the Best Taste

## INTRODUCTION

Amul is basically operated from Anand and it's on co-operative basis. Amul produces large variety of product range starting from Milk, MistiDahi, Mozzarella, Cheese and Ready to eat pizza as well as Ice creams and chocolates. Amul has been the market leader in butter for last 55 years. No such competitor stands before Amul butter.

Therefore Amul decided to enter into Ice cream field in 2002. After a long research in this field, an output obtained was positive. Though of the tough competitors like Mother Dairy, HLL, Britannia, Cadbury and many more. Amul was ready to face them. Amul was very successful and got a positive response from the market in 2002. It was because of its brand image, product range and test which were given to the retailers.

The main competitors in Sahibabad and Ghaziabad were Mother Dairy, Paras and Parag milk. Mother dairy was very strong due to its facilities as well as it has made a room in customers mind. Whereas Amul had also provided a deep freezer on security on preference of the retailer. A paras was the second major competitor due to its huge investments of money on sales promotion as well as Paras provides a large variety of product range and attractive packaging.

Amul had a very good advantage of its good brand image. It has captured a very good market in Ghaziabad and Sahibabad area. Amul has a start to end range of every product. Consumers are very much attracted towards Amul's quality, which was highest among all competitors.

The basic strength of the Indian economy is agriculture on which seventy percent of the population depends for their livelihood. And a part of it is the Indian dairy industry



## LITERATURE REVIEW.

50 years after it was first launched, Amul's sale figures have jumped from 1000 tones a year in 1966 to over 80,000tones a year in 2018. No other brand comes even close to it. All because a thumb-sized girl climbed on to the hoardings and put a spell on the masses.

**Bombay:** Summer of 1967. A **Charni** Road flat. Mrs. Sheela Mane, a 28-year-old housewife is out in the balcony drying clothes. From her second floor flat she can see her neighbours on the road. There are other people too. The crowd seems to be growing larger by the minute. Unable to curb her curiosity Sheela Mane hurries down to see what all the commotion is about. She expects the worst but can see no signs of an accident. It is her four-year-old who draws her attention to the hoarding that has come up overnight. "It was the first Amul hoarding that was put up in Mumbai," recalls Sheela Mane. "People loved it. I remember it was our favorite topic of discussion for the next one week! Everywhere we went somehow or the other the campaign always seemed to crop up in our conversation."

For 35 odd years the Utterly Butterly girl has managed to keep her fan following intact. So much so that the ads are now ready to enter the Guinness Book of World Records for being the longest running campaign ever.

## **OBJECTIVES**

- To study the consumer preferences about Amul products in Noida.
- To find out the competitive edge of the Amul company over other dairy competitors in Noida.
- To study distribution channel of Amul.
- To find out the factors responsible for increase in number of outlets of Amul dairy products.
- Packaged milk market in NOIDA against loose milk.

## **RESEARCH METHODOLOGY**

In the research methodology it is clearly state the problem statement, which is stating the management dilemma, its background, itsconsequencies and resulting management question.

Past and presently every organization focus on the customers feedback , because customers feedback is most important and easy way to increase business. After getting feedback we know what the problem of our customers. On that basis we try to solve their problems ans increase business.

### **A. Secondary data:**

Questionnaire/ Interviews

### **B. Primary data:**

Collection of primary data was conducted by visiting the people personally for the preparation of the report.

### **METHOD**

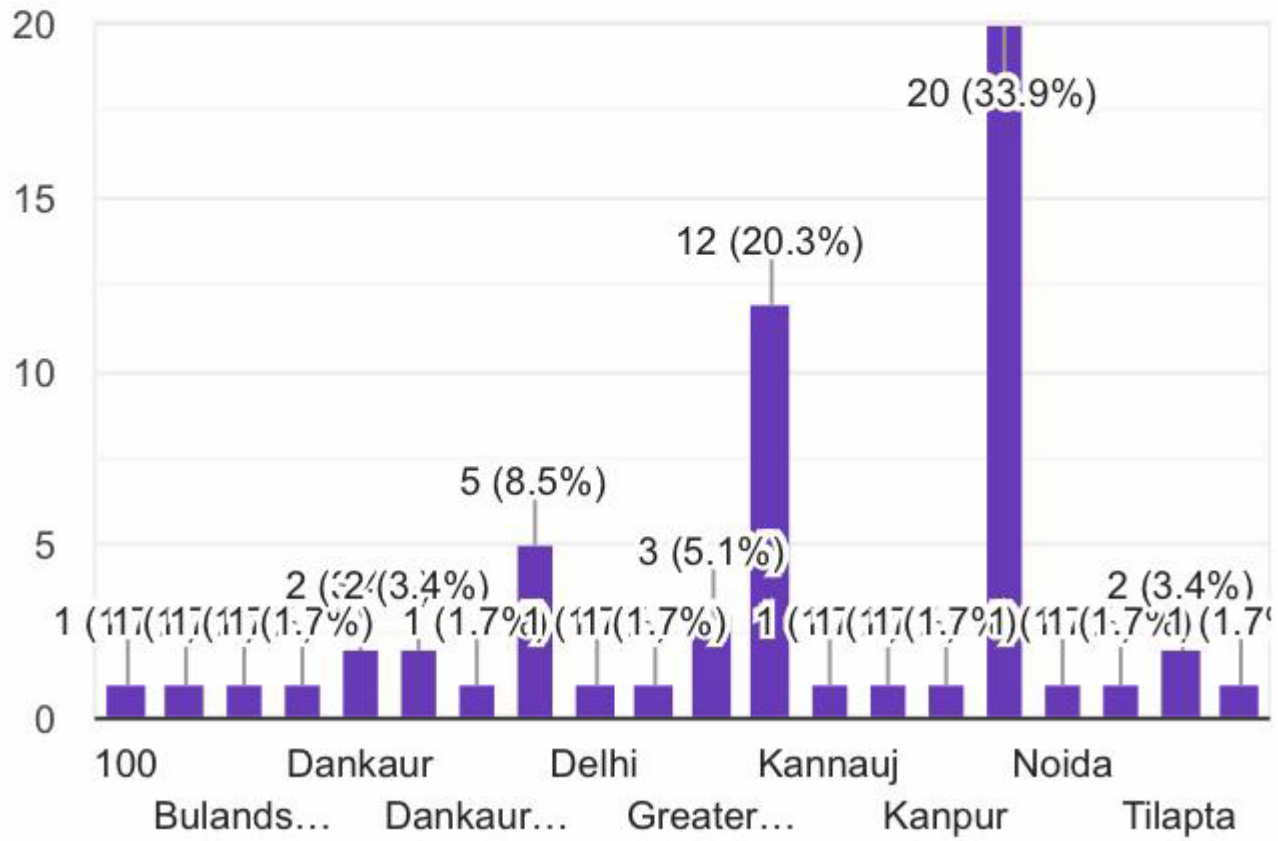
To achieve the objective we make by use of filed research method.

Filed research methods:

- Mass observation through questionnaire.
- Personal interview

# Place

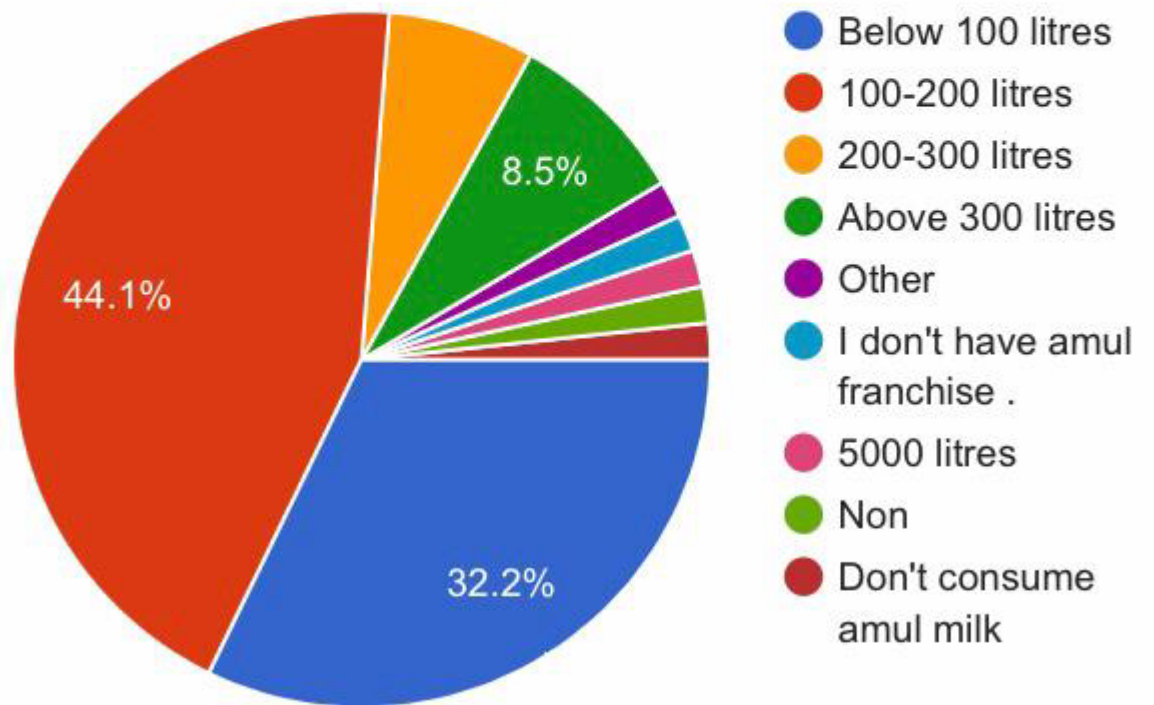
59 responses



# How much litres Amul Milk You sell Daily?



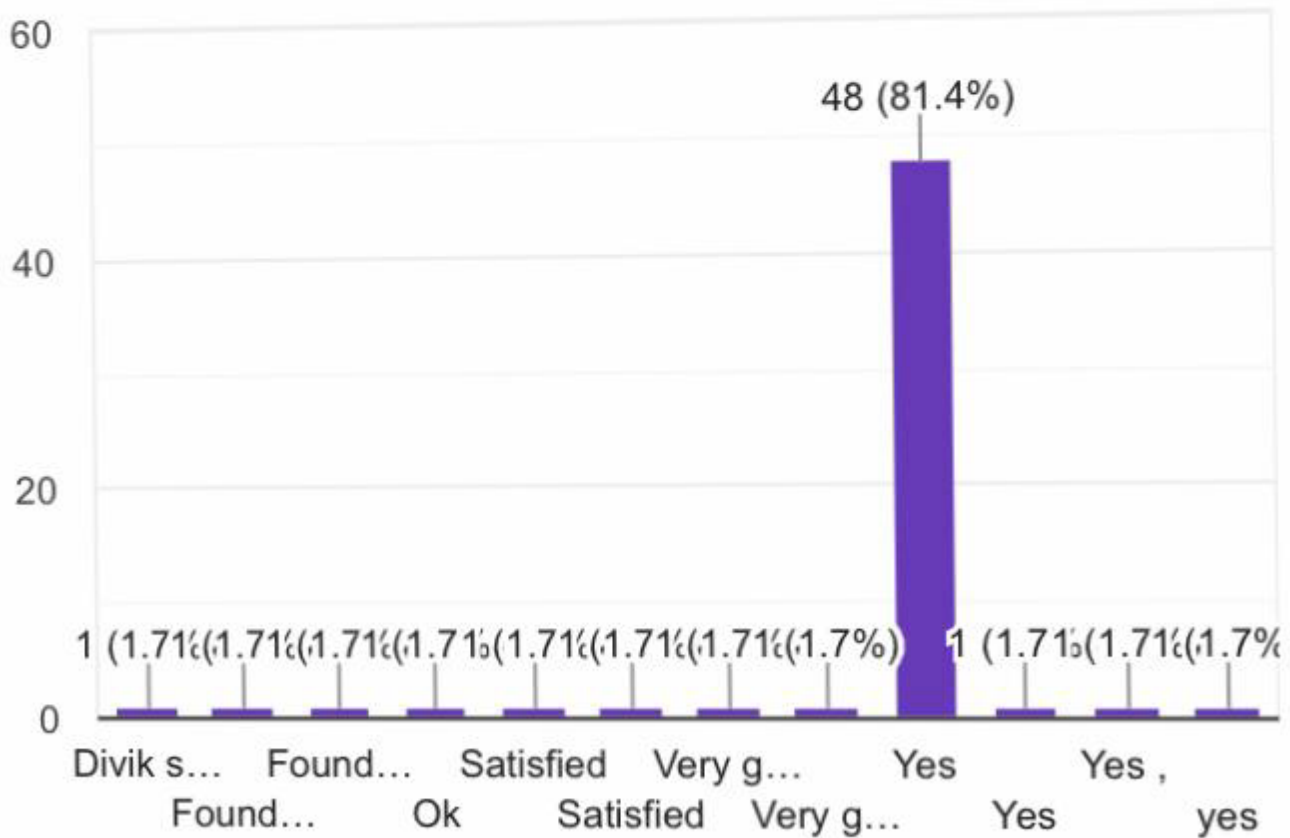
59 responses



# Are your customers satisfied with the quality of Amul products?



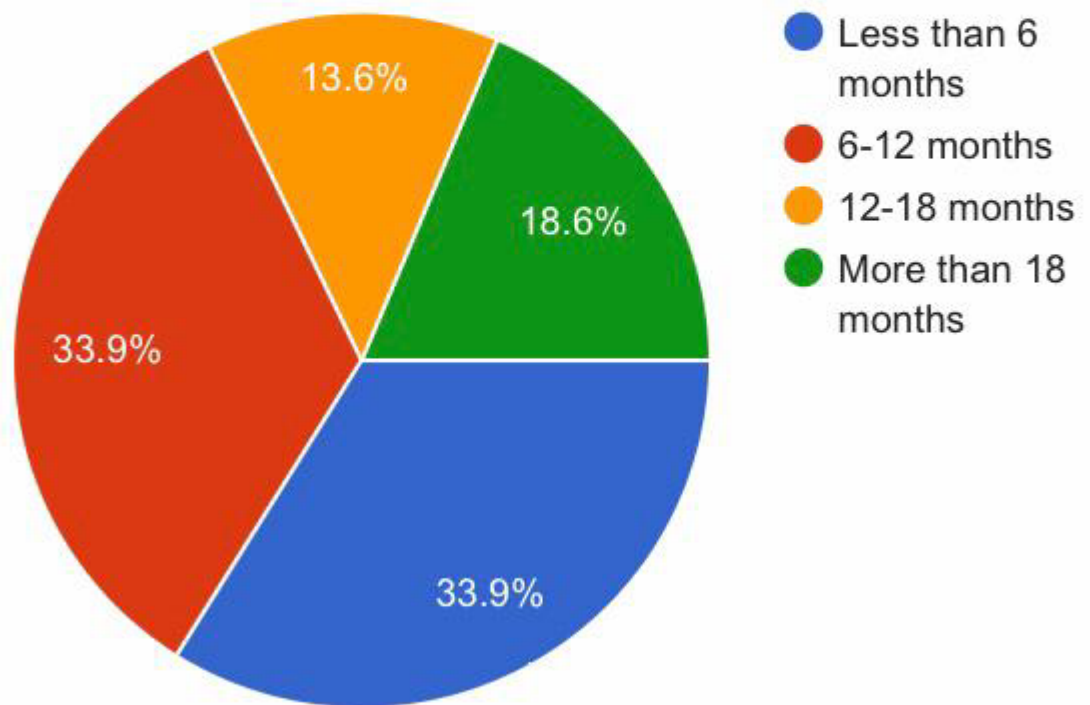
59 responses



# How long you are keeping Amul products?



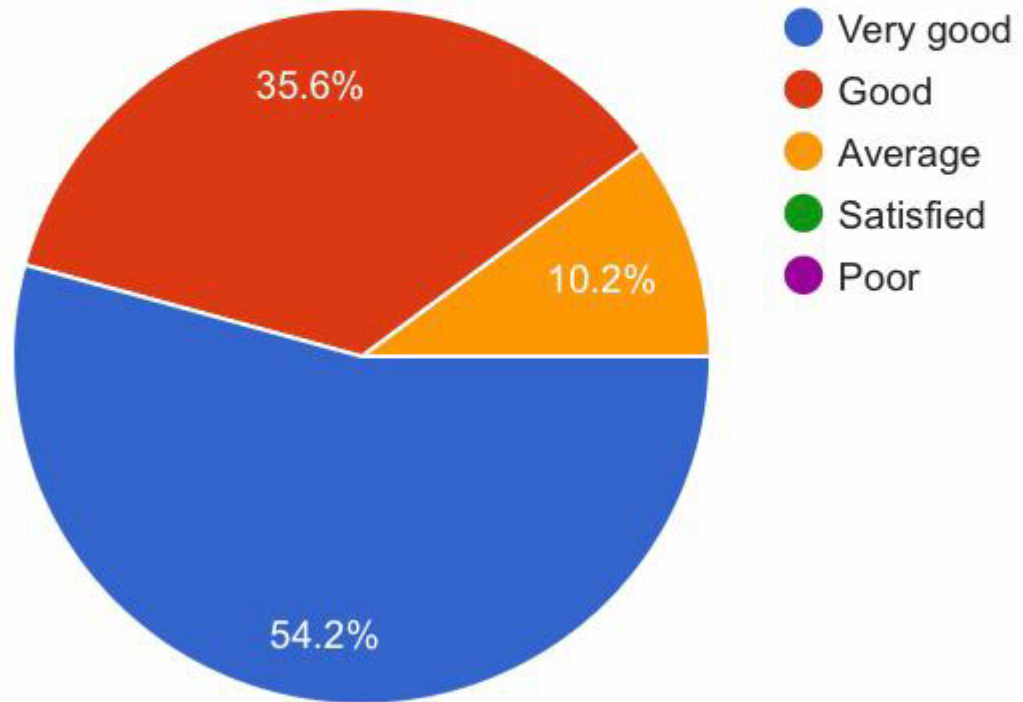
59 responses



# All over rating of Amul products



59 responses

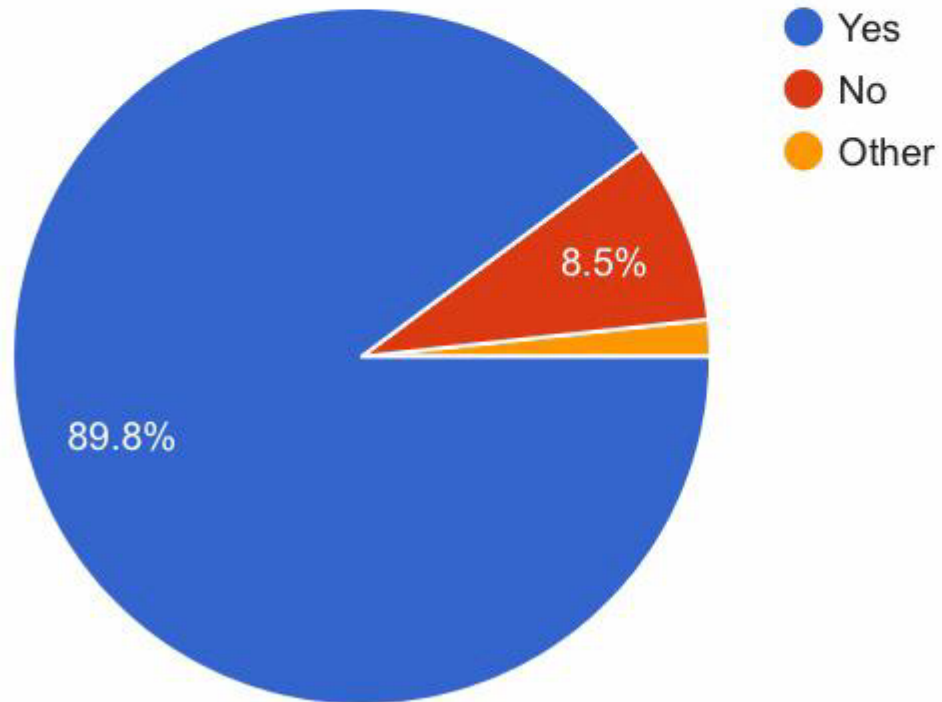




Whether the consumers perceive the price regarding Amul products is justified by its quality?



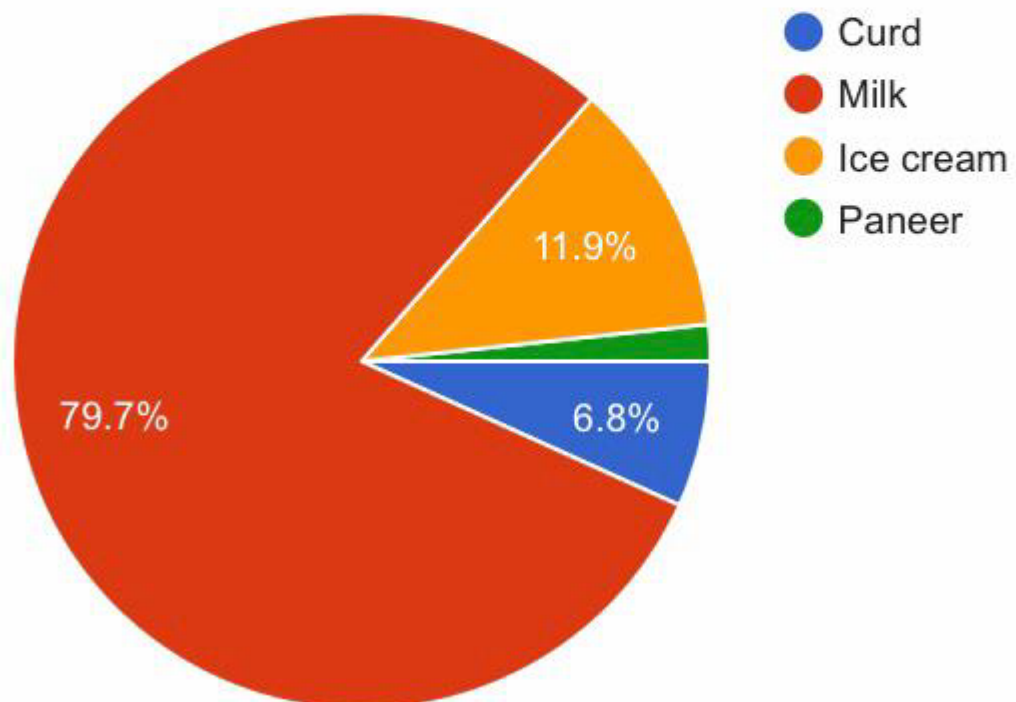
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## Which Amul products consume by customers more?



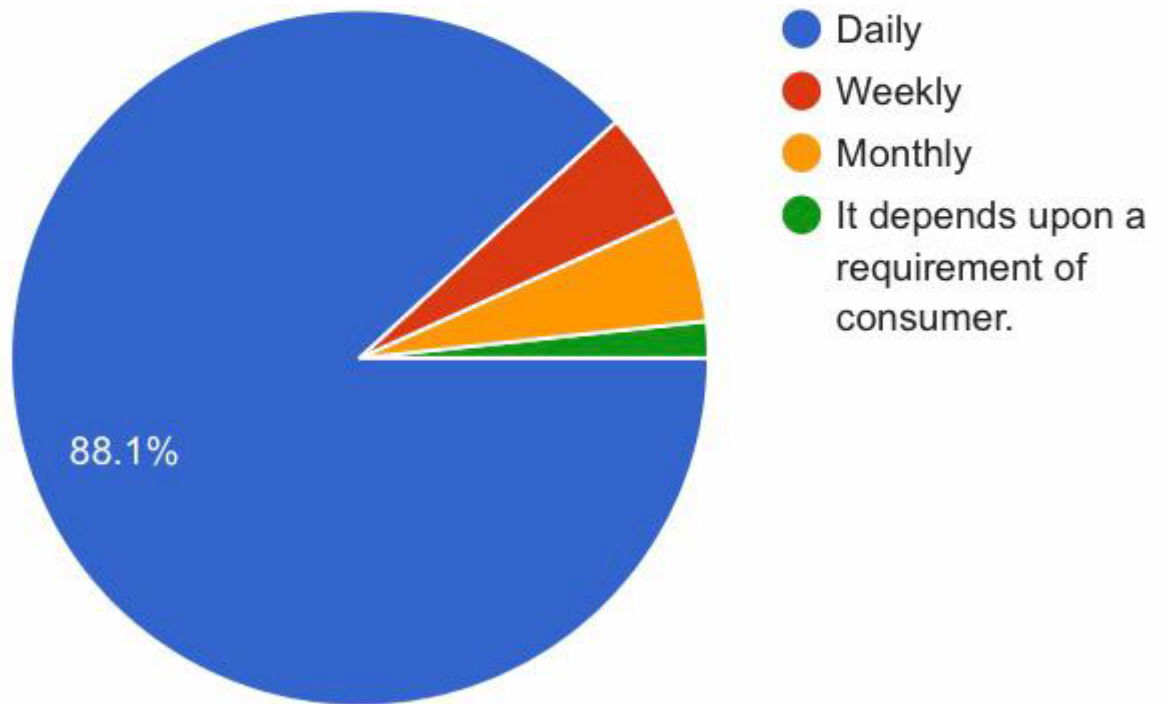
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# The Amul products used by the customers?



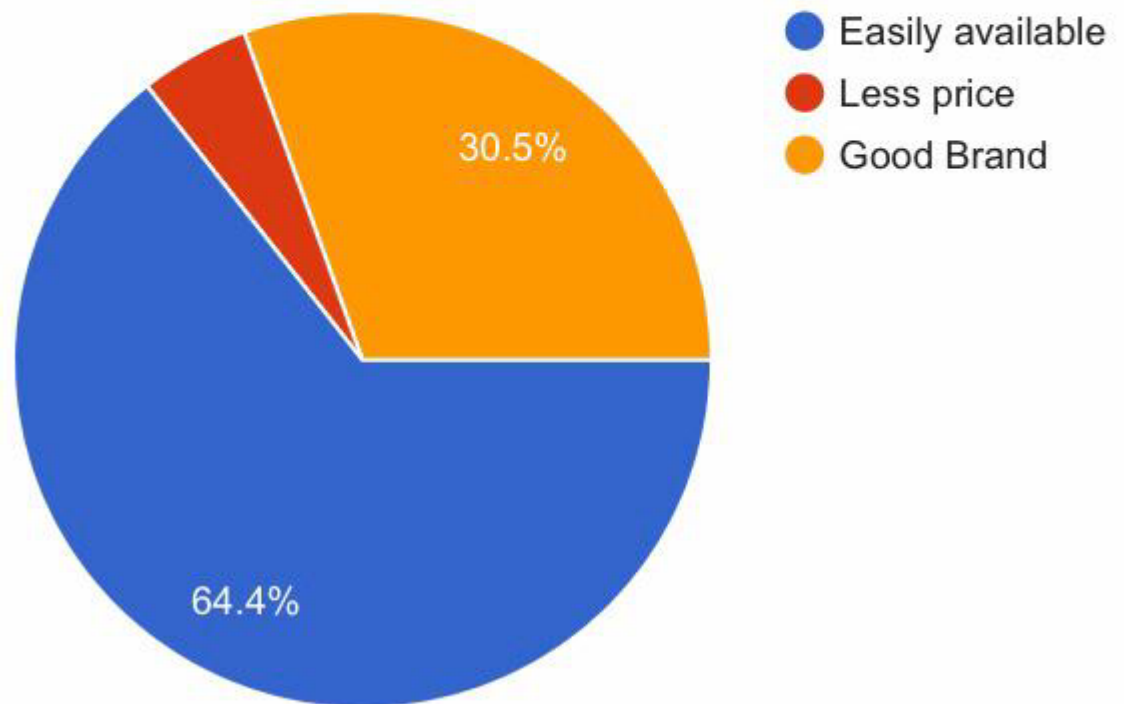
59 responses



## Why customers purchase Amul products?



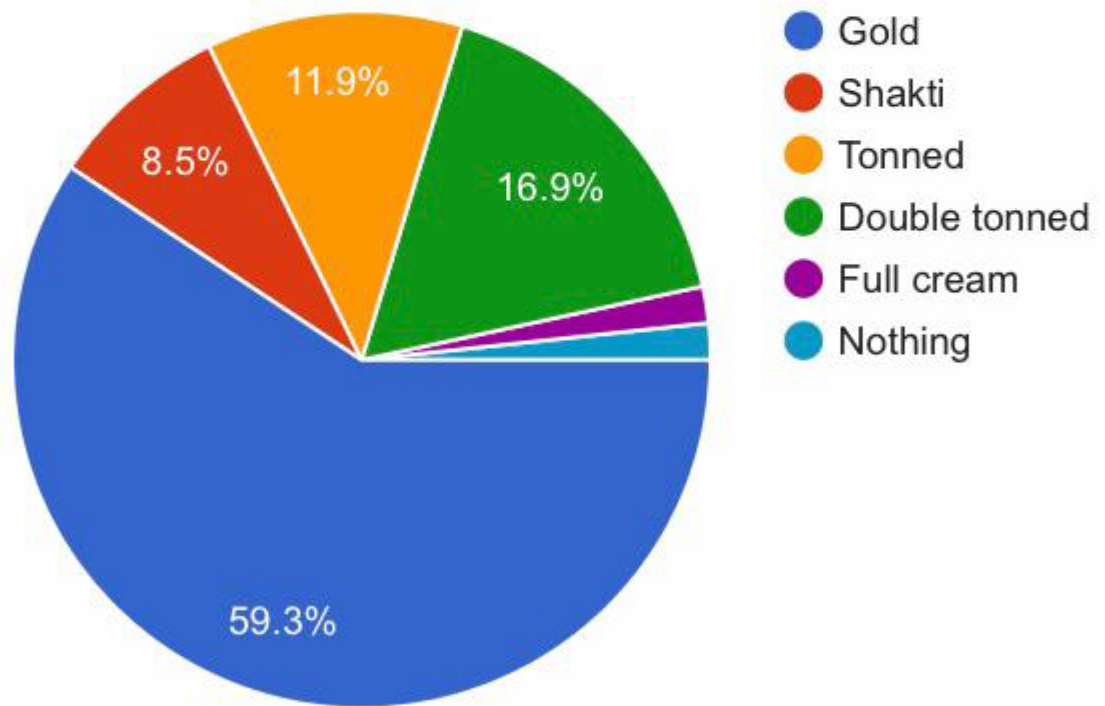
59 responses



# Which Amul Milk is more popular among the customers?



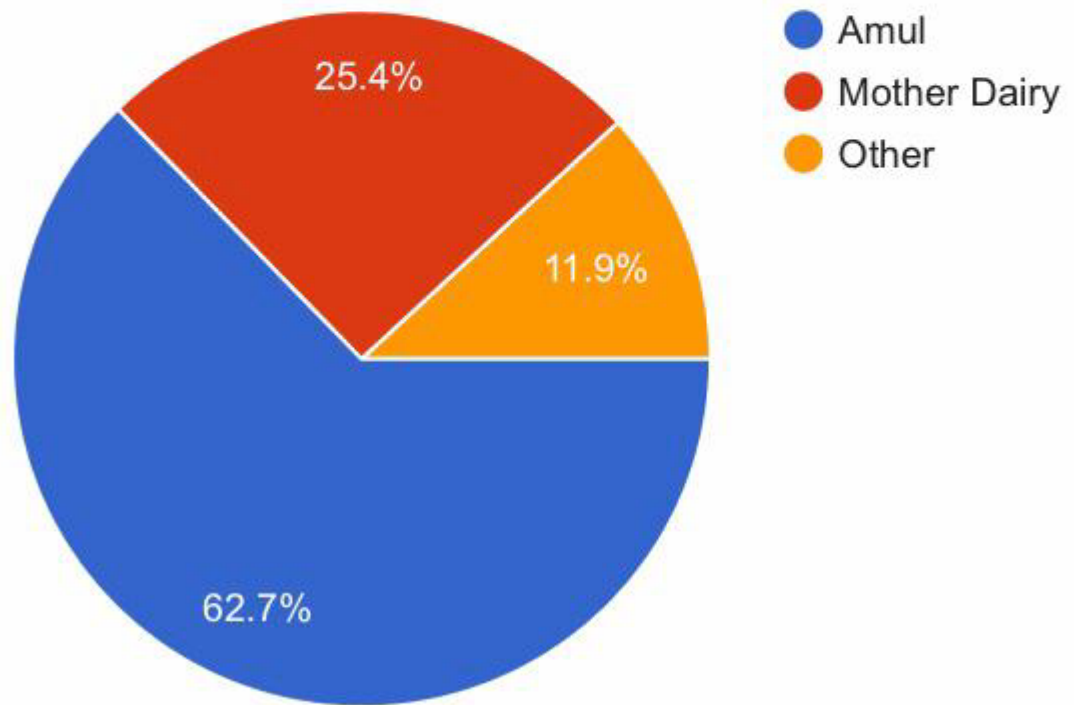
59 responses



## Which other brands do you have?



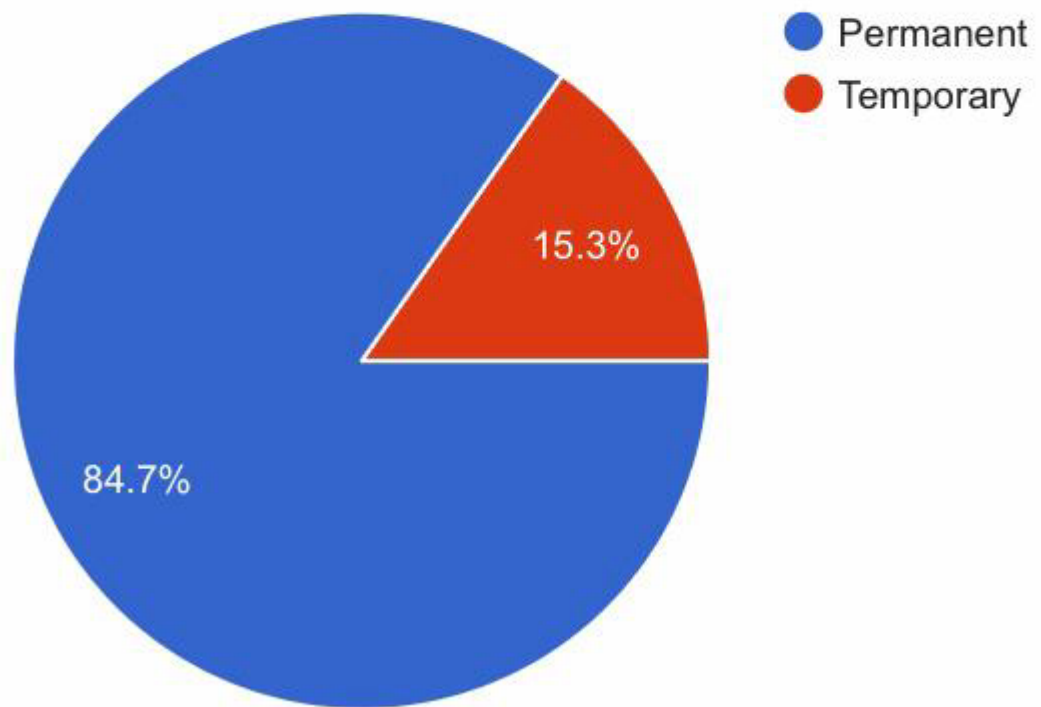
59 responses



# Which type of Amul customers do you have?



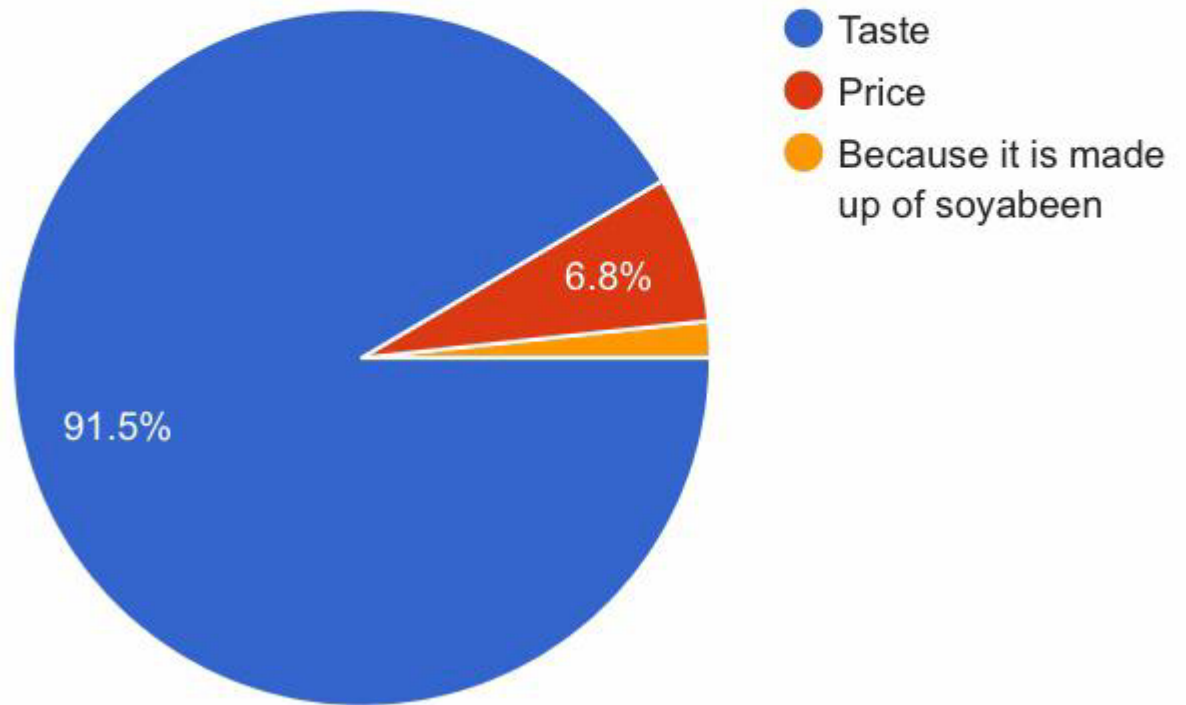
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# Why people's prefer that particular Milk? Because of it's-



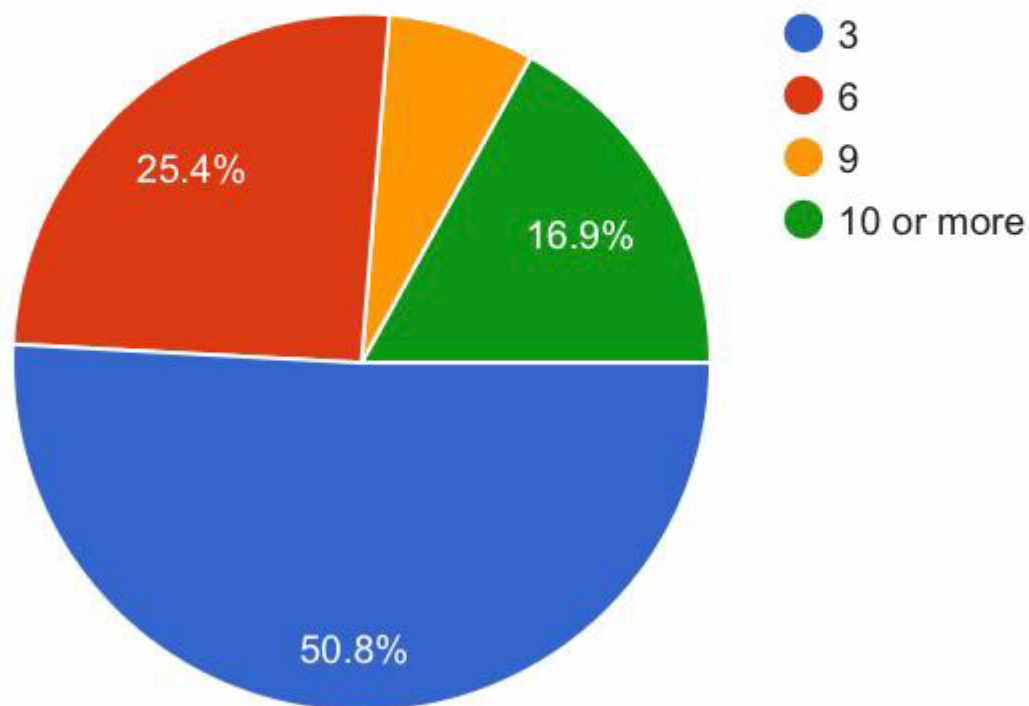
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## Numbers of Amul brands you have?

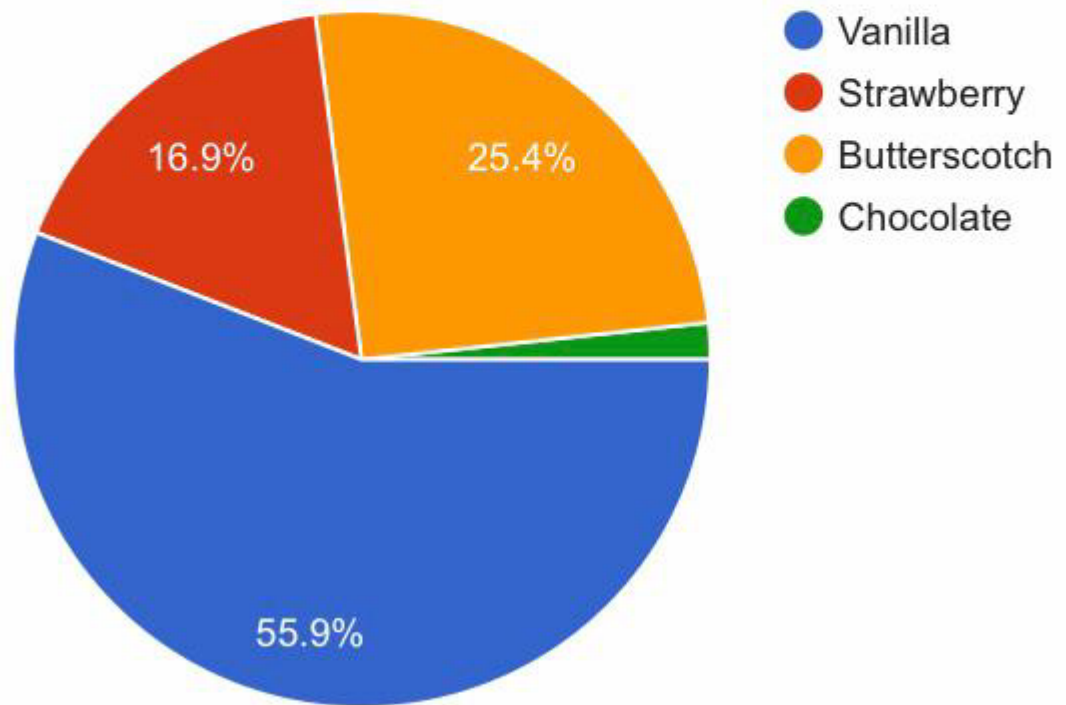
59 responses



# Which flavour of Amul ice cream is sold by you most??



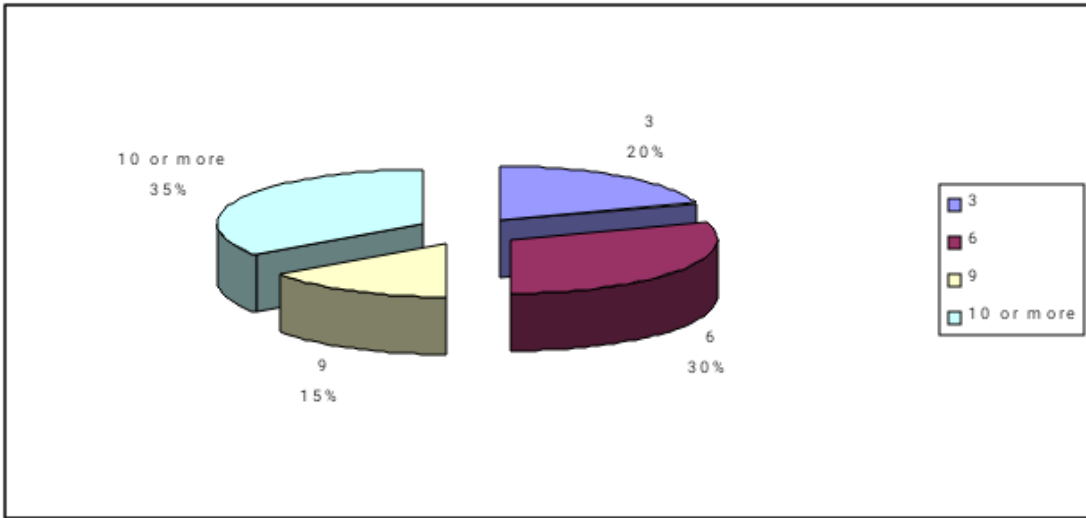
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# ANALYSIS

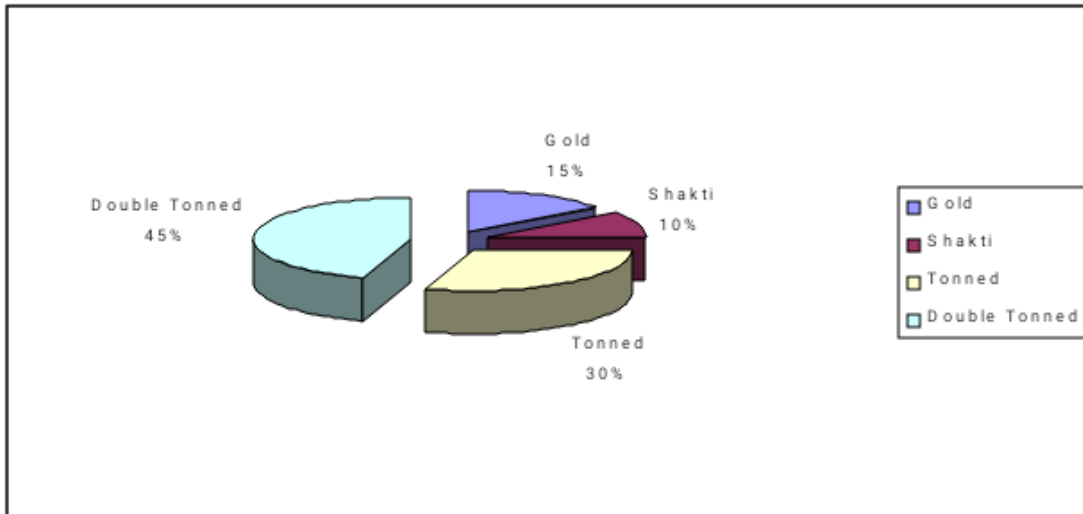
## 1. Numbers of brands of Amul you have

- 3
- 6
- 9
- 10 or more



2. Which Amul milk is most popular among the customers?

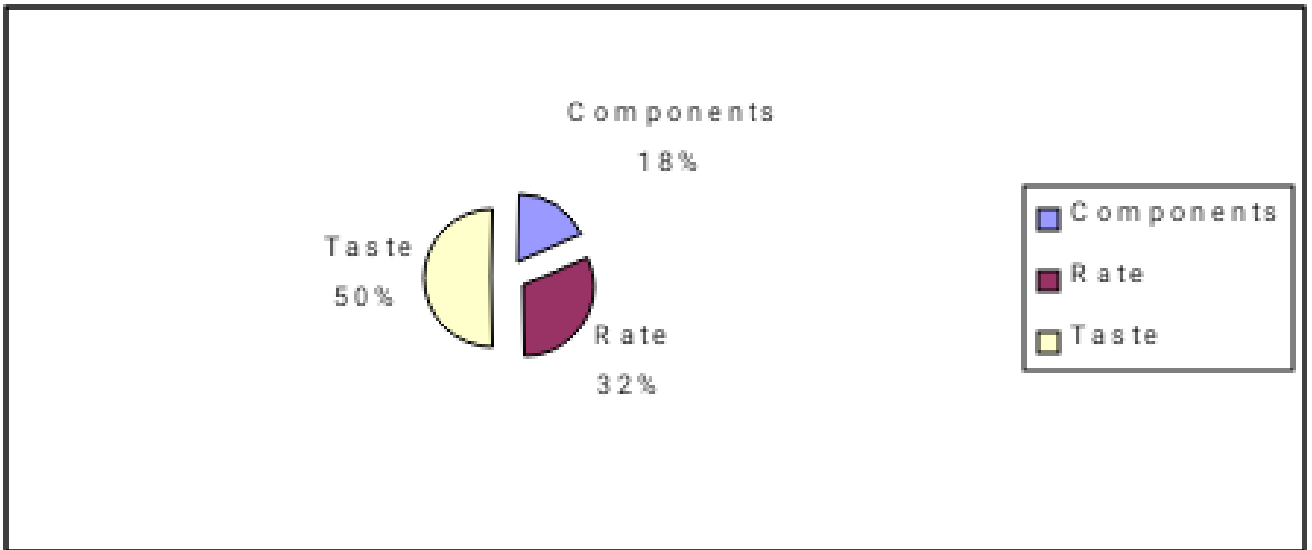
- Gold
- Shakti
- Toned
- Double Toned



3. Why people prefer that particular milk?

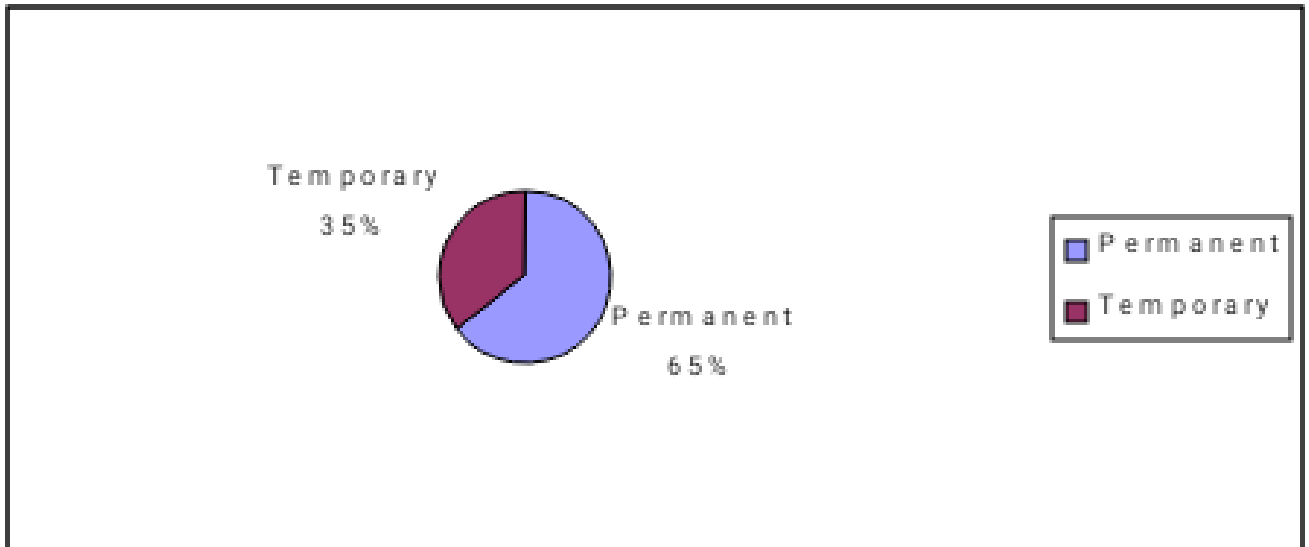
Because of its---

- Components
- Rate
- Taste



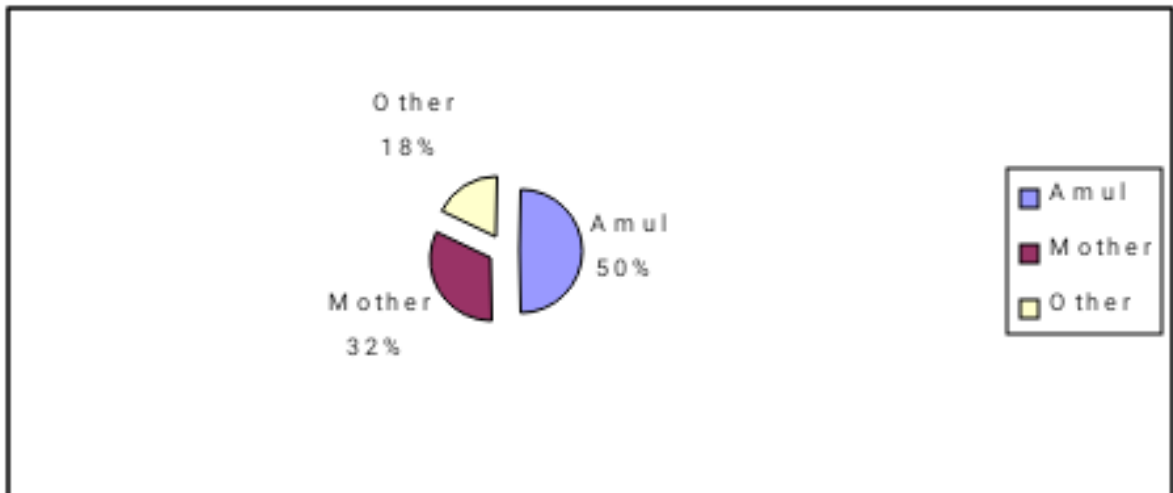
4. Which type of Amul customers do you have?

- Permanent
- Temporary



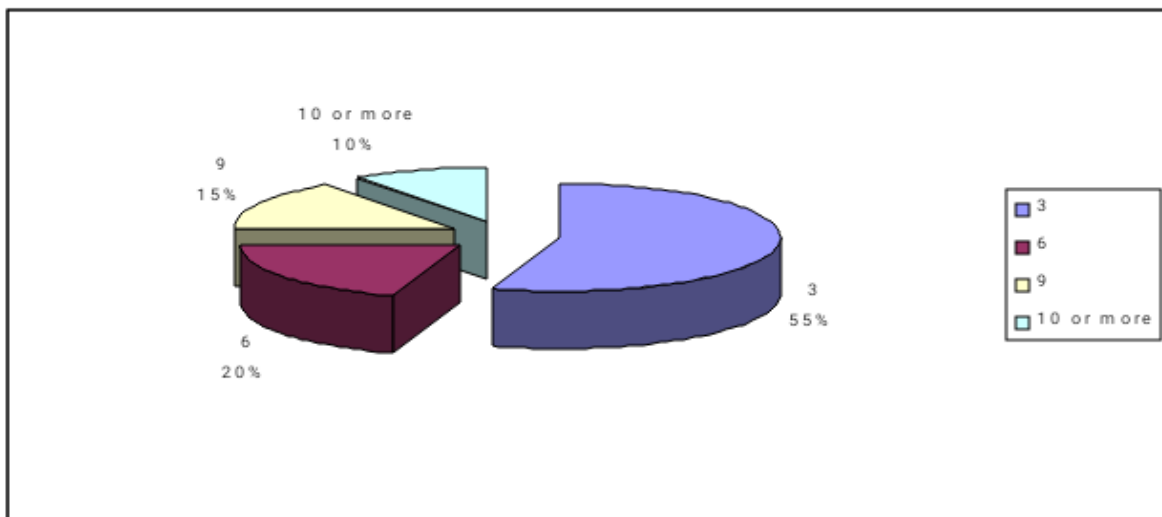
5. Which other brands do you have?

- Amul
- Mother Dairy
- Other



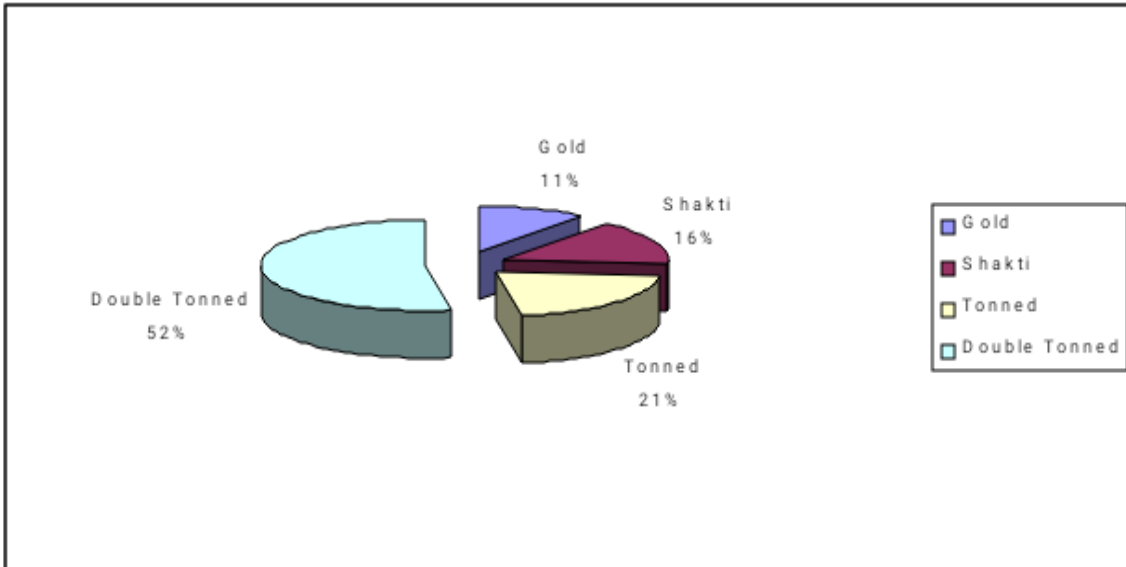
6. Numbers of brands of Amul you have

- i. 3
- ii. 6
- iii. 9
- iv. 10 or more



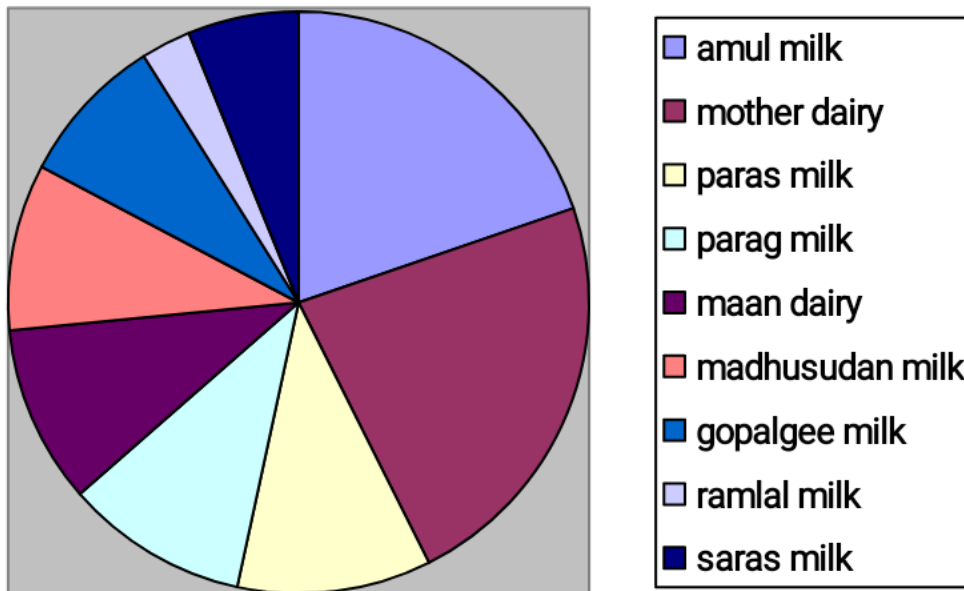
7. Which Amul milk is most popular among the customers?

- a. Gold
- b. Shakti
- c. Toned
- d. Double Toned



**PIE CHART**

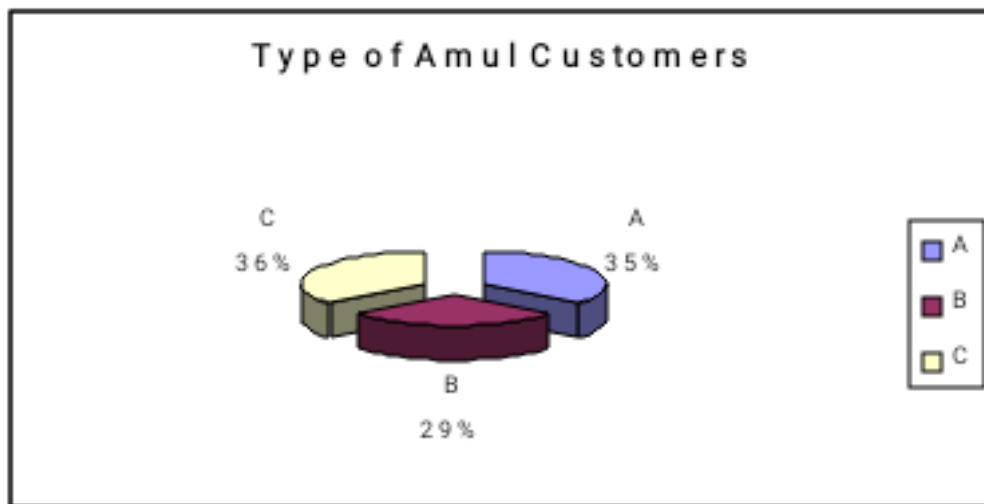
The above pie chart showing the market share of different milk brands in my area. In which it is clear that highest among other milk brands. Followed by Amul, Paras, and Parag and so on.





8. Which types of Amul customers do you have?

A. Permanent	:	25
B. Temporary	:	20
C. Both	:	25



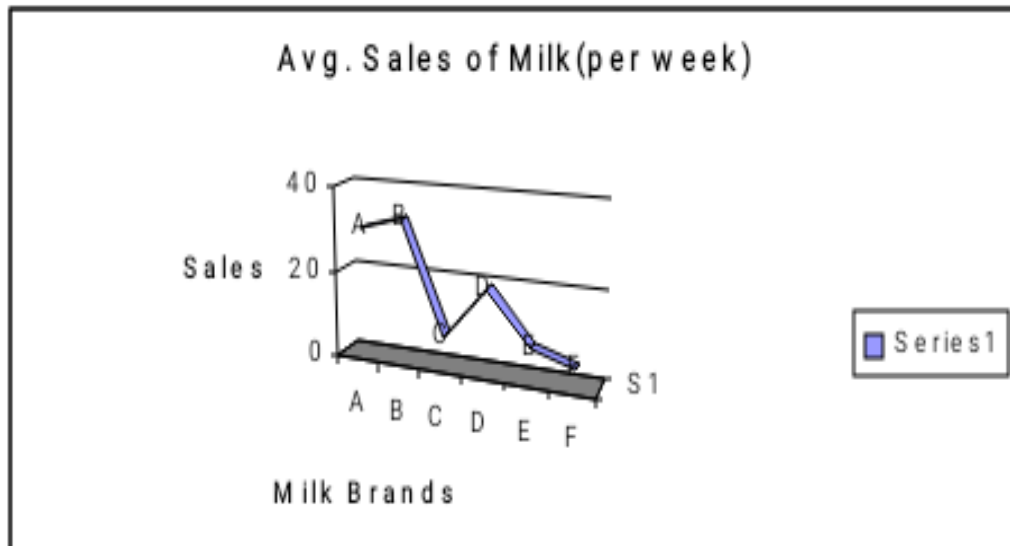
There are three main types of Amul customers including Permanent, Temporary and Both.

So result comes that 35% of the total populations is permanent.29% is the temporary and 36% is the mixture of both types of the customers.

So it can be concluded that a mix variant of the Permanent and temporary is more involved than a permanent or temporary types of customers.

### 9. Avg. Sales of Milk (per week)

Milk Brands	:	Sales (In %)
A. Amul	:	30%
B. Mother Dairy	:	33%
C. Parag	:	7%
D. Paras	:	19%
E. Ramlal	:	7%
F. Others	:	4%



Above graph that Mother Dairy is the Mother in the milk market but as far as Amul is concerned Amul is growing very hazardly leaving all other brands like Parag, Ramlal and other local brands and giving Amul a very healthy competition by boosting its sales 30% of the total sales and is far away from Mother Dairy by only by 3% and expected to cover that distance very soon.

## **FINDINGS**

- a. Generally, I found the most customers use dairy products for self use only.
- b. Customers are satisfied as they get the product within the expected time and in desired quantity.
- c. Customers are satisfied with the weight as well as quantity of dairy products.
- d. Mainly customers are facing problem with the packaging of the products from my survey. I found that out of 50 nearly 5 customers were complaining about the packaging of the product.
- e. Mainly customers are satisfied with the quality of the products from my survey nearby 25% customers complaining about bad quality of products and especially for the Milk.

## CONCLUSION

- The above research it can be concluded that amul is a biggest brand in ice-cream in 2012-13 due to its marketing strategies in urban sectors.
- It is a privilege to dealers to keep amul ice – cream in their outlets.
- **The punch line- the taste of India has created a great impression to the consumer in rural and urban sector as well.**
- It has created a revolution in the production of milk in India.

Although amul is a renowned name in urban areas yet it is not that much familiar among the rural customers.

## **RECOMMENDATIONS**

Amul as a brand has very “Brand Equity” and is a common name in India’s every household. Through its vast product range and variety, it has created a strong presence in dairy segment. Although it is monopoly in butter segment but in chocolate field it needs a lot of measures to take to ensure the high performance.

### **1: Separate Butter Division**

There is strong competitor like Parag in the market so Amul should also have separate division for butter. They should watch their competitors properly and adopt strategies accordingly.

### **2: Small Wholesale Division in Interior Region**

A small wholesale division should be established in interior region where sales are low and regular visit bears high transportation cost. In such area either retailers purchase from other area or don’t keep butter to sell.

### **3: Market Survey at Regular Interval by Representatives**

Company’s representatives must survey the market themselves at regular interval.

### **4: Provision of Target Even To Salesman**

In order to increase the sale, salesman should also be given target to achieve and paid them as quick as possible in form of cash not cheque.

### **5: Provision of Fridge at Easy Installment**

There are many outlets where sales are high but they don’t have fridge.

### **6: Develop New Market**

Amul should develop new market for butter like local general store, and confectionary

### **7: Customer Care Division**

A customer care division should be there to tackle the wholesalers as well as retailers problems.

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- [www.motherdairy.com](http://www.motherdairy.com)
- [www.economictimes.com](http://www.economictimes.com)
- [www.sify.com/finance](http://www.sify.com/finance)
- [www.business-standard.com](http://www.business-standard.com)
- [www.rediff.com/money](http://www.rediff.com/money)
- [www.ask.com](http://www.ask.com)
- [www.google.com](http://www.google.com)



## QUESTIONNAIRE

1. Numbers of brands of Amul you have
  - a. 3
  - b. 6
  - c. 9
  - d. 10 or more
  
2. Why people prefer that particular milk?
  - a. Because of its---
  - b. Components
  - c. Rate
  - d. Taste
  
3. Which type of Amul customers do you have?
  - a. Permanent
  - b. Temporary
  
  
4. Which other brands do you have?
  - a. Amul
  - b. Mother Dairy
  - c. Other
  
  
5. Which Amul milk is most popular among the customers?
  - A. Gold
  - B. Shakti
  - C. Toned
  - D. Double Toned