



## **A Study on Customer Satisfaction Towards Amul Ice-Cream**

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### **1. INTRODUCTION OF THE STUDY**

Amul Ice Cream was launched on 10th March, 1996 in Gujarat .The port folio consisted of impulse products like sticks, cones, cups as well as take home packs and institutional / catering packs. Amul ice cream was launched on the platform of 'Real Milk. Real Ice Cream' given that it is a milk company and the whole someness of its products gives it a competitive advantage. In 1997, Amul ice creams entered Mumbai followed by Chennai in 1998 and Kolkata and Delhi in 2002. Nationally it was rolled out across the country in 1999. This position was achieved in 2001 and it has continued tore main at the top.It offers a selection of 220 products. In January 2007, Amul introduced SUGAR FREE & Pro Life Probiotic Wellness Ice Cream, which was a first in India. This range of SUGAR FREE, LOW FAT Diabetic Delight & Pro Life Probiotic Wellness Ice Cream is created for the health conscious. Amul's entry in to ice creams is regarded as successful due to the large market share it was able to capture with in a short period of time–due to price differential, quality of products and of course the brand name.

#### **OBJECTIVES OF THE STUDY**

- To analysis the effectiveness of the distribution channel.
- To evaluate the effectiveness of amul advertisements.
- To analysis the availability of the stock in-season and off-season.
- To analysis how they can maximize the sales.
- To study the retailers selection criteria of a particular brand.
- To analysis the total sales of the amul retailers.
- To study about the consumer buying behavior towards amul Ice Cream.

#### **STATEMENT OF THE PROBLEM**

1. The customer is the king of any business, It is essential to understand customer expectations their preferences towards the product and their needs and wants. Without understanding consumer behavior no companies can survive.
2. It serves as a feedback from the consumer and provide the companies the message regarding the consumer attitudes, companies position, competition, opinions of the consumer regarding the product etc.
3. Now a days almost all the companies involves in collecting the data from consumer regarding their product and brand. They employee marketing people to let them know consumer behavior.
4. By keeping all this points in mind, as consumer behavior plays a vital role for any organization, this project "CONSUMER PERCEPTION ABOUT AMUL ICE-CREAM IN COMPARISON TO VADILALICE-CREAMIN, GHAZIABAD"does the same.

#### **LIMITATIONS OF THE STUDY**

1. Method of data collection was through personal interview and therefore personal bias becomes a major limitation.
2. Due to the time constraints all the retailers were not covered.
3. Ice cream being subjected to the influence of seasonal changes the result might. Not stand for all seasons; this is due to the fact that the present study does not Recon with the influence of dynamically or seasonally.

4. The scope of study is restricted only to the twin cities of Hyderabad and Secunderabad.

## 2. REVIEW OF LITERATURE

- 1) Hedge.H.G.pointed crazy that there will be next to no breathing time for Indian framers with face the test about importing drain results under WTO. Our farmers are not ready will take care of them great on time. It may be important to decrease the cosset about milk processing eventually Tom's perusing care of milk preparing towards lessening go-between organization furthermore by including worth of the transform. The caliber of the drain ought further bolstering a chance to be about worldwide standard which could make enhanced through screening of the animals against imperative infections and keeping up clean surroundings in the dairy ranch.
- 2) Dr. S.P.Savitha"A study on consumer preference towards AMUL PRODUCT' in Madurai city". AMUL Anand milk produced union limited formed in 1946, is a dairy cooperative movement in India.India largest food brand trusted Amul product for its quality and product available at affordable price. Amul product enjoying No. I position in dairy industry this stand to further strength its position. This research is pretaining to find out the present consumer satisfaction of Amul product. Amul product has a good reputation among the consumers in Madurai. So it can be extended to supply rural area also.
- 3) Mrs. Sonali Dhawan,"A study on consumer behaviour towards various branded and non- branded milk with special reference to Jabalpur district in Madhya Pradesh". Consumer behaviour can be defined as the behaviour that consumer display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy needs and wants. But there is a lack of awareness among the consumer about milk they are consuming. The campaign has to be run by the companies how they pasteurized the milk and how hygienic it is to use branded milk.

## 3. PROFILE OF THE COMPANY

Amul Formed in 1946, is a dairy cooperative movement in India. It is a brand name managed by an apex cooperative organization, Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF),which today is jointly owned by some 2.6 million milk producers in Gujarat, India. It is based in Anand town of Gujarat and has been a sterling example of a co-operative organization's success in the long term.

THE AMUL PATTERN:

It has established itself as a uniquely appropriate model for rural development. Amul has spurred the White Revolution of India, which has made India the largest producer of milk and milk products in the world. It is also the world's biggest vegetarian cheese brand.

MISSION:

We at GCMMF endeavor to satisfy the taste and nutritional requirements of the customer of the world through excellence in the marketing by our committed team. Through co-operative networking, we are committed to offering quality product that provides best value for money.

VISION:

GCMMF will be an outstanding marketing organization, with specialization in marketing of food and dairy products both fresh and long life with customer focus and IT integrated. The network would consist of over 100 offices, 7500 stockiest covering at least every Taluka. Head quarter servicing nearly 10 lakhs outlets with a turnover of Rs.10, 000 Cr and serving several co-operatives. GCMMF shall also create markets for its products in neighboring countries.

## 4. ANALAYSIS AND INTERPREATION TABLE 4.1

THE CUSTOMER'S EXPECTATION ABOUT AMUL ICE CREAM.

Customer's Expectations	No. of. Respondents	Percentage
Good Quality	50	50%
Packing	9	9%
Availability	12	12%
Price	7	7%
All The Above	22	22%
TOTAL	100	100%

INTERPRETATION

The above table 4.1.7 shows that 50% of respondents expectation are good quality. 22 % of respondents expectation are all the above. 12 % of respondents expectation are availability. 9% of respondents expectation are packing. 7% of respondents expectation are price.

Majority 50% of the respondents expectation are good quality.

**TABLE 4.2****THE BRAND OF ICE CREAM THAT RESPONDENTS LIKE MOST**

<b>Brand</b>	<b>No. Of. Respondents</b>	<b>Percentage</b>
Amul	64	64%
Mother dairy	14	14%
Cream bell	8	8%
Others	14	14%
Total	100	100%

**INTERPRETATION**

The above table 4.1.9 shows 64% of the respondents likes Amul. 14% of the respondents likes Mother Dairy & Others. 8% of the respondents like Cream Bell.

Majority 64% of the respondents likes Amul.

**SUGGESTIONS:**

1. People use milk for various purposes like making Curd, Lassi, Ice-cream besides Tea and for drinking purpose. So a positive perception can be created to make them think that amul milk is best suited for those purposes.
2. Projector films may be shown to the villagers emphasizing on the quality and the hygenity of amul milk. This would help in convincing the people & creating a favorable attitude.
3. Arrangement should be made to ensure regular supply of amul milk to the consumers in new places once the milk in introduced. If possible transportation facility should also be arranged to make it convenient for the retailers
4. Suggestions & complaints made by retailers & consumers should be given due attention to provide maximum satisfaction. This could create and impression that amul cares for them.

**5. CONCLUSION :**

Amul dominat presence in the dairy foods market has led to Amul becoming a household name. AMUL is one of the most successful business houses and other companies should learn from amul how to do its business in a socially responsible manner .In fact amul uses only 1 percent of its turnover for promotions .This shows that it is not always necessary to spend millions on promotion when you have creatively. The market size is increasing day by day and the demand for new flavors are arising. The companies like HLL, Cream Bell, Vadilal, and Mother Dairy are trying to capture more market share with their new ideas and plan. As per Amul is concern the company should become liberal on his policies. The company also needs a proper distribution network for availability of products at demand and should more advertisement by Television or print media for more product promotion and compete with competitor.