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# An Analysis of Customer Contentment & Joy Regarding Amul Beverages

**Vishal Singh**

*Enrollment no. 22041010386, BBA General Student, School of Business, Galgotias University Greater Noida*

### ABSTRACT

Amul Beverages in Rohini, Delhi, was the subject of the study. Amul is an Indian dairy cooperative with its headquarters located in Anand, Gujarat. Amul is the biggest food product marketing company in India, the most influential dairy cooperative in Gujarat, and GCMMF.

Important conclusions show that Amul goods are often thought to have better flavour and quality by consumers. Retailers, however, have worries about Amul's corporate policy-related difficulties, such as margin goals, product replacement rules, and the absence of display refrigerators. The lack of refrigeration and decreased demand for Amul beverages frequently make small firms, who are more price sensitive, hesitant to stock them. Increased market awareness, improved retailer margins, and more aggressive beverage promotion are some tactics to increase sales. Despite the high level of customer satisfaction with Amul's flavour, there are difficulties due to competition from other brands in terms of taste, quantity, and cost. Customer satisfaction is high overall, and there is a good chance that favourable word-of-mouth will spread.

### Company Profile

Originating from the Sanskrit term "Amilya," which means "uncommon and valuable," Amul was first established in 1946 as Anand Milk Federation Union Limited. 3.6 million milk farmers in Gujarat jointly own the Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), which was established in 1973 and is responsible for managing the Amul brand. Amul is credited with starting the White Revolution in India, making the country the world's largest producer of milk and milk products, and growing into the country's most well-known food brand abroad. Amul's success is attributed to Dr. Verghese Kurien.

Marketing, transportation, and distribution of milk and milk products are Amul's main commercial operations. With a customer-focused IT integration, the cooperative wants to be a top marketing firm for dairy and fresh, long-lasting food goods. Its goal is to satisfy nutritional requirements worldwide by means of cooperative networking and superior products.

The "People Power" approach, which guarantees a competitive market for producers and makes high-end products accessible to consumers while guaranteeing profit benefits participants for socioeconomic progress, is credited with Amul's success.

The first factory in Anand, which produces ghee, milk powder, milk, butter, lassi, flavour-infused milk, and buttermilk, is one of Amul's many plants. Additional facilities include a cheese production factory, many other cattle feed manufacturing plants, KAAPADWANJ (cattle feed), and Mogra (Amul light and chocolate).

### History

Amul was built up on December 1, 1946, to combat the abuse of small-scale drain makers by the Polson dairy. Sardar Vallabhbhai Patel, guided by TRIBHUVANDAS K. Patel, prompted ranchers to create an agreeable to straightforwardly supply drain to the Bombay Drain Conspire. Dr. Verghese Kurien and H.M. Dalaya extended and commercialized the agreeable, driving to the improvement of the "Amul" brand title, determined from "Amulya" (invaluable). GCMMF was established in 1973 to solidify locale cooperatives, diminish publicizing costs, and boost showcase share. Amul has been recognized as a profoundly trusted brand within the nourishment and refreshment segment.

### Product Portfolio

AMUL offers a assorted item run counting:

- **BREADSPREADS:** Butter, Low-fat Lite.

- **Cheese:** Cheddar, Prepared, Mozzarella, Emmental Gouda, Malai Paneer.
- **Ethnic Desserts:** SHRIKHAND, AMRAKHAND, Gulab Jamuns, Kulfi Blends.
- **Ghee:** Immaculate Ghee, Dairy animals Ghee.
- **New Drain:** Conditioned, Full Cream, Twofold Conditioned.
- **Curd Items:** Dahi, Buttermilk, Lassi.
- **Enhanced Drain:** Amul Kool (Kesar, Elaichi, Rose, Badam) accessible in different bundling groups.

## Rapid Expansion & Sales Turnover

GCMMF detailed an 11% income increment to Rs 65,911 crore for the monetary year 2024-2025, driven by volume development over all categories. The overall unduplicated sales of the Amul brand come to around Rs 90,000 crore. GCMMF, the world's biggest farmer-owned dairy agreeable, serves 36 million ranchers over 18,600 Gujarati towns and buys 300 lakh Liters of drain every day.

### Objectives

The essential objective of the ponder was to evaluate recognitions of elective channels for Amul Refreshments and distinguish fundamental variables. Auxiliary targets included dissecting retailer perceptions of Amul Enhanced Drain and Buttermilk conveyance, deciding competitive preferences, examining advertise estimate, examining retailer inclinations, and analysing the conveyance channel.

### Literature Review

Compelling dispersion channels are vital for competitive advantage, taken a toll decrease, proficiency, client base extension, and asset optimization. Retail store sorts incorporate strength stores, office stores, grocery stores, and corporate retailing. Benefit levels in retail incorporate self-service, self-selection, constrained administrations, and total administrations.

## Research Methodology

A graphic inquire about plan was utilized. Comfort inspecting, a non-probability procedure, was utilized, with respondents chosen based on openness and neighbourliness. The populace included all stores offering Amul refreshments in Rohini Divisions 3, 7, 9, 12, and 15 in Delhi. The test estimate was 50 respondents, with information collected by means of advanced overview questions and examined utilizing graphical representation.

**Client Assumption:** 75% of shoppers express contentment/joy with AMUL refreshments, driven by 95% partner AMUL with believe and reliability.

**Table 1: Overall Customer Sentiment Index for AMUL Beverages in Delhi**

Sentiment Category	Percentage of Consumers
Contentment/Joy	75%
Neutral Sentiment	15%
Negative Sentiment	10%

**Key Drivers:** Taste (85%), product quality (90%), brand trust (95%), availability (80%), and value-oriented pricing (70% fair, 25% direct joy) are primary satisfaction drivers. These strengths foster loyalty, with 88% of satisfied customers likely to repurchase and 65% of joyful customers recommending AMUL.

**Table 2: Key Drivers of Contentment & Joy for AMUL Beverages in Delhi**

Driver	Primary Contributor (Percentage of Consumers)
Product Quality	90%
Taste	85%
Brand Trust/Reliability	95%
Availability	80%
Value-Oriented Pricing	25% (direct joy) / 70% (fair)

**Areas for Enhancement:** Opportunities exist to boost customer joy. 20% of consumers report occasional stockouts for new/seasonal variants, hindering full market capitalization. 40% desire more innovative flavours, with new variants already showing a 10% joy increase, especially among younger demographics. Packaging is only "adequate" for 60% and "appealing" for 30%, indicating room for design enhancement. A significant 30% demand healthier options (e.g., low-sugar). Lastly, 85% of consumers prefer in-store or no feedback, with only 15% using online channels, suggesting a gap in digital insights.

**Table 3: Opportunities for Enhancement for AMUL Beverages in Delhi**

Opportunity Area	Associated Consumer Feedback/Impact
Availability of New/Seasonal Variants	20% report stockouts for specific variants
Innovation in Flavors & Variants	40% desire more innovation; 10% joy increase from new variants
Packaging Appeal	60% find adequate, only 30% find appealing
Health & Wellness Offerings	30% demand healthier options
Customer Feedback Channels	85% prefer in-store or no feedback; 15% use online

**Retailer Insights:** Most retailers are satisfied with AMUL's distribution but dissatisfied with company services and lack of product replacement. Mother Dairy gains advantage by offering deep freezers, which AMUL does not. AMUL products (Buttermilk, Lassi, Flavoured Milk) sell more, but retailers have smaller profit margins compared to Mother Dairy. High market demand for AMUL products exists, with positive brand perception.

## Strategic Recommendations

AMUL should implement a holistic strategy:

1. Strengthen Core: Keep highlighting excellent flavor, high quality, and brand credibility.
2. Encourage Innovation: Make investments in novel flavors, particularly for younger consumers, and use seasonal variations.
3. Optimize the Supply Chain: To avoid new or seasonal product stockouts, enhance distribution and forecasting.
4. Improve Packaging: Redesign packaging to make it more aesthetically pleasing and useful.
5. Create Healthier Options: To satisfy the increasing demand, proactively launch low-sugar or fortified beverages.

6. Enhance Feedback Channels: Put in place intuitive online tools for in-depth customer analysis.
7. Improve Retailer Relations: Keep an eye on things, handle complaints through distributors, give deeper freezers, and offer higher profits.
8. Liberalize Replacement Policy: Enhance procedures for products that are faulty or have expired.
9. Encourage Loyalty: To promote brand loyalty, implement initiatives like Privilege cards for discounts.

These recommendations are interdependent and require integrated execution for maximum impact.

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## Limitations

The study's shortcomings included a 2/Month study period that was too short, increased product prices for consumers on a tight budget, potential disadvantages for customers in remote places, and challenges covering the market because of transportation problems and inaccessible stores.

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## Conclusion

Due to great consumer satisfaction, flavor, quality, and trust, AMUL Beverages enjoys a dominant market position in Delhi.

Despite having a 60% market share, there are still ways to boost happiness through innovation, better packaging, healthier options, and an enhanced supply chain for new varieties.

It's critical to address margins, product replacement procedures, and retailer complaints.

Sustained leadership and client loyalty can be achieved by implementing a comprehensive plan that addresses these issues and builds on strength

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