



CONSUMER SATISFACTION TOWARDS AMUL PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

Dr. M.K.PALANICHAMY¹, RATHISH KUMAR N²

¹ M Com., M.Phil., Ph.D Assistant Professor department of commerce

² III B.COM BPS, SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE

ABSTRACT:

Amul, India's leading dairy cooperative, has successfully penetrated the market through a combination of innovative marketing, competitive pricing, extensive distribution networks, and strong brand positioning. This study aims to analyze Amul's marketing penetration strategies and their impact on customer satisfaction.

The study analyzes Amul's innovative advertising methods, digital marketing initiatives, and its ability to leverage social media for brand engagement. The study additionally analyzes the company's distribution model, ensuring product accessibility in both urban and rural regions.

This research primarily seeks to understand consumer perception, brand loyalty, and the factors influencing high customer satisfaction. The research evaluates how Amul maintains its competitive edge in the dairy industry via surveys, case studies, and market trend analysis. The findings indicate that Amul's cooperative business model, consistent product quality, and customer-centric strategy have significantly impacted its market performance. The paper highlights Amul's responsiveness to changing consumer preferences by launching new products, maintaining affordability, and ensuring widespread availability.

This report provides valuable insights into Amul's market penetration methods and customer satisfaction measures, serving as a reference for companies aiming to enhance their market position in the FMCG sector.

INTRODUCTION

Amul, India's leading dairy brand, has established itself as a dominant player in the global dairy industry through its innovative marketing strategies and strong focus on customer satisfaction. Founded in 1946, Amul revolutionized India's dairy sector with its cooperative model, making India the largest producer of milk in the world. Over the decades, Amul has maintained its strong market presence by consistently evolving its marketing approach to meet the changing demands of consumers.

Amul's marketing success can be attributed to its affordable pricing, wide distribution network, strong branding, and iconic advertising campaigns, such as the famous "Amul Girl" series. The brand effectively utilizes both traditional and digital marketing strategies, including television commercials, social media engagement, and influencer collaborations, to connect with its audience. This study aims to analyze how Amul's marketing approach influences customer satisfaction, exploring factors such as product quality, brand trust, affordability, and promotional strategies. The research will also assess consumer perception, feedback mechanisms, and how Amul adapts to customer preferences to maintain its position as a market leader.

Statement of the Problem

Amul, one of India's leading dairy brands, has established a strong presence in the market with its diverse product range and widespread distribution network. However, in an increasingly competitive and dynamic business environment, understanding how Amul penetrates the market and ensures customer satisfaction is crucial. This study aims to examine the marketing strategies employed by Amul, including branding, distribution, digital marketing, and pricing tactics, to assess their effectiveness in reaching and retaining consumers. Additionally, it seeks to evaluate customer satisfaction by analyzing factors such as product quality, availability, pricing, and customer engagement.

OBJECTIVES OF THE STUDY

1. The primary objective of this study is to analyze how Amul is penetrating the market and ensuring customer satisfaction.
2. To analyze the customer satisfaction towards AMUL products.
3. To identify the various factors that influences the customers to buy AMUL product

Research methodology

Research designs

The study follows a descriptive research design to analyze Amul's market penetration strategies and customer satisfaction.

Primary Data:

1. Collected through structured questionnaires, surveys, and interviews with consumers and business owners in Coimbatore.
2. Target audience: Social media users who engage with brands online.

Secondary Data:

1. Amul Reports & Statistics: Annual reports, customer reviews, and transaction data.
2. Academic Journals and Articles: Reviewing past research studies on Amul products and consumer behavior.

Sampling Method & Sample size

A Convenience sampling method will be used to select survey respondent's from different demographic backgrounds. The sample size is expected to be 120 respondent's to ensure reliability and generalizability.

Tools Used For Analysis

Simple percentage analysis is used to determine the proportion of responses for each category

$$\text{percentage} = \frac{\text{frequency of respondents}}{\text{TOTAL RESPONDENTS}} \times 100$$

Scope of the study

The scope of this study is limited to understanding the level of consumer satisfaction towards Amul products in the Coimbatore district. The research covers various aspects of consumer preferences, including product quality, taste, price, availability, packaging, and brand image.

This study is primarily focused on the opinions and experiences of consumers who use Amul products such as milk, butter, ghee, curd, ice cream, chocolates, and other dairy-related items. It evaluates the buying behavior, frequency of purchase, and factors influencing consumer loyalty toward the Amul brand.

Limitations of the Study

While this study on the **Impact of Social Media Marketing on Customer Behavior in Coimbatore City** provides valuable insights, it also has certain limitations:

- Limited Scope: The study focuses only on Amul products, which may not fully represent the entire commerce sector.
- Response Bias: Participants' responses may be influenced by personal opinions or external factors
- Time Constraints: Limited timeframe may impact the depth of data collection and analysis.
- The research relies on a **limited sample size (e.g., 120 respondents)**, which may not reflect the behavior of the entire population.
- Participants may provide **socially desirable answers** instead of their actual opinions.

Despite these limitations, the study provides valuable insights into how Amul products in Coimbatore. Future research can expand the scope by including larger samples, different cities, and diverse industries for a more comprehensive understanding.

REVIEW OF LITERATURE

Somesh Dhamija (2020) elucidates in his study that client orientation arises from a company's acceptance and execution of marketing strategies. Those customers are the determinants of the business's performance and competitive advantages. The profitability, sustainability, and expansion of enterprises within a highly aggressive investment paradigm require accurate data concerning consumers—their behavior—specifically the how, why, where, what, and when of their purchasing decisions. Understanding consumer behavior is the essential responsibility of every marketing manager.

Balakrishnan, 2.P. (2019) Customers consider freshness, taste, thickness, and accessibility when purchasing milk, according to their poll. In summary, most customers express satisfaction with Aavin milk and dairy products owing to its superior quality, robust reputation, and convenient accessibility. Aavin must evaluate its competitors and, more importantly, its clientele before making any decisions.

Sundaram Satya (2013) noted in his market survey that despite India having the largest bovine population worldwide, its cattle demonstrate the lowest productivity, producing roughly five times less than the global average. In India, the annual milk yield per animal is from 800 to 1000 liters, but the global average is between 7000 and 8000 liters. The report asserts that the commencement of the National Livestock Mission will catalyze investment and enhance productivity. The central budget for 2013-14 designates Rs. 3070 million for the initiative.

ABOUT Amul

Amul, an abbreviation for Anand Milk Union Limited, is one of India's most esteemed and preferred dairy brands. Founded in 1946 in Anand, Gujarat, it is governed by the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF). Amul was founded to eradicate the exploitation of dairy farmers by intermediaries and has played a crucial role in India's White Revolution, establishing the country as one of the foremost milk producers worldwide. The company offers a comprehensive range of dairy products, including milk, butter, cheese, paneer, yogurt, ghee, chocolates, beverages, and ice creams. Amul is distinguished for its consistent quality, affordable pricing, and strong brand identification, exemplified by the iconic Amul female mascot. Amul ensures fair rates for farmers via a robust supply chain and cooperative approach, while also providing value to consumers. Amul presently maintains a strong presence across India and is actively seeking worldwide expansion, exemplifying self-sufficiency and cooperative success.

Table 4.1.10 liked product of respondent

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE (%)
Amul Ice cream	51	42.5
Amul Beverages	18	15
Amul Milk	33	27.5
Amul Butter	12	10
Amul Cheese	6	5
Total	120	100

(Source: Primary Data)

Interpretation:

From the above table, out of 120 respondents, 42.5% respondent are **Amul Ice cream**, 15% respondent are **Amul Beverages**, 27.5% respondent are **Amul Milk**, 10% respondent are **Amul Butter** and 5% respondent **Amul Cheese**.

The data on *Key Motivating Factors for Purchasing Products in Amul ice cream* reveals that *product reviews and ratings (42.5%)* are the most influential factor, ranking *first* as "extremely preferable."

Findings

- From this data majority of the respondents are male.
- From this data majority of the respondents are 18-25 age.
- From this data majority of the respondents are Student.
- From this data majority of the respondents are Social Media Ads.
- From this data majority of the respondents are Excellent.
- From this data majority of the respondents are Yes.
- From this data majority of the respondents are Very Appealing.
- From this data majority of the respondents are Supermarkets.
- From this data majority of the respondents are Yes, always.
- From this data majority of the respondents are Amul Ice cream.
- From this data majority of the respondents are Weekly.
- From this data majority of the Satisfied with packing respondents are Yes.
- From this data majority of the respondents are Easy to use.
- From this data majority of the respondents are Higher Prices.
- From this data majority of the Are you recommend to others respondents are Yes.

Suggestions

The study's findings suggest that Amul improve its distribution network in Coimbatore, especially in suburban and rural areas with restricted access. The firm might focus on improving brand awareness for its lesser-known products, such as Amul chocolates, beverages, and flavored milk, through local advertising and promotional strategies. Offering attractive package promotions or discounts during festivals and special occasions may increase sales and consumer engagement. Consumer input indicates a want for an expanded assortment of flavors in curd and ice creams, along with regional preferences. Furthermore, enhancing packaging design for increased attractiveness, together with ensuring consistent product quality, will further strengthen customer trust and satisfaction. By focusing on these elements, Amul can increase its market share and client loyalty in the Coimbatore district.

Conclusion

The study on consumer satisfaction towards Amul products in Coimbatore District reveals that Amul enjoys a strong brand presence and consumer trust due to its consistent quality, affordability, and diverse product range. However, certain areas require improvement to further enhance customer satisfaction, such as increasing product availability, introducing region-specific flavors, and strengthening marketing efforts.

Consumers appreciate Amul's commitment to quality and hygiene but expect better customer engagement, competitive pricing strategies, and ecofriendly packaging solutions. By addressing these factors, Amul can reinforce its market position in Coimbatore and continue to meet the evolving preferences of its customers.

Overall, the study highlights that Amul has significant growth potential in Coimbatore, provided it adapts to local consumer needs, strengthens distribution networks, and innovates in product offerings. Continuous feedback mechanisms and strategic improvements will enable Amul to maintain customer loyalty and sustain long-term success in the region.

BIBLIOGRAPHY

Books

1. Kotler, P. & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
2. Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing Management: Global Perspective Indian Context*. McGraw Hill Education.
3. Gupta, S. (2019). *Consumer Behavior and Marketing Strategy*. Tata McGraw-Hill. **Journals & Research Papers**
4. Sharma, R., & Patel, P. (2021). "Consumer Perception and Brand Loyalty towards Dairy Products – A Study on Amul." *International Journal of Marketing Research*, 12(3), 45-58.
5. Kumar, S., & Rajan, M. (2020). "Impact of Branding on Consumer Buying Behavior in Dairy Industry." *Journal of Business Studies*, 8(1), 29-40.
6. Mehta, P. & Singh, K. (2019). "A Study on the Market Position of Amul in the Indian Dairy Industry." *Asian Journal of Business Research*, 10(4), 55-68.

Reports & Websites

7. Amul India. (2023). *Annual Report 2022-23*. Retrieved from www.amul.com
8. Food Safety and Standards Authority of India (FSSAI). (2022). *Dairy Industry Regulations and Consumer Safety Guidelines*. Retrieved from www.fssai.gov.in
9. Statista. (2023). "Market Share of Dairy Companies in India." Retrieved from www.statista.com
10. The Hindu Business Line. (2023). "Amul's Growth Strategy in Tamil Nadu and South India." Retrieved from www.thehindubusinessline.com