

# “Analysis on Customers’ Satisfaction --Amul-Ghee”

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**Abstract – A person's likes and dislikes changes from time to time or, says it is very unstable .Anyone having a need and is willing and able to sacrifice money is called consumer. By ignoring the preferences of the consumer the business community cannot possibly fulfill its obligations in a responsible manner. The effect of various external and internal factors on a consumer can be understood by different psychological theories. External factors include social habitat, correspondence and friend circle etc. Internal factors comprise in a consumer psyche and others like lifestyle, trends, personality, motivation etc. have a considerable on the response of the consumer. This research is something about that explains how a buying process begins and the end result of buying decision. With the help of this study the relation of consumer behavior with the product, price, promotion etc is revealed.**

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## INTRODUCTION

Amul the co-operative registered on 1 December 1946 as a response to the exploitation of marginal milk producers by traders or agents of the only existing dairy, the Polson dairy, in the small city distances to deliver milk, which often went sour in summer, to Polson. The prices of milk were arbitrarily determined. Moreover, the government had given monopoly rights to Polson to collect milk from Anand and supply it to Bombay city. Angered by the unfair trade practices, the farmers of Kaira approached Sardar Vallabhbhai Patel under the leadership of local farmer leader Tribhuvandas K. Patel. He advised them to form a cooperative and supply milk directly to the Bombay Milk Scheme instead of Polson (who did the same but gave them low prices). He sent Morarji Desai to organise the farmers. In 1946, the milk farmers of the area went on a strike which led to the setting up of the cooperative to collect and process milk.[8] Milk collection was decentralized, as most producers were marginal farmers who could deliver, at most, 1–2 litres of milk per day. Cooperatives were formed for each village, too. The cooperative was further developed and managed by Dr. Verghese Kurien with H.M. Dalaya. Dalaya's innovation of making skim milk powder from buffalo milk (for the first time in the world) and a little later, with Kurien's help, making it on a commercial scale, led to the first modern dairy of the cooperative at Anand, which would compete against established players in the market. The trio's (T. K. Patel, Kurien and Dalaya's) success at the cooperative's

dairy soon spread to Anand's neighborhood in Gujarat. Within a short span, five unions in other districts — Mehsana, Banaskantha, Baroda, Sabarkantha and Surat — were set up.[8] To combine forces and expand the market while saving on advertising and avoid competing against each other, the GCMMF, an apex marketing body of these district cooperatives, was set up in 1973. The Kaira Union, which had the brand name Amul with it since 1955, transferred it to GCMMF.

## PRODUCT

Amul's product range includes milk powders, milk, butter, ghee, cheese, Masti Dahi, Yoghurt, Buttermilk, chocolate, ice cream, cream, shrikhand, paneer, gulab jamuns, flavoured milk, basundi, Amul Pro brand and others. Amul PRO is a recently launched brown beverage just like bournevita and horlicks offering whey protein, DHA and essential nutrients. In January 2006, Amul launched India's first sports drink, Stamina, which competes with Coca Cola's Powerade and PepsiCo's Gatorade. Amul offers mithaimate which competes with Milkmaid by Nestle by offering more fat at lower price. In August 2007, Amul introduced Kool Koko, a chocolate milk brand extending its product offering in the milk products segment. Other Amul brands are Amul Kool, a low-calorie thirst quenching drink; Masti Butter Milk; and Kool Cafe, ready to drink coffee. Amul's ice-creams are made from milk fat and thus are ice-creams in real sense of the word, while many brands in India sell frozen desserts made from vegetable fat. Amul's sugar-free Pro-Biotic Ice-cream won The International

Dairy Federation Marketing Award for 2007.

## RESEARCH METHODOLOGY:-

The present study research has been carried in the city Karnal in Haryana. The city Karnal is chosen for the study as in this city the people from different religion and cultural background resides. This study enables us to evaluate the attitude of the selected sample from the population towards the usage of Amul ghee. This study also reveals the various reasons as to why the consumers switch to other brands. In order to fulfill the predetermined objectives of the undertaken research both the primary and the secondary data have been used. Various books, magazines, journals, websites and the information is also collected from published research papers. Questionnaire is used as a means of collecting the primary data. The respondents are randomly selected and 60 respondents were personally met in order to get their responses. The data that was collected was basically primary in nature. Research Objectives:

1. To study the current market scenario for Amul ghee.
2. To analyze the relationship between a specific brand and its buying behavior.
3. To assess factors influencing the buying behavior of the consumers.

## Universe

The main emphasis of the study was the Karnal city. The city is a home to various kinds of people hailing from different backgrounds, upbringings and religions. The city has its share of individuals belonging to different social economic classes.

**Sampling** It is process of selecting or choosing the sample or member from the population that well represents the whole population and drawing conclusions about the whole population on the basis of the inferences drawn from the sample.

## Sample size

A sample size of 60 consumers was chosen. This sample size was based upon time and affordability approach. The 10 respondents were not able to provide the relevant information due to their unwillingness to answer or some find problems with the questions in the questionnaire.

Sample Area- Karnal

Sample Size- 60

Valid Sample Size- 50

Sample method- Simple Random Sample

Data Analysis and Interpretation. Primary and secondary sources of data is used for this analysis.

Now we will analyses the various factors that will have an impact on the consumer's buying behavior through this research.

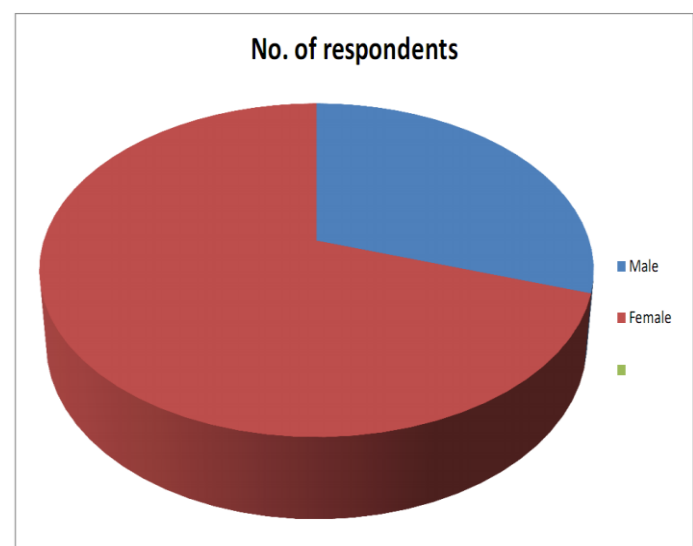
## 1-Gender:-

Gender plays a very important role in making purchase decision. Gender is classified on the basis of sex i.e male and female. This classification is required because different gender reveals different views towards products. In classification of gender the following number is used to know their views.

**Table 1:- Classification of the consumers on the basis of sex**

sex	No. of respondents	Percentage %
Male	15	30
Female	35	70
Total	50	100

Source:- primary data



Interpretation:-30% of the respondents are male and 70% of the respondents are females. From the table we conclude that the majority of the respondents belongs to

female group.

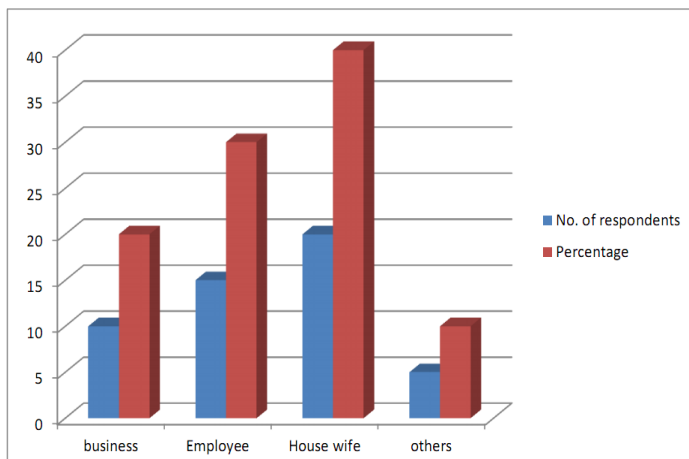
## 2-Occupation :-

Person's consumption pattern is also influenced by occupation . The type and quality of items purchased by persons differs on the basis of occupation held by them such as Blue collar and White collar job persons. The following occupants of the respondents are classified for data analysis.

**Table 2:- Analysis of occupation of respondents**

Occupation	No. of respondents	Percentage %
Business	10	20
Employee	15	30
House wife	20	40
others	05	10
Total	50	100

Source :- Primary data



Interpretation:- 20% of the respondents are businessmen , 30% of the respondents are employees , 40% of the respondents are housewives , 10% of the respondents are others .

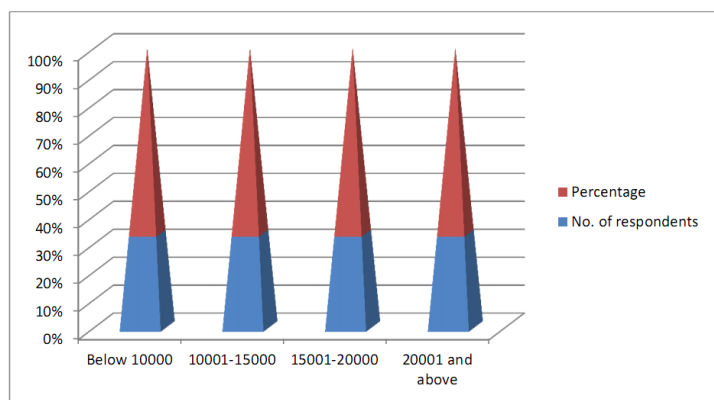
## 3-Income :-

The purchasing power or the capacity to purchase a particular product is determined by the income. If the income is high , then they go for the high quality ,irrespective of the price of the product . This research analysis the data how income influences the purchasing power of the selected sample.

**Table 3:- Analysis of the monthly income of the respondents**

Monthly income	No. of respondents	Percentage %
Below 10000	20	40
10001-15000	15	30
15001-20000	5	10
20001 and above	10	20
	50	100

Source :- Primary data



Interpretation:- As per the data 40% of the respondents earn below 10000 per month , 30% of the respondents earns 10001-15000 per month , 10% of the respondents earns 15001-20000 per month , 20% of the respondents earns 20001 and above per month .

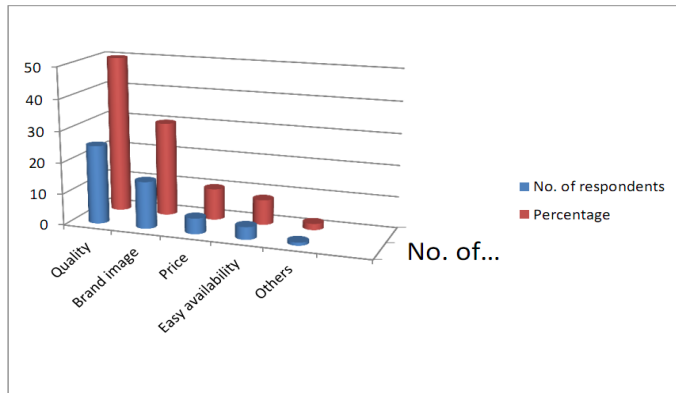
## 4-Purchasing factor:-

Identification of the various factors plays a vital role in studying consumer behavior. The various factors such as brand, quality, price, easy availability, etc. is influencing lot and influences positively. The following data reveals how various factors are influencing the selected sample.

**Table 4 :- Analysis of factors to buy Amul-ghee**

Factors	No. of respondents	Percentage %
Quality	25	50
Brand image	15	30
Price	5	10
Easy availability	4	8
Others	1	2
Total	50	100

Source :- Primary data



Interpretation :- 50% of the respondents buy Amul-ghee ,for its good quality, 30% of the respondents buy ,for its brand name , 10% of the respondents buy, for its reasonable price , 8% of the respondents buy , for its easy availability, 2% of the respondents buy , for factors other than the above mentioned factors.

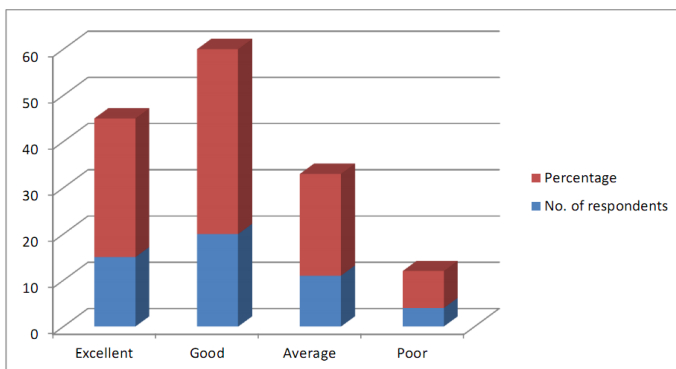
#### 5-Opinion towards the product :-

The data about the opinions/views of the consumers after having the experience of using Amul-ghee has been collected and terms of satisfaction with rating scale . The following are the data obtained

**Table 5:- Analysis of rating towards Amul ghee**

Ratings	No. of respondents	Percentage %
Excellent	15	30
Good	20	40
Average	11	22
Poor	4	8
Total	50	100

Source :- Primary data



Interpretation :- 30% of the respondents rated -Amul- ghee as excellent , 40% of the respondents rated Amul---ghee as good , 22% of the respondents rated –ghee as average , 8% of the respondents rated -Amul----ghee as of poor quality.

#### CONCLUSION:-

From the survey conducted it is observed that Amul Ghee has a good market share. From the study conducted the following conclusions can be drawn. In order the dreams comes into reality and for turning liabilities into assets one must have to meet the needs of the customers. The factors considered by the customer before purchasing Ghee are quality, freshness, taste, thickness and availability. Finally I conclude that, majority of the customers are satisfied with the Amul Ghee because of its good quality, reputation, easy availabilities. Some customers are not satisfied with the Amul Ghee because of high price, lack of dealer services, spoilage and low shelf life etc. therefore, if slight modification in the marketing programme such as dealers and outlets, promotion programmers, product lines etc., are taken into consideration, definitely company can have a strong market position. Amul has also to take care of its competitors into consideration and more importantly its customers before making any move.

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