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# A Study on Satisfaction and Consumer Behaviour for Amul Milk in Buldana Region

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**ABSTRACT:** This paper describes the case study of the Amul milk dairy cooperative, Amul, in buldana, which has developed a successful business model. It was primarily responsible, through its innovative practices, for buldana to become the world's largest producer of milk. The paper draws various insights from Amul 's experience that can be useful to cooperatives around the world as well as to companies involved in doing business in broad emerging markets such as buldana. Most of these have underdeveloped markets and fragmented supply bases. Market failures are high for many of these small producers. On the other hand, the size of both markets and suppliers is very large. As a result, firms that identify appropriate business strategies that take these characteristics into account are more likely to succeed in these markets. The following is a key lesson from Amul 's success: companies in such environments must simultaneously build markets and suppliers to synchronize demand and supply planning, establish or become part of the producer network (i.e., cooperatives in this case) to achieve economies of scale, concentrate on operational efficiency to achieve cost leadership in order to allow for a low-price strategy. In addition, a central focus is needed to bring together a diverse element and a long-term approach. Different industrial sectors may be at different stages of development in emerging economies. For certain industries, any of the environmental features alluded to above may not be preserved. A subset of approaches adopted by Amul would still be very useful, however. Therefore, companies that plan to target large undeveloped markets or intend to take advantage of a broad but limited supplier base will still benefit.

## I. INTRODUCTION

The dairy industry plays a pivotal role in the agricultural and economic landscape of India. Among the various dairy brands operating in the country, Amul has emerged as a symbol of quality and trust. Amul, an acronym for Anand Milk Union Limited, is a cooperative dairy brand that has successfully transformed the lives of millions of dairy farmers and consumers. This study focuses on exploring consumer satisfaction and behaviour towards Amul Milk in buldhana region, delving into the factors influencing purchasing decisions and the overall consumer experience.

## II. LITERATURE REVIEW

- **Dr. N. Kavitha and Dr. B. Shanthi:** Kavitha and Shanthi's study explores consumer preferences and satisfaction in the Coimbatore district, emphasizing the role of product quality and availability. The research underscores that consumers often choose brands like Amul due to their reputation for quality and widespread availability.
- **Dr. Ashutosh Singh and Dr. Yashpal Singh:** Singh and Singh's research provides insights into consumer preferences for packaged and unpackaged milk. The study suggests that packaging influences perceived quality, affecting consumer satisfaction. Brands like Amul, with their consistent packaging and quality, are likely to enjoy a positive impact on consumer behaviour.
- **Panda, R. K., S. K. Dash, and S. R. Padhy:** Panda, Dash, and Padhy's study explores consumer behaviour towards dairy products in the city of Bhubaneswar, Odisha. The research emphasizes the influence of cultural and regional factors on purchasing decisions, providing insights that can be relevant to understanding the dynamics of regional markets.
- **P. Srinivasan: "A Study on Factors Influencing Consumer Behaviour in Dairy Products"** Srinivasan's research delves into the various factors that influence consumer behaviour in the dairy industry. The study identifies pricing, product quality, and brand image as significant determinants of consumer satisfaction. Understanding these factors becomes crucial for dairy brands to formulate effective marketing strategies.



### III. RESEARCH OBJECTIVES

- 1) To study of customer perception and satisfaction towards Amul Milk.
- 2) To study and analyse consumer behaviour of Amul Milk.
- 3) To know the relationship of sales with the advertisement on consumer behaviour
- 4) To know brand awareness of people towards Amul Milk.
- 5) To Study the factors which affects consumer's buying behaviour to purchase Amul milk.

### IV. RESEARCH METHODOLOGY

The research design is crucial in ensuring the validity and reliability of the study. For this research, a mixed-methods approach will be adopted, combining quantitative and qualitative methods. This mixed-methods design allows for a comprehensive exploration of consumer attitudes, preferences, and behaviours. The quantitative phase will involve structured surveys and questionnaires, while the qualitative phase will employ in-depth interviews and focus group discussions to capture nuanced insights.

A research design is a plan, structure and strategy of investigation so conceived as to obtain answers to research questions or problems. The plan is the complete scheme or programme of the research. It includes an outline of what the investigator will do from writing the hypotheses and their operational implications to the final analysis of data.

#### Rationale Study:

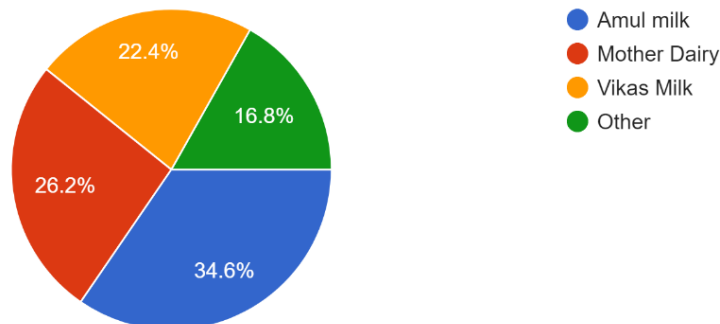
Several factors drive consumer satisfaction and behaviour in the dairy industry, including product quality, pricing, brand reputation, and socio-cultural influences. A study specific to the Buldhana region is crucial as regional variations can significantly impact consumer preferences. By examining the satisfaction levels and behaviour of consumers in this region, we aim to provide valuable insights that can aid Amul in tailoring its marketing and operational strategies to better meet the needs of the local consumer base. Additionally, this study can serve as a benchmark for future research in similar regional markets and contribute to the academic understanding of consumer behaviour in the context of dairy products. In the subsequent sections of this study, we will delve into the research methodology, literature review, and detailed analysis of the factors influencing consumer satisfaction and behaviour towards Amul Milk in the Buldhana region. The findings from this study are expected to provide actionable recommendations for both Amul and other stakeholders in the dairy industry to enhance consumer satisfaction and better align their products with the preferences of the Buldhana market.

### V. RESULT AND DISCUSSION

Mostly consumer is using the branded milk 33.3% non-branded 24.1 And the Amul milk is 32.4% Other Vikas milk 10.2% is given by the consumer response and the daily life style use of milk.

Q2. IF YOU USE BRANDED MILK THEN WHICH OF THE FOLLOWING:

107 responses

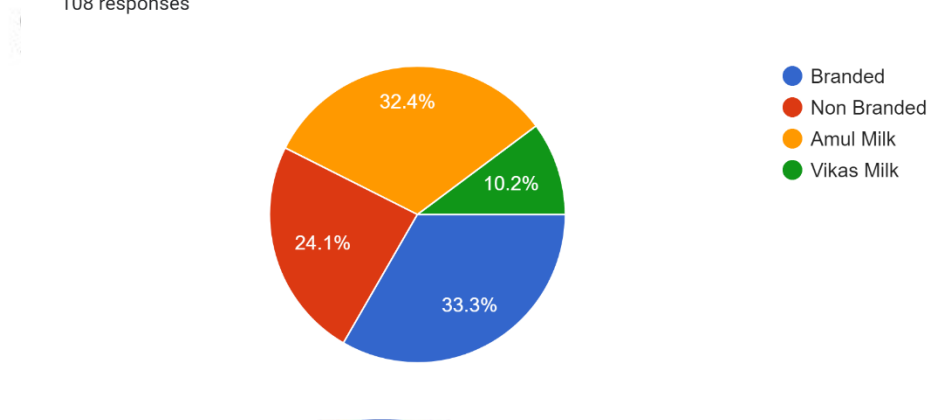




On the customer response mostly using milk is Amul milk by 34.6% mother dairy is 26.2% Vikas milk given 22.4% other is given 16.8% that the milk variety are people using and on the top of milk in daily lifestyle using the brand Amul milk in buldana region.

Q1. WHICH KIND OF MILK DO YOU USE?

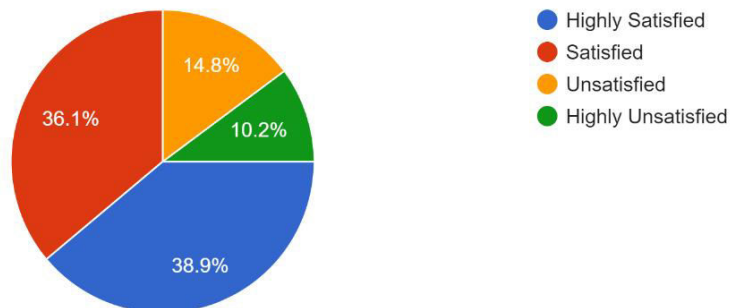
108 responses



In buldana region consumer where purchase the milk 1) milk booth is 35.8% 2) Milk vender is 29.4% 3) General store is 23.9% 4) another visit is 11% only in the buldana region

Q4. CONSUMER SATISFACTION:

108 responses

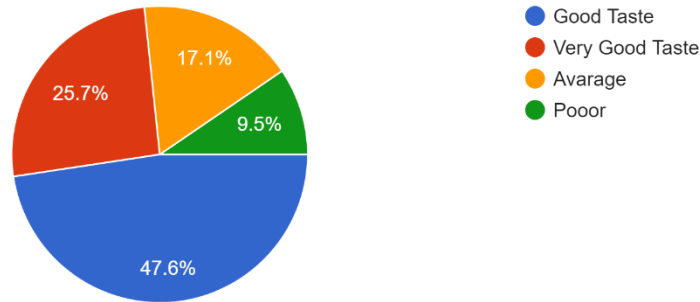


In Buldana region consumer satisfaction give by the consumer or by the response Highly satisfied is 38.9% satisfy is 36.1% unsatisfied given 14.8% Highly unsatisfied is showing 10.2% are given by the response of the consumer they greatly response.



Q5. CONSUME BEHAVIOUR ON AMUL MILK:

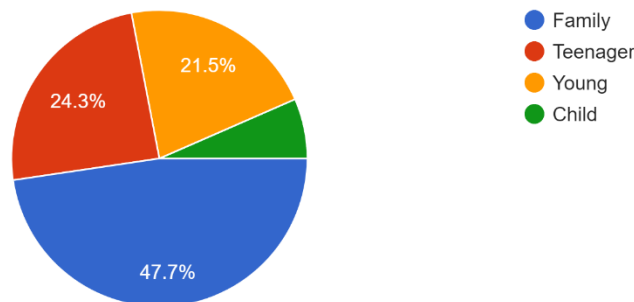
105 responses



The behaviour of the consumer on Amul milk in percentage by the response 1. Good taste given is 47.6% 2. Very good taste is 25.7% 3. Average given 17.1% 4. And the poor is 9.5% are showing on the chart or the research of the consumer satisfaction.

Q6. WHO ALL CONSUME MILK IN YOUR FAMILY?

107 responses



In buldana region the families are using milk in their family daily rotation mostly affective is the family and the percent give is 47.7% for the teenager 24.3% on result and young people using 21.5% child caring 10.8% response

VI. CONCLUSION

The study on satisfaction and consumer behavior for Amul Milk in the Buldana region presents insightful conclusions that shed light on consumer preferences and attitudes towards the brand:

**High satisfaction levels:** the research indicates that a significant portion of consumers in the buldana region are highly satisfied with amul milk. This suggests that amul has been successful in meeting the expectations and requirements of its target audience in terms of quality, taste, and reliability.

**Brand loyalty:** the study highlights a strong sense of brand loyalty among consumers towards amul milk. This loyalty may stem from factors such as consistent quality, affordable pricing, and trust in the brand.

**Product attributes:** consumers seem to value specific attributes of amul milk, such as its freshness, purity, and nutritional content. These factors play a crucial role in influencing purchase decisions and fostering satisfaction among consumers.



**Market perception:** the research indicates that amul milk enjoys a positive reputation in the buldana region, which contributes to its competitive advantage over other brands. Factors like brand image, advertising campaigns, and word-of-mouth recommendations may influence how consumers perceive the brand.

**Impact of marketing strategies:** effective marketing strategies, including promotional activities and distribution channels, play a significant role in enhancing consumer awareness and influencing purchase decisions. The study suggests that Amul's marketing efforts have been successful in reaching and engaging consumers in the buldana region.

**Areas for improvement:** while overall satisfaction levels are high, there may still be areas for improvement identified through consumer feedback. Addressing these areas could further enhance consumer satisfaction and strengthen Amul's position in the market.

## VII. SUGGESTIONS

**Customer Engagement:** Implement strategies to further engage with customers and gather feedback regularly. This could include conducting surveys, organizing focus groups, or establishing online platforms for customer interaction. Actively listening to customer needs and preferences will provide valuable insights for refining products and services.

**Quality Assurance:** Continuously prioritize product quality and freshness to maintain consumer trust and satisfaction. Invest in robust quality control measures throughout the production and distribution process to ensure consistency and reliability in product offerings.

**Marketing Innovation:** Explore innovative marketing initiatives to strengthen brand visibility and appeal. This could involve leveraging social media platforms, partnering with local influencers, or creating interactive campaigns that resonate with the target audience in the Buldana region.

**Product Diversification:** Consider diversifying product offerings to cater to evolving consumer preferences and market trends. This could include introducing variations such as flavoured milk options, organic alternatives, or lactose-free products to appeal to a wider range of consumers.

**Community Involvement:** Establish a stronger presence within the local community by participating in community events, supporting local initiatives, and building partnerships with local businesses. This grassroots approach can foster a deeper connection with consumers and enhance brand loyalty.

**Distribution Expansion:** Evaluate opportunities for expanding distribution channels to ensure wider accessibility of Amul Milk within the Buldana region. This may involve partnering with additional retailers, exploring online delivery services, or implementing innovative distribution strategies to reach underserved areas.

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