

Consumer Awareness Towards Amul Products With Special Reference To Coimbatore City

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Abstract- This article examines the consumer awareness towards Amul products with special reference towards Coimbatore city. Consumers awareness towards a product decides the company's Brand fate in the market. The sampling tool used in this research is simple percentage. This tool is used for data collection. The sampling technique used in this research is 105. The data is collected from the questionnaire. The promotional strategies of a product improved through the increase of sales by a company in the market that could reach the consumer. The result of this research prevails that many of the consumers prefer and mostly like to consume more Amul ice creams other than variety of products under Amul Brand.

I. INTRODUCTION

Consumer awareness is very helpful to know their knowledge in this passage the project view is to know about the consumer awareness of AMUL products that is Anand Milk Union Limited (AMUL) it is an Indian Dairy state government Cooperative society , based in Anand Gujarat . AMUL; was Formed in 1946, it is a cooperative brand managed by Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), which today is controlled jointly by 36 lakh milk producers in Gujarat and the apex body of 13 district, which made the country the world's largest producer of AMUL products. In this Analysis Consumers Awareness is to be increased by giving more suggestions with solutions

STATEMENT OF THE PROBLEM:

The use of AMUL products are competitive and increased in this years. The Demand for Aroma take place by exporting study is to understand the need for AMUL product, Customers awareness towards it and the need for hour.

OBJECTIVE:

1. To Find out consumer satisfaction towards Amul.
2. To know the Awareness towards Amul
3. To understand demographic profile of the consume

II. REVIEW OF LITERATURE

Neetu Kesia(2019) Thank you Amul for giving us such a good quality of milk.My whole family using your products Amul Milk, Amul curd, Amul Butter, Amul Cheese, Amul Lassi etc..Today my neice school there was a program held as Community Helper on National Milk Day and she Became a milk man, her mom made her dress at home with your milk packets and she got lot of comments she was looking so beautiful so i just want to thank you n your Company. She added one slogan at her school "Thank you Amul"India I".M uploading her pic.

Aru Chouhan (2021)Amul milk is good but they are giving a fraud link ..to parmosation the milk someone send me link by this Amul company and after click the link that said share this link in 5 group then you will get a gift but I did share to all my friends...after complete the process then I didn't any gift that's it's a fraud company I need gift now .. because you promised me I am in Jaipur .

KOMAL KAUR (November2022) AMUL Butter Pasteurised This is the only butter that my family is using since my childhood ,best in taste, super quality, reasonable in price and overall, it is the best in all.

SCOPE:

The study helps out in having retailers view, consumer quality service. The project work done will definitely prove to be helping hand for the firm as well. This provide suggestion to grow for the business to grow for the business as there is always a room for improvement in every businesses .

III. METHODOLOGY USED IN THIS STUDY

RESEARCH DESIGN

This research design provide opinion of consumers while purchasing amul products their suggestion of consciousness will surely make the growth of the product and also for the company.

SAMPLE SIZE:

The sample size is 106 respondents

AREA OF THE STUDY

This Analysis is conducted in Coimbatore city.

METHOD OF DATA COLLECTION :

Both primary and secondary data are collected.

Primary Data: A Primary data sources include Company salesman, buyer, Trade association, executive and other businessman and other competitors. Collection of primary data is necessary.

Secondary Data: The secondary data refers to data which have been already collected by someone else and passed through the statistics process. Secondary data is collected with the help of internet, websites and books.

SAMPLING METHOD:

As the consumers are more it is not enough to reach the consumers. So that Random sampling method is adopted.

LIMITATIONS OF THE STUDY:

Time period of the project was 45 days which may not be enough to understand the whole market

Out of the whole research and analysis only two Major brands could be highlighted leaving the aside non popular brands

TABLE: Simple percentage Analysis

Factors	Options	No of Respondents	Percentage
Age	Below-21	69	65.1%
	21 to 30	28	26.4%
	31 to 40	4	2.8%
	40 and above	40	5.7%
Gender	Male	50	47.2%
	Female	56	52.8%
Locality	Rural	47	44.3%
	Urban	41	38.7%
	Semi urban	18	17.0%
Marital status	Married	12	11.3%
	Unmarried	94	88.7%
Family type	Nuclear	78	73.6%
	joint	28	26.4%

Academic Qualification	School level	13	12.3%
	Ug/pg	89	84.0%
	Diploma	1	0.9%
	Others	3	2.8%
Monthly income	Below10000	61	57.5%
	15000to	32	30.2%
	25000	6	5.7%
	30000to40000	7	6.6%
	Above 40000		
occupation	Business	26	24.5%
	Salaried	32	30.2%
	Professional	10	9.4%
	other	38	35.8%
Aware of Amul products from	Family	39	36.8%
	Friends	23	21.7%
	Newspaper	4	3.8%
	Tv	36	34.0%
	Website	4	3.8%
Product Purchase more under Amul	Milk	29	
	Butter	22	27.4%
	Cheese	9	
	Ghee	4	20.8%
	Ice cream	40	
	Chocolate	2	8.5%
Preference to Purchase Amul Products	Quality	83	78.3%
	Quantity	12	11.3%
	Appearance	7	6.6%
	Trendy	4	3.8%
Suggesting Amul to others	Yes	93	
	No	13	87.7%
Problems faced while purchasing Amul product	Yes	33	
	No	73	31.1%
			68.9%
Overall Satisfaction	Highly Satisfied	34	32.1%
	Satisfied	53	50.0%
	Satisfied	18	17.0%
	Neutral	0	0
	Unsatisfied	1	0.9%
	Highly Unsatisfied		

INTERPETATION:

In my analysis majority (52.8%) of the respondents are below 21, majority (52.8%) of the respondents are female, majority (44.3%) of the respondents are from rural, majority (88.7%) of the respondents are unmarried, majority (73.6%) of the respondents are Nuclear family, majority (84.0%) of the respondents are ug/pg, majority (57.5%) of the respondents are monthly income, majority (35.8%) of the respondents are other occupation, majority (36,8%) of the respondents are known from family. Majority (37.7%) of the respondents purchase ice cream, majority (78.3%) of the respondents prefer Quality, majority (87.7%) of the respondents are suggesting Amul, majority (68.9%) of the respondents are not facing challenges, majority (50.0%) of the respondents are satisfied with Amul products.

IV. FINDINGS

1. Majority (52.8%) of the respondents are below 21 years of age.
2. Majority (52.8%) of the respondents are female
3. Majority (88.7%) of the respondents are unmarried
4. Majority (84.0%) of the respondents are ug/pg.
5. Majority (57.5%) of the respondents are monthly income.
6. Majority (35.8%) of the respondents are other occupation.
7. Majority (36,8%) of the respondents are known from family.
8. Majority (37.7%) of the respondents purchase ice cream more.
9. Majority (78.3%) of the respondents prefer Quality to purchase Amul products
10. Majority (50.0%) of the respondents are satisfied with Amul products.

V. SUGGESTIONS

- Many of the respondents are from rural areas as the products are distributed from manufacturer to wholesaler many of the markets are situated in rural areas as rural people are suffered more while purchasing product for their family needs. On before period Barter system was started from rural areas. Before centuries there is no urban and semi urban areas. I suggest that Amul should increase its availability to people.
- In my Analysis many of the people are unmarried. In my suggestion I think my findings is not reached more to the people. I think so there are many youngsters who are not get married compared to family members

- In my analysis my suggestion is majority of peoples are from Nuclear Family. nuclear family are may be increased nowadays as compared to before.
- My suggestion is respondents are more likely to purchase AMUL ice creams this shows the there are Many ice cream, lovers in AMUL. Most of the respondents prefer good quality while purchasing dairy products in Amul. The value of the product defines its quality.
- My suggestion is its appearance quality demand make high peak level its packaging its services and making availability of quality makes satisfaction to people as such many of them are not much facing problem while purchasing AMUL products

VI. CONCLUSION

From the survey of my Analysis, I conclude that AMUL Ice cream has good market share. Many of the people prefer Amul ice cream compared to other products in Amul brand. The product Promotion will be very useful for the Consumers to know More about the product information and to purchase different products. I finally conclude that Amul products are provide good quality of Standard. It created a good name on consumer's mind. I hope Amul will be stable in future over the competitive Brand in the world. I hope this survey will be useful for the reference of other person while undertaking the Analysis.

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