

A study of Amul fresh milk products consumers in Anand city and Vidyanagar

Abstract

This study investigates consumers perspectives about Amul fresh milk products in Anand city and Vidyanagar. A cross-sectional study using semi-structured questionnaires for data collection and statistical tools for analysis. Spanning from March 1 to June 7, 2024, the project is guided by specific objectives provided by AMUL Dairy. These objectives include studying the Consumer perspectives on their experience with Amul fresh milk products. Data collection through semi-structured questionnaires distributed to 142 consumers using random sampling methods. Analysis includes statistical tools like frequencies, percentages, and Likert scales to derive insights. This study highlights the positive aspects of Amul's fresh milk products supply chain in Anand city and Vidyanagar. Consumers consistently report high satisfaction levels with Amul products, attributing their loyalty to superior quality and taste. These positive findings underscore the strengths of Amul's supply chain, indicating successful collaboration and customer satisfaction across stakeholder groups. The study concludes with actionable recommendations for Amul's fresh milk products supply chain. The study revealed that the data obtained was statistically insignificant, suggesting that the analysis may not be generalizable to the broader population.

Keywords: Amul, consumer, fresh milk product, supply chain

1.INTRODUCTION

Globally, approximately six billion people include milk and milk products in their diet (FAO, 2023) [1]. India stands as the leading producer and consumer of these products, contributing 24% of the world's total milk production (FAO, 2021-22) [2].

Amul in India is the name of a brand which is accepted by all Indians. It is a name of a respected product which is valued by all Indians. [3] In the year 1946 the first milk union

was established. This union was started with 250 liters of milk per day. In the year 1955 AMUL was established. In the year 1946 the union was known as KAIRA DISTRICT CO-OPERATIVE MILK PRODUCERS' UNION. This union selected the brand name AMUL in 1955. The brand name Amul means "AMULYA". This word derived from the Sanskrit word "AMULYA" which means "PRICELESS". A quality control expert in Anand had suggested the brand name "AMUL". Amul products have been in use in millions of homes since 1946. Amul Butter, Amul Milk Powder, Amul Ghee, Amul spray, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya have made Amul a leading food brand in India. (The total sale is Rs. 6 billion in 2005). Today Amul is a symbol of many things like of the high-quality products sold at reasonable prices, of the genesis of a vast co-operative network, of the triumph of indigenous technology, of the marketing savvy of a farmers' organization. And have a proven model for dairy development (Generally known as "ANAND PATTERN"). [4]

1.1 Company Profile:

Kaira District Co-operative Milk Producers' Union Ltd (Amul) [5]

- a) **Date of Registration:** Founded on 14th December 1946
- b) **Area of Operation:** Primarily in the Kaira District, which includes Anand, Kheda, and Mahisagar Districts in Gujarat, extending to West Bengal, Punjab, Maharashtra, Assam, Bihar, Andhra Pradesh, and Tamil Nadu.
- c) **Membership:** Comprises 3,579 village cooperative societies with a total of 9,42,208 members.
- d) **Certifications:** ISO 9001:2015, ISO 14001:2015, ISO 45001:2018, 22000:2018, and FSSC:22000 V 5.1-ISO TS 22002-1:2009.
- e) **Infrastructure:** Total milk handling capacity of 75.3 lakh liters per day. Operates various dairy plants including Dairy Plant - Anand, TFC - Mogar, and Dr. Kurien Cheese Plant - Khatraj.
- f) **Production Range:** Offers a wide range of dairy products including fresh milk, butter, cheese, paneer, infant milk food, milk powders, flavoured milk, fermented food, ghee, cocoa products, cooking chocolate, ice-cream, malted milk food, extruded food, bread spreads, sweets, frozen food, bakery products, nutrition products, dairy-based carbonated fruit drinks, protein water, ketchup, mayonnaise, energy drinks, and FMCG products.

- g) **Sales Turnover:** Reached Rs. 11,803 crores in the fiscal year 2022-23.
- h) **Global Footprint:** Expanded reach globally, significantly contributing to India's reputation as a leading exporter of dairy commodities.

Amul's legacy of quality, innovation, and community-centric approach has made it an integral part of Indian households, symbolizing the success of the cooperative movement in the country's dairy sector.

1.2 Study objective

- To study of consumers perspectives about Amul fresh milk products in Anand city and Vidyanagar.

1.3 List of Amul fresh milk products: Buffalo Milk, Gold, Shakti, Taaza, Cow Milk, T-Special, Masti Dahi, Light Dahi, Prolife Buttermilk, Satva Buttermilk, Jeera Buttermilk, Probiotic Buttermilk, Lassi, Probiotic Rose Lassi, Probiotic Mango Lassi

In this context, the present study aims to determine the perspectives of Amul dairy fresh milk products consumers on the supply chain of Amul fresh milk products.

2.METHODOLOGY

The study titled "**A study of Amul fresh milk products consumers in Anand city and Vidyanagar**" was conducted from 1st March to 7th June, 2024. The methodology employed included convenience sampling method, in which 142 respondents from Anand city and Vidyanagar, with 82 respondents from Anand city and 60 respondents from Vidyanagar. This methodology ensured a representative sample reflecting both geographical areas and demographic diversity, facilitating a thorough analysis and interpretation of data collected through semi-structured questionnaires designed specifically for the target audience within the study area. Statistical tools were used to analyse survey data, including frequencies, percentages, Mainly Tabular, Graphical Presentation, weighted average, rank, Likert scale.

2.1 Likert Scale analysis: A Likert scale is a type of psychometric response scale used to measure attitudes. It is a 5- or 7-point ordinal scale used by respondents to rate the degree to which they agree or disagree with a statement. [6]

$$\text{Likert scale} = \frac{\Sigma fx}{\text{Total number of Respondents}}$$

Where,

Σfx = Weighted Sum

1. RESULT & DISCUSSION

a) Respondent Consumers Demographics for Amul Fresh Milk Products

This following table shows the detailed overview of respondents consumers demographics.

Table 1 Respondent Consumers Demographics for Amul Fresh Milk Products

(n = 142)

Sr no	Category	Details	No. of consumer	%
1	Location	Anand	82	57.75
		Vidyanagar	60	42.25
2	Gender	Male	78	54.93
		Female	64	45.07
3	Age	Under 18	5	3.52
		18-25	31	21.83
		26-35	34	23.94
		36-45	31	21.83
		46-55	23	16.20
		56+	18	12.68
4	Occupation	Student	29	20.42
		Employed	58	40.85
		Self-employed	26	18.31
		Homemaker	18	12.68
		Retired	11	7.75
5	Monthly Household Income (INR)	Below 10000	23	16.20
		10000 - 20000	32	22.54
		20001 - 30000	39	27.46
		300001 - 40000	19	13.38
		Above 40000	29	20.42

6	Educational Qualification	High School or Below	46	32.39
		Diploma/Certificate	8	5.63
		Bachelor's Degree	61	42.96
		Master's Degree	24	16.90
		Doctorate	3	2.11

Source: Primary data

From the above table indicates that Majority of respondent consumers were from Anand (57.75%, 82 consumers), while 42.25% (60 consumers) were from Vidyanagar. The above table indicates that respondent Male consumers were 54.93% (78 consumers), and 45.07% (64 consumers) were female. From the above table it can be seen that Majority of the respondents were in the age group of 26-35 years 23.94% (34 consumers). From the above table indicates that among the surveyed consumers, majority 40.85% (58 consumers) were employed. The above table shows that Majority of the respondents consumers were in the monthly household income (INR) 27.46% (39 consumers) have a monthly household income between INR 20,001 and 30,000. The above table indicates that Majority of respondent consumers hold a Bachelor's Degree 42.96%, (61 consumers).

b) Respondent Consumers Purchasing Behaviour for Amul Fresh Milk Products

This following table shows the detailed overview of respondents consumers purchasing behaviour, and awareness related to Amul fresh milk products.

Table 2 Respondent Consumers Purchasing Behaviour for Amul Fresh Milk Products

(n = 142)

Sr no	Category	Details	No. of consumer	%
1	Frequency of Purchasing Amul Fresh Milk Products	Daily	107	75.35
		2-3 times a week	28	19.72
		Weekly	2	1.41
		Monthly	5	3.52
2	Awareness of New Amul fresh milk Products Launches and Promotions	Aware	75	52.82

3	Channels for Receiving Information about Amul fresh milk Products	TV Commercials	79	55.63
		Social media	67	47.18
		Print Media (Newspapers, Magazines)	58	40.85
		In-store Promotions	47	33.10
		Word of Mouth	20	14.08
4	Availability of Amul fresh milk Products in Nearby Stores	Easily Available	127	89.44

The above table illustrates that A high demand for Amul fresh milk products is evident, with 75.35% (107 consumers) respondent consumer purchasing daily. The above table indicates that 52.82% (75 consumers) respondents were aware of new product launches and promotions. From the above table Most, respondent consumers received information through TV commercials (55.63%, 79 consumers). A significant respondent consumers majority (89.44%, 127 consumers) find Amul fresh milk products easily available in nearby stores.

c) Preferred Top Three Amul Fresh Milk Products for Consumers respondents

The following table shows the Preferred Amul Fresh Milk Products for Consumers respondents.

Table 3 Preferred Top Three Amul Fresh Milk Products for Consumers respondents

(n = 142)

Sr no	typically purchase preferred Amul fresh milk products	No. of consumer	Percentage (%)	Rank
1	Amul Gold	98	69.01	1
2	Amul Masti Dahi	88	61.97	2
3	Amul Probiotic Buttermilk	80	56.34	3

Source: Primary data

Based on survey analysis, from the above table it can be seen that Amul Gold was the most respondent consumers typically purchase preferred product (69.01%, 98 consumers),

followed by Amul Masti Dahi (61.97%, 88 consumers), Amul Probiotic Buttermilk (56.34%) in the Anand City and Vidyanagar.

d) Respondent Consumers Satisfaction with Amul Fresh Milk Products

This following table summarizes respondent consumers satisfaction levels with Amul fresh milk products

Table 4 Consumer Satisfaction Levels (n = 142)

Sr no	Category	HS (5)	S (4)	N (3)	DS (2)	HD (1)	Weighted Sum	Average Likert Score
1	Overall Satisfaction with Amul Products for Consumer	60	71	9	2	0	615	4.33
2	Satisfaction with Packaging of Amul Products for Consumer	51	78	10	3	0	603	4.25

Source: Primary data

By evaluating the survey analysis, the above table shows that respondent consumers satisfaction levels with Amul products in the Anand City and Vidyanagar. Overall satisfaction with Amul products has a high average Likert score of 4.33, indicating strong positive feedback. Similarly, respondent consumers satisfaction with the packaging of Amul products was also high, with an average Likert score of 4.25, reflecting consistent positive feedback across the surveyed consumers.

4.CONCLUSION

- Based on survey analysis, the study reveals that Amul's respondent consumers base were diverse in age, gender, employment, and educational background, with a majority being young adults and employed. Most respondent consumers were from Anand city and show a strong preference for Amul Gold and Amul Masti Dahi, purchasing daily. Overall respondent consumers satisfaction were high, with positive feedback on product quality and packaging. Despite high satisfaction levels, some respondent consumers report challenges with product availability, indicating areas for potential improvement.

5.SUGGESTION

- By evaluating the survey analysis, which highlight product quality importance as crucial factor, the company should focus on enhancing these aspects to maintain and strengthen in the Anand City and Vidyanagar.

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