



A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS AMUL PRODUCT.

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ABSTRACT:

This paper examines the consumer buying behaviour towards Amul dairy products. A convenient sampling technique tool was adopted for data collection. Sample size taken in this is 50 customers. The data is collected through questionnaire. The buying behaviour is positive which reveals that the buying behaviour of the consumers is high. The promotional strategies of the product can be improved to increase the sale of the company as much. Thus the paper concludes that the buying behaviour of the consumers are positive.

KEYWORDS:

BUYING BEHAVIOUR, CUSTOMER SATISFACTION, PROMOTIONAL STRATEGIES, MARKETING STRATEGY, COMPETITIVE ADVANTAGES.

INTRODUCTION:

1. CONSUMER BUYING BEHAVIOR CONCEPT:

The aim of the marketing is to meet and satisfy the target consumer's need & wants. The field of the consumer behavior studies how individuals, groups and organization select buy, use and dispose of the goods, services, ideas or experiences to satisfy their needs and desires. Understanding consumer behavior and knowing customer is not simple customer may say one thing and do another thing. They may not be in touch with their deeper motivations. Consumer behavior is very complex and dynamic too constantly changing and therefore managements need to adjust with the change otherwise market may be lost.

2. CONSUMER BEHAVIOR:

1. Consumer behavior explain how the individuals consumer, groups of the consumer and organization select, buy, use and dispose of goods, and services to satisfy their needs and wants.

STATEMENT OF THE PROBLEM:

- ▶ New players have come up in the market, AMUL's market share, and the brand has taken a significant hit because of it.
- ▶ The migration of the rural workforce to the major cities has hurt the milk production capacity for AMUL, which procures most of it from the village.

- ▶ AMUL needs to develop new strategies to help engage the rural population and build and scale its milk production in those areas. It needs to invest in new technologies to help make production more cost and time-efficient. AMUL has been slow in expanding to major states.

OBJECTIVES:

- ▶ To know consumer are attracted to the Amul company's retailer outlet or not.
- ▶ To know which kind of extra facility demanded by consumers towards Amul company's product.
- ▶ To find out the potential customer for AMUL Company's product.

RESEARCH METHODOLOGY:

The Research design id probability design and is descriptive research.

DATA COLLECTION:

Primary data is used in the study. It is original data for the purpose of collection of primary data, questionnaire were filled by the respondents. The questionnaire comprises of close ended.

PRIMARY DATA:

"Primary data is the data which is collected by the research at first hand." Here in this report I have collected primary

data with the help of the questionnaire to get the necessary information.

SECONDARY DATA:

"Secondary data whether internal or external is the data already collected by others for propose other then solution of the problem at hand". Secondary data is gathered with the help of websites

SAMPLE SIZE:

A Sample size of 50 Respondents of new product user in Madurai city will be surveyed.

DATA ANALYSIS:

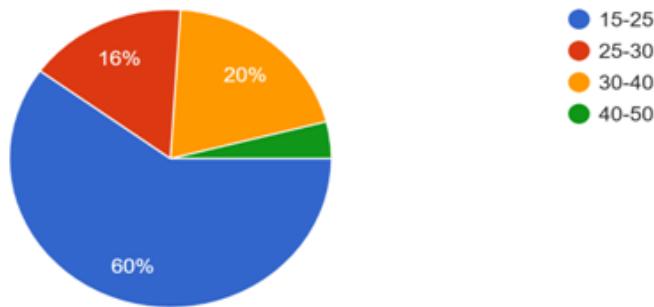
TABLE 1:

RESPONSE OF AGE WISE CALCULATION

AGEs	No. of Respondents	Percentage
15-25	30	60
25-30	8	16
30-40	10	20
40-50	2	4
Total	50	100

SOURCE: PRIMARY DATA

CHART:



INTERPERATATION:

The above table show that 60% of the response are between 15 to 25 years. And 16% of the response are between 25-30 years. 20% of the response are between 30-40 years. 4% of the response are between 40-50 year.

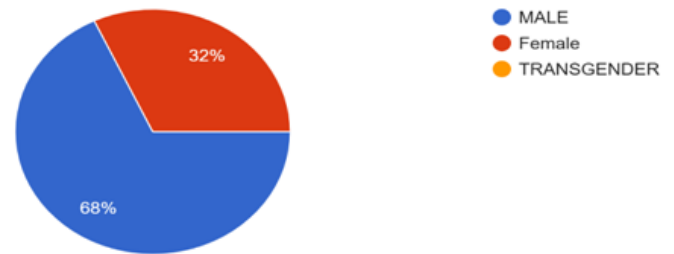
TABLE 2:

RESPONSE OF GENDER CALCULATION

Gender	No. of Respondent	Percentage
MALE	34	68
FEMALE	16	32
TRANSGENDER	0	0
TOTAL	50	100

SOURCE: PRIMARY DATA

CHART:



INTERPERATATION:

The above table show that 68% of the response are between 34 males. And 32% of the response are between females.

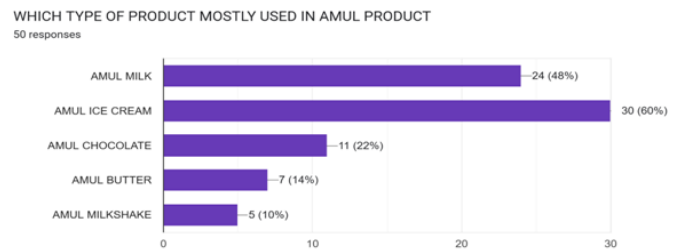
TABLE 3:

RESPONSE OF CHOICE OF AMUL PRODUCTS

Product	NO. of Respondents	Percentage
Amul Milk	24	48
Amul Icecream	30	60
Amul Chocolate	11	22
Amul Butter	7	14
Amul Milkshake	5	10

SOURCE: PRIMARY DATA

CHART:



INTERPERATATION:

The above table show that 48% of the response are buying Amul Milk.60% of the response are buying Amul Icecream.22% of the response are buying Amul chocolate.14% of the response are buying Amul Butter.10% of the response are buying Amul Milkshake.

FINDINGS:

- a) 60% of the respondents are between 15-25 years
- b) 68% of the respondents are male and 32% of the respondents are female.
- c) 60% of the respondents are mostly buying Amul Ice cream compare with other Amul products

SUGGESTION:

1. It is clear that the respondents of AMUL are Quality conscious. So if it is possible AMUL should concentrate on quality of its production.
2. By evaluating the survey it is clear that the respondents are mostly interested in the taste provided by AMUL products. AMUL should concentrate on its product's taste more than any other features.
3. It is specifies that the AMUL respondents are giving priority to the availability of AMUL products by more than 2/3 part. So it becomes necessary for AMUL to supply the AMUL products in all its target market.
4. According to my Study, Quality product should be produced and now a day's price is an important factor for common man. So company should concentrate in these both mentioned factors.

CONCLUSION:

Consumers were interested for quality or customer oriented product rather than having the brand image.

Ice-cream, chocolate, milkshake, milk etc. Are consumed mostly because its quality good and dairy product. Amul was the market leader and local ice cream vendors acquire the second position in terms market share. So try to increase the advertisement and lack of availability in the rural area is the main weakness for the company.

REFERENCES

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