

A Project Report on
**"AN ANALYSIS OF PRODUCT MIX OF AMUL AND CUSTOMER
PERCEPTION ABOUT THE BRAND ",**

Submitted to
Department of Management Sciences & Research (DMSR)
G.S. College of Commerce and Economics, Nagpur
(An Autonomous Institution)

Affiliated to:
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of
Master of Business Administration

Submitted by
Prachi Gupta

Under the Guidance of
DR. Archana Dadhe

Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur

NAAC Accredited "A" Grade Institution



Academic Year 2023-24

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution**



Academic Year 2023-24

CERTIFICATE

This is to certify that **Ms. Prachi Gupta** has submitted the project report titled, "**An Analysis of Product mix of Amul and Customer Perception About the Brand**", under the guidance of **Dr. Archana Dadhe** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that he/she has ingeniously completed his/her project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

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(Name of Guide)

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(MBA Coordinator)

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**Department of Management Sciences and Research,
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NAAC Accredited "A" Grade Institution**



Academic Year 2023-24

DECLARATION

I, **Prachi Gupta** here-by declare that the project with title "**An Analysis of Product Mix of Amul and Customer Perception About the Brand**", has been completed by me under the guidance of **Dr. Archana Dadhe** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S.College of Commerce and Economics, Nagpur, (NAAC Re-accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Prachi Gupta

Place: Nagpur

Date:

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited “A” Grade Institution**



Academic Year 2023-24

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Last but not the least, I am very much thankful to all those who helped me directly and indirectly in successful completion of my project.

Prachi Gupta

Place: Nagpur

Date:

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CHAPTER I

INTRODUCTION

Introduction

Analyzing a product mix involves assessing the assortment of products offered by a company to determine their performance, profitability, and contribution to overall business goals. It entails examining factors like sales volume, revenue, market share, pricing, costs, and customer preferences to make informed decisions about product development, marketing strategies, and resource allocation.

Analyzing a product mix is a critical aspect of strategic management for any company. It involves assessing the assortment of products offered by a business to determine their individual performance, profitability, and contribution to overall business goals. This comprehensive analysis enables businesses to make informed decisions about product development, marketing strategies, resource allocation, and portfolio management. In this introduction, we will delve into the key components and methodologies involved in analyzing a product mix.

Understanding Product Mix:

A product mix refers to the complete range of products or services offered by a company. It encompasses all variations of products within a company's portfolio, including different brands, product lines, and product categories. A well-managed product mix is essential for sustaining competitiveness and meeting the diverse needs of customers. It allows companies to cater to different market segments, mitigate risks associated with individual products, and capitalize on emerging opportunities.

Components of Product Mix Analysis:

Sales Volume and Revenue: One of the fundamental aspects of product mix analysis is evaluating the sales volume and revenue generated by each product in the portfolio. This involves quantifying the units sold and the corresponding revenue generated over a specific period. By comparing sales performance across different products, companies can identify top performers, underperformers, and opportunities for growth.

Market Share: Assessing the market share of each product within its respective market segment provides valuable insights into its competitive position. Companies can determine whether a product dominates its market or faces stiff competition from rivals. Understanding market share dynamics helps companies devise strategies to defend existing market positions or gain market share from competitors.

Profitability: Analyzing the profitability of individual products is crucial for optimizing resource allocation and maximizing overall profitability. Profitability metrics such as gross margin, net margin, and contribution margin

help assess the financial viability of each product. By identifying high-margin products and cost drivers, companies can streamline operations, adjust pricing strategies, or discontinue unprofitable products.

Customer Preferences: Understanding customer preferences and buying behavior is essential for aligning the product mix with market demand. Through market research, surveys, and customer feedback, companies can identify trends, preferences, and emerging needs. This information enables companies to tailor their product offerings, features, and marketing messages to better resonate with target customers.

Product Lifecycle Stage: Assessing the lifecycle stage of each product provides insights into its growth potential, maturity, or decline. Products in different lifecycle stages require different strategies and resource allocations. For example, companies may invest more resources in promoting new products to capture market share or focus on optimizing profitability for mature products.

Cost Analysis: Conducting a thorough cost analysis helps companies understand the cost structure associated with each product. This includes direct costs (e.g., materials, labor) and indirect costs (e.g., overhead expenses). By analyzing cost data, companies can identify opportunities to reduce costs, improve efficiency, and enhance overall profitability.

Methodologies for Product Mix Analysis:

ABC Analysis: ABC analysis categorizes products into three groups based on their contribution to revenue or profitability. "A" products are high-value and high-priority items, "B" products are moderate in value and priority, and "C" products are low-value and low-priority items. This classification helps companies allocate resources effectively and focus on products that drive the most value.

Pareto Analysis: Pareto analysis, also known as the 80/20 rule, suggests that roughly 80% of results come from 20% of efforts. Applied to product mix analysis, this means that a significant portion of revenue or profitability comes from a small subset of products. By identifying and focusing on these key products, companies can maximize returns and optimize resource allocation.

Conjoint Analysis: Conjoint analysis is a market research technique used to determine how customers value different attributes of a product. By presenting customers with hypothetical product profiles and analyzing their preferences, companies can quantify the relative importance of various product features and attributes. This information helps companies design products that align with customer preferences and market demand.

SWOT Analysis: SWOT analysis assesses the strengths, weaknesses, opportunities, and threats associated with each product in the portfolio. By evaluating internal factors (e.g., brand reputation, product quality) and external factors (e.g., market competition, technological advancements), companies can develop strategies to capitalize on strengths, mitigate weaknesses, exploit opportunities, and address threats

As analyzing a product mix is essential for optimizing business performance, enhancing competitiveness, and meeting customer needs. By evaluating sales volume, revenue, market share, profitability, customer preferences, lifecycle stage, and cost structure, companies can make informed decisions about product development, marketing strategies, and resource allocation. Employing methodologies such as ABC analysis, Pareto analysis, conjoint analysis, and SWOT analysis enables companies to gain deeper insights into their product mix and drive sustainable growth in today's dynamic marketplace.

CHAPTER II

COMPANY PROFILE

Company profile



The Taste of India AMUL means "priceless" in Sanskrit. The brand name "Amul," from the Sanskrit "Amoolya," was suggested by a quality control expert in Anand. Variants, all meaning "priceless", are found in several Indian languages. Amul products have been in use in millions of homes since 1946. Amul Butter, Amul Milk Powder, Amul Ghee, Amulspray, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya have made Amul a leading food brand in India. (Turnover: Rs. 52.55 billion in 2007-08). Today Amul is a symbol of many things. Of high-quality products sold at reasonable prices. 50 years after it was first launched, Amul's sale figures have jumped from 1000 tonnes a year in 1966 to over 25,000 tonnes a year in 1997. No other brand comes even close to it. All because a thumb-sized girl climbed on to the hoardings and put a magical spell on the masse.

AMUL stands for,

A = Anand

M = Milk

U = Union

L = Limited

Anand milk union ltd. is based on four hands, which are coordinated with each other. The actual meaning of this symbol is co-ordination of four hands of different people by whom this union is at the top position in Asia. • First hand is of farmers, without whom the organization would not have existed. • Second hand is of processors, who process the raw material (milk) into finished goods. • Third hand is of marketer, without whom the product would have not reached the customers • Fourth hand is of customers, without whom the products would have not carried on. **BASIC INFORMATION** Company Name: Amul India (Gujarat Co-operative Milk Marketing Federation Ltd.) Business Type: Manufacturer Product/Services: Infant Milk Food, Skimmed Milk Powder, Butter, Cheese (Cheddar, Mozzarella, Emmental, Gouda), Cheese spreads, Ghee, Condensed Milk, Chocolates, malted milk food, Breadsreads, fresh milk, UHT milk, Icecream. Address: Amul Dairy Road Number of Employees: 501 - 1000 People URL: <http://www.Amul.com> **OWNERSHIP & CAPITAL** Year Established: 1973 Representative/Business Owner: B M Vyas Trade & Market Main Markets: North America, South America, Western Europe, Eastern Europe, Eastern Asia, Southeast Asia, Mid East Africa Oceania

TOP 10 MILK BRANDS IN INDIA



Anand milk union ltd. is based on four hands, which are coordinated with each other. The actual meaning of this symbol is co-ordination of four hands of different people by whom this union is at the top position in Asia.

- First hand is of farmers, without whom the organization would not have existed.
- Second hand is of processors, who process the raw material (milk) into finished goods.
- Third hand is of marketer, without whom the product would have not reached the customers
- Fourth hand is of customers, without whom the products would have not carried on.

BASIC INFORMATION

Company Name: Amul India (Gujarat Co-operative Milk Marketing Federation Ltd.)

Business Type: Manufacturer

Product/Services: Infant Milk Food, Skimmed Milk Powder, Butter, Cheese (Cheddar, Mozzarella, Emmental, Gouda), Cheese spreads, Ghee, Condensed Milk, Chocolates, malted milk food, Breadsreads, fresh milk, UHT milk, Ice cream.

Address: Amul Dairy Road

Number of Employees: 501 - 1000 People

URL: <http://www.Amul.com>

OWNERSHIP & CAPITAL

Year Established: 1973

Representative/Business Owner: B M Vyas

Trade & Market

Main Markets: North America, South America, Western Europe, Eastern Europe,

Eastern Asia, Southeast Asia, Mid East Africa Oceania Total Annual Sales

Volume: Above US\$100 Million

BRIEF HISTORY OF AMUL

AMUL (Anand Milk Union Limited), formed in 1946, is a dairy cooperative movement in India. It is a brand name managed by an apex cooperative organization, Gujarat Co-operative Milk Marketing Federation Lt. (GCMMF), which today is jointly owned by some 2.6 million milk producers in Gujarat, India.

AMUL is based in Anand, Gujarat and has been a sterling example of a co-operative organization's success in the long term. It is one of the best examples of co-operative achievement in the developing world.

"Anyone who has seen ... the dairy cooperatives in the state of Gujarat, especially

the highly successful one known as AMUL, will naturally wonder what combination of influences and incentives is needed to multiply such a model a thousand times over in developing regions everywhere."

The Amul Pattern has established itself as a uniquely appropriate model for rural

development. Amul has spurred the White Revolution of India, which has made India the largest producer of milk and milk products in the world. It is also the world's biggest vegetarian cheese brand. Amul is the largest food brand in India and world's Largest Pouched Milk Brand

with an annual turnover of US \$1050 million (2006-07). Currently Amul has 2.6 million producer members with milk collection average of 10.16 million litres per

day. Besides India, Amul has entered overseas markets such as Mauritius, UAE, USA, Bangladesh, Australia, China, Singapore, Hong Kong and a few South African countries. Its bid to enter Japanese market in 1994 had not succeeded, but

now it has fresh plans of flooding the Japanese markets. Other potential markets

being considered include Sri Lanka.

Dr Verghese Kurien, former chairman of the GCMMF, is recognized as the man behind the success of Amul. On 10 Aug 2006 Parthi Bhatol, chairman of the Banaskantha Union, was elected chairman of GCMMF.

THE START OF REVOLUTION

The revolution started as awareness among the farmers that grew and matured into a protest movement and the determination to liberate them. Over four decades ago, the life of a farmer in Kaira District was very much like that of his counterpart anywhere else in India. His income was derived almost entirely from seasonal crops. The income from milch buffaloes was undependable. The marketing and distribution system for the milk was controlled by private traders and middlemen. As milk is perishable, farmers were compelled to sell it for whatever they were offered. Often, they had to sell cream and ghee at throwaway prices. In this situation, the one who gained was the private trader. Gradually, the realization dawned on the farmers that the exploitation by the trader could be checked only if marketed their milk themselves. In order to do that they needed to form some sort of an organization. This realization is what led to the establishment of the Kaira District Cooperative Milk Producers' Union Limited (popularly known as Amul) which was formally registered on December 14, 1946. The Kaira Union began pasteurizing milk for the Bombay Milk Scheme in June 1948. An assured market proved a great incentive to the milk producers of the district. By the end of 1948, more than 400 farmers joined in more village societies, and the quantity of milk handled by one Union increased from 250 to 5,000 litres a day.

AMUL'S SECRET OF SUCCESS:

The system succeeded mainly because it provides an assured market at remunerative prices for producers' milk besides acting as a channel to market the production enhancement package. What's more, it does not disturb the agro system of the farmers. It also enables the consumer an access to high quality milk and milk products. Contrary to the traditional system, when the profit of the business was cornered by the middlemen, the system ensured that the profit goes to the participants for their socio-economic upliftment and common good. Looking back on the path traversed by Amul, the following features make it a pattern and model for emulation elsewhere. Amul has been able to:

- Provide a support system to the milk producers without disturbing their agro-economic systems.
- Even though, growing with time and on scale, it has remained with the smallest producer members. In that sense, Amul is an example par excellence, of an intervention for rural change.
- Bring at the command of the rural milk producers the best of the technology and harness its fruit for betterment.
- Produce an appropriate blend of the policy makers farmers board of management and the professionals: each group appreciating its roles and limitations.
- Plough back the profits, by prudent use of men, material and machines, in the rural sector for the common good and betterment of the member producers and. The Union looks after policy formulation, processing and marketing of milk, provision of technical inputs to enhance milk yield of animals, the artificial insemination service, veterinary care, better feeds and the like - all through the village societies. The village society also facilitates the implementation of various production enhancement and member education programs undertaken by the Union. The staff of the

village societies has been trained to undertake the veterinary first-aid and the artificial insemination activities on their own.



LIST OF PRODUCTS MARKETED

o Breadsreads:

- Amul Butter
- Amul Lite Low Fat Breadsread
- Amul Cooking Butter

o Cheese Range:

- Amul Pasteurized Processed Cheddar Cheese
- Amul Processed Cheese Spread
- Amul Pizza (Mozarella) Cheese
- Amul Shredded Pizza Cheese
- Amul Emmental Cheese
- Amul Gouda Cheese
- Amul Malai Paneer (cottage cheese)
- Utterly Delicious Pizza

o Mithaee Range (Ethnic sweets):

- Amul Shrikhand (Mango, Saffron, Almond Pistachio, Cardamom)
- Amul Amrakhand
- Amul Mithaee Gulabjamuns
- Amul Mithaee Gulabjamun Mix
- Amul Mithaee Kulfi Mix

- Avsar Ladoos

- o **UHT Milk Range:**

- Amul Shakti 3% fat Milk
- Amul Taaza 1.5% fat Milk
- Amul Gold 4.5% fat Milk
- Amul Lite Slim-n-Trim Milk 0% fat milk
- Amul Shakti Toned Milk
- Amul Fresh Cream
- Amul Snowcap Softy Mix

- o **Pure Ghee:**

- Amul Pure Ghee
- Sagar Pure Ghee
- Amul Cow Ghee o **Infant Milk Range:**

- Amul Infant Milk Formula 1 (0-6 months)
- Amul Infant Milk Formula 2 (6 months above)
- Amulspray Infant Milk Food

- o **Milk Powders:**

- Amul Full Cream Milk Powder
- Amulya Dairy Whitener
- Sagar Skimmed Milk Powder
- Sagar Tea and Coffee Whitener

- o **Sweetened Condensed Milk:**

- Amul Mithaimate Sweetened Condensed Milk

- o **Fresh Milk:**

- Amul Taaza Toned Milk 3% fat
- Amul Gold Full Cream Milk 6% fat
- Amul Shakti Standardised Milk 4.5% fat
- Amul Slim & Trim Double Toned Milk 1.5% fat
- Amul Saathi Skimmed Milk 0% fat

•Amul Cow Milk

o **Curd Products:**

•Yogi Sweetened Flavoured Dahi (Dessert)

•Amul Masti Dahi (fresh curd)

•Amul Masti Spiced Butter Milk

•Amul Lassees

o **Amul Icecreams:**

•Royal Treat Range

(Butterscotch, Rajbhog, Malai Kulfi)

•Nut-o-Mania Range

(Kaju Draksh, Kesar Pista Royale, Fruit Bonanza, Roasted Almond)

•Nature's Treat

(Alphanso Mango, Fresh Litchi, Shahi Anjir, Fresh Strawberry, Black Currant, Santra Mantra, Fresh Pineapple)

•Sundae Range

(Mango, Black Currant, Sundae Magic, Double Sundae)

•Assorted Treat

(Chocobar, Dollies, Frostik, Ice Candies, Tricone, Chococrunch, Megabite, Cassatta)

•Utterly Delicious

(Vanila, Strawberry, Chocolate, Chocochips, Cake Magic) o **Chocolate &**

Confectionery:

•Amul Milk Chocolate

•Amul Fruit & Nut Chocolate

o **Brown Beverage:**•Nutramul Malted Milk Food o **Milk Drink:**

CHAPTER III
LITERATURE REVIEW

PACKAGING CHARACTERISTICS AND ITS IMPACT ON CONSUMER BRAND PREFERENCE WITH SPECIAL REFERENCE TO AMUL MILK.

Author name : Prerna Garg1 Harshit Setia

YEAR : 2015

Conclusion :

This study, therefore, aims at identifying the impact of packaging characteristics on consumer brand preference with special reference to AMUL milk in Delhi/NCR. The research shows that there is significant difference in consumer brand preference among consumers of different genders towards AMUL Milk. The study also shows that packaging characteristics like package design, liking for package, communication through package and usability of package has a significant impact on consumer brand preference. The researcher recommended that the company must make their packaging more user friendly by providing the necessary information regarding the product on the package.

A STUDY ON THE CONSUMER PREFERENCE TOWARDS MILMA AND AMUL PRODUCTS

Year: 2020

Conclusion: The study will be based on both primary and secondary data. Kottayam district of Kerala has been selected as the sample area for the purpose of this study. A total number of 50 samples have been selected for this study. The samples were selected using convenience sampling technique. The tools and techniques used in this study are percentages, tables and chart. Consumer preference is one of the important factors that influence the success and fall of every business. Because of the importance that the consumers give for the milk and milk products in their daily life, dairy factories and industries growing rapidly.

CHAPTER IV
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

The research Methodology is the set of procedure or techniques used to identify, select , process, and analyzes information about the subject within its environmental conditions and limit The research design is the plan of action that links the underpinning assumptions and frameworks in the methods and techniques used.

DATA COLLECTION: -

Basically, the data can be classified into to categories Ie.

A. Primary Data

B. Secondary Data

A. Primary data: Primary data is data that is collected by a researcher from first hand sources, using methods like Questionnaire, surveys, interviews, or experiments. The primary data are those which are collective a fresh and for the first time, these data are of the original character. These can be collected by a) Questionnaire.

B. Secondary Data: Secondary data is the data that have been already collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data cannot be obtained at all. The secondary data is collected from 'journals, Internet/websites, articles and research papers'

PROBLEM STATEMENT

This analysis investigates the effectiveness of Amul's diverse product mix in meeting *consumer needs and examines customer perception of the brand's quality, affordability, and social impact. The goal is to identify strengths and potential areas for improvement in Amul's market strategy to enhance customer satisfaction and loyalty.

Need of the study

- Amul has always focused on quality and innovation, which helps them stay ahead of the competition.
- Amul has built trust and brand loyalty among its target market by delivering the best quality products at low rates.
- Amul uses technological innovation to offer new dairy products to meet customer needs.

Objectives of Study

- The main objective of the study is
- To study product mix strategies of amul.
- To understand the impact of product mix of amul on consumers.
- To study the perception of consumers about the brand

HYPOTHESIS

Ho: There is no significant relationship between the product mix of Amul and customer perception about the brand.

H1: There is a Significant relationship between the product mix of Amul and customer perception about the brand.

LIMITATIONS OF THE STUDY

- This research, however, is subject to several limitations. Limitations that I faced during this research are:
- Limited access to data due to covid pandemic and lockdown. So the collection of data is not sufficient.
- The data collected could be biased and inaccurate.
- Lack of previous research studies on the topic. Effective verification of data not possible.
- Time constraint is a major factor resulting in limitation of data collection.

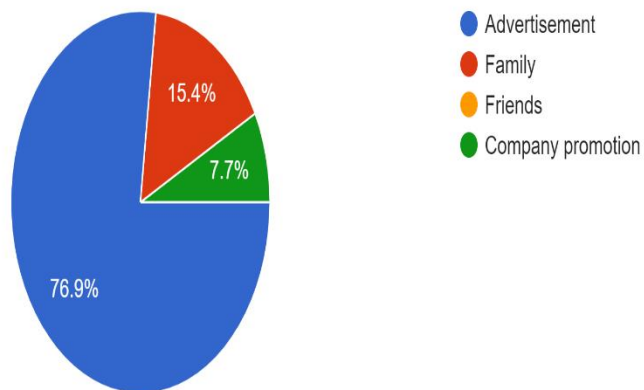
CHAPTER V

DATA ANALYSIS & INTERPRETATION

1. Sources on how Amul products are known

Sr. No	No of Respondent	Percentage
Advertisement	76.95	76.95%
Family	15.4	15.4%
Friends	0	0%
Company promotion	7.7	7.7%
Total	100	100%

1. Sources on how Amul products are known



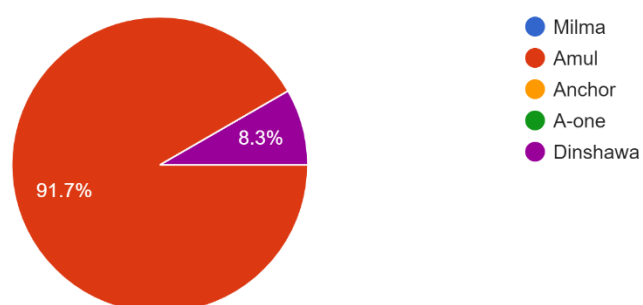
Interpretation:

From the above table and figure we can see that out of 100 customers, the customer known Amul products, by the Advertisements 76.9%, Family 15.4% and 7.7% of company promotion.

2. Preference of milk brand

Sr. No	No of Respondent	Percentage
Milma	0	0
Amul	91.7	91.7%
Anchor	0	0
A-one	0	0
Dinshaw	8.3	8.3%
Total	100	100%

2. Preference of milk brand



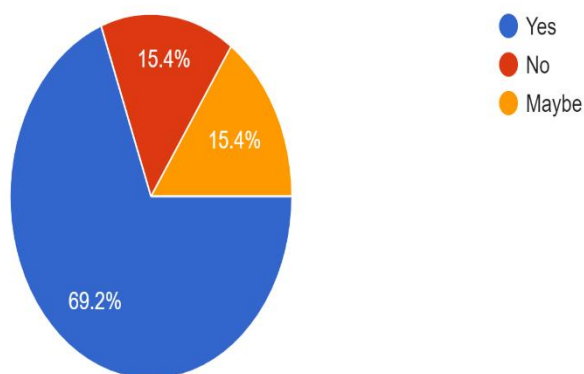
Interpretation:

The above data represents that the 91.7% customer prefer Amul milk brand and 8.3% customer prefer Dinshaw milk brand.

3) Buying modern dairy products from modern stores

Sr. No	No of Respondent	Percentage
Yes	69.2	69.2%
No	15.4	15.4%
May be	15.4	15.4%
Other	0	0
Adoption	0	0
Total	100	100%

3. Buying Dairy products from Modern Stores



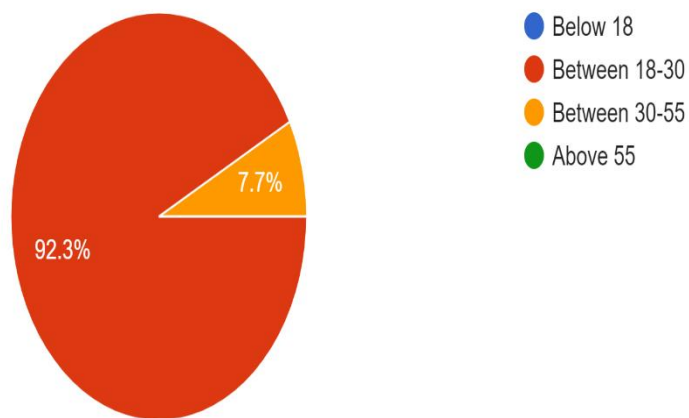
Interpretation

From the above table 69.2% customer are buy dairy products from modern store and 15.4% customer are not buy dairy products from modern store

4. Based on Age

Sr. No	No of Respondent	Percentage
Below 18	0	0
Between 18- 30	92.3	92.3%
Between 30-35	7.7	7.7%
Above 55	0	0
other	0	0
Total	100	100%

4. Based on Age



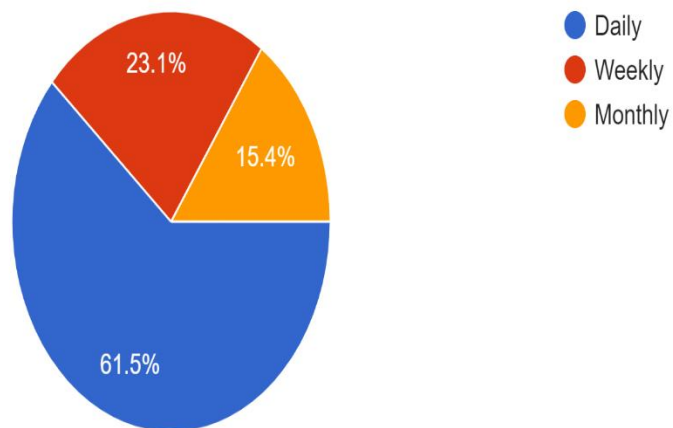
Interpretation

The above data represents customer age of response are 92.3% of between 18-30 age group And 7.7% customer are between 30-55 age-group.

5. Off Take of the products used

Sr. No	No of Respondent	Percentage
Daily	61.5	61.5%
Weekly	23.1	23.1%
Monthly	15.4	15.4%
Total	100	100

5. Off Take of the products used



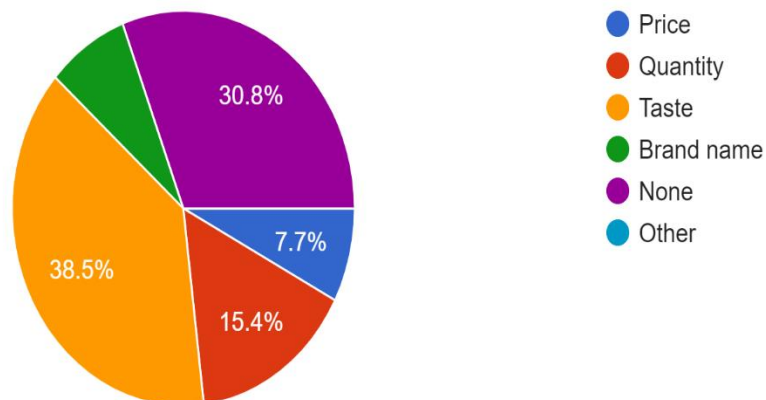
Interpretation

From the above data daily 61.5% customer are prefer Amul products, weekly 23.1% and 15.4% monthly.

6. Factors affecting the buying power of Amul

Sr. No	No of Respondent	Percentage
Price	7.7	7.7%
Quantity	15.4	15.4%
Taste	38.5	38.5%
Brand name	0	0%
None	30.8	30.8%
Other	7.7	7.7%
total	100	100%

6. Factors affecting the buying power of amul



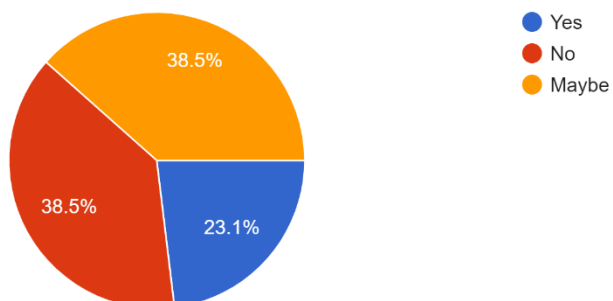
Interpretation

The above data represents, the factor affected the buying powers of Amul, products are price at 38.5% quantity at 15.4%, taste in 7.7% and none are 30.8%

7. Switching over Amul products with other products

Sr. No	No of Respondent	Percentage
Yes	23.1	23.1%
No	38.5	38.5%
Maybe	38.5	38.5%
Total	100	100%

7. Switching over Amul products with other products



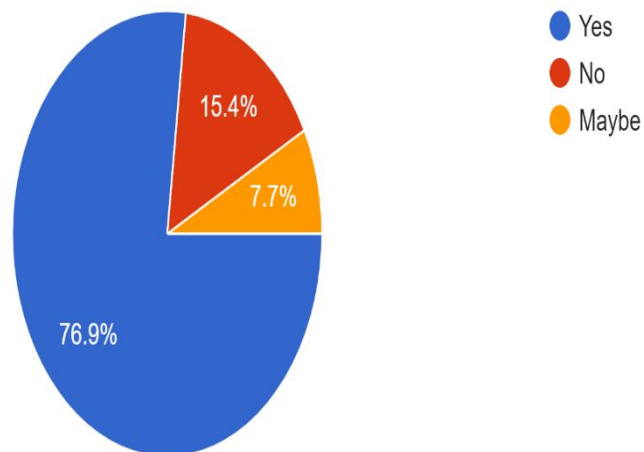
Interpretation:

From above table and graph, we see that 38.5% customer are switch the Amul products and 23.1% customer are not switch the Amul products.

8. Amul Parlors' should be set up

Sr. No	No of Respondent	Percentage
Yes	76.9	76.9%
No	15.4	15.4%
May be	7.7	7.7%
total	100	100%

8. Amul parlours should be set up



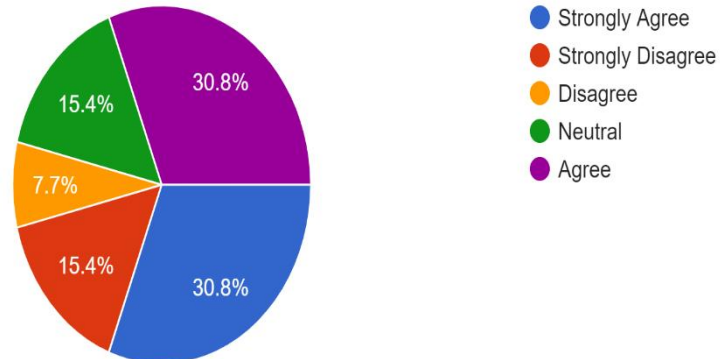
Interpretation:

From the above table Amul Parlors are should be set up as 76.9% and 15.4% are no set up.

9. Amul are reasonable priced than it's competitors

Sr. No	No of Respondent	Percentage
Strongly agree	30.8	30.8%
Strongly disagree	15.4	15.4%
Disagree	7.7	7.7%
Neutral	15.4	15.4%
Agree	30.8	30.8%
total	100	100%

9. Amul are reasonable priced than it's competitors



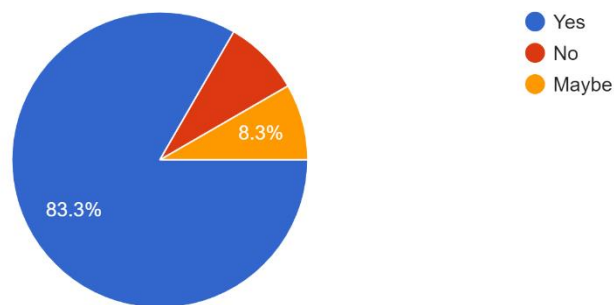
Interpretation:

From the above data Amul are reasonable priced than it's competitors with strongly agree customers are 30.8%, agree are 30.8%.

10. Amul products are suitable packed

Sr. No	No of Respondent	Percentage
Yes	83.3	83.3%
No	0	0
May be	8.3	8.3%
total	100	100%

10. Amul products are suitable packed



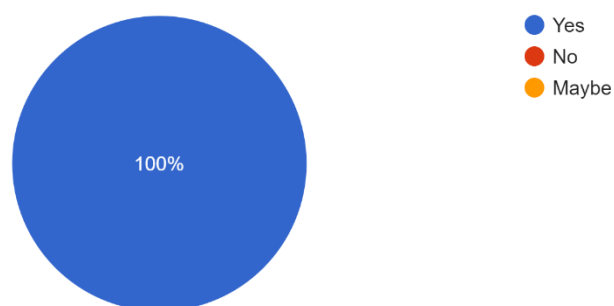
Interpretation:

From the above table and graph Amul products are 83.3% suitable packed and 8.3% may be.

11. Satisfaction with the quality of Amul products

Sr. No	No of Respondent	Percentage
Yes	100	100%
No	0	0
Maybe	0	0
total	100	100%

11. Satisfaction with the quality of Amul products



Interpretation:

From the above table and graph the Amul products are fully or 100% satisfaction with the quality.

**CHAPTER VI
FINDINGS
&
SUGGESTIONS**

FINDINGS

- Majority of the consumers prefer easy availability and quality as the main preference in buying any milk brand.
- Most of the respondents are in age group between 18-30 years.
- Amul products have been of great influence on all the age groups irrespective of gender
- Advertisements are making a huge reputation to the Amul brand. Brand awareness is very high.
- If Amul parlours are set up in each locality, there will be an increase in the consumption of these products.
- Most of the respondents feel that Amul is worth the price and are suitable packed.
- Amul has the positive image in the minds of people due to its taste and brand name.

SUGGESTIONS

- People use milk for various purposes like making Curd, Lassi, and Ice-cream besides Tea and for drinking purpose. So a positive perception can be created to make them think that amul milk is best suited for those purposes.
- Amul should give local advertisements apart from the advertisements given at the national level. Local advertisement must mention the exclusive Amul shops of the region
- Suggestions & complaints made by retailers & consumers should be given due attention to provide maximum satisfaction. This could create an impression that amul cares for them.

CHAPTER VII

CONCLUSION

Conclusion

- From the findings it is clear that most people prefer amul products due to its taste, quality and brand image.
- Strong advertisements are the key in the success of Amul products in India
- **Diverse Product Range:** Amul's extensive product mix, including dairy products like milk, cheese, butter, and ice cream, caters to a wide range of consumer needs.
- **High Brand Loyalty:** Strong customer perception is driven by consistent quality, affordability, and trust in the brand.
- **Innovation and Quality:** Regular product innovation and adherence to quality standards enhance customer satisfaction and brand reputation.
- **Market Leader:** Amul's strategic marketing and widespread distribution network have established it as a market leader in the dairy industry.

Hypothesis Testing

Null Hypothesis Ho: There is no significant relationship between the product mix of Amul and customer perception about the brand.

Alternate Hypothesis H1: There is a Significant relationship between the product mix of Amul and customer perception about the brand.

From the above study it is concluded that there is a Significant relationship between the product mix of Amul and customer perception about the brand, thus Null hypothesis is rejected.

CHAPTER VIII

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CHAPTER IX
ANNEXURE

ANNEXURE

1) Sources on how Amul products are known

- Advertisement
- Family
- Friends
- Company promotion

2. Preference of milk brand

- Amul
- Anchor
- A-one
- Other:
- Clear selection

3. Buying Dairy products from Modern Stores

- Yes
- No
- Maybe
- Other:

4. Based on Age

- Below 18
- Between 18-30
- Between 30-55
- Above 55
- Other:

5. Off Take of the products used

- Daily
- Weekly
- Monthly

6. Factors affecting the buying power of amul

- Price
- Quantity
- Taste
- Brand name
- None
- Other

7. Switching over Amul products with other products

- Yes
- No
- Maybe

8. Amul parlours should be set up

- Yes
- No
- Maybe

9. Amul are reasonable priced than it's competitors

- Strongly Agree
- Strongly Disagree
- Disagree
- Neutral
- Agree

10. Amul products are suitable packed

- Yes
- No
- Maybe

11. Satisfaction with the quality of Amul products

- Yes
- No
- Maybe.