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Consumer Preference Over Various Categories of Amul Products, Based on Different Demographic Variables in Jalpaiguri Municipal Areas

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ABSTRACT

In a dynamic and fiercely competitive marketplace, maintaining market share and brand goodwill requires organizations to continuously align with evolving market scenarios. Guided by Kotler and Keller's definition of consumer buying behaviour, business houses rely heavily on market surveys to decipher consumer attitudes, intentions, and decision-making processes. For a dominant dairy brand like Amul, capturing localized consumer perceptions, psychological drivers, and social-cultural norms is vital to sustaining brand loyalty and optimizing revenue growth against rival brands.

This study evaluates consumer preferences, purchase decisions, and brand perceptions regarding the dairy product portfolio of Amul in comparison to its key market competitors. It specifically investigates the underlying drivers of consumer inclination toward Amul, measures the marketplace positioning of its various product categories, and analyses the critical factors causing consumers to deliberately shift to rival brands.

Primary data was gathered through a structured market survey distributed among targeted consumers. The analytical framework correlates consumer decision-making metrics against core social, cultural, personal, psychological, and demographic variables.

Keywords: Consumer Behaviour, Brand Loyalty, Amul Dairy Products, Market Survey, Competitive Advantage, Consumer Perception.

INTRODUCTION

As we know that market is very dynamic, it is necessary for any organisation to have a firm grasp on the knowledge of the ever-changing market scenario in order to thrive over long term and maintain its share and goodwill in the marketplace. Customers are the primary stakeholders who must be pleased by the business enterprises, so in the era of fierce competition in the market, business houses opt for research in order to gain competitive advantage and greater market share as compared to the rival brands. In the words of Kotler and Keller (2011) “consumer buying behaviour is known to be the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants”. Thus market survey is opted for, by the business to get knowledge about the unknown facts and to formulate their working depending on the result obtained. Under consumer preference as per the choice of taste and other related factors, it is very much important to cope up with the expectation of the targeted consumers, so as to gain consumer brand loyalty and create brand image in the minds of the consumers.

Consumer buying behaviour includes consumer’s attitude, preference, intention and decision regarding purchase of a particular product or availing for any service. Consumer decision and mainly study field which includes factors such as social, cultural, demographic, personal and psychological.

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As consumers take decisions regarding purchase of any item depending upon what they perceive, thus it is important to study perception. Consumers perceive the marketing stimuli variedly.

Also knowing the consumer preference is very vital as it helps to know as to how a consumer reacts and takes decision while purchasing certain items, depending on the brands products which suite their satisfaction level. Most of the studies explain as to how the consumers are influenced by their own preferences, the preferences of others, and the context in which they make decisions. Consumers are highly influenced by social norms and cultural values that are seen as to conform certain behaviours or beliefs.

This survey is being carried out particularly over the dairy products performance of Amul brand as compared to the other well-known brands offering for similar products and facilities. The survey relevantly depicts most of the dairy products produced and offered by Amul, and shows the position for each in the market, in comparison to other companies offering such products in variation as well. With the help of this survey we came to know about the major role playing factors which keeps the consumers inclined towards the purchase of Amul products. Also we got to know about the various products position in the market as compared to other brands. It is also evident from the study as to why consumers are deliberately shifting towards other brands. The decision making power of the consumer while choosing among various rival brands can be observed from the study. Thus, by implementing the results derived from the findings Amul can work in such manner so as to ensure consumer with products which levels up to their desire. Understanding consumer preference can help the company in performing well with their demand and sales which will directly impact the revenue generation and enhance the profit of the company.

REVIEW OF LITERATURE

Sivasankaran, S (2014), the study shows that in Coimbatore district, quality acts as a major factor which influences the buying decision of the consumer and also states that majority of the respondents are satisfied with the products of Amul. Although the study was opted to know for the consumer satisfaction for various Amul milk products yet, little emphasis is given towards the products. The study puts less emphasis to know about the existing market captured by Amul products. It is also suggested that Amul can retain its loyal consumer by supplying them best quality products and by making the products easily available to consumers.

Ramya, N (2018), through his study over Coimbatore city, reveals that quality and taste of the products play the most gaming changing factor for Amul in comparison to other brands, yet it ignores about the brand awareness towards Amul and also the socio economic factors are not properly addressed. The study's conclusion focuses on the buying behaviour and there is no proper resolve to address the problem.

Survey of **Dr. C. Arunachalam (2021)**, depicts that the consumer behaviour and sales promotion for Amul milk and milk products. Through the study, he came to the conclusion that, as compared to the other dairy brands, Vellore has the highest preference for Aavin milk. Also it is clearly shown that people of that region purchase Aavin products because of its quality. Lastly the study suggests for the ways to improve the sales and attain the highest growth rate for Aavin milk.

Singh, A. (2020) deals with the survey which shows that Amul's brand value in the market is mostly influenced by its advertising efforts, the quality of the items it offers, and its effective customer service. The study also shows the comparative market captured by both Amul and Mother Dairy. It also suggests Amul to avail the doorstep facility for the consumers.

The research conducted in Sabarkantha district by **Bhavinkumar, C. B. (2014)** shows that quality and brand image are the main factors which influences the consumer to purchase Amul dairy product. Additionally, it is clear from the study that Amul struggled to meet the market demand for its new product due to a lack of advertising and an inability to raise customer awareness, which eventually impacted its sales. It also suggests the company to look after the availability of its stock in the market.

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Objectives: In order to acquire concepts on how to conduct my study, I have read various relevant literatures relating to my research topic. The following research objectives are sorted out from going through various research papers, that approaches towards the main title of the topic framed, which are to be addressed through the survey:

- To ascertain the position of various Amul products with respect to the other close competing dairy brands.
- To understand consumer preferences for different product lines within the Amul brand in light of various demographic factors.

RESEARCH METHODOLOGY

Data is the information that is gathered in order to derive the answers to a researcher's research questions. The type of data required depends on the study's goals. Specific processes for gathering and interpreting data are known as research methods. Here, a schedule is being used since it is an effective instrument for gathering data from respondents. The schedule for this particular research survey project is developed thoroughly after the objectives of the study are chosen. The survey questions incorporate both qualitative and quantitative data, and each component of the schedule is used purposefully. The survey's questions are written in a way that will both gather the most accurate information from the respondents and keep them interested throughout the entire time they are answering the questions.

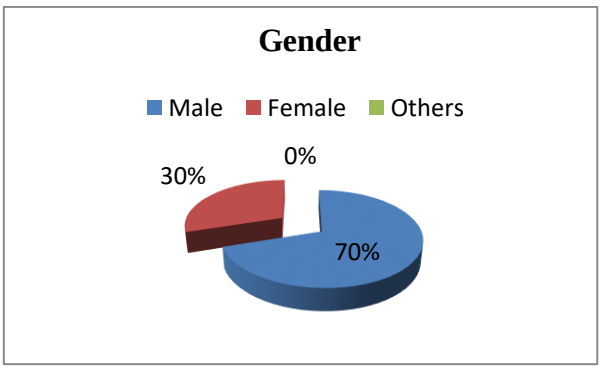
Type of data used: The research work is entirely based on primary data that was gathered from the respondents utilising a well-written survey questionnaire. Through the scheduling strategy, the questionnaire was made available to the respondents.

Sampling technique & sample size: Convenient sampling technique has been used to fulfil the research objectives. For this survey 70 respondents were chosen as sample size. The study was held within Jalpaiguri municipal areas.

Data Analysis: While performing the data analysis, the data were assembled in the MS Excel sheet by summing up the responses derived through each questionnaire and then charts were prepared which comprises most notably pie chart, bar chart &, column chart as per the requirement of the data presentation. Then, the outcome derived was moved to MS Word, where proper analysis for the result was scripted.

Data Interpretation:

Chart 1: Depicting the gender of respondents



Source: Primary data collected through questionnaire.

Chart 1 represents that the maximum number of respondents are from the male (70%) whereas remaining 30% are from female category.

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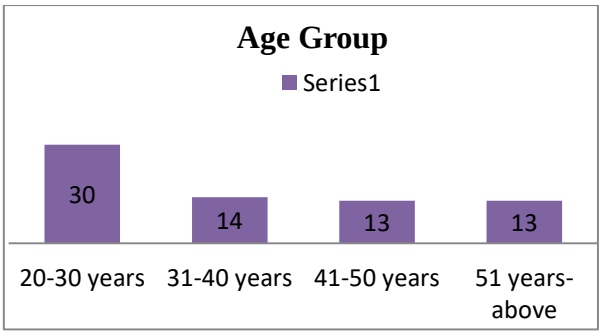
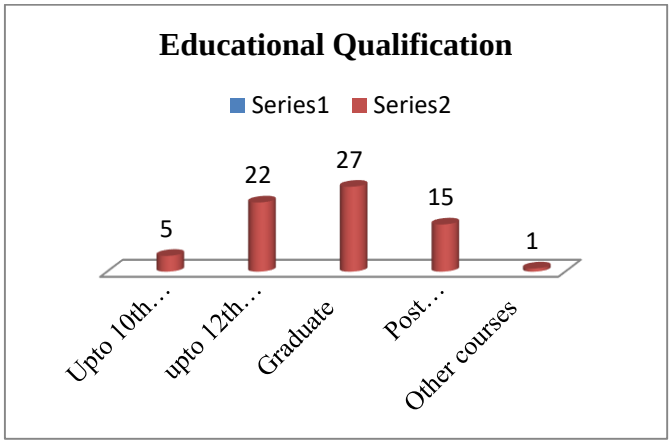
Chart 2: Depicting the age groups of the respondents



Source: Primary data collected through questionnaire.

Chart 2 shows that major number of respondents are from the age group of 20-30 years(42.86%) followed by the age groups of 31-40,41-50 & 51-above with 20%, 18.57% & 18.57% respectively.

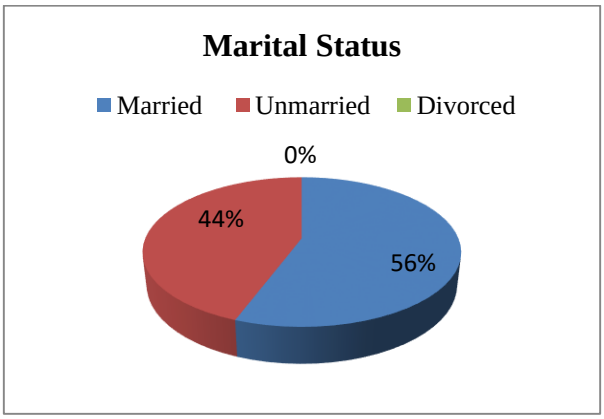
Chart 3: Depicting the educational qualification of the respondents



Source: Primary data collected through questionnaire.

Chart 3 shows that maximum numbers of respondents are holding the educational qualification up to graduation level(38.57%),next up is qualified up to 12th standard(31.43%),the third highest category belongs to post graduate holders(21.43%),followed by respondents of up to 10th standard and other courses with 7.14% & 1.43% respectively.

Chart 4: (Depicting the marital status of the respondents)



Source: Primary data collected through questionnaire.

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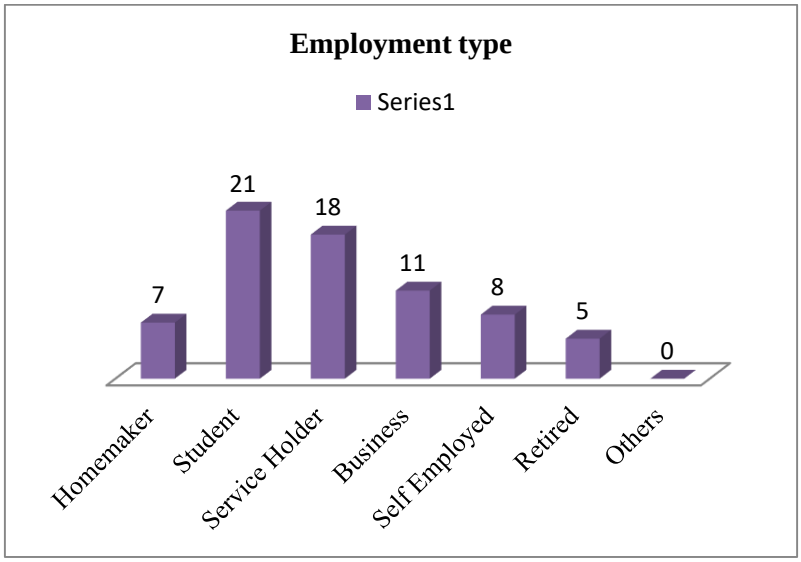
Chart 4 illustrates about the marital status of the respondents where the maximum respondents belongs to the married category (56%) & rest of the respondents are unmarried (44%).

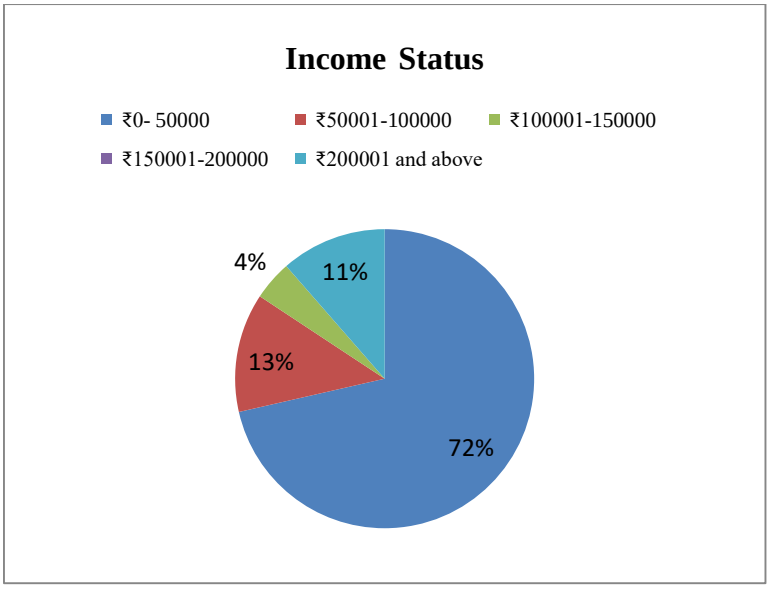
Chart 5: Depicting the employment type of the respondents



Source: Primary data collected through questionnaire.

Chart 5 brings up to picture that major number of respondents are students(30%),followed by service holders(25.71%),next closer one are doing business(15.71%),next comes the respondents who are self-employed(11.43%),and rest of the respondents are either homemaker(10%) or retired(7.15%).

Chart 6: Depicting the income status of the respondents



Source: Primary data collected through questionnaire.

The income status of the respondents is seen in Chart 6, where the majority of respondents (72%) have monthly income of between ₹0 - ₹50000, while the remaining respondents (13%) have incomes between ₹50001-₹100000, while 4% have incomes between ₹100001-₹150000, and 11% have incomes beyond ₹ 2,00,000.

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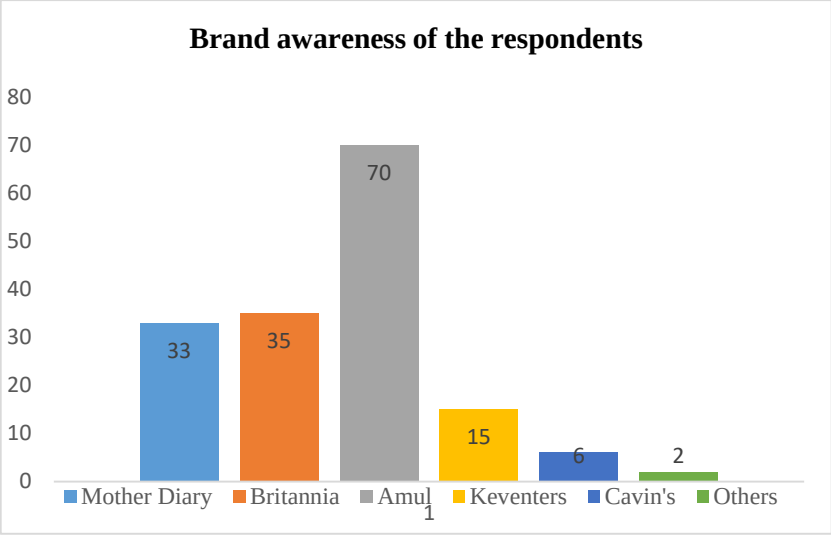
Chart 7: Capturing about the awareness for selected brands

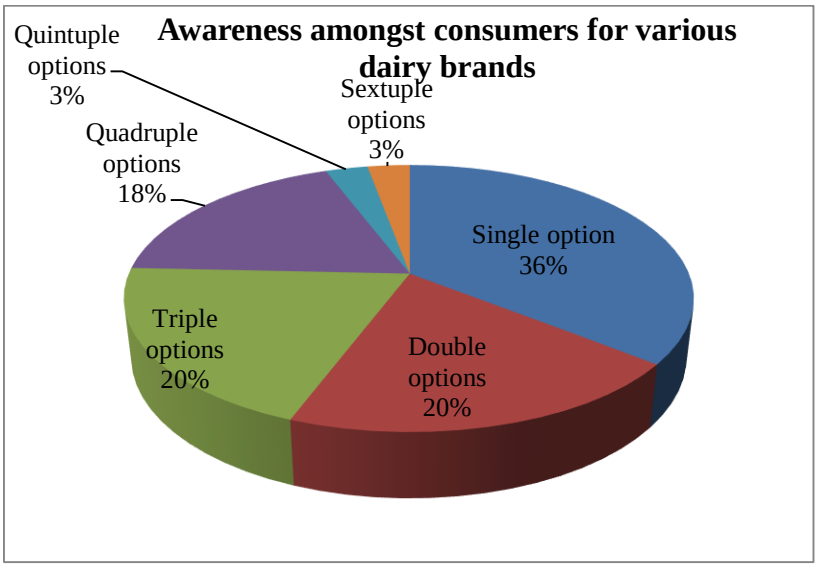


Source: Primary data collected through questionnaire.

We learned about respondents' brand awareness for several premium dairy brands using a survey. Given the wide range of possibilities available, this question required respondents to choose their well-known brands. Thus, it is clear that consumers favour Mother Dairy 33 times, Britannia 35 times, Keventers 15 times, and Cavin's 6 times, which speaks of their popularity.

It is clear that Amul is the only brand that all of the respondents are familiar with. Last but not the least, the option "others" was selected twice, and the respondents who had picked it revealed that they had expected the other brand as Metro.

Chart 7(a): Depicting awareness among respondents for various diary brands



Source: Primary data collected through questionnaire.

The combinations and brand selections made by different respondents for dairy products based on their awareness are shown in Chart 7(a). It is evident that 25 respondents selected the single choice, followed by 14 choosing the double, 14 selecting the triple, 14 selecting the quadruple, 13 selecting the quadruple, 2 selecting the quintuple, and 2 selecting the sextuple, which included six alternatives.

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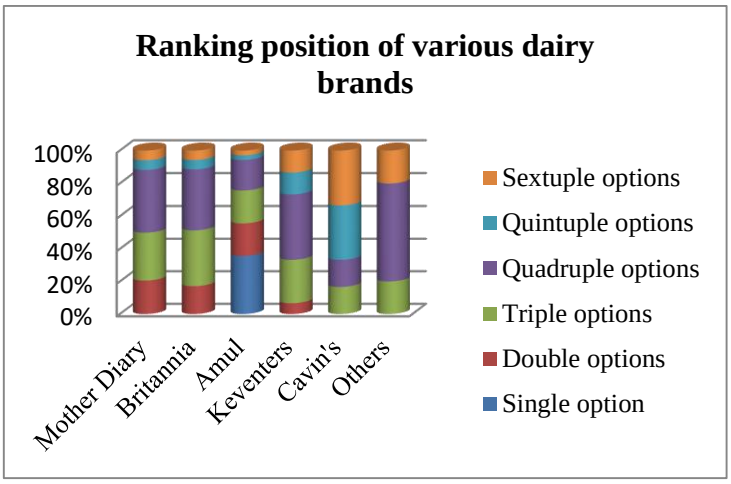
Chart 7(b): Clarifying about the ranking derived with the help of consumer awareness for various dairy brands.

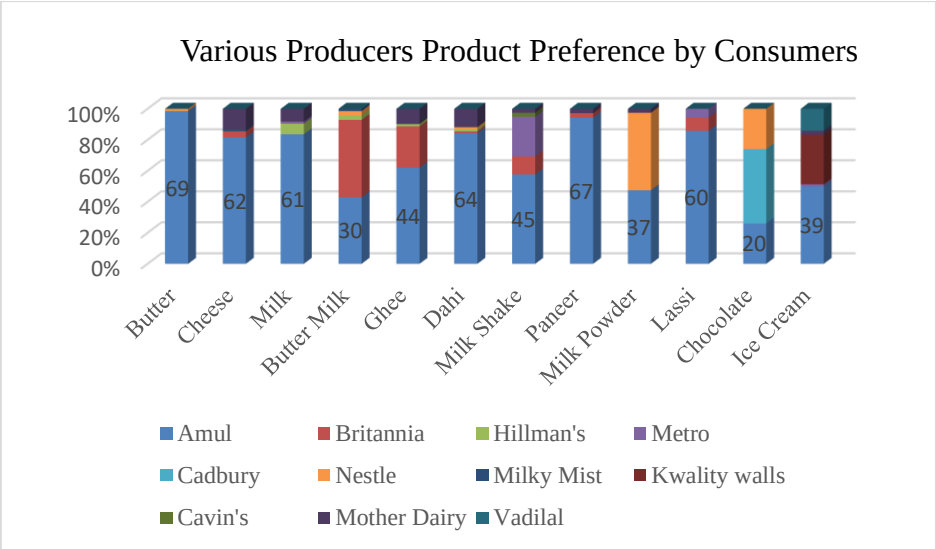


Source: Primary data collected through questionnaire

In contrast to Chart 7, chart 7(a) emphasises the descriptive image by displaying combinations of options for all preferred dairy brands. In this case, 25 respondents chose the single option (only Amul), 14 respondents chose the double option (a combination of Amul and Mother dairy, Britannia along with Amul & Amul, and Keventers), 14 respondents chose the triple option with a variety of collective choices, 13 respondents chose the quadruple option, and 2 respondents are grouped for each of the quintuple and sextuple options, respectively.

We can therefore, draw the conclusion that, Amul is known to all respondents, followed by Mother Dairy and Britannia in the category of dairy products.

Chart 8: Presenting the choice made between various Producers brands with reference to dairy products.



Source: Primary data collected through questionnaire.

The preferred manufacturers brand selected by the respondents for various dairy products is illustrated in the above-mentioned chart, labelled "8". Through the depiction, we can understand the market that different companies are seizing.

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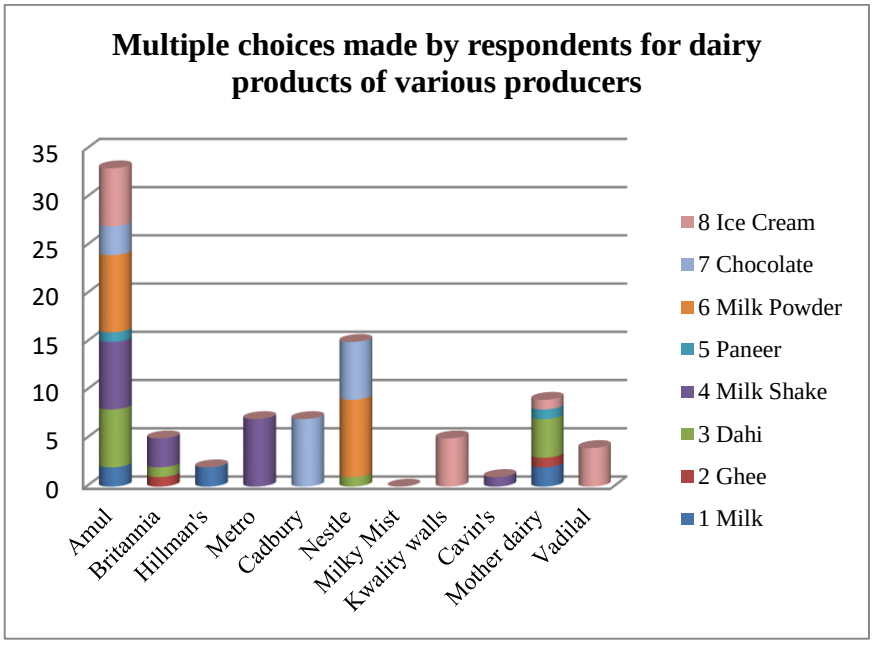
The results indicate that Amul is the market leader for butter, cheese, paneer, dahi, lassi, and milk. While Nestle is competing with Amul for market share in milk powder, Cadbury and Nestle are industry leaders in chocolate. Although Amul is looking forward to ice cream, Kwality Walls and Vadilal are a close opponent. Britannia has been preferred by the majority of responses over Amul for the butter milk category. Amul's performance in the Ghee and Milk Shake categories is also below desired outcome, as a result of stiffer competition from Britannia and Metro, respectively.

Chart 8 (a): Illustrating for the multiple choices for various dairy products amongst selected producers products.



Source: Primary data collected through questionnaire.

The considerable dominance experienced by distinct brands in relation to the products for which respondents had a choice among several possibilities is well visualised in Chart 8(a).When they couldn't avoid alternative options that fit their degree of liking, they chose to purchase dairy products from numerous brands. For example, in the milk category, respondents chose Hillman's as well as Mother dairy in parallel.

It can be seen that in the case of dahi along with ghee, respondents are also taking Mother Dairy & Britannia into consideration according to their preferences. When it came to chocolate, respondents couldn't help but make a hesitant choice between Nestle & Cadbury, with a small number also choosing Amul.

Despite the respondents' preference for Amul ice cream, there is rising demand for Kwality walls, Vadilal, and Amul in general. With the strong performance of its milk powder, Nestle is putting a lot of market attention.

While Metro and Britannia are excelling in their efforts to appeal to consumers' tastes and perceptions with milk shakes, which is why Amul is gradually losing its hold on the market in this areas. Additionally, a small but significant number of respondents chose other brands for various products.

Thus, by carefully analysing the chart and table and using the offered explanation, we may have a clear knowledge of how Amul has performed in relation to other closely related dairy brands on the market for particular dairy products.

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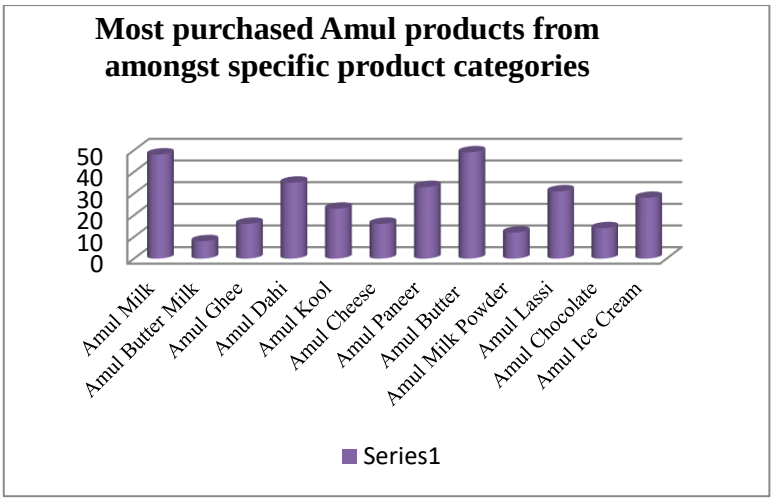
Chart 9: Depicting about the most purchased Amul Products by the respondents

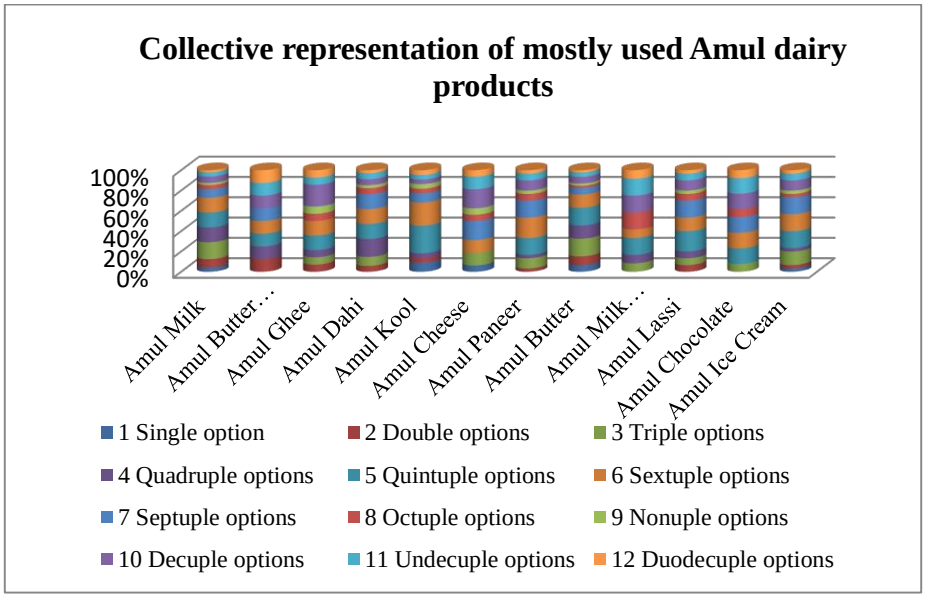


Source: Primary data collected through questionnaire.

According to their purchasing habits for dairy products, the total number of respondents who selected one or more Amul products is shown in Chart 9. According to the report, Amul milk and butter continue to do admirably well, with most households choosing to buy them rather than giving other brands a chance because Amul caters to a wide range of demographic profiles. Additionally, a number of other goods, including dahi, paneer, and lassi, as well as ice cream to some extent, are probably also bought, but in less quantities than the earlier stated goods.

Notwithstanding the awareness and popularity for Amul brand various products of Amul such as Dahi,Paneer,Lassi & Ice cream are now in the verge of loosing its market share to other dairy brands offering similar products.

Chart 9(a): Representing the division for choice opted by the respondents for various Amul products



Source: Primary data collected through questionnaire.

In the chart 9(a) that is displayed above, the enlarged version of the chart as well as Chart 9 have been fully elaborated. The respondents were then separated into other categories depending on the comparable multiple choice answers they chose, such as single option (9 respondents), double, triple, and quintuple options each chosen by 11 respondents.

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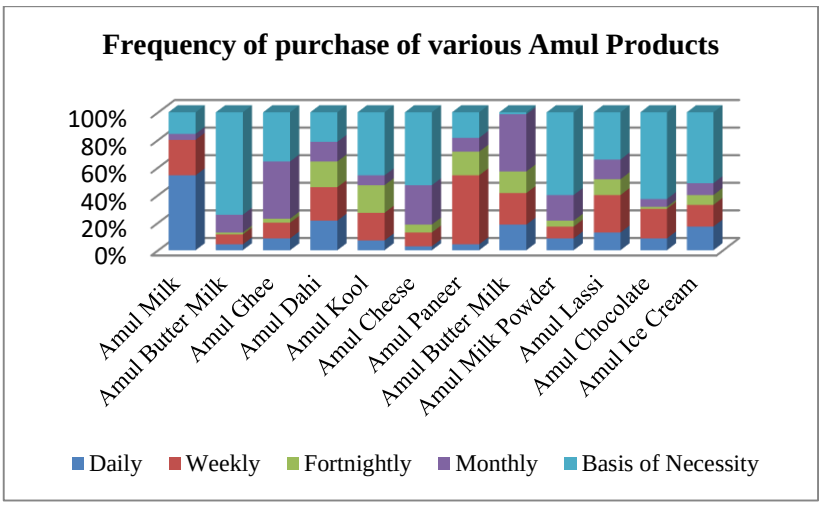
Seven respondents selected the quadruple option, which is further divided into different subgroups and contains selections from a variety of items, primarily Amul milk, dahi, butter, lassi, milk powder, panner, and kool.Chart (9a) can be used to understand more product comparisons for other category options.

We may also make predictions for Amul products, which are clearly doing a great job with their particular dairy products, based on this data.

Chart 10: Showing about the representation for frequency of various Amul products.

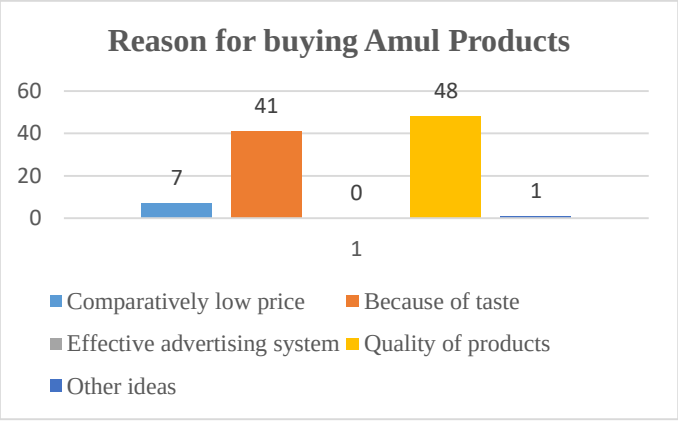


Source: Primary data collected through questionnaire

Chart 10 depicts the frequency of purchase pattern for various Amul products as per their requirement to be consumed. As per the outcome revealed products such as Amul Ice cream, Chocolate, Milk Powder, Butter milk, Kool & Cheese are mostly bought on the basis of necessity. Besides Milk is mostly purchased on daily basis, Paneer is procured weekly. Ghee and butter milk are bought on monthly basis. While the other remaining products are acquired on a blend of various ground.

We can further conclude from the above achieved results about the grip of Amul dairy products in the market.

Chart 11: (Capturing the reason behind high preference for Amul products)



Source: Primary data collected through questionnaire.

The respondents had the flexibility to select the reasons why they favour Amul products when filling out the schedule. Therefore, in this context, the most preferred feature was the product quality, which was selected 48 times by the respondents. This was followed by the second-most preferred component, the product taste, which was also selected 41 times by the respondents. Thus, the quality and taste of their products, are the

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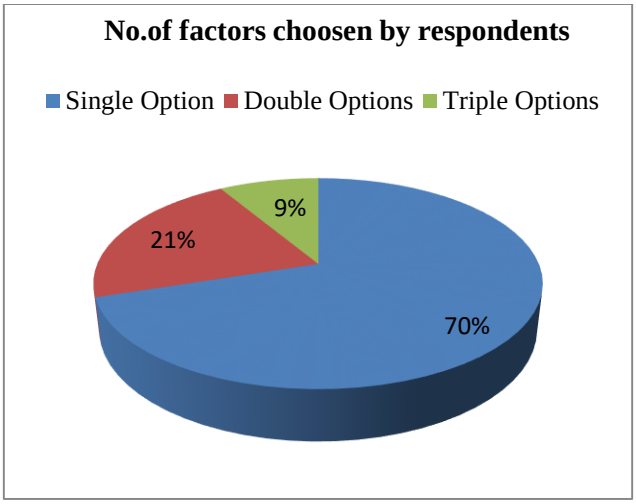
primary role-playing variables that keep Amul at a desirable height for particular dairy products in comparison to other rival dairy brands.

Additionally, things with a relatively modest price are chosen for fewer times (7).While other factors are only mentioned once, it is clear from the conversation with the respondents that the consumer considers brand image as another factor in choosing Amul products. While none of the respondents selected advertising as a reason.

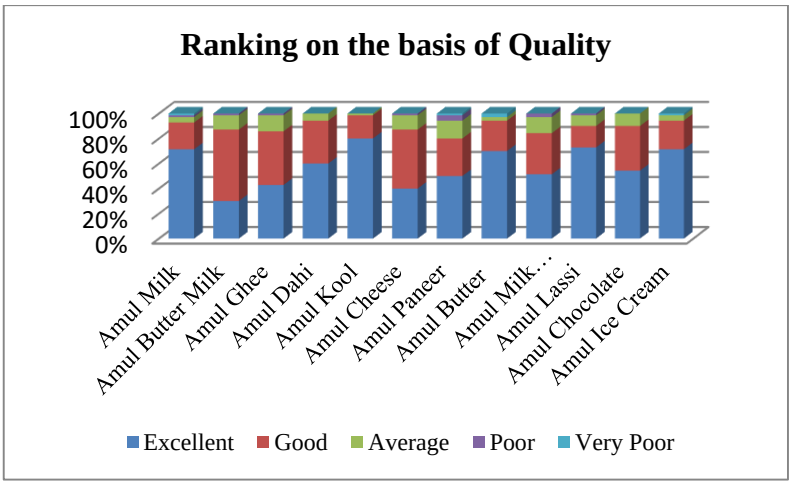
Chart 11(a): Depicting the factors influencing preference towards Amul



Source: Primary data collected through questionnaire.

The grouping of respondents according to the number of variables they selected that influence their choice for Amul in contrast to other dairy brands is shown in the Chart (11a).Here, 49 respondents-70%-selected the single option, while 16 respondents-21%-selected the double option, and six respondents-9%-selected the triple option.

Chart 12: Depicting the rank as per Quality



Source: Primary data collected through questionnaire.

The positioning of Amul goods in the respondents' minds based on quality is depicted in the chart 12. By virtue of the results, it is evident that the majority of Amul's products fall into the excellent and good categories. While a small percentage of the other respondents placed goods like butter milk, ghee, paneer, etc. in the average group. A small number of respondents, however, believe that just a small number of the products qualify as poor or very poor.

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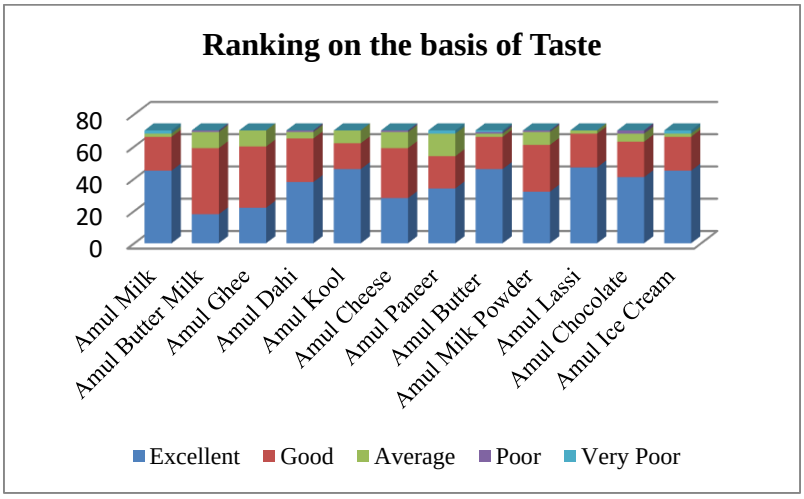
Thus, it is evident that Amul is exceeding expectations by offering its customers high-quality goods across the board without sacrificing quality, setting the company apart from other companies.

Chart 12(a): Depicting the rank as per Taste

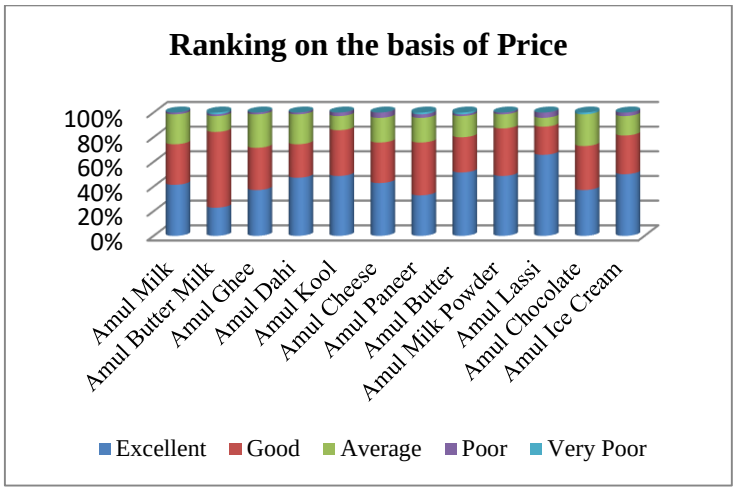


Source: Primary data collected through questionnaire.

With the use of the above-described chart, we may learn more about how consumers perceive Amul items based on their personal preferences. The majority of respondents selected outstanding for maximum of dairy product categories, including milk, tea, butter, lassi, dahi, chocolate, and ice cream. Amul cheese, ghee, and butter milk were rated by all respondents as being in the good to average range. Only a small percentage of respondents-who ranked a small number of Amul goods as poor or extremely poor-chosen these options.

Thus, it is clear from the above chart (12 a) that in addition to quality, taste also plays a significant role in consumers' preference for Amul.

Chart 12(b): Depicting the rank as per Price



Source: Primary data collected through questionnaire.

The chart presented above brings into our view the insight among the respondents about the pricing of various product categories of Amul. The chart indicates that, from the perspective of the consumer, the price of Amul milk, ghee, paneer, and dahi is practically at equilibrium between excellent, good, and average. While the majority of respondents believe that butter milk is priced fairly, they believe that the lassi pricing scheme is fantastic. While for the remaining components of the product, perception differs noticeably depending on the components.

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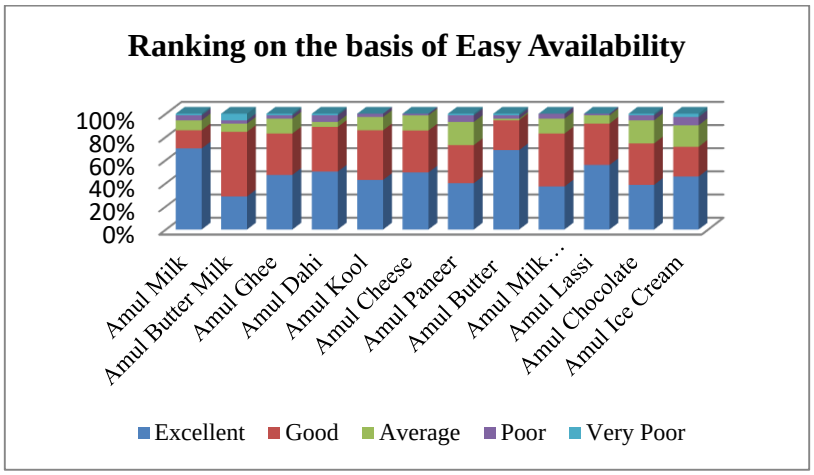
This also serves as a reminder that Amul products are cost-effective for consumers because they offer a variety of items in large quantities at competitive prices without sacrificing product quality. As a result, the majority of Amul's products are within everyone's budget and meet their needs.

Chart 12(c): Portraying the rank as per Easy Availability



Source: Primary data collected through questionnaire.

The overall number of respondents that provided a homogenous rank for each product category is shown in Chart-12(c). On the other hand, chart 12(c) accurately presents each product based on how easily it may be acquired. According to the graph, the majority of respondents rated the availability of Amul butter and milk as great, while the other respondents chose between good, average, and poor. The remaining traits are listed after butter milk supply, which is generally considered good. Last but not least, we must take into account the ranking for other goods, such as ghee, cheese, paneer, chocolate, ice cream, dahi, kool, milk powder, and lassi, which are being unjustly enforced ranking into many specified parameters. Thus, we can draw the conclusion that, except from a very small number of items, the majority of the other dairy products sold by Amul are not readily available in the market.

This graph reveals the products which are unable to keep up with the market's growing demand, which is a bad sign because it trigger the brand loyal customers to switch to other brands that offer similar products because they couldn't wait for the arrival of the product they needed from a particular brand.

Findings

- It is clearly depicted that Amul turns out to be the only dairy brand which have 100% awareness among the respondents.
- It is seen from the survey that Amul is a market leading brand for various dairy products such as butter, cheese, paneer, dahi, lassi and milk.
- Though Amul is enjoying the leading market share, yet it is facing an intense competition from other close competing dairy brands, such as Nestle, Metro and Britannia, which are slowly turning the consumer demand in their favour.
- It is observed that when the respondents are offered to make choices among the various well known dairy brands which offer similar products as Amul, they have chosen for other brands majorly for chocolate its Nestle & Cadbury, for butter milk its Britannia, and in case of Lassi its Britannia and Metro, etc.
- On the basis of frequency of purchase made, it is seen that majority of the respondents purchase Amul Milk on a daily basis, while Amul Paneer is purchased on a weekly basis and the other dairy products offered by Amul are purchased as per their necessity and requirement.
- On the basis of people's inclination towards Amul dairy products, it is seen that the taste and quality of Amul products are the major role playing factors which attract the consumers towards them.

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- By virtue of the results obtained while the respondents are given various dairy products of Amul within several categories, it is seen that majority of Amul products are mostly ranked between excellent and good.
- When supplied with the various Amul dairy products and asked to be ranked as per their taste, again it is seen to have been performing well in case of most of the products offered.
- The ranking provided by the respondents for the price of various dairy products of Amul shows that the company is doing a great job as per its pricing decision.

Limitations

- The respondents' prejudice against any particular brand may prevent this survey from yielding a reliable result.
- This survey is confined to Jalpaiguri Municipal areas, due to this the outcome generated from this research may not be applicable to other regions of the nation.

CONCLUSIONS

It can be concluded from the survey that, Amul is having a good pricing policy for majority of their products. It also addresses to various categories of respondents based on their earnings, by offering such items, without compromising with the quality of the products. Yet, it could not retain itself as the no.1 ranked company for overall dairy products. Few reasons for the same might be because they couldn't reach the expectation of the consumers with their product performance as other brands have already made the consumer loyal towards their products, also, as observed from the outcome that most of Amul products are not readily available in the market as and when required, which indulges the consumers to shift for other brands which offer similar products and stands up as per the required demographic profile range of the respondents.

We can conclude from the study that though we think Amul to be the most famous brand in case of dairy products. Yet, the overall scenario revealed is seen to be quite different. Though Amul is a familiar brand to all the respondents still, Amul milk, dahi and butter are the only products that are beating other brands with its performance. While other products offered by Amul most prominently Milk powder, Ghee, Milk shake, Chocolates, Ice cream, etc, are slowly losing their share to its rival brands, such as Nestle, Britannia, Mother dairy, Metro, Cadbury & Kwality walls etc, which are now growing rapidly in order to hold the grip of the market. As, such we can conclude that Amul is not the leading brand for other dairy products but instead for a few items only.

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