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A study on consumer buying behaviour towards Amul products with special reference to Coimbatore city

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Abstract

This article examines the consumer buying behaviour towards Amul Products with special reference to Coimbatore City. A convenient sampling technique tool was adopted for data collection. Sample size taken in this is 150 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 project concludes that the buying behaviour of the consumers are positive, so the product has a good reach in Coimbatore city.

Keywords: Stimuli, attitudes, preferences, anthropology, psychology, sociology

Introduction

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the market place when purchasing a product or service. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology, and economics.

Consumer behaviour is broadly studied field. It lets the companies understand how consumer decides about buying their product or acquiring services. Marketing managers are always interested to know more about consumers' behaviour so they can prepare better communication and advertising campaigns and messages about their products and services. Consumer makes buying decision every day and many people don't even know the factors which derive them to this decision. Usually the factors affecting consumer buying behaviour include psychological, social, cultural and Buying the new home cleaning service involves consumers' research for the best option available and it might take various factors in account in its decision-making process. This thesis is about studying which factors of social, cultural, personal or psychological characteristics has the most effect on consumer decision making process when selecting home cleaning service company.

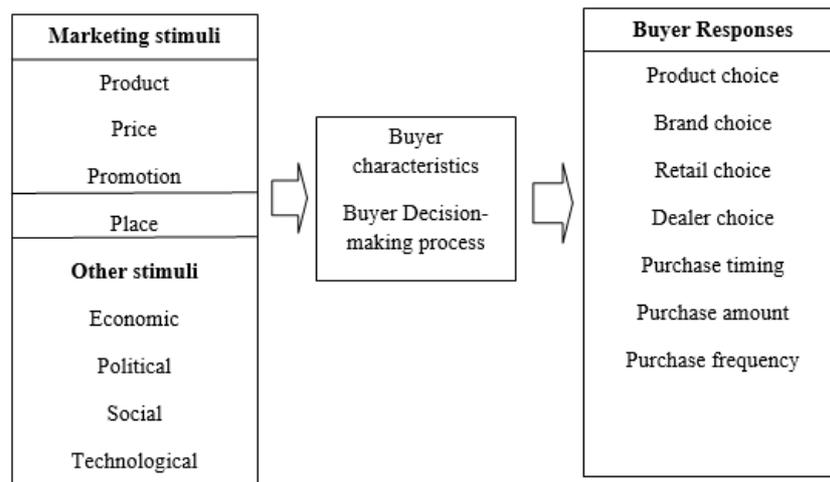
The research work is carried out to highlight the important elements for customers in the household and let the service provider understand overall picture of customer behaviour towards the Amul company with the help of understanding the factors affecting consumer behaviour for choosing a certain service provider. Better understanding of consumer behaviour would let the marketers make the service structure as desired and attractive for the household customer and maintain business activities according to customer demands. This research work would let the customer record their voice in understanding the companies what kind of service do they want which can improve their life quality with the tailored services by the service provider.

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Stimulus response model of buyer behaviour



Statement of the problem

The main challenge for marketers is to create the consumer's loyalty by quality, freshness, odor and taste. In India, dairy industries has a rapid growing a flourishing in FMCG Product. Marketers are necessary to know the consumer's response towards their own brand milk and milk products of its availability, acceptance and affordability. It is always a superior challenge for the companies to calculate the consumer buying behaviour towards Amul products. The present study tries to identify the various factors that leading to the consumers buying behaviour towards Amul product.

Scope of the study

Amul product is one of the important products which is used all over the world. Consumer buying behaviour is an important element in the marketing activity. This study is used to calculate various opinions of the consumers who is using Amul products. This shows the purchasing level of the product. The company can come to know about the strength and weakness of the product. This will help to know the needs and wants of every individual in the day to day life.

Objectives of the Study

1. To study the consumer buying behaviour towards Amul products.
2. To identify the brand awareness, problems and level of satisfaction of the respondents in purchasing of Amul products.
3. To ascertain the factors influencing the purchase of Amul products.
4. To find out the socio-economic status of the consumers who is utilising Amul products.

Research methodology

• 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.

Research Design

• Sample technique

A convenient sampling technique tool was adopted for data collection.

• Sample size

Sample size taken in this is 150 customers.

• Area of study

The area of the research will be confined to Coimbatore city.

• Tools for analysis

The various tools use for the data analysis are

- Percentage analysis
- Likert scale analysis
- Rank correlation analysis.

Review of literature

Dr. S.P. Savitha ^[1], "A study on consumer preference towards 'AMUL PRODUCT' in Madurai city". AMUL (Anand milk produced union limited) formed in 1946, is a dairy co-operative movement in India. India largest food brand trusted Amul product for its quality and product available at affordable price. Amul product enjoying No.1 position in dairy industry this stand to further strength its position. This research is pretaining to find out the present consumer satisfaction of Amul product. Amul product has a good reputation among the consumers in Madurai. So it can be extended to supply rural area also.

Mohit Jamwal, Dr. Akhilesh Chandra Pandey ^[2], "Consumer behaviour towards cooperative milk societies: A Study on measuring the customer satisfaction of 'Aanchal' milk (A Member milk union of UDFC Ltd)". The study on Consumer behaviour is the study of how individual make decision to spend their available resources (time, money, effort) on consumption related items. Customer satisfaction was measured across different attributes of the Ananchal milk and the customer's preference was checked across different parameters. This survey on the sale of Ananchalmilk, it can be concluded that to evolve their production, marketing and pricing strategies effectively.

¹Dr. S. P. Savitha (2017), "A Study on Consumer Preference Towards 'Amul Product' in Madurai City", International Journal of Current Research and Modern Education, Volume 2, Issue 1, pp. 41-46.

²Mohit Jamwal, Dr. Akhilesh Chandra Pandey (2014), "Consumer behaviour towards cooperative milk societies: A study on measuring customer satisfaction of 'Aanchal' milk (A member milk union of UCDF Ltd.)", IBWL 2020: Needs & Strategies – A Management Perspective.

Akhila D and Dr. C. Boopathi ^[3], "Consumer behaviour on Aavin milk and dairy products in Pollachi of Tamil Nadu". Tamilnadu state is one of the ten largest milk producing states in India. The aim of the study is reveal consumer perception over Aavin milk products based on their age, education, qualification and monthly income of the consumer's family. Many people buy Aavinmilk for its quality than the price. If the Aavin product is too high than other brands. The aavin take necessary steps to satisfy their consumers.

Dr. P. Rengarajan, R. Sathya and R. Gothami ^[4], "Buying behaviour of selected branded milk products". Dairy products is one of the important thing used nowadays in urban and rural areas. Although the country has emerged as the largest producer of milk in 90's. Market size is increasing day by day and the demand for that product is araising. So, the companies need a proper distribution network for avaidability of product at demand.

Mrs. Sonali Dhawan ^[5], "A study on consumer behaviour towards various branded and non-branded milk with special reference to Jabalpur district in Madhya Pradesh". Consumer behaviour can be defined as the behaviour that consumer display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy needs and wants. But there is a lack of awareness among the consumer about milk they are consuming. The campaign has to be run by the companies how they pasteurized the milk and how hygienic it is to use branded milk.

Analysis and Interpretation

Simple percentage analysis

Table showing consumers' preference towards Amul product

S. NO	factors	No. of. respondents	Percentage
1	Price offers	55	36.67
2	Free samples	54	36
3	Discounts	41	27.33
	Total	150	100

Source: Primary data

The above table shows 36.67% consumers have preference toward sprice offers, 36% consumers have preference towards free samples, 27. 33% consumers have preference towards discounts.

The survey reveals most of the respondents make sp reference towards price offers.

Table showing the place of purchase of Amul products for daily use

S. No	Factors	No. of. Espondents	Percentage
1	Departmental store	48	32
2	Retail shop	57	38
3	Petty shop	25	16.67
4	Super market	20	13.33
	TOTAL	150	100

Source: Primary data

The above table shows 32% of the respondents purchase in departmental store,38% of the respondents purchase in retail stores,16.67% of the respondents purchase in petty shop,13.33% of the respondents purchase in super market.

The survey reveals that most of the respondent's purchase Amul products in retail shop for Daily use.

Table showing factors influencing the respondents to buy Amul product

S. No	factors	No. of. respondents	percentage
1	Price	18	12
2	Quality	44	29.33
3	Taste	57	38
4	Freshness	31	20.67
	TOTAL	150	100

Source: Primary data

The above table shows 12% Influences by price, 29.33% Influences by quality, 38% Influenced by taste, 20.67% Influences by freshness.

The survey reveals that most of them influences by price to buy Amul product.

Table showing the respondents preference of various Amul product

S. No	Factors	No. of. Respondents	Percentage
1	Ice-cream	32	21.33
2	Cheese	28	18.67
3	Milk powder	33	22
4	Curd	17	11.33
5	Milk	12	8
6	Butter	12	8
7	Chocolate	16	10.67
	Total	150	100

Source: Primary data

The above table shows 21.33% of them use Ice-creams,18.67 of them uses cheese,22% of them uses Milk powder,11.33% of them uses Curd,8% of them uses milk, 8% of them uses Butter,10.67% of them uses chocolate.

The survey reveals that most of them uses Ice-cream very frequently.

Likert scale

³Ahila.D and Dr.C. Boopathi (2015), "Consumer behaviour on Aavin milk and dairy products in pollachitaluk of Tamil Nadu, IRACST – International Journal of Commerce, Business and Management (IJCMB), vol. 4, No.6, pp.774-778.

⁴Dr. P. Rengarajan, R. Sathya and R. Gowthami (2014), "Buying behaviour of selected branded milk products", EPRA International Journal of Economic and Business Review, Vol. 2 Issue- 8, pp.105-110.

⁵Mrs.SonaliDhawan (2016), "A study of consumer behaviour towards various branded and non-branded milk with special reference to jabalpur district in Madhyapradesh", Imperial Journal of Interdisciplinary Research, vol.2,issue 12, pp.1582-1586.

Table showing the respondents opinion on hygienic of Amul product

S.NO	Factors	No. of Respondents	Likert Scale	total Score
1	Very high	17	5	85
2	High	55	4	220
3	Moderate	42	3	126
4	Low	10	2	20
5	Very low	1	1	1
	Total	125		452

Source: Primary data

Likert scale = $\sum (fx / \text{Total no. of respondents})$

= 452/125

=3.616 Likert scale value 3.616 is greater than the middle value (3).

The survey reveals that most of the Respondents opinion is hygienic of the Amul product.

Rank analysis

Table showing rank correlation of factors influencing the respondents for the purchase of Amul products.

Factors	1	2	3	4	5	6	7	8	9	10	11	Total score	Final Rank
Taste	22(11)	27(10)	16(9)	18(8)	16(7)	9(6)	8(5)	8(4)	5(3)	11(2)	9(1)	1084	I
Quality	39(11)	19(10)	16(9)	22(8)	8(7)	13(6)	6(5)	5(4)	6(3)	5(2)	10(1)	1161	II
Quantity	26(11)	16(10)	29(9)	20(8)	13(7)	18(6)	5(5)	5(4)	6(3)	3(2)	8(1)	1143	III
Price	11(11)	18(10)	20(9)	11(8)	20(7)	15(6)	17(5)	14(4)	4(3)	13(2)	6(1)	984	IV
Flavour/ Colour	12(11)	10(10)	15(9)	21(8)	19(7)	21(6)	16(5)	6(4)	10(3)	15(2)	6(1)	964	V
Availability	8(11)	12(10)	19(9)	11(8)	16(7)	14(6)	20(5)	13(4)	15(3)	13(2)	10(1)	896	VI
Product Range	6(11)	20(10)	7(9)	8(8)	14(7)	16(6)	12(5)	25(4)	17(3)	14(2)	13(1)	839	VII
Packing	6(11)	7(10)	10(9)	13(8)	10(7)	8(6)	17(5)	17(4)	20(3)	25(2)	19(1)	730	VIII
Density of Milk	5(11)	5(10)	9(9)	12(8)	17(7)	11(6)	10(5)	19(4)	23(3)	23(2)	17(1)	725	IX
Creaminess	4(11)	13(10)	2(9)	9(8)	9(7)	12(6)	21(5)	20(4)	22(3)	13(2)	25(1)	701	X
Freshness	11(11)	3(10)	7(9)	5(8)	8(7)	13(6)	18(5)	18(4)	22(3)	15(2)	27(1)	673	XI

Source: primary data

The above table out of 150 respondents taste is in rank 1, Quality in rank 2, Quantity in rank 3, price in rank 4, Flavour/colour in rank 5, Availability in rank 6, Product range in rank 7, Packing in rank 8, Density of milk in rank 9, Creaminess in rank 10, freshness in rank 11.

The survey reveals that most of the respondents gives 1st rank for taste of the Amul product

Findings

Percentage analysis

- 50.67% of respondents belong to male
- 56% of the respondents belongs to 21- 40 yrs.
- 56% of the respondents are not married.
- 57.33% of the respondents belongs to nuclear family
- 52% of the respondents are 4-6 members in the family.
- 50% of the respondents have 2 earning members in the family.
- 51.33% of the respondents are UG Level.
- 46% of the respondents are Business/ Profession.
- 34.67% of the respondents having Rs.10001-Rs.15000 as the monthly income of the family.
- 80% of the respondents knows through advertisement about Amul product.
- 40.67% of the respondents uses more than 5 years.
- 36% of the respondents buy Amul product monthly.
- 36.67% of the respondents makes preference by price offers.
- 38% of the respondents buy Amul products in retail shop for Daily use.
- 36% of them prefer family packet size of Amul products.
- 38% of them influences by price to buy Amul product.

- 34.67% of the person's reason for buying Amul product is Quality
- 82% of them shows the brand is more hygienic than other brand.
- 22% of them uses milk powder very frequently.
- 78.67% of them will recommend Amul product to others.

Likert scale analysis

- It is resulted that most the respondent's opinion is hygiene of the product.

Rank correlation analysis

- It is resulted that respondents give 1st rank for taste of the Amul product.

Conclusion

As per the study done towards the Amul product the consumption of the Amul products are high when compared to other products. 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 project conclude that the buying behaviour of the consumers are positive, so the product has a good reach in Coimbatore city.

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