

# **Consumer Satisfaction Towards Amul Icecreams (A Study sith Special Reference To Vllupuram Town)**

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## **ABSTRACT**

Ice Cream (derived from earlier iced creamor cream ice) is a frozen dessert usually made from dairy products, such as milk, cream and often combined with fruits or other ingredients and flavours. Most varieties contain sugar, although some are made with other sweeteners. In some Cases, artificial flavourings and colourings are used in addition to or instead of the natural ingredients. Ice cream made of the freshest milk and freshest cream blended with the yummiest Flavours, fruits and nuts to make keep on asking for more. Indian market ice cream can be segmented in three different ways, namely on the basis of flavours, on the basis of stock keeping units/packaging and in the basis of consumer segments. On the basis of the flavours the market today has a number of flavours like vennila, strawberry, chocolate, mango, butterscotch a number of flavours etc., Amulhas always brought newness in its products and the same applies for ice creams. Amul ice creams have been a hit with the people, alongside other brands of ice creams. Its popularity has been equivalent to some of the other brands of ice creams that include Kwality Walls, Baskin –Robbins, Mother Diary,etc.

## **INTRODUCTION**

A good progress has been made in the last few years, and the retail industry os off late being hailed as one of the sunrise sectors in the economy. Interestingly, for many years, retailers have been administering surveys to their consumer to measure both their overall level of satisfaction and their opinion of various details of their store experience, service and merchandise provided at organized retail outlets but they are not able to retain their entire consumer by providing solutions to them. Satisfying consumers is one of the main objectives of every business. Businesses recognize that retaining the existing consumer is more profitable than having to win the new ones to replace those lost. Management and marketing theorists underscore the importance of consumer satisfaction for a business's success.

## **CONSUMER SATISFACTION**

Consumer satisfaction is the key factor in knowing the success of any retail store or business; therefore it is very important to measure it and to find the factors that affect the consumer satisfaction. Consumers are most likely to appreciate the goods services they buy, provided if they are made to feel special. This occurs when they feel that the goods and services that they buy have been specially produced for them or for people like them. It should be always keep measuring in order to get feedback foe the products and services in order to develop it further with wide customization. Consumer satisfaction levels can be measured using survey techniques and questionnaires .Gaining high levels of customer satisfied consumer are most likely to be loyal, repeated orders and a wide range of services offered a business.

## **INDUSTRY PROFILE**

AMUL(Anand milk union limited), formed in 1946, is a dairy cooperative movement in India. It is brand name managed by an apex cooperative organization Gujarat co-operative Marketing Federation Ltd(GCMMF), which today is jointly owned by some 2.6 million milk producers in Gujarat, India. Amul is one of the largest producers of milk and milk products in the world. It is also the world's biggest vegetarian cheese brand. Amul's product range includes milk powders, milk, butter, ghee, cheese, curd, chocolate, ice cream, cream, Shrikhand, Paneer, Gulabjamuns, Basundi, Nutramul brand and others... today, 173 milk producer's cooperative unions and 22 federations play a major role in meeting the demand for packed milk and milk products. Quality packed milk is now available in more than 1000 cities throughout the length and breadth of India. And this milk with a difference-pasteurized, packaged, branded, owned by farmers-carrying the milk drop logo, like Amul, a symbol of quality.

## **PRODUCT PROFILE**

Amul ice cream was launched on 10<sup>th</sup> March, 1996 in Gujarat. The portfolio consisted of impulse products like sticks, cones, cups as well as take home packs and institutional/catering packs. Amul ice cream was launched on the platform of 'Real milk'. Real ice cream given that it is a milk company and the wholesomeness of its products gives it a competitive advantage. In 1997, Amul ice cream entered Mumbai followed by Chennai in 1998 and Kolkata and Delhi in 2002. Nationally it was rolled out across the country in 1999. It has combated competition like walls, mother dairy and achieved the No.1 position in the country. Currently it offers a selection of 220 products: Amul has always brought newness in its products and the same applies for ice creams.

In January 2007, Amul introduced SUGAR FREE & pro-life probiotic wellness ice cream, which was a first in India. Amul's entry into ice cream is regarded as successful due to the large-due to price differential, quality of products and of course the brand name Amul ice cream have been a hit with the people, alongside other brands of ice-creams. Its popularity has been equivalent to some of the other brands of ice-creams that include kwallity walls, Baskin –Robbins, Mother Dairy, etc.

## **STATEMENT OF THE PROBLEM**

## **OBJECTIVES OF THE STUDY**

### **GENERAL OBJECTIVE**

The objectives of the study are to find out the level of customer's satisfaction of Amul Icecreams in Villupuram town.

### **SPECIFIC OBJECTIVES ARE TAKEN UP FOR THE STUDY**

- To study the customer awareness about Amul Icecreams.
- To find out the factors influencing to buy Amul Icecreams
- To know the findings and give suitable suggestions to improve the product.

## **RESEARCH METHODOLOGY**

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

## **SAMPLE UNIT**

A sample unit comprises of different types of customers. For instance, Business\ professionals, Employed, Students and others.

## **SAMPLE DESIGN**

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique would adopt in selecting items for the sample. The study is based on convenience sampling technique. A random sample is obtained by selecting customers.

## **SAMPLE SIZE**

Sample size refers to the number of items to be selected from the universe to constitute a sample. The size of sample for the study is estimated to be 100 respondents.

## **AREA OF THE STUDY**

The Area of the study is restricted to Villupuramtown only because of short period of time.

## **COLLECTION OF DATA**

For this study data were collected from the primary sources. Primary data are those which are collected a fresh and for the first time. The secondary data were collected from the various sources like websites and other records. For this purpose, questionnaire/interview Schedule is framed in such a way that the respondents were able to express this ideas and opinions freely.

## **ANALYSIS OF DATA**

### **TOOLS USED FOR ANALYSIS**

#### **SIMPLE PERCENTAGE METHOD**

#### **CHI- SQUARE TEST**

## **LIMITATION OF THE STUDY**

- The study is limited to Villupuram town and therefore the findings of the study cannot be extended to other areas.
- The sample size is limited only for a
- The findings will be applicable only for a limited period of time Because of rapid market changes.
- Only customer views consider, manufacturer, shopkeeper's views are not consider.

## **REVIEW OF LITERATURE**

BhuvaneswariRamarajan in her study "A study on the marketing performance of Coimbatore district co-operatives milk producer's union Ltd". Mainly focused the seasonal variations of milk, and level of consumer satisfaction. The study revealed that the markets performance of the union and the consumer attitude towards distribution milk but attempt has been made to study the problems faced by milk department's agent.M.Chinnadurai in the study on "A marketing milk through co-operatives –A case study of the covai district co-operatives milk production union Ltd", has evaluated on the consumer attitude towards milk distribution and analysed the problem associated with distribution of milk from the view point of agents and consumers.

## **ANALYSIS AND INTERPRETATIONS**

Demographic details of 100 respondents varying in sex, age, educational level, occupation and family income have been depicted in this section and shown in Table No:1

**TABLE NO 1**  
**PROFILE OF THE RESPONDENTS**

| Demographic variable |                            | No .of Respondents | Percentage |
|----------------------|----------------------------|--------------------|------------|
| Sex                  | Male                       | 28                 | 28         |
|                      | Female                     | 72                 | 72         |
|                      | <b>Total</b>               | <b>100</b>         | <b>100</b> |
| Age                  | 5 years to 10 years        | 12                 | 12         |
|                      | 11 years to 15 years       | 26                 | 26         |
|                      | 16 years to 20 years       | 29                 | 29         |
|                      | Above 20 years             | 33                 | 33         |
|                      | <b>Total</b>               | <b>100</b>         | <b>100</b> |
| Educational Level    | School Level               | 41                 | 41         |
|                      | Graduate Level             | 34                 | 34         |
|                      | Post Graduate Level        | 20                 | 20         |
|                      | Professional Qualification | 5                  | 5          |
|                      | <b>Total</b>               | <b>100</b>         | <b>100</b> |
| Occupation           | Students                   | 58                 | 58         |
|                      | Business                   | 10                 | 10         |
|                      | Employed                   | 20                 | 20         |
|                      | Others                     | 12                 | 12         |
|                      | <b>Total</b>               | <b>100</b>         | <b>100</b> |
| Family Income        | UptoRs. 5000               | 50                 | 50         |
|                      | Rs 5001 to Rs 10000        | 18                 | 18         |
|                      | Rs 10001 to 150000         | 14                 | 14         |
|                      | <b>Total</b>               | <b>100</b>         | <b>100</b> |
|                      |                            |                    |            |

**(Source: Primary Data)**

Among all the respondents 72% (majority) are female and the remaining (28%) are male. 33% of the respondents belong to the age group of above 20 years than other groups (16-20 years-29%,11-15 years-26% and 5-10 years-12%). 41% of the respondents are educated up to school level, 34% of the respondents have completed their graduate level,20% of the respondents educated up to postgraduate level and 5% of the respondents 58% are students, 20% are employed, 12% are others (students)And 10% are come under Business category. Majority 50% of the respondents fall in the income group of upto Rs5000 and other family income (Rs5001 to Rs10000-18%,Rs 10001 to Rs 15000-18% and above Rs 5000-14%)

The below table shows that the 40% of the respondents are buying Amul Ice cream for its taste, 20% of the respondents are buying for it is a nutritious food, 15% of the respondents are buying for it increase weight and its quality and 10% of the respondents buying for it discount /offer.

**TABLE NO 2**  
**REASONS FOR CONSUMPTION OF AMUL ICE CREAM**

| <b>Reasons</b>          | <b>No. of respondents</b> | <b>% of respondents</b> |
|-------------------------|---------------------------|-------------------------|
| Taste                   | 40                        | 40                      |
| Increase Weight         | 15                        | 15                      |
| It is a nutritious food | 20                        | 20                      |
| Quality                 | 15                        | 15                      |
| Discount/Offer          | 10                        | 10                      |
| <b>TOTAL</b>            | <b>100</b>                | <b>100</b>              |

**TABLE NO 3**  
**PRICE OF AMUL ICE CREAM**

| <b>Opinion</b> | <b>No. of respondents</b> | <b>% of respondents</b> |
|----------------|---------------------------|-------------------------|
| Very High      | 7                         | 7                       |
| High           | 36                        | 36                      |
| Economic       | 52                        | 52                      |
| Low            | 5                         | 5                       |
| <b>TOTAL</b>   | <b>100</b>                | <b>100</b>              |

The above table shows that the 52% of the respondents feel that the price is economic, 36% of the respondents feel that the price is high, 7% of the respondents feel that the price of the Amul Ice cream is very high and 5% of the respondents feel that the price is low.

**TABLE NO 4**  
**OPINION REGARDING THE FLAVOUR**

| <b>Flavour</b> | <b>No. of respondents</b> | <b>% of respondents</b> |
|----------------|---------------------------|-------------------------|
| Vanilla        | 28                        | 28                      |
| Strawberry     | 19                        | 19                      |
| Chocolate      | 38                        | 38                      |
| Pista          | 11                        | 11                      |
| Others         | 4                         | 4                       |
| <b>TOTAL</b>   | <b>100</b>                | <b>100</b>              |

The above table shows that 38% of the respondents are prefer chocolate flavour, 28% of the respondents are prefer vanilla flavour, 19% of the respondents are prefer Strawberry flavour, 11% of the respondents are prefer pista flavour and 4% of the respondents are prefer other flavours

## CHI-SQUARE TEST

| Attitude /age        | Very high | High      | Economic  | Low      | Total      |
|----------------------|-----------|-----------|-----------|----------|------------|
| 5 years to 10 years  | 2         | 7         | 3         | -        | 12         |
| 11 years to 15 years | 4         | 15        | 6         | 1        | 26         |
| 16 years to 20 years | 1         | 5         | 21        | 2        | 29         |
| Above 20 years       | -         | 9         | 22        | 2        | 33         |
| <b>TOTAL</b>         | <b>7</b>  | <b>36</b> | <b>52</b> | <b>5</b> | <b>100</b> |

## HYPOTHESIS

There is no significant relationship between the age of the respondent and their attitude towards the price of the Amul Ice cream.

## RELATIONSHIP BETWEEN THE AGE OF THE RESPONDENT AND PRICE

- Calculated value : 27.6955
- Degree of freedom :  $(r-1)(c-1) = 9$
- Table value @ 5% Level of significance : 16.919

As the calculated value is more than the table value, the hypothesis is rejected. So there is significant relationship between age & their attitude towards price of Amul Ice cream.

## HYPOTHESIS

There is no significant relationship between the age of the respondent and their preference towards the flavour.

## RELATIONSHIP BETWEEN THE AGE OF THE RESPONDENT AND FLAVOUR

| Flavor/age           | Vanilla   | Strawberry | Chocolate | Pista     | Others   | Total      |
|----------------------|-----------|------------|-----------|-----------|----------|------------|
| 5 years to 10 years  | 3         | 4          | 5         | -         | -        | 12         |
| 11 years to 15 years | 3         | 8          | 9         | 4         | 2        | 26         |
| 16 years to 20 years | 9         | 2          | 16        | 2         | -        | 29         |
| Above 20 years       | 13        | 5          | 8         | 5         | 2        | 33         |
| <b>TOTAL</b>         | <b>28</b> | <b>19</b>  | <b>38</b> | <b>11</b> | <b>4</b> | <b>100</b> |

- Calculated value : 30.0421
- Degree of freedom :  $(r-1)(c-1) = 12$
- Table value @ 5% Level of significance : 21.02

As the calculated value is more than the table value, the hypothesis is rejected. So there is significant relationship between age of the respondents and their preference towards the flavour.

## **FINDINGS**

- Most of them (72%) are female respondents prefer Amul Ice cream.
- Majority of the respondents are above 20 years of age (33%).
- Most of the respondents (41%) studying school level.
- It is found that majority (58%) of the respondents are come under the category of students.
- It is found that majority (50%) of the respondents have family income of up to Rs.5000.
- It is found that majority (40%) of the respondents consume Amul Ice cream for its taste.
- Most of the respondents (52%) feel the price of Amul Ice cream is economic.
- Majority (38%) of the respondents consume Amul Ice cream prefer chocolate flavour.
- It is found that there is significant relationship between age of the respondents and their attitude towards the price of the Amul Ice cream.
- It is found that there is significant relationship between age of the respondents and their preference towards the flavour.

## **SUGGESTIONS**

- The price of Amul Ice cream should be reduced.
- The Quality of Amul Ice cream should increase.
- More flavour should be introduced.
- Give advertisement in other media about Amul Ice cream to attract consumers.
- Free gifts, discounts should be given for Amul Ice creams.
- Door delivery of Amul Ice cream is needed.

## **CONCLUSION**

This study reveals that most of the customers prefer Amul Ice cream for taste and it is nutritious food. The attitude of customers about taste and quality is good and their attitude about price is high. This study helps the manufacturer to withdraw their drawbacks and improve their market shares. This study also helps the readers to know more about customer's preference towards Amul Ice cream.

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