

A Study on Consumer Preference Buying Pattern Towards Amul Curd in Haridwar Uttarakhand

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Abstract:- This master's thesis or dissertation “A study on consumer preference buying pattern towards Amul curd in Haridwar Uttarakhand”. Consumer preference towards Amul Curd in Haridwar Uttarakhand stand as center point of this comprehensive research focused on uncover the complex perceptions and preference within this deep market geography With a careful blend of qualitative and quantitative methodologies, This article examines the consumer buying preference towards Amul curd products. A questionnaire technique was adopted for data collection. Sample size taken in this is 100 consumers. The buying preference is positive which reveals that the buying preference of the consumers is high. The advertising strategies of the product can be improved to increase the sale of the company as much. Thus, the project concludes that the buying preference pattern of the consumers are very likely. The utilization of statistical tools such as t-tests analysis underscores the trial and finesse of this research endeavor. By me these analytical techniques, this study endeavors to not only uncover patterns and trends within the data but also to calculate its research objectives and hypotheses with original evidence. Through careful analysis and interpretation of results, this research focus to offer practical insights and strategic recommendations to top level management within the dairy industry and area.

Formed into six's chapters, the study advice a comprehensive analysis :1 Introduction, 2 Review of Literature, 3Consumer Attitudes towards Amul Curd,4 Analysis of Results and 5 Interpretations, and 6 Conclusions, Findings/Discussion & Recommendations.

I. INTRODUCTION

The customer, whether an individual, person, or entity, selects products and utilizes product based on individual, person, or entity preferences, quality and tastes, primarily for personal exhaustion. This decision making procedure is often motivated by advertising and marketing efforts.it is everyday uses. (www.marketing91.com/consumer/) Consumer test include a range of quality factors that shape how consumers make buying decisions within a particular market landscape. Since these test directly impact market demand analyze, businesses analyze and consumers behaviour, finding the motivations driving their selection of particular products. Utilizing this insight, companies efforts their offerings to

meet consumer needs, ensuring timely availability to optimize both sales and profitability. (www.wallstreetmojo.com/consumer-preferences/)Buying patterns describe to the why and how behind consumer buying decisions. They are habits and routines that consumers update through the products they buy.

➤ Objectives of the Study:

- To know the consumer preferences towards Amul curd.
- To know the consumer satisfaction towards Amul curd
- To determine the quality of Amul curd.
- To know the consumer awareness towards Amul curd.
- To know the problems faced by customers Amul curd.
- To determine the buying behaviors of customers towards curd.

➤ Research Methodology

Research is a common parlance refers to a search of knowledge. One can also defineresearch as a scientific and systematic search for pertinent information on a specific topic.

➤ Research Process:

This project started first knowing the actual scope of the project and understanding the need of this project. In other words, it can be said that first the purpose of the project was known and only after that actual planning and the real implementation was started. As the objective behind this project was to get the information about the investment pattern of the high net-worth individuals and to know the distribution channel through which they take most of their investment decisions. To extract this information a thorough planning had to be done, so I first started with designing the questionnaire for the clients whom I was going to target and to know about their investment pattern. The main things to be known from the clients were:

- Turnover of the organization
- Their annual investment
- Their preference for the various investment instruments
- Their distribution channels

II. LITERATURE REVIEW

Consumer Preference and Buying Behavior pattern Regarding Amul Curd in Haridwar, Uttarakhand: A Literature Review: -

Consumer preference and buying behavior pattern are vital aspects preference the achieve of products in the market. In the Indian dairy market, Amul curd stands a top position holds to its quality, taste, and healthy components. This literature review focus to explore existing research and outcome concerning consumer and entity preferences and buying behavior pattern towards Amul curd, particularly within the area of Haridwar, Uttarakhand.

Consumer preference and buying pattern towards Amul curd in Haridwar, Uttarakhand, are motivated by factors such as taste, quality, health benefits, and marketing strategies pattern. While existing research provides valuable outcome into current trends within the dairy market area, there is a need for localized studies to comprehend the intricacies of consumer behavior in specific regions.

A comprehensive understanding of consumer preferences and buying pattern is essential for dairy brands like Amul to tailor their products and marketing strategies effectively. By leveraging insights derived from localized research, Amul can position itself strategically, ensuring sustained success and market leadership in Haridwar, Uttarakhand, and beyond. (<https://www.scribd.com/document/102422817/A-PROJECT-REPORT-on-Consumer-Perception-and-Preference-Towards-Nandini-Curd-in-Dharwad-City>)

III. THE COMPANY/ORGANIZATION/SYSTEM

India holds the distinction of being the largest producer of milk globally. In 2001, milk production reached a notable 3.23 lakh tones, with ambitious targets set for the subsequent year, aiming for an impressive 84.9 million tones. A significant portion, approximately 12%, of this milk is processed into value-added products, many of which are earmarked for export. The traditional dairy sector in India is experiencing a surge in growth, driven by the adoption of modern processing technologies, particularly in the production of mithais, or Indian sweets. The burgeoning demand for packaged, fresh dairy products like dahi (curd), paneer (cottage cheese), lassi (a traditional yogurt-based drink), and cream is expanding the footprint of the modern dairy sector in the country. This trend not only promises better returns for primary milk producers but also offers a solution for effectively managing India's increasing milk surplus.

Amul, a prominent player in the Indian dairy industry, stands at the forefront of this transformative journey. With a commitment to quality and innovation, Amul has capitalized on the growing demand for dairy products by introducing a wide range of offerings, including its renowned Amul curd. Crafted with precision and adhering to stringent quality standards, Amul curd exemplifies the brand's dedication to providing consumers with wholesome and delicious dairy products.

Amul curd, derived from the finest quality milk, undergoes a meticulous production process to ensure its rich taste and nutritional goodness. Its creamy texture and balanced flavour make it a preferred choice among consumers across the country. Moreover, Amul's focus on innovation has led to the introduction of various variants of curd, catering to diverse consumer preferences and dietary requirements.

➤ *GCMMF: An Overview*

Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), popularly known as Amul, is an iconic dairy cooperative based in Anand, Gujarat, India. Established in 1946 as a response to the exploitation of milk producers by middlemen, Amul has grown into one of the largest dairy cooperatives in the world. Amul's journey began with the formation of the Kaira District Cooperative Milk Producers' Union Limited, which later evolved into the Gujarat Cooperative Milk Marketing Federation Ltd. Under the visionary leadership of Dr. Verghese Kurien, Amul revolutionized the dairy industry in India by empowering farmers through collective ownership and management of the dairy value chain.

At the heart of Amul's success lies its cooperative model, which empowers millions of dairy farmers across Gujarat and other parts of India. By pooling their resources, farmers are able to procure essential inputs, access veterinary services, and market their milk collectively, thereby eliminating the need for middlemen and ensuring fair prices for their produce.

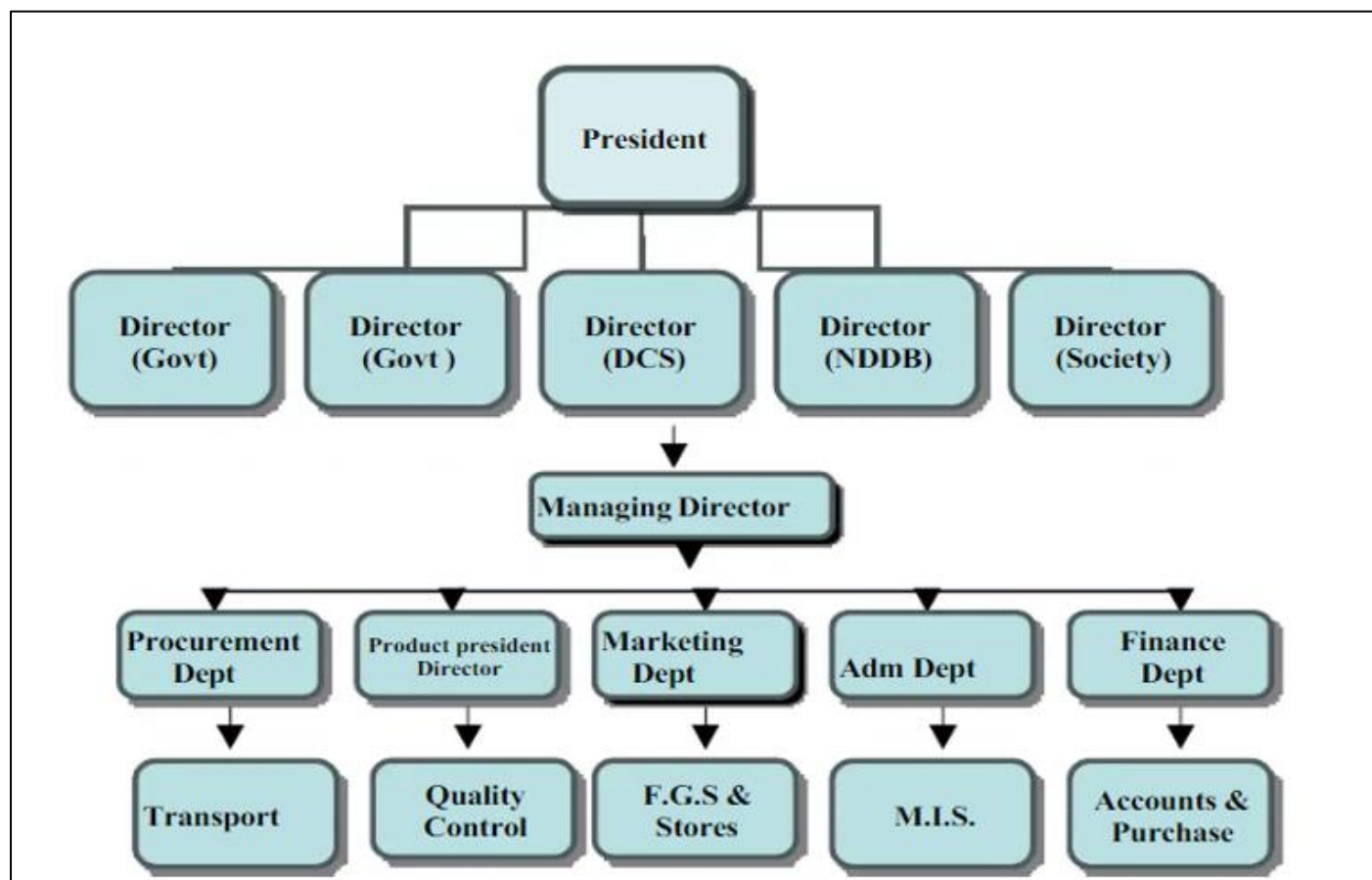


Fig 1: Organization Structer

IV. DATA ANALYSIS & INFERENCES

A. Data Collection

Both Primary as well as Secondary Research Method has been included for preparing this final report.

➤ *Primary Source*

- Observation
- Questionnaire

➤ *Secondary Source*

- Google Search Engine.
- Other Weblinks
- Newspaper
- Research Paper

B. Analysis Techniques

Quantitative analysis is performed using the data collected at each outlet to estimate Utilized Percentage Analysis Graph Chart.

C. Research Design

A Research design specifies the methods and procedures for conducting a particular study. It is a map (or) blue print to which the research is to be conducted. present study and for data analysis.

D. Sampling Design

The sampling design used was Convenience sampling, which is a non-factors were the availability and approachability of the respondents.

➤ *All types of Outlets that Stock and Sell Amul Curd*

- Convenience stores: All kinds of shops including bakeries
- Eateries: all kinds of eating join

E. What Is Data Interpretation?

Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions. The interpretation of data helps researchers to categorize, manipulate, and summarize the information in order to answer critical questions.

The importance of data interpretation is evident and this is why it needs to be done properly. Data is very likely to arrive from multiple sources and has a tendency to enter the analysis process with haphazard ordering. Data analysis tends to be extremely subjective. That is to say, the nature and goal of interpretation will vary from business to business, likely correlating to the type of data being analyzed. While there are several types of processes that are implemented based on individual data nature, the two broadest and most common categories are “quantitative and qualitative analysis”.

➤ *The Varying Scales Include:*

- **Nominal Scale:** non-numeric categories that cannot be ranked or compared quantitatively. Variables are exclusive and exhaustive.
- **Ordinal Scale:** exclusive categories that are exclusive and exhaustive but with a logical order. Quality ratings and agreement ratings are examples of ordinal scales (i.e., good, very good, fair, etc., OR agree, strongly agree, disagree, etc.).
- **Interval:** a measurement scale where data is grouped into categories with orderly and equal distances between the categories. There is always an arbitrary zero point.

- Ratio: contains features of all three.

➤ *Questionnaire on Consumer Preferences towards Amul Curd in Haridwar, Uttarakhand:*

- *Question 1: Name*

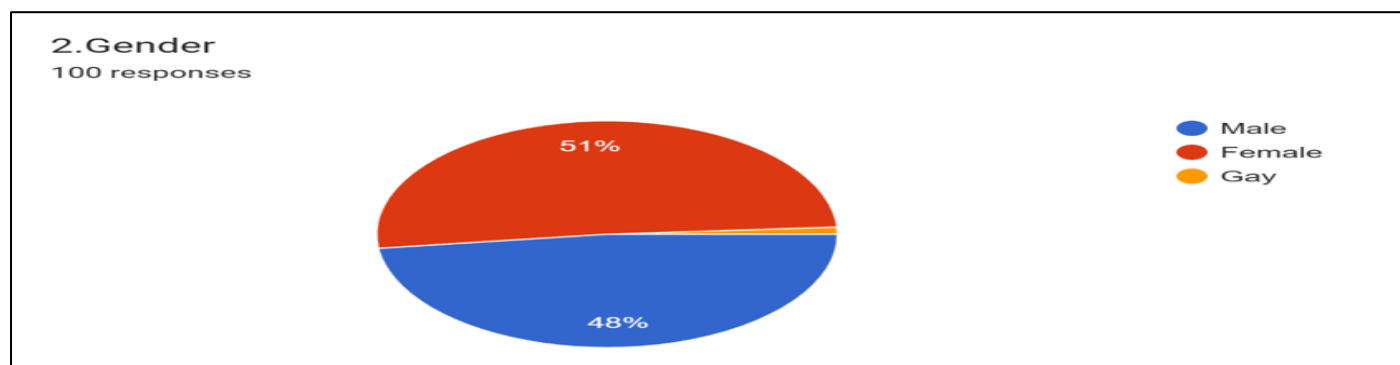
✓ **Ans:** 100

- ✓ *Interpretation*

Successfully 100 responds, I received in this analysis “consumer preferences towards Amul curd in Haridwar, Uttarakhand”

• *Question 2: Gender*

Response	No. of Response	% Response
Male	48	51
Female	51	48
Other	01	01

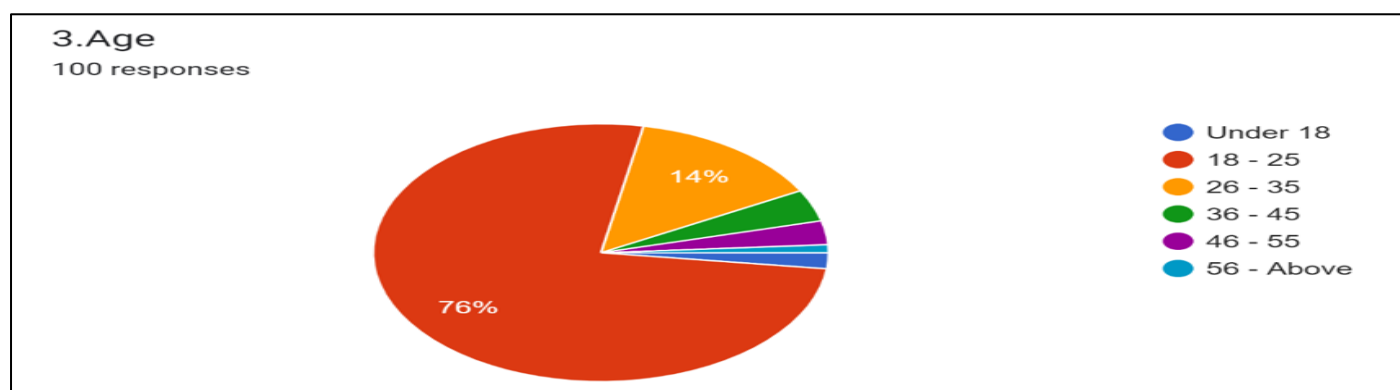


- ✓ *Interpretation*

In this survey the No. of Male is 48% and No. of is Female 51% and No. of another gender is 1%

• *Question 3: Age*

Response	No. of Response	% Response
Under 18	02	02
18 - 25	76	76
26 - 35	14	14
36 - 45	04	04
46 - 55	03	03
56 - above	01	01

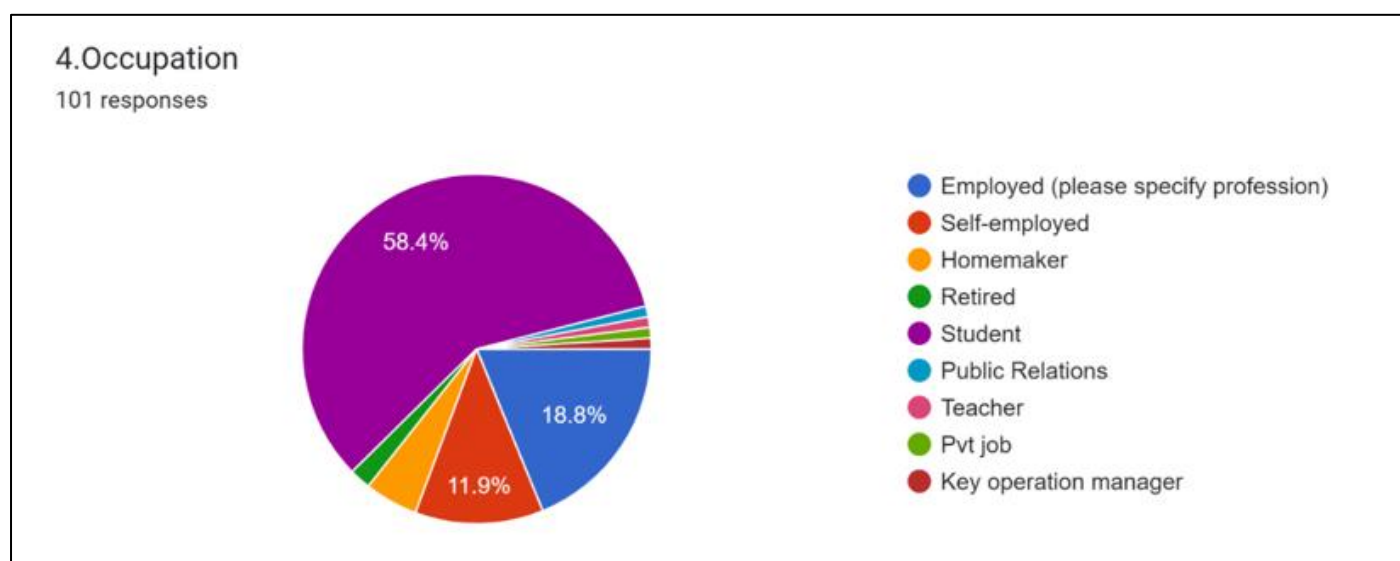


✓ Interpretation

In this survey the highest no. of age group is between 18-25 which is 76% of the overall responds and the second highest age group is 26-35 which is 14% and the remaining % of age group is from 36-56 and above.

• Question 4: Occupation

Response	No. of Response	% Response
Employed (please specify profession)	19	18.8
Self-employed	12	11.9
Homemaker	05	05
Retired	02	03
Student	59	58.4
Public Relations	01	01
Teacher	01	01
Pvt job	01	01
Key operation manager	01	01

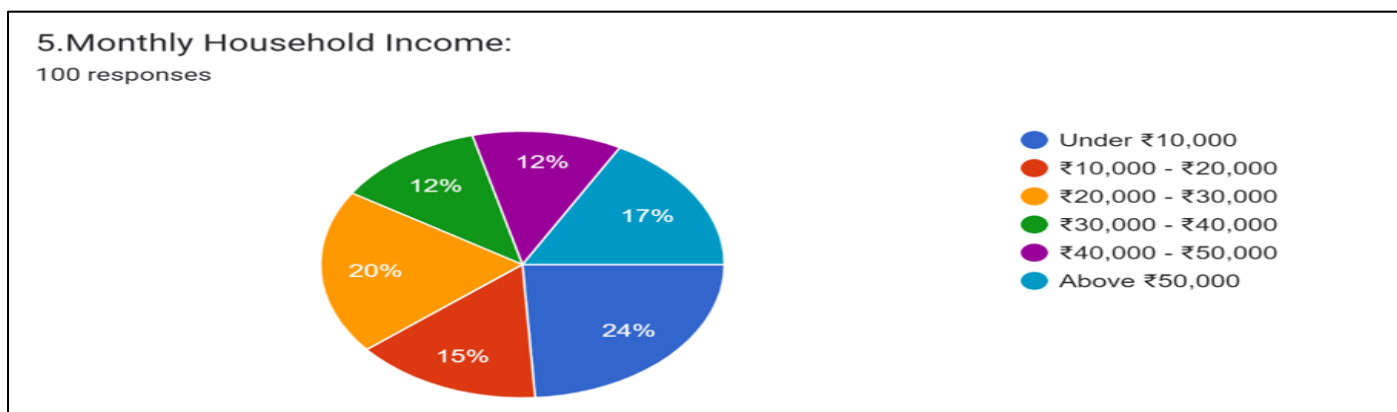


✓ Interpretation

In this survey the maximum number of respondents are student which is 58.4% and 18.8% are employed and 11.9% are self-employed and the remaining are in others category 10.9%

• Question 5: Monthly Household Income

Response	No. of Response	% Response
Under ₹10,000	24	24
₹10,000 - ₹20,000	15	15
₹20,000 - ₹30,000	20	20
₹30,000 - ₹40,000	12	12
₹40,000 - ₹50,000	12	12
Above ₹50,000	17	17



✓ *Interpretation*

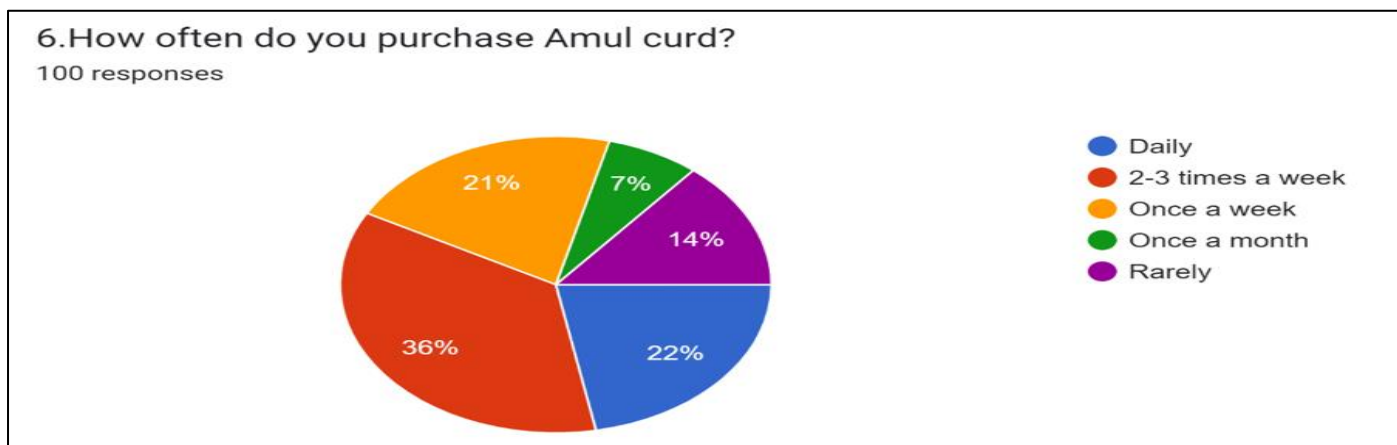
In this survey the monthly household Income under 10,000 is 24% and 20,000-30,000 is 20% and above 50,000 is 17% and 10,000-20,000 15% and remaining 30,000-50,000 is 12% .

• *Question 6: How often do you Purchase Amul Curd*

Response	No. of Response	% Response
Daily	22	22
2-3 times a week	36	36
Once a week	21	21
Once a month	07	07
Rarely	14	14

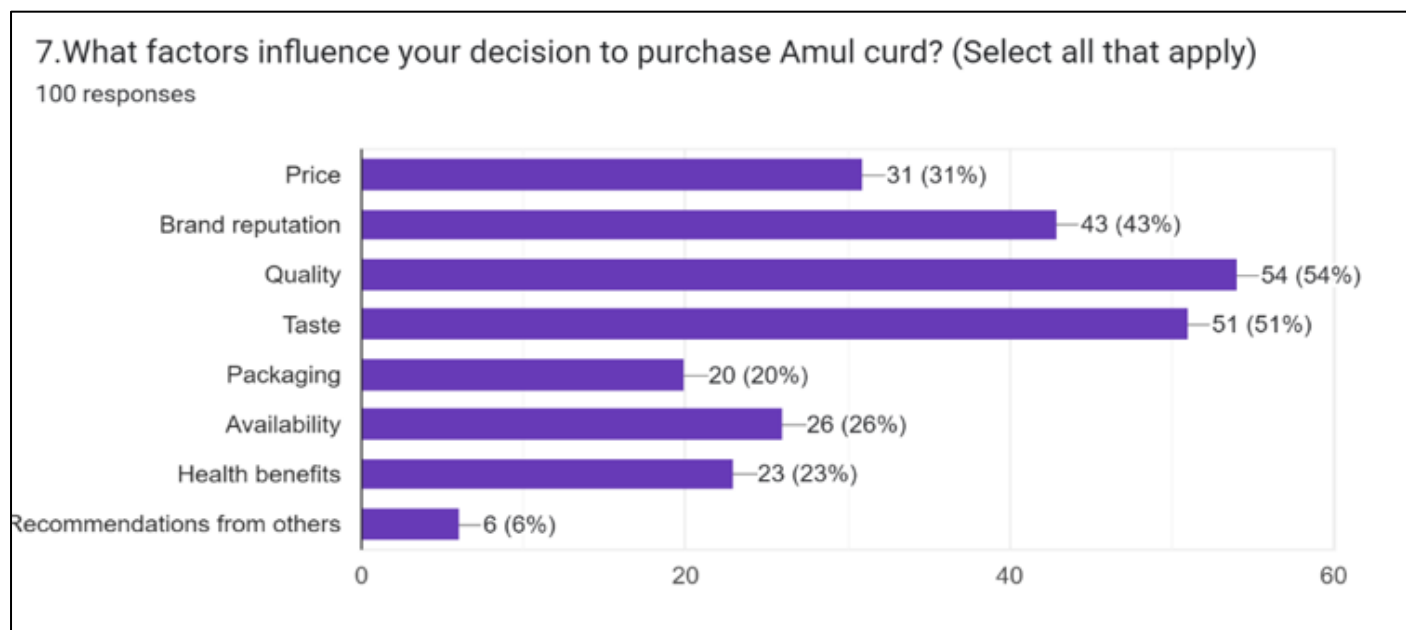
✓ *Interpretation*

In this survey the maximum no. of consumer purchase Amul Curd for 2-3 times a week is 36% and No. of daily user is 22% and No. of user once in a week is 21% and No. of customers purchase Rarely 14% and No. of customer purchase once a month is 7%.



• *Question 7: What Factors Influence your Decision to Purchase Amul Curd*

Response	No. of Response	% Response
Price	31	31
Brand reputation	43	43
Quality	54	54
Taste	51	51
Packaging	20	20
Availability	26	26
Health benefits	23	23
Recommendations from others	06	06

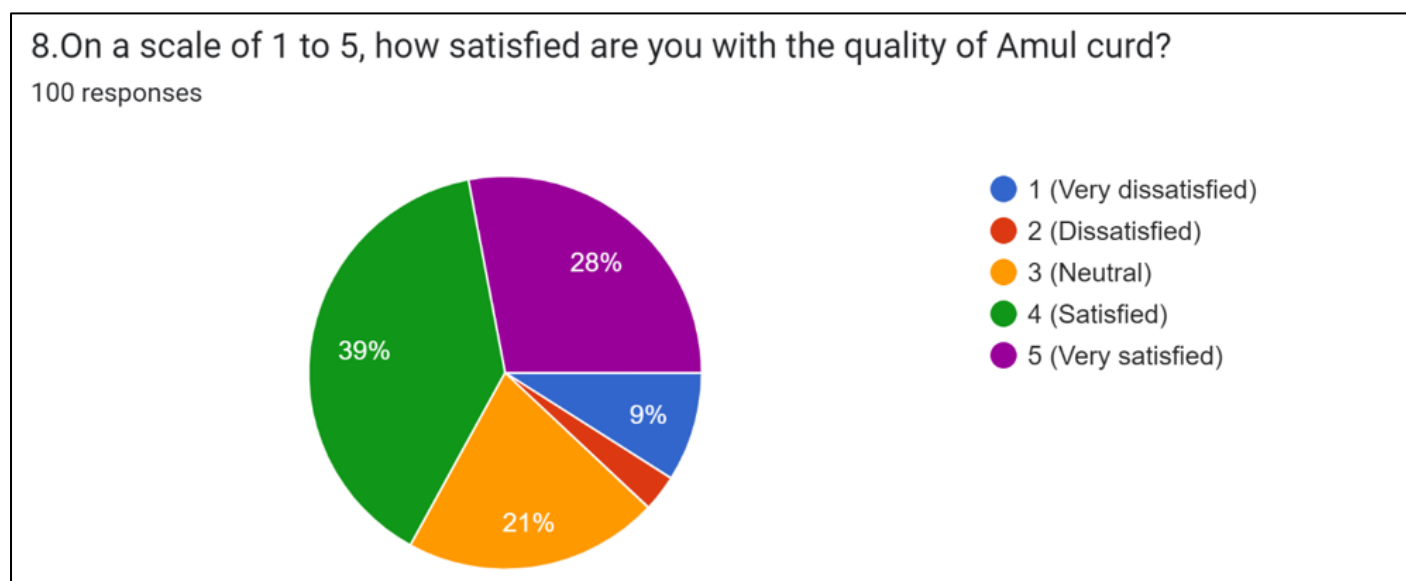


✓ Interpretation

According to our survey we identify that 31% of the people purchase Amul curd influenced by the price and 43% of the people purchase Amul curd influenced by the Brand reputation and 54% of the people purchase Amul curd influenced by the Quality and 51% of the people purchase Amul curd influenced by the Taste 20% of the people purchase Amul curd influenced by the Packaging and 26% of the people purchase Amul curd influenced by the Availability and 23% of the people purchase Amul curd influenced by the Health benefits and 6% of the people purchase Amul curd influenced by the Recommendations from others.

- Question 8: On a scale of 1 to 5, how satisfied are you with the quality of Amul curd

Response	No. of Response	% Response
1 (Very dissatisfied)	09	09
2 (Dissatisfied)	03	03
3 (Neutral)	21	21
4 (Satisfied)	39	39
5 (Very satisfied)	28	28

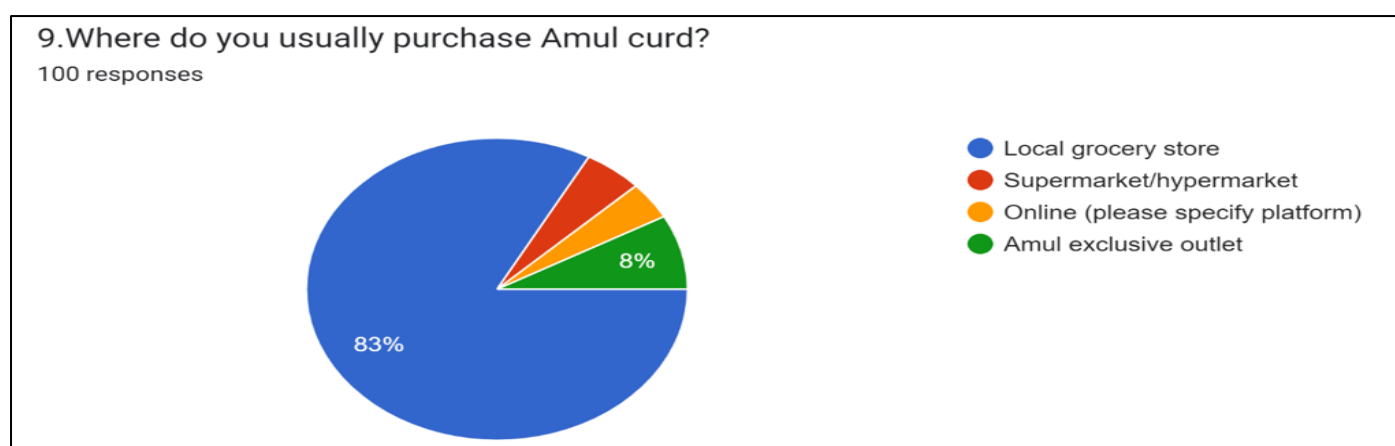


✓ *Interpretation*

According to our survey we identify that 9% of the people very dissatisfied with the quality of Amul curd 3% of the people dissatisfied with the quality of Amul curd and 21% of the people natural with the quality of Amul curd and 39% of the people satisfied with the quality of Amul curd and 28% of the people very satisfied with the quality of Amul curd.

• *Question 9: Where do you Usually Purchase Amul Curd*

Response	No. of Response	% Response
Local grocery store	83	83
Supermarket/hypermarket	05	05
Online (please specify platform)	04	04
Amul exclusive outlet	08	08

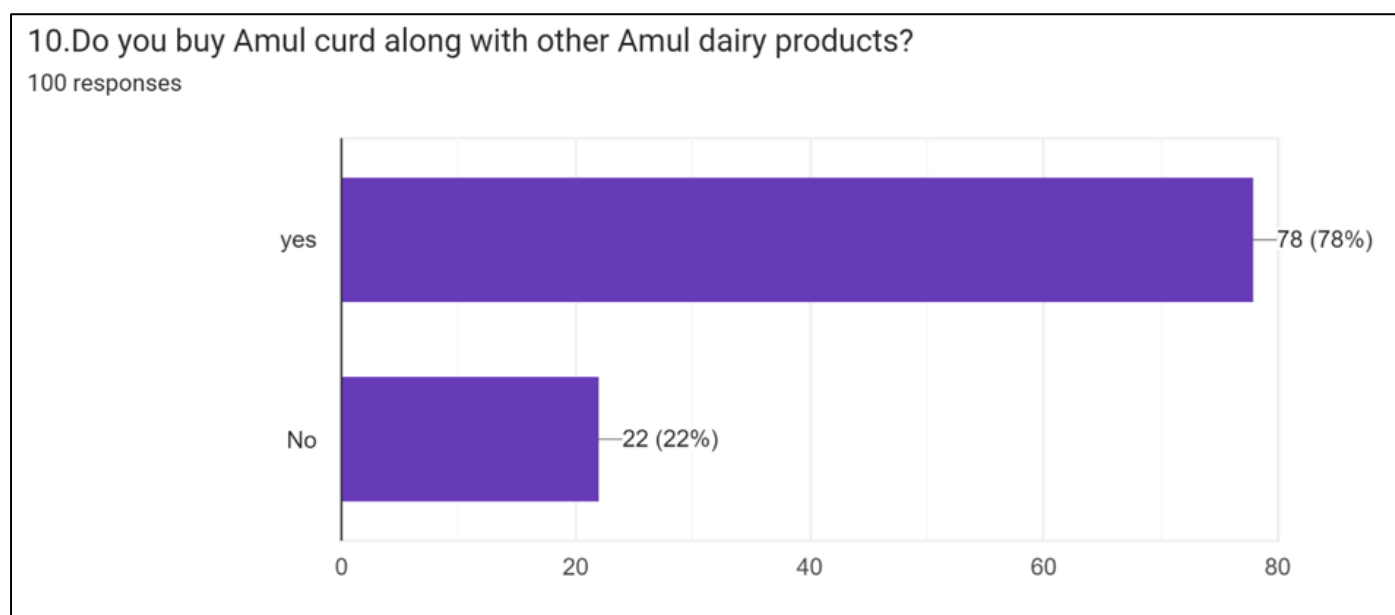


✓ *Interpretation*

According to our survey we identify that 83% of the people purchase Amul curd from Local grocery store and 5% of the people purchase Amul curd from Supermarket/hypermarket and 4% of the people purchase Amul curd from Online and 8% of the people purchase Amul curd from Amul exclusive outlet.

Response	No. of Response	% Response
Yes	78	78
No	22	22

✓ *Question 10 : Do you buy Amul Curd Along with other Amul Dairy Products*

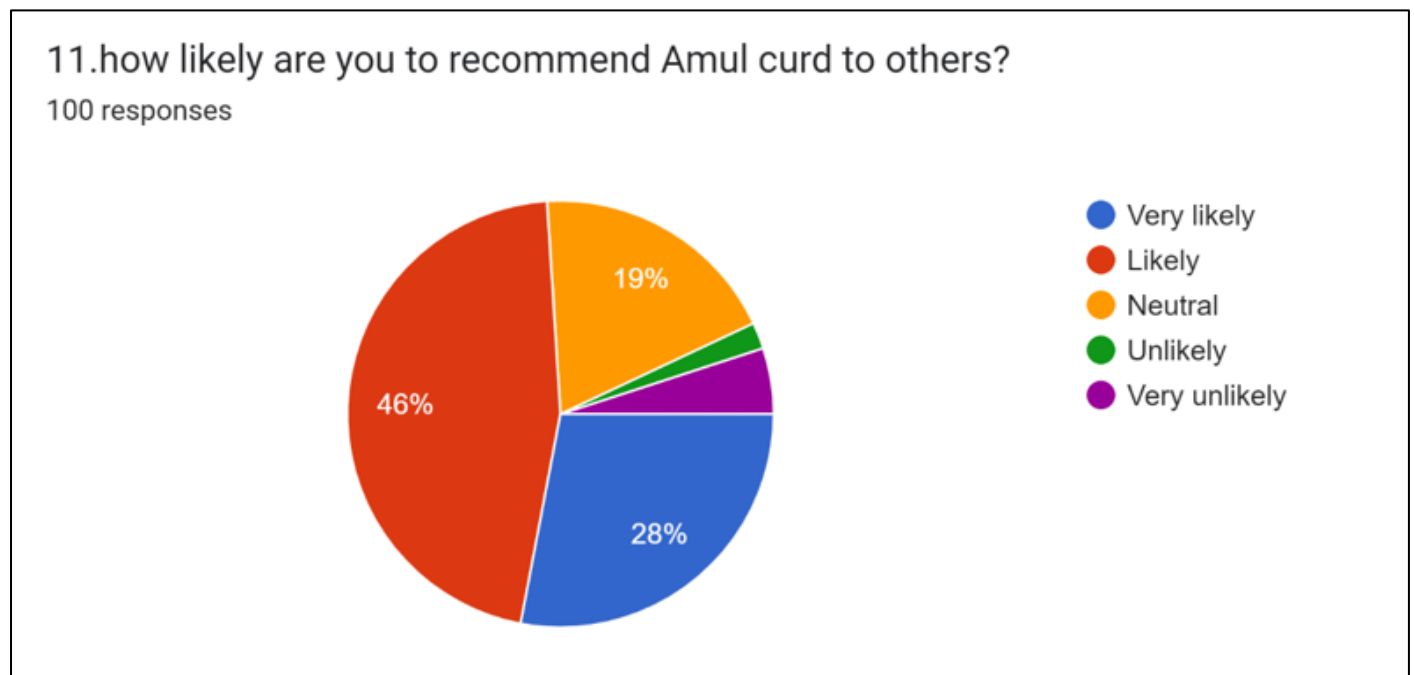


✓ *Interpretation*

According to our survey we identify that 78% of the people preferred buy Amul curd along with other Amul dairy products and 22% of the people not preferred buy Amul curd along with other Amul dairy products.

Response	No. of Response	% Response
Very likely	28	28
Likely	46	46
Neutral	19	19
Unlikely	02	02
Very unlikely	05	05

• *Question 11: How Likely are you to Recommend Amul Curd to Others*



✓ *Interpretation*

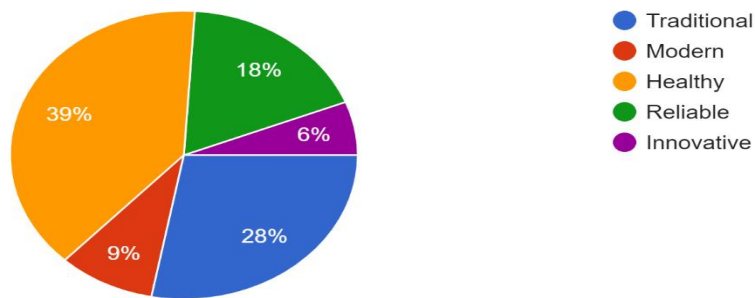
According to our survey we identify that 28% of the people very likely to recommend Amul curd to others and 46% of the people likely to recommend Amul curd to others and 19% of the people neutral to recommend Amul curd to others and 2% of the people unlikely to recommend Amul curd to others and 5% of the people very unlikely to recommend Amul curd to others.

• *Question 12: How Would you Describe the Brand Image of Amul in Relation to Curd Products*

Response	No. of Response	% Response
Traditional	28	28
Modern	09	09
Healthy	39	39
Reliable	18	18
Innovative	06	06

12.How would you describe the brand image of Amul in relation to curd products?

100 responses



✓ Interpretation

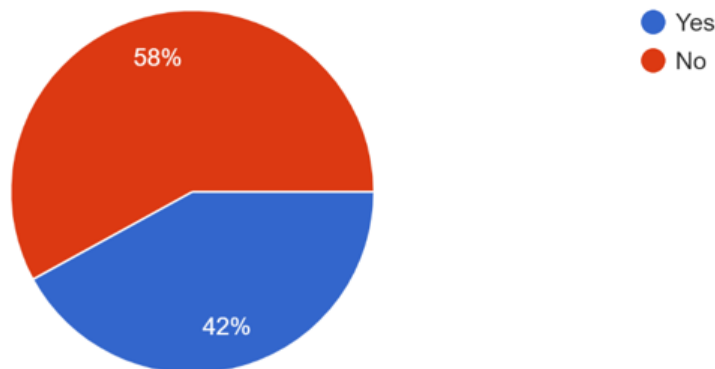
According to our survey we identify that the 39% of the consumer say that it is healthy and 28% of the consumer say that it is Traditional 18% of the consumer say that it is Reliable 9% of the consumer say that it is Modern 6% of the consumer say that it is Innovation.

• **Questions 13:** Have you Ever Made a Purchase of Amul Curd because of a Special Promotion or Discount

Response	No. of Response	% Response
Yes	58	58
No	42	42

13.Have you ever made a purchase of Amul curd because of a special promotion or discount?

100 responses

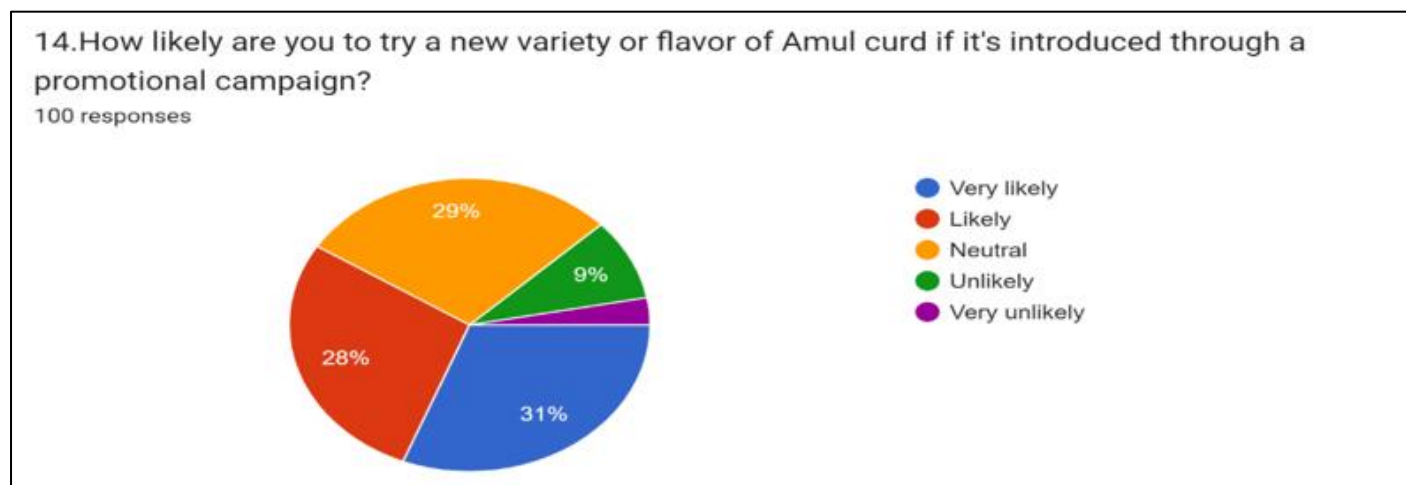


✓ Interpretation

According to our survey we identify that 58% of the people made a purchase of Amul curd because of a special promotion or discount and 42% of the people made a purchase of Amul curd because of a special promotion or discount.

• **Questions 14:** How likely are you to try a new variety or flavor of Amul curd if it's introduced through a promotional campaign

Response	No. of Response	% Response
Very likely	31	31
Likely	28	28
Neutral	29	29
Unlikely	09	09
Very unlikely	03	03

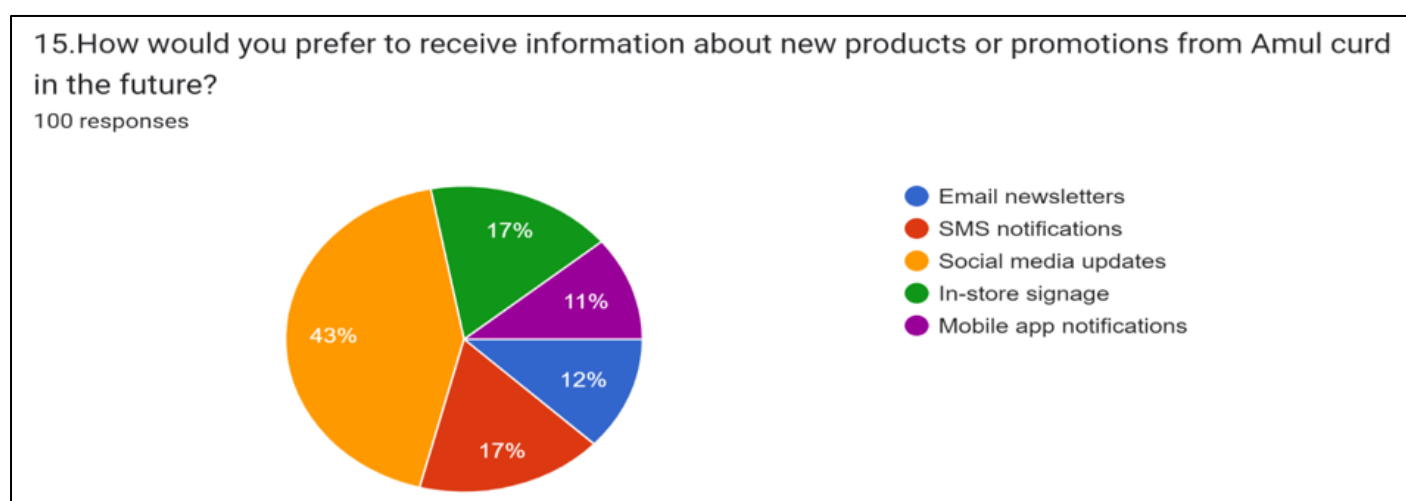


✓ Interpretation

According to our survey we identify that 31% of the people very likely to try a new variety or flavor of Amul curd if it's introduced through a promotional campaign and 28% of the people likely to try a new variety or flavor of Amul curd if it's introduced through a promotional campaign and 29% of the people neutral to try a new variety or flavor of Amul curd if it's introduced through a promotional campaign and 9% of the people unlikely to try a new variety or flavor of Amul curd if it's introduced through a promotional campaign and 3% of the people very unlikely to try a new variety or flavor of Amul curd if it's introduced through a promotional campaign.

• **Question 15:** How would you Prefer to Receive Information about New Products or Promotions from Amul Curd in the Future

Response	No. of Response	% Response
Email newsletters	12	12
SMS notifications	17	17
Social media updates	43	43
In-store signage	17	17
Mobile app notifications	11	11

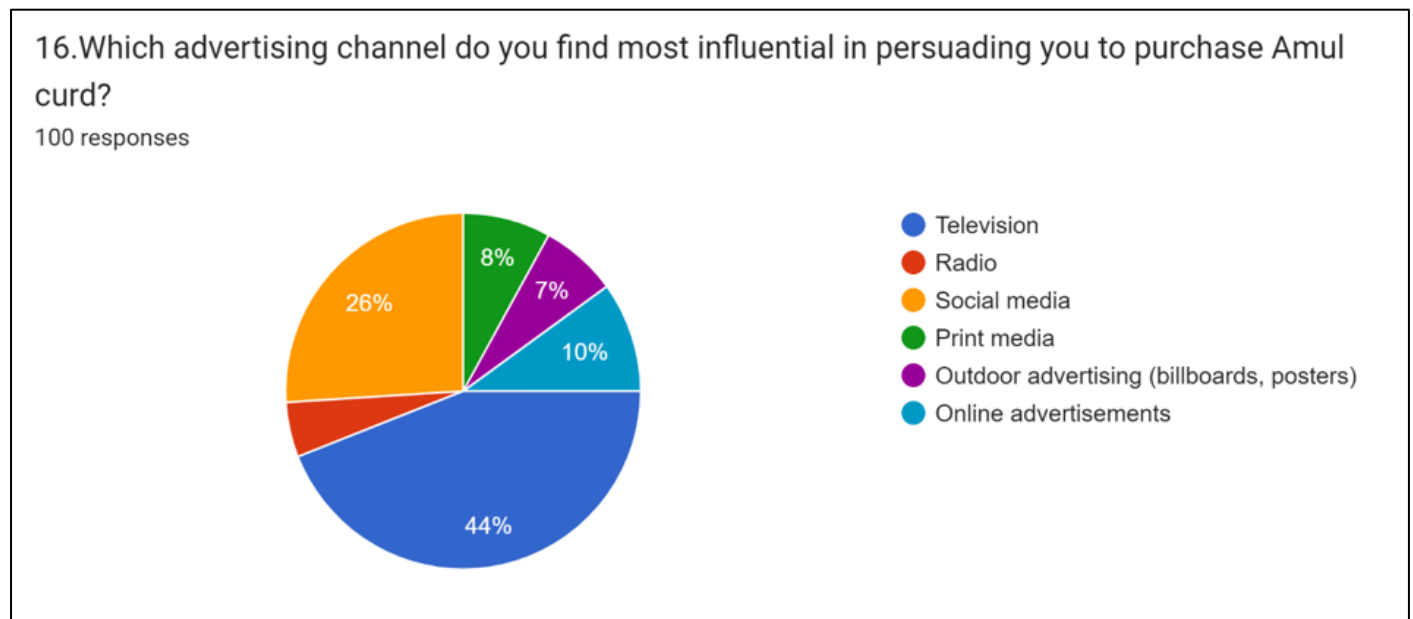


✓ Interpretation

According to our survey we identify that 12% of the people prefer to receive information about new products or promotions from Amul curd in the future by Email newsletters and 17% of the people prefer to receive information about new products or promotions from Amul curd in the future by SMS notification and that 43% of the people prefer to receive information about new products or promotions from Amul curd in the future by Social media updates and 17% of the people prefer to receive information about new products or promotions from Amul curd in the future by In-store signage and 11% of the people prefer to receive information about new products or promotions from Amul curd in the future by Mobile app notifications.

- *Question 16 : Which advertising channel do you find most influential in persuading you to purchase Amul curd*

Response	No. of Response	% Response
Television	44	44
Radio	05	05
Social media	26	26
Print media	08	08
Outdoor advertising (billboards, posters)	07	07
Online advertisements	10	10

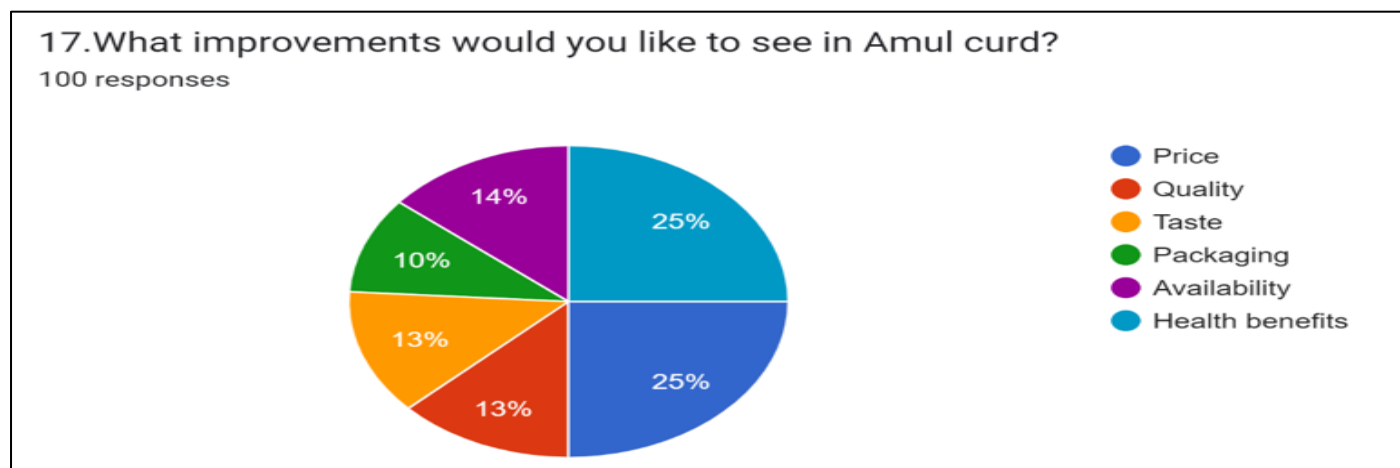


✓ *Interpretation*

As above chart, it is clear that 44% of the people come to know about AMUL curd through Television Advertise and 5% respondents come to know about AMUL curd through radio and 26% respondents come to know about AMUL curd through social media and 8% respondents come to know about AMUL curd through print media and 7% respondents come to know about AMUL curd through Outdoor advertising (billboards, posters) and rest 10% of the people come to know about AMUL curd through Online advertisements.

- *Question 17: What Improvements Would you Like to See in Amul curd*

Response	No. of Response	% Response
Price	25	25
Quality	13	13
Taste	13	13
Packaging	10	10
Availability	14	14
Health benefits	25	25



✓ Interpretation

According to our survey 25% people want to improve the price of Amul curd 13% people want that Amul curd improve its quality and 10% people wants that Amul curd improve its packaging, 14% people wants that Amul curd improve its Availability, 13% people wants that Amul curd improve its taste, 25% people wants that Amul curd improve its health benefits.

V. FINDING, RECOMMENDATION AND SUGGESTIONS

Based on the analysis and the findings thereof, this paper concludes that sales advertising is a veritable tool to command short run sales increase in organization as well as differentiates products 1 offerings from that of other organizational products. In addition, the organizational usage of sales promotion did not necessarily depend on organizational advertising efficiency decline but on the organizational marketing decision

The implications of the study for management, industry and theory cannot be overemphasized. Managers of businesses should realize that organizations will be able to maintain competitive edge in the market by using sales promotion. Equally the decline in the fortune of advertising did not account for the use of sales promotion indicating that sales promotion has potentials as marketing action in boosting sales.

Industry should further note that sales promotion is creditable tool to strategically communicate with their customers.

- It is clear that the respondents of AMUL are Quality conscious. So if it is possible AMUL should concentrate on quality of its production.
- By evaluating the survey it is clear that the respondents are mostly interested in the taste provided by AMUL products. AMUL should concentrate on its product's taste more than any other features.
- It is specifying that the AMUL respondents are giving priority to the availability of AMUL products by more

than 2/3 part. So it becomes necessary for AMUL to supply the AMUL products in all its target market.

- According to my Study, Quality product should be produced and now a day's price is an important factor for common man. So company should concentrate in these both mentioned factors.

VI. CONCLUSION

Consumers were interested for quality or price-oriented product rather than having the brand image. Amul curd is consumed mostly because its quality good and dairy product. Amul was the market leader and local ice-cream vendors acquire the second position in terms market share. So try to increase the advertisement and lack of availability in the rural area is the main weakness for the company. • The brand awareness for Amul new products were very less in Haridwar compared to Dehradun Uttarakhand. It is weakness for the company. In today time quality, price, availability is the major factors considered for the customer while buying a particular brand.

From the analysis of the above chart it is clear that the respondents purchasing from the local shop are considering the features of fresh products and availability more than cleanness, proper information & proper support.

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