

STUDY OF AVAILABILITY OF AMUL PRODUCTS DURING LOCKDOWN PERIOD IN MUMBAI CITY

Prof. Sulekha Munshi

Amity Global Business School, Mumbai, Maharashtra

Dr. Ajay Tekchandani

Amity Global Business School, Mumbai, Maharashtra

Abstract - This paper is an earnest endeavour made to understand the present scenario in marketing and captured by the Amul during the Lockdown period. For the same availability in stores was the major concern and bring out the potential and loyal retailers as well as customers so that the company could maintain the market leadership in the existing business scenario in food and confectionaries. This paper also tried to study the behaviour of consumers about their preferences for Amul products and their overall buying behaviour during the lockdown period.

Keywords: Distribution. Retailers, Satisfaction.

1.1 INTRODUCTION

Marketing focuses on the purchasers or customers deciding their needs and wants, teaching the respect to the accessibility of items and to significant items highlights creating systems to convince them to purchase lastly improving their fulfilment with buy, showcasing the board incorporates exploring, arranging, sorting out, coordinating and controlling advancement and overhauling. In the greater part of these choices – making division has unlimited authority in other, likewise the physical circulation of the items deciding the channels that will be utilized and overseeing the effective progression of products from the plant to distribution centre.

It was a business supposition that just through item arranging and advancement that organization can metal a profoundly subjective item to the clients or clients, which may even contend well with the contender's item. Despite the fact that, the market analyst would need us to accept that opposition centres on the costs alone. Be that as it may, to the advertisers and other representatives, rivalry could likewise happen as far as item quality and highlights, which can be effectively accomplished through item arranging and improvement process. The whole action is exceptionally wide; it includes settling on choice on every single common-sense issue identifying with item and item life cycle, item improvement procedure and item dissemination techniques.

All interest the kind of various people and their activity work over an extensive timeframe. It likewise includes enormous total of cash in arranging and building up a subjective item that will be commonly worthy to the shoppers or clients. Since most organizations or business associations needs to guarantee efficiency, benefit and endurance in business, it at that point become significant for primary normal item arranging and advancement as the main persuasive techniques for gainful and productivity.

1.5 OBJECTIVE OF THE REPORT

The main objective of the paper were as

- To study about the availability of Amul products during Lockdown period in Mumbai City.
- To analyse multiple aspects of performance, rates, of Amul products is influencing customers positively.

3. LITERATURE REVIEW

Dr. S.P. Savitha, published a research paper on “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 stands to further strength its position. This research is pertaining 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.

MohitJamwal, Dr.Akhilesh Chandra Pandey, “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.

Manob K. Bandyopadhyay (1994) The production of the milk is explained in this way: 1. 1965, National Council for Dairy Production (N.D.D.B) 2. 1970 National Council for Dairy Production, 3. 1973 Other Country States. This study deals with the analysis of how far the N.D.D.B. Operation Flood Program is achieved in India, I.e. replicating the N.D.D.B. ANAND model system . This study shows that the system to replicate the ANAND model was not effective across the world. Furthermore, at the time of copying the ANAND model, this program did not exactly consider local geographical and socio-economic aspects.As a result, Operation Flood Programme's money spent in certain situations did not yield any positive outcome.

As indicated by Operation Flood Program many Milk Producers' Cooperatives have been shaped in this immense nation. To assist nitty gritty examination, just two Co-employable Milk Producers' Union Limited - The Kaira District (ANAND) Cooperative Milk Producers' Union Limited and The Himalayan Co-usable Milk Producers' Union Limited, have been considered. In this examination, issues have been talked about in three phases in three sections. Growth and results were addressed in the first stage, financial performance in the second stage and Dairy Co-operative 's impact on rural economy in the last stage.

4. RESEARCH METHODOLOGY

The method used for the collection of data in this report is primary. I have, with the help of the service of Google forms, created a questionnaire which involves 11 questions. The goal of getting direct responses of people was possible since I have drafted the questions and got responses of people representing themselves. I have applied a random sampling method of data collection here as it follows an unbiased representation of Study on Marketing of Amul. The sample size of this survey is 82.

• METHOD OF DATA COLLECTION

For this research, I have used Google forms to generate this survey and collect responses to further draw inferences about the topic.

• SAMPLING METHOD

1. Sampling method : no estimation of probabilities

(The technique of non-probability sampling is one in which each item in the population has no equal chance of being selected)

2. Sample unit: people in retail outlets or supermarkets buying milk, milk products, drinks, chocolates, and other amul items etc.

3. Sample size: 82

4. Method: Direct questionnaire interview

Sample size is the act of choosing the number of observations to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. The sample size for this research was of 82 respondents.

TYPE OF DATA

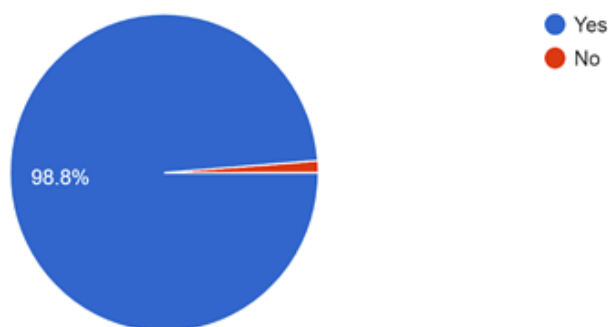
Primary data is used in this research work. Data obtained from first hand sources by a research person using methods such as surveys, interviews and experiments are primary data. It is taken directly from primary sources with the research project in mind.

DATA ANALYSIS

From the analysis, we can observe that people of all the age groups have responded in this survey.

Do you purchase Amul products?

82 responses

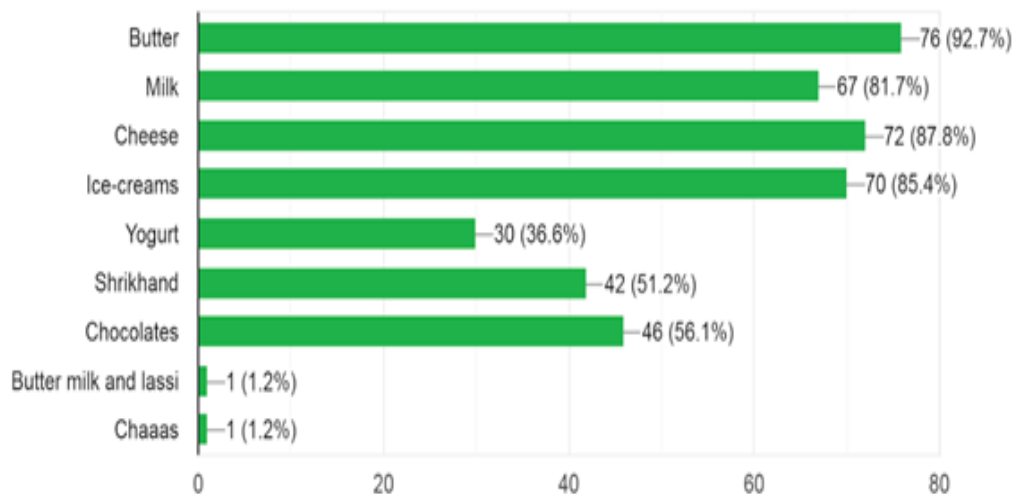


Options	No. of Respondents	% of Respondents
Yes	81	98.8%
No	01	01.02%

From the analysis, we can observe that almost everyone likes to purchase Amul products from 82 respondents 81 of them use Amul products that are 98.8%.

If yes, which of the Amul products do you consume?

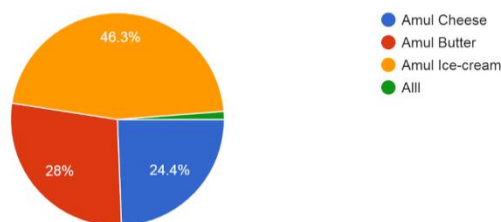
82 responses



Options	No. of Respondents	% of Respondents
Butter	76	92.07%
Milk	67	81.07%
Cheese	72	87.08%
Ice-creams	70	85.04%
Yogurt	30	36.06%
Shrikhand	42	51.02%
Chocolates	46	51.06%
Butter Milk &Lassi	01	01.02%
Chass	01	01.02%

From the analysis, we can observe that customers usually consume Amul Butter, Cheese, Ice-creams and Milk. with 76, 72, 70 and 67 respondents respectively.

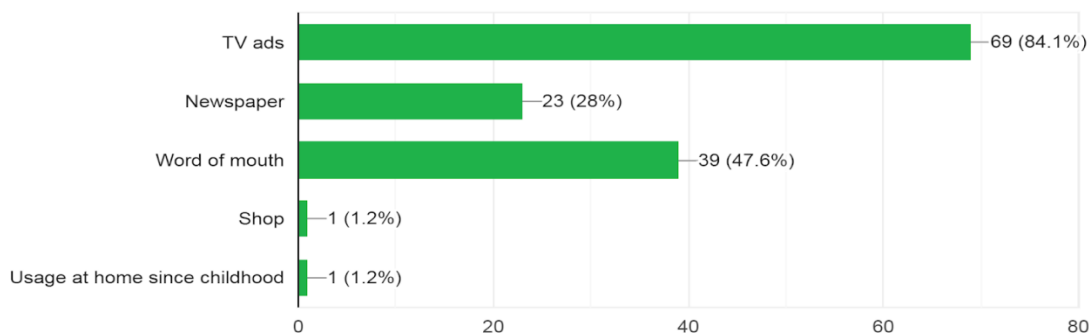
Which is your Favorite product?
82 responses



Options	No. of Respondents	% of Respondents
Amul Cheese	20	24.4%
Amul Butter	23	28%
Amul Ice-creams	38	46.03%
All	01	01.02%

From the analysis, we can observe that 46.03% of the customers like Amul Ice-cream a lot.

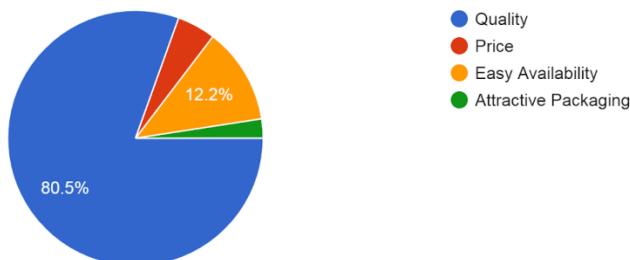
How are you aware about Amul products?
82 responses



Options	No. of Respondents	% of Respondents
TV ads	69	84.1%
Newspaper	23	28%
Word of mouth	39	47.6%
Others: Shop	01	01.02%
Usage at home since child hood	01	01.02%

From the analysis, we can observe that TV ads and word of mouth has made Amul products aware to people.

What factors influenced you to buy Amul products?
 82 responses



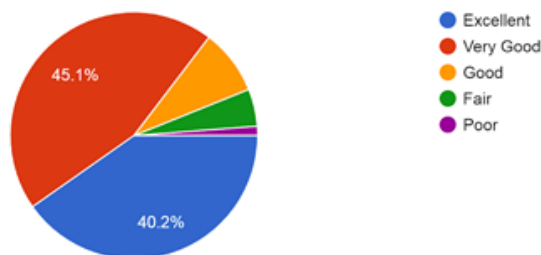
Options	No. of Respondents	% of Respondents
Quality	66	80.05%
Price	04	04.09%
Easy Availability	10	12.02%
Attractive Packaging	02	02.04%

From the analysis, we can observe that the factors that influenced customers to buy Amul products are mostly the quality of their products.

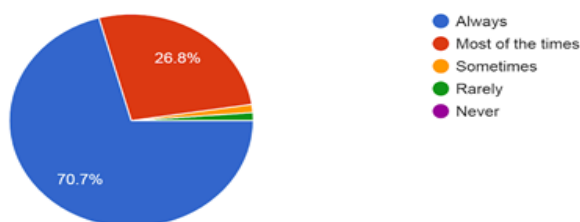
Options	No. of Respondents	% of Respondents
Excellent	33	40.02%
Very Good	37	45.01%
Good	07	08.05%
Fair	04	04.09%
Poor	01	01.02%

From the analysis, we can observe that 45.01% i.e. 37 respondents from the survey think that the packaging is very good of Amul products.

How is the packaging of Amul products?
 82 responses



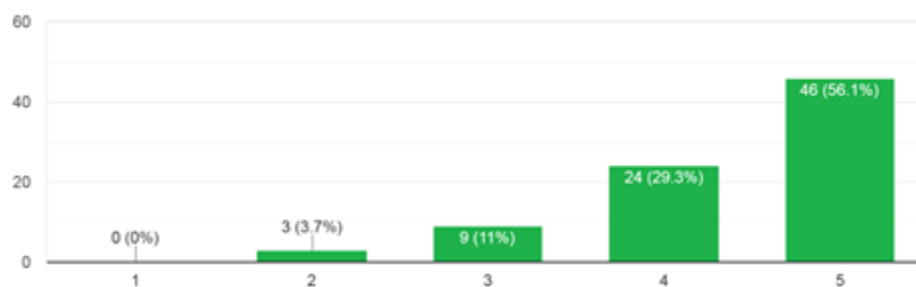
Are the products easily available in your nearby stores?
 82 responses



Options	No. of Respondents	% of Respondents
Always	58	70.7%
Most of the times	22	26.8%
Sometimes	01	01.02%
Rarely	01	01.02%
Never	None	None

From the analysis, we can observe that the products are always and most of the times available in the nearby stores for the customers.

Rate the affordability of Amul products.
 82 responses



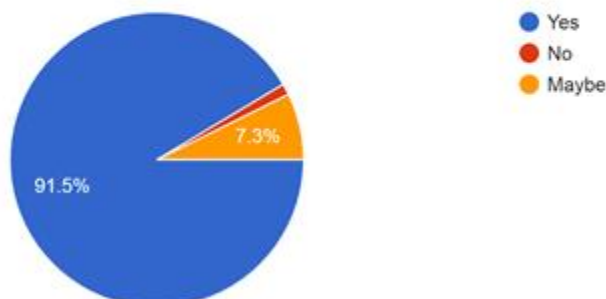
Options	No. of Respondents	% of Respondents
1	0	0%
2	03	03.07%
3	09	11%
4	24	29.03%
5	46	56.01%

From the analysis, we can observe that most of the respondents have rated 5 with 56.01% that means customers find that the products are worth the price and the quality of the products.

Options	No. of Respondents	% of Respondents
1 year	1	01.02%
2 year	2	2.4%
More than 3 years	79	98.3%

From the analysis, we can observe that almost all the customers have been using the products for more than 3 years. We can say that Amul has most of the loyal customers in the market.

Are you satisfied with the quality of Amul products?
 82 responses



Options	No. of Respondents	% of Respondents
Yes	75	91.5%
No	1	01.02%
Maybe	6	7.3%

From the analysis, we can observe that 91.5% i.e. 75 of the respondents are satisfied with the Amul products and 7.03% are likely to be satisfied with Amul products.

6. FINDINGS

- Amul products are always easily available in nearby stores.
- Majority of the respondents purchase Amul Products.
- Majority of respondents think that Amul products can be used by all age groups.
- Amul products are preferred more because of its quality and taste.
- Affordability rate from 1-5 found by research is mostly 5 of Amul products.
- A lot of people are using Amul products since their childhood and majority of them are satisfied with its quality also.

7. SUGGESTIONS & RECOMMENDATION

All customers are not indeed the very same. There are various kinds of clients and every single client has various requirements. What's more, hence, their purchasing intentions likewise fluctuate. What the client needs to purchase, where he needs to purchase, the amount he needs to purchase, where he likes to purchase and how much amount he likes to purchase. It is essential to pull in purchasers who purchase in mass amount on various events. Today, Amul items, for example, Milk, Butter Milk, Curd and Ghee are fundamental on the events, for example, relationships, strict capacities and functions and so on.

- ✓ Availability should be standard for all outlets suggestive of those lying on the pocket streets and not just in the outlets lying on the courses that are effectively available
- ✓ Amul has a moderately decent distribution network, yet at the same time organization cannot meet the source's high demand interest in peak season. In this organisation, in the peak season, will find the efforts to overcome product.
- ✓ Amul should explore to deliver low-fat versions of its products because it will help catch younger generations' interest in the global marketplace.
- ✓ There are some other Amul items that are not as popular as butter or ice cream, such as chocolates, ghee or dahi. Amul should strive to comprehend its issue by analyzing the market and attempting to develop these goods. Company should improve time span of usability of the item.

8. CONCLUSION:

This paper tried to accumulate all the information about how the brand is still relevant and making its presence felt during the Lockdown period It was found that brand Amul passed the tough times, it was available everywhere, availability never became a issue for Amul. People had exhibited same trust for the brand as they showed before Lockdown period.

BIBLIOGRAPHY

- Blythe, J. (2001) Essentials of Marketing, 2nd edition, Prentice Hall
- Booms, B.H. and Bitner, M.J. (1981), Marketing strategies and organisation structures for service firms, in Marketing of Services, J. Donnelly and W.R. George (eds), American Marketing Association
- Brassington, F and Pettitt, S, (2000), Principles of Marketing, Second Edition, Prentice Hall, Harlow

- Gabriel, Y & Lang, T, (1995), The Unmanageable Consumer, Sage, London
- Hoffman ,D& Novak, T, (1996), „Marketing in Hypermedia Computer-mediated Environments: Conceptual Foundations“, Journal of Marketing, Vol 60(July), pp50-68
- Kotler, P. and Armstrong, G. (1997) Marketing An Introduction. Fourth Edition. New Jersey. Prentice Hall International
- Kotler, P., Armstrong, G., Saunders, J. and Wong, V. (1999) Principles of Marketing, 2nd Edition, New Jersey: Prentice Hall
- Ziethmal, &Bitner, (2003) Services Marketing: integrating customer focus across the firm, McGraw Hill, chapters 1,3 and 6