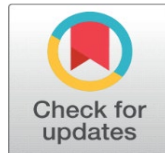


A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS AMUL PRODUCTS (WITH SPECIAL REFERENCE TO THOOTHUKUDI CITY)

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ABSTRACT

This article looks at how customers purchase Amul products, focussing on thoothukudi City specifically. To acquire data, a handy sampling procedure tool was used. This study used a sample size of 120 clients. Data is gathered via questionnaires. Positive purchasing behaviour indicates that consumers have high purchasing behaviour. To boost the company's sales even more, the product's promotional tactics can be enhanced. Consequently, the research suggests that the product has a good reach in Thoothukudi city due to the positive purchase behaviour of the consumers.

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1. INTRODUCTION

The entirety of a customer's attitudes, preferences, intents, and choices about how to behave in the marketplace when making a purchase of a good or service is referred to as their buying behaviour. The social science fields of anthropology, psychology, sociology, and economics are all used in the study of consumer behaviour. With the aid of an understanding of the factors influencing consumer behaviour when selecting a particular service provider, the research project aims to highlight the crucial components for customers in the household and enable the service provider to comprehend the overall picture of customer behaviour towards the Amul company. A deeper comprehension of consumer behaviour would enable marketers to tailor the service structure to the needs and preferences of the average home customer and to continue operating in accordance with their requests. Through the use of customised services from the service provider, the research project will enable customers to voice their preferences and help the companies better understand what sort of services they desire.

2. OBJECTIVES OF THE STUDY

1. To find out the socio-economic status of the consumers who is utilising Amul products.
2. To ascertain the factors influencing the purchase of Amul products.

3. REVIEW OF LITERATURE

Dr. S.P. Savitha [1], "A study on consumer preference towards 'AMUL PRODUCT' in Madurai city". Anand Milk Produced Union Limited, or AMUL, is an Indian dairy cooperative organisation that was founded in 1946. The largest food brand in India, Amul, is renowned for its reasonable prices and high-quality products. Amul products are currently ranked #1 in the dairy business, and this position will only get stronger. The purpose of this study is to ascertain current consumer satisfaction levels with Amul products. In Madurai, Amul products enjoy a positive reputation with local customers. Therefore, it can also be expanded to feed rural areas.

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 of consumer behaviour focuses on how people choose to allocate their limited resources—time, money, and effort—to consumption-related goods. Consumer preference was examined using a variety of criteria, and customer satisfaction was assessed using a variety of Ananchal milk characteristics. Based on the results of this survey, Ananchal milk's production, marketing, and pricing strategies need to be properly evolved.

Akhila D and Dr. C. Boopathi [3], "Consumer behaviour on Aavin milk and dairy products in Pollachi of Tamil Nadu". One of the top ten states in India for milk production is Tamilnadu. The study's objective is to ascertain how consumers feel about Aavin milk products in relation to their age, level of education, qualifications, and family's monthly income. Aavinmilk is more often purchased for its quality than for its cost. If the cost of an Aavin product exceeds that of other brands. The aavin take the required actions to meet the needs of their clients.

Dr. P. Rengarajan, R. Sathya and R. Gothami [4], "Buying behaviour of selected branded milk products". One of the most significant items used in both urban and rural locations these days is dairy products. Despite the fact that in the 1990s the nation became the world's largest milk producer. The product is becoming more and more in demand and the market is growing daily. Thus, for the products to be available when needed, the companies require an appropriate distribution network.

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". The activity that consumers exhibit when they look for, use, assess, and discard goods and services that they believe will meet their needs and desires is known as consumer behaviour. However, consumers are not informed about the milk they are eating. Companies need to launch the campaign explaining how they pasteurised the milk and stressing how hygienic using branded milk is.

4. RESEARCH METHODOLOGY

4.1. 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.

4.2. RESEARCH DESIGN

Sample technique

A convenient sampling technique tool was adopted for data collection.

4.3. SAMPLE SIZE

Sample size taken in this is 120 customers.

4.4. AREA OF STUDY

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

4.5. TOOLS FOR ANALYSIS

The various tools use for the data analysis are

Percentage analysis

Rank analysis.

5. LIMITATION OF STUDY

Since the research was limited to convenience sampling, the reliability and validity of the project is limited. It could not be generalized. The sample size also limited to forty in a high populated thoothukudi Taluk. Even it may be justified by the spend on the study and the resources available for the study is very limited.

6. RESULTS And DISCUSSION

6.1. Gender of the Respondents

Gender	No. of. Respondents	Percentage
Male	42	35%
Female	78	65%
Total	120	100%

6.2. Age of the Respondent

Age	No. of. Respondent	Percentage
Below 20 years	18	15%
20 years to 40 years	54	45%
Above 40 years	48	30%
Total	120	100%

6.3. Education of the Respondent

Education	No. of. Respondent	Percentage
School level	18	15%
UG	66	55%
PG and above	36	30%
Total	120	100%

6.4. Occupation of the customer

Occupation	No. of. Respondent	Percentage
Private employee	36	30%
Self-employee	54	45%
Others	30	25%
Total	120	120%

Source: Primary data

The survey's demographic data reveals a diverse respondent base. Gender-wise, 35% of respondents are male and 65% are female. Age distribution shows that 15% are below 20 years, 45% fall between 20 and 40 years, and 30% are above 40 years. Educational backgrounds vary, with 15% having completed only school level education, 55% holding undergraduate degrees, and 30% having pursued postgraduate studies or higher. Regarding occupation, 30% are private employees, 45% are self-employed, and 25% fall into other categories. This demographic breakdown provides a comprehensive view of the survey's respondents, reflecting a mix of age groups, educational levels, and professional backgrounds.

1. Table showing factors influencing the respondents to buy Amul product

S. No	factors	No. of. Respondents	percentage
1	price	42	35%
2	quality	30	25%
3	taste	30	25%
4	freshness	18	14%

Source: Primary data

In a recent survey, respondents were asked to rank factors influencing their purchasing decisions. The results revealed that price was the most significant factor for 35% of respondents, highlighting its crucial role in their choices. Quality and taste both emerged as equally important to 25% of participants, underscoring that while price is critical, the intrinsic attributes of the product are also highly valued. Freshness was considered the least influential factor, with only 14% of respondents prioritizing it. These findings suggest that while price, quality, and taste are major determinants, there is a varied emphasis on what drives consumer preferences.

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

Factors	1	2	3	4	5	Total score	Mean	Final rank
Taste	96	16	7	1	-	567	4.7	II
Quantity	74	26	15	2	3	526	4.3	VI
Price	97	16	7	1	-	572	4.8	I
Flavour	60	35	15	6	4	501	4.1	VIII
Availability	78	26	12	6	-	536	4.4	V
Product	94	10	10	5	1	551	4.5	IV
Packing	60	15	35	6	4	481	4.0	IX
Quality	92	16	8	2	3	554	4.6	III
Density of Milk Creaminess Freshness	68	30	12	8	2	514	4.2	VII

Source: Primary data

The survey results highlight price as the most influential factor in consumer preferences, achieving the highest mean score of 4.8 and securing the top rank. Taste follows closely with a mean score of 4.7, making it the second most important factor. Quality and product attributes also significantly impact choices, ranking third and fourth with mean scores of 4.6 and 4.5 respectively. Availability and freshness are valued next, with mean scores of 4.4 and 4.2, reflecting their moderate importance. In contrast, factors such as flavour and packing are less influential, with the lowest mean scores of 4.1 and 4.0, indicating they play a smaller role in consumer decision-making.

7. FINDINGS

1. The majority, , 45% fall between 20 and 40 years,
2. 55% holding undergraduate degree qualifications.
3. 45% are self-employed,
4. The results revealed that price was the most significant factor for 35% of respondents.
5. Achieving the highest mean score of 4.8 and securing the top rank.
6. Taste follows closely with a mean score of 4.7, making it the second most important factor.

8. SUGGESTIONS

1. Unorganised retail establishments ought to provide door delivery services.
2. Price reductions may be visible.
3. A computerised billing system should be put in place in disorganised retail outlets to update the stores.
4. Customers may be aware of the financial savings when discounts are provided.
5. Retail outlets without organisational structure might unite to create a cartel, enabling them to purchase items at a reduced price.

9. CONCLUSION

When compared to other items, Amul products are consumed at a higher rate, according to research on the brand. Positive purchasing behaviour indicates that consumers have high purchasing behaviour. To boost the company's sales even more, the product's promotional tactics can be enhanced. As a result, the project concludes that customers' purchasing habits are favourable and the product has a solid market penetration in thoothukudi city.

CONFLICT OF INTERESTS

None.

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