

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS AMUL DAIRY PRODUCTS

Submitted in partial fulfilment of the requirements for the award of
Bachelor of Business Administration

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

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This is to certify that **Ms. PAVITHRA J**, Register Number **39280079** is a Bonafide student of our Institution pursuing **BACHELOR OF BUSINESS ADMINISTRATION** during the academic year **2021-2022**. She will be completing the course in the year **2022**.

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DECLARATION

I **PAVITHRA.J (39280079)** hereby declare that the Project Report entitled “**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS AMUL DAIRY PRODUCTS**” done by me under the guidance of **Mr. P Hameem Khan MBA MSCS (PhD)Assistant professor of the department school of management studies**, School of Business Administration is submitted in partial fulfilment of the requirements for the award of BACHELOR OF BUSINESS ADMINISTRATION degree.

DATE:22/04/2022

PAVITHRA.J

PLACE:CHENNAI

SIGNATURE OF THE CANDIDATE

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ABSTRACT

This article examines the consumer buying behaviour towards Amul dairy products. A convenient sampling technique tool was adopted for data collection. Sample size taken in this is 90 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.

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CHAPTER-1

INTRODUCTION

1.1 Consumer Buying Behavior Concept:

The aim of the marketing is to meet and satisfy the target consumer's need & wants. The field of the consumer behavior studies how individuals, groups and organization select buy, use and dispose of the goods, services, ideas or experiences to satisfy their needs and desires. Understanding consumer behavior and knowing customer is not simple customer may say one thing and do another thing. They may not be in touch with their deeper motivations. Consumer behavior is very complex and dynamic too constantly changing and therefore managements need to adjust with the change otherwise market may be lost.

1.2 Consumer Behavior:

Consumer behavior explain how the individuals consumer, groups of the consumer and organization select, buy, use and dispose of goods, and services to satisfy their needs and wants.

1.3 Models of the Buying Behavior:

Different models at buying behavior will help the organization to understand the buying behavior of consumers. There are No. of items. But that basic aim behind those consumption activities is to satisfy that needs & wants at the consumers. An understanding of needs and processes that influence the consumer behavior. If such need can help the marketer in his risk. There is No. of the different models for understanding these. We will undertake these main four models.

Economical model:

Consumer have certain amount of purchasing power, and a sets of needs and taste, he will allocate his expenditure over different products at given prices rationally so as to maximize utility.

Learning model:

This model refers to the consumer's formation and satisfaction of needs and tastes. They postulate that living organisms have both innate needed (primary drives like hunger, thrust, and sex) and learned needs (like fear, guilt).

Psychoanalytical model:

According to psychologist the consumers who are concerned with personality, human needs and motives aperates at conscious as well as sub-conscious level

Sociological model:

Humans learn their behavior from their culture, subculture, social class reference groups & group leaders.

1.4 FACTORS INFLUENCING CONSUMER BEHAVIOR

Factor influencing the consumer behavior are internal needs, motives, perception and attitude as well as external- family, social group, cultural, economic, business influences, etc.

1.Economics Factors

An economics factor of buying behavior is undisiplinary it assumes that Consumers are economics. When are they following the principle of maximization of utility based on the low of diminishing Managerial utility? As economic when, consumer evaluations rationally the alternative in terms of cost and value received. They try to maximize their utility or satisfactory while spending them scarce resources of time, energy and money.

2. Psychological Factors

Psychology has contributed much to the markets to understand the buyer's psychology explains how consumers learn about a product and how they can recall from the memory. The development of buying habits, this includes the following factors:

✓ **Motive:**

A buying motive is the reason why a person buys a particular product. It is the driving force behind buying behavior and may be based on psychological or psychological want marketers are interested in patronage motives such as store loyalty and brand loyalty.

✓ **Perception:**

Perception causes the behavior in a certain way perception influences this behavior. It gives direction to the taken by the behavior. It the meaning we have on the bases on our past dependence.

✓ **Learning:**

Learning refers to changes in behavior brought about by practice or experience. Almost every timing one does or timing is learned product features such as price quality services, brand, packing, etc. Act as hints influencing consumer's response.

✓ **Attitude:**

Attitude is a state of mind of fillings it includes a per disposition to behave in source way. Attitude core very important in explaining buyer's behavior. A change in attitude leads to changes purchasing attitude and modify buyer behavior knowledge of consumer attitude can product redesigning packages and developing and evaluating promotional programs.

✓ **Personality:**

In general perception attitude belief lead collectively to a consistent response by the individual to his environment. This consistent pattern or behavior is termed as personality its primary teachers are self-concept role and level of consciousness.

3. Social Factors

This includes the following factors:

✓ **Family:**

Most consumers belong to a family group. The family can exert considerable influence in shaping the pattern of consumption and indicating the decision making role personal value attitude and buying habits have been shaped by family influences.

✓ **Reference Group:**

The small group to which the buyer belongs influence buyer behavior. A human being is considered as a social animal spending much of his or her life in group situation, group norms direct attention of its member to a new style of a product.

✓ **Social Class:**

As a predictor of consumption patterns marketing management is familiar with social classes consumers, buying behavior is determined by the social class to which they espies rather than by their income belong. Proudly speaking we have distant social classes' upper, middle and lower classes usually stress rationality, exhibit sense of choice making whereas consumers of lower classes have essentially no rational purchases and show limited sense of choice making. The three social classes will have differences in the stress they patronize. The magazines they read and abutting and furniture they select social class may act as one criterion for market segmentation.

4. Cultural factors:

Culture, subculture & social class are primary important in buying behavior.

✓ Culture: -

culture is the most fundamental determinant of a person's wants and behavior. The growing child acquires a set of values, perceptions, preferences and behaviors through his or her family and other key instructions.

✓ Sub-culture:-

Each subculture consists of smaller subculture that provides more specific identification and socialization for their members. Subculture includes nationality, religion racing groups and geographic regions.

1.5 CONSUMER BUYING PROCESS

Let's see the customer buying process by which it satisfies its need and wants. There are no. of stages are involved into the customer buying process. The steps involved into the customer buying process can be explained as below.

1. CONSUMER BUYING PROCESS
2. PROBLEM REORGANIZATION
3. INFORMATION SEARCH
4. EVALUATION OF ALTERNATIVE
5. PURCHASE DECISION
6. POST PURCHASE BEHAVIOR

(1) Problem Reorganization:

The buying process starts with that problem reorganization or need. The need can rise by interval or external stimuli. The interval stimuli involve general need of the persons like hunger; thirst etc. and the person will be motivated to satisfy that need. And the need that will be aroused by external stimuli.

The marketer should try identifying the circumstances that raise the need of the customer. The marketer should collect the information from the different sources and it can develop marketing strategies that increase the customer interests.

(2) Information Search:

There is no. of sources for collecting information. Once the person will be are used. He will try to collect more and more information different sources for collecting the information are.

Personal source - (family, friends, neighbors)

Commercial source - (advertising, sales person, displays)

Public source- (mass media, consumer rating, organization)

Experimental source - (hoardings, examining using the product)

(3) Evaluation of Alternative:

At this stage the consumer will evaluate the different alternatives available to him. This is very difficult stage in the buying process.

(4) Purchase Decision:

How the buyer will take decision weather he should buy the products and services or Not. This is also important step of the buying process.

(5) Post Purchase Behavior:

After purchasing the goods or services the persons will experience some degree of satisfaction. If the person will be satisfied then he will use the same product next time and if. He will not satisfy then he will not go for the same.

1.6 INDUSTRIAL PROFILE

POINTS	INFORMATION
Product brand name	Amul
Founder /owner	Dr.Verghese Kurien
Founded in	1946
Type	Coperative
Revenue	US \$1 Billion
Area served	India (51 plants)
Products	Milk products
Headquarters	Anand(Gujarat)
Website	www.amul.com
Slogan	The Taste of India

CHAPTER-2

REVIEW OF LITERATURE

- Dr. 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.
- Mohit 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 ,”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 ,”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 ,”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.

CHAPTER-3

RESEARCH METHODOLOGY

WHAT IS MARKETING RESEARCH

The word "Research" is derived from the French word "Researcher" meaning to search back..

According to Fred Kiplinger- "Research is an organized enquiry designed and carried out to provide information for solving a problem"

According to Francis Rummel- "Research is a careful inquiry or an examination to discover new information or relationship and to expand and to verify existing knowledge.

3.1 Objectives of the Study:

To know the consumers attribute towards the Amul company's products in Surat city.

- To know consumer are attracted to the Amul company's retailer outlet or not.
- To know which kind of extra facility demanded by consumers towards Amul company's product.
- To find out the potential customer for AMUL Company's product.

3.2 Scope of the Study:

Scope of the study is to know the consumer buying behavior about AMUL Company's Product through of different areas. i.e. Ghod dhod road, Athwaline, Minibazzar, Amroli, Bombay market, Nanpura etc. in Surat city.

3.3 Significance of the Study:

- Study will help to show the Consumer buying behavior of Amul company's products in Surat.

- It also helps to know problem faced by consumers.
- It will help to know which types of products are demanded by consumers.

3.4 Limitations of the Study:

- Data provided by respondents may be wrong.
- Survey area is large and time duration for research is short.
-]Sometimes consumer gives unsatisfied answers. As a student if we see financial side may be costlier for us.

3.5 RESEARCH DESIGN:

"A research design in the specification of methods and procedures for acquiring the needed information it is the over all operational pattern of frame work of the project that stipulates what information is to be collected from which sources by what procedures"

To achieve objectives of my project study I have selected the exploratory research & also the causal research.

3.6 METHOD OF DATA COLLECTION:

There are two types of data

Primary data: -

"Primary data is the data which is collected by the research at first hand." Here in this report I have collected primary data with the help of the questionnaire to get the necessary information.

Secondary data

"Secondary data whether internal or external is the data already collected by others for propose other then solution of the problem at hand". Secondary data is gathered with the help of websites.

PRE-TESTING

A pre-testing is small-scale replica of the main study. It dresses a rehearsal and provides guidance on the following matter.

1. The adequacy of the sampling frame to be followed for the survey.
2. It helps the researcher in selecting the data collection method.
3. It gives prior knowledge about the population to be sampled.
4. The pretesting helps the researcher in checking the validity of the questionnaire and in redesigning of the same.
5. It also provides training to the researcher for interviewing

3.7 SAMPLING PLAN:

Sampling plan includes.

(A) Sample size

(B) Sampling method.

(A) Sample Size:

The sample size of this study is of 90 respondent.

(B) Sampling Method:

Sampling methods are also one of the important parts of the research for my topic i.e the consumer buying behavior towards AMUL Company's Product. I have used simple random sampling.

CHAPTER-4

DATA ANALYSIS INTERPRETATION

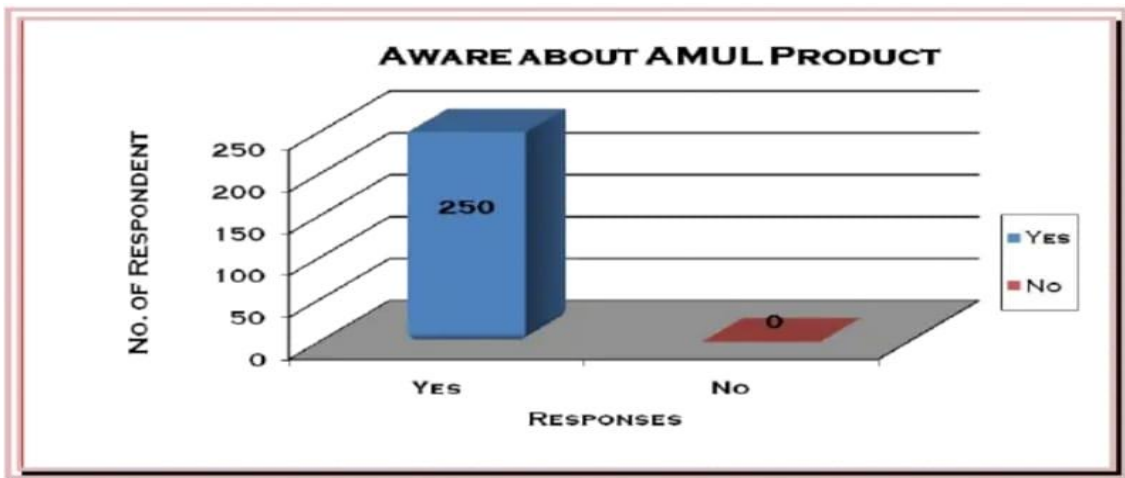
4.1 Percentage analysis:

Q-1. Are you aware about AMUL Company's product?

Table; 1

	RESPONDENT	PERCENTAGE
YES	250	100.00
NO	0	0.00
TOTAL	250	100.00

Graph; 1



Comment:

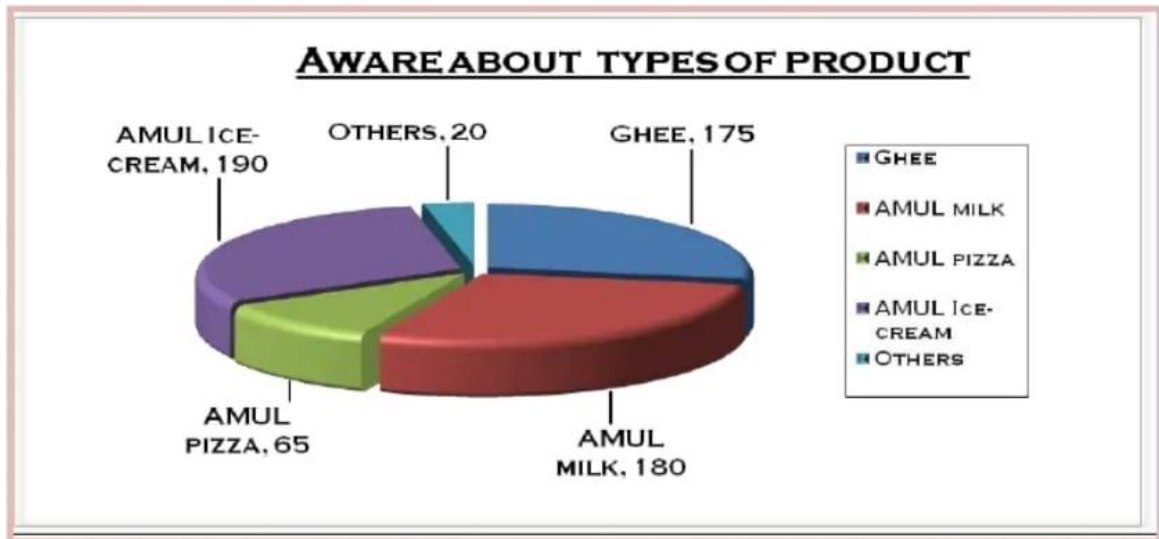
About 100% of respondent are aware about AMUL. Company's Product. It means in Surat city every respondent is aware about AMUL Company's Product.

Q-2. Which type of product are you aware about?

Table;2

ITEMS	RESPONDENT	PERCENTAGE
Ghee	175	27.77
AMUL milk	180	28.57
AMUL pizza	65	10.31
AMUL Ice cream	190	30.16
Others	20	3.17
Total	630	100.00

Graph:2



Comments: -

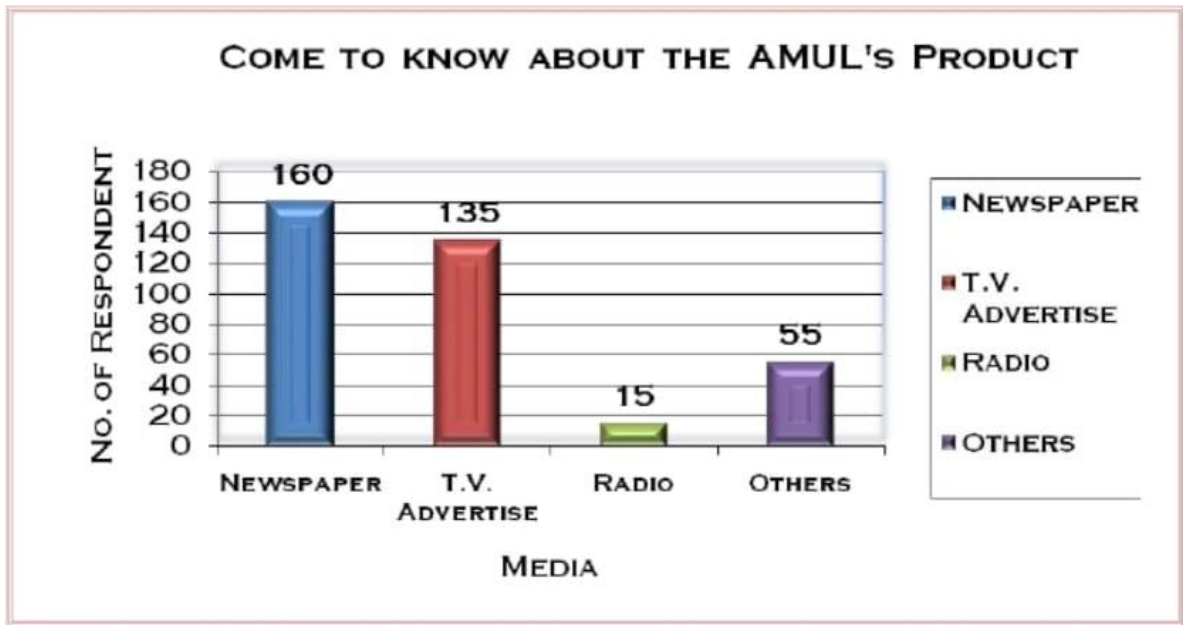
As above chart showed that most of the respondents are aware about AMUL Ice-cream and AMUL milk & Ghee.

Q-3. From where you come to know about the AMUL's products?

Table: 3

MEDIA	RESPONDENT	PERCENTAGE
NEWSPAPER	160	43.84
T.V. ADVERTISEMENT	135	36.98
RADIO	15	4.11
OTHERS	55	15.07
TOTAL	365	100.00

Graph:3



Comments: -

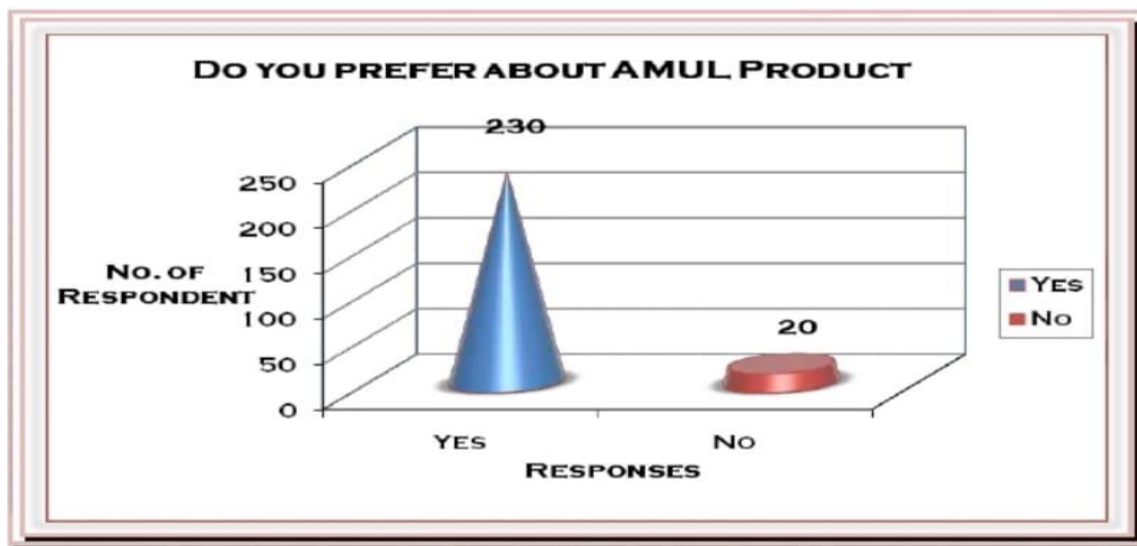
As above chart, it is clear that more respondents come to know about AMUL product through Newspaper & T.V Advertise.

Q-4. Do you prefer AMUL product?

Table: 4

	RESPONDENT	PERCENTAGE
Yes	230	92.00
No	20	8.00
Total	250	100.00

Graph:4



Comments: -

As above chart say that in Surat city around 92% respondent buy AMUL. Product and 8% respondent are not buying AMUL Product.

Q-5. From where you purchase AMUL product?

Table; 5

ANSWER	RESPONDENT	PERCENTAGE
Local shop	133	51.35
AMUL Retailers	124	47.88
Others	2	0.77
Total	259	100.00

Graph:5



Comments: -

From above chart it is clear that most of the customer are purchase an AMUL product through LOCAL Shop and then AMUL Retailer outlets.

Q-6. (If Retail outlets) On which basis you are purchase AMUL products from Retail Outlets?

Table: 6

ANSWER	RESPONDENT	PERCENTAGE
Cleanness	85	20.98
Proper Information	60	14.81
Proper Support	40	9.88
Sold Fresh Product	110	27.16
Availability	110	27.16
Total	405	100.00

Graph:6



Comments:

As above chart showed that each feature of AMUL contain more than 50% significance So it becomes necessary to consider each feature thorouly at the time of production.

Q-7. (If Local Shop) On which basis you are purchase AMUL products from Local Shop?

Table: 7

ANSWER	RESPONDENT	PERCENTAGE
Cleanness	30	11.11
Proper Information	25	9.26
Proper Support	30	11.11
Sold Fresh Product	80	29.63
Availability	105	38.89
Total	270	100.00

Graph:7



Comments: -

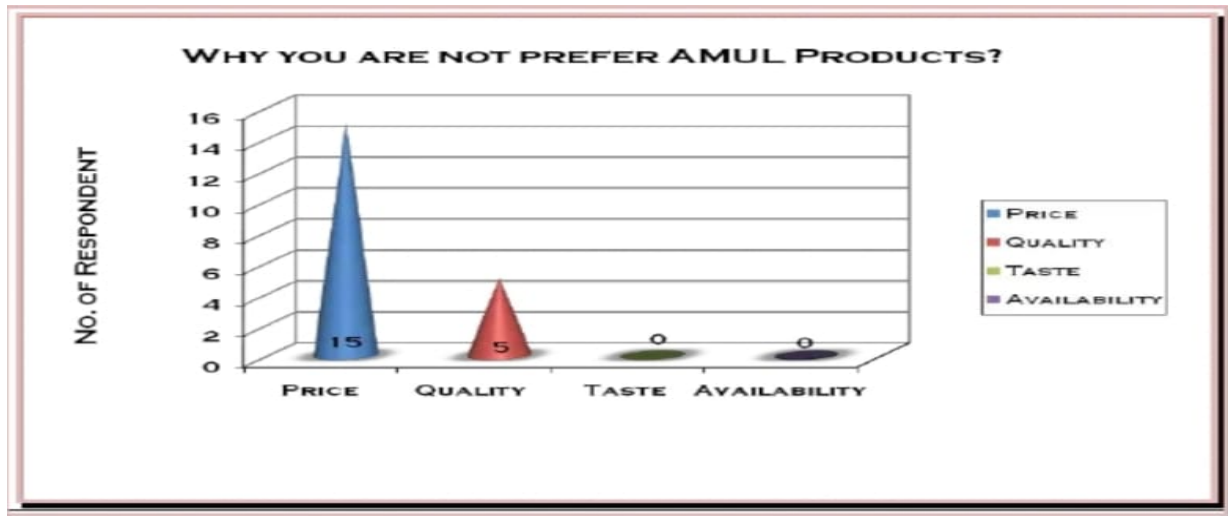
From the analysis of the above chart it is clear that the respondents purchasing from the local shop are considering the features of fresh products and availability more than cleanness, proper information & proper support.

Q-8. If no, than why you are not preferring AMUL products?

Table; 8

ANSWER	RESPONDENT	PERCENTAGE
Price	15	75
Quality	5	25
Taste	0	0
Availability	0	0
Total	20	100.00

Graph:8



Comments:

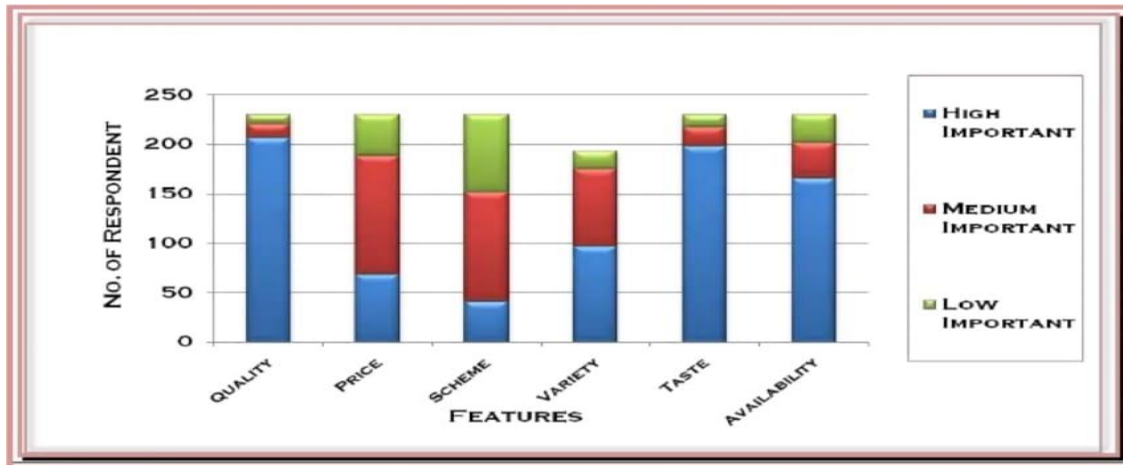
As it is suggested by the above chart that in the area of taste & availability AMUL is the best. But in the area of Price & Quality still some improvements are needed.

Q-9. At the time of purchasing AMUL Product which features are important for you?

Table:9

ANSWER	QUALITY	PRICE	SCHEME	VARITY	TASTE	AVAILABILITY
High Important	207	69	41	97	198	166
Medium Important	14	120	111	78	20	36
Low Important	9	41	78	18	12	28
Total	230	230	230	230	230	230

Graph:9



Comments: -

From the above chart it is clear that the respondents of AMUL are Quality conscious and by evaluating the views of AMUL respondents it comes to know that AMUL costumers are not that much interested in schemes provided by AMUL. It is clear that more than 50% of the respondents are interested in various varieties provided by the AMUL products and the respondents are mostly interested in the taste provided by AMUL products and the AMUL respondents are giving priority to the availability of AMUL products by more

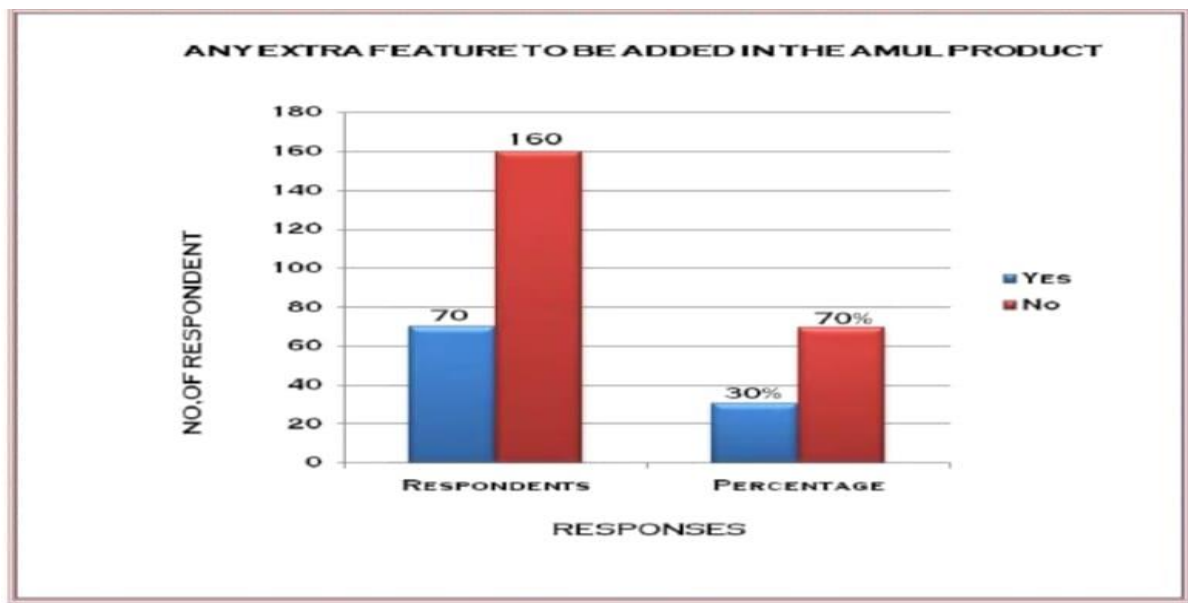
than 2/3 part. So it becomes necessary for AMUL to supply the AMUL products in all its target market.

Q-10. Do you want any extra feature to be added in the AMUL products?

Table; 10

	RESPONDENT	PERCENTAGE
Yes	70	30.43
No	160	69.57
	230	100.00

Graph:10



Comments: -

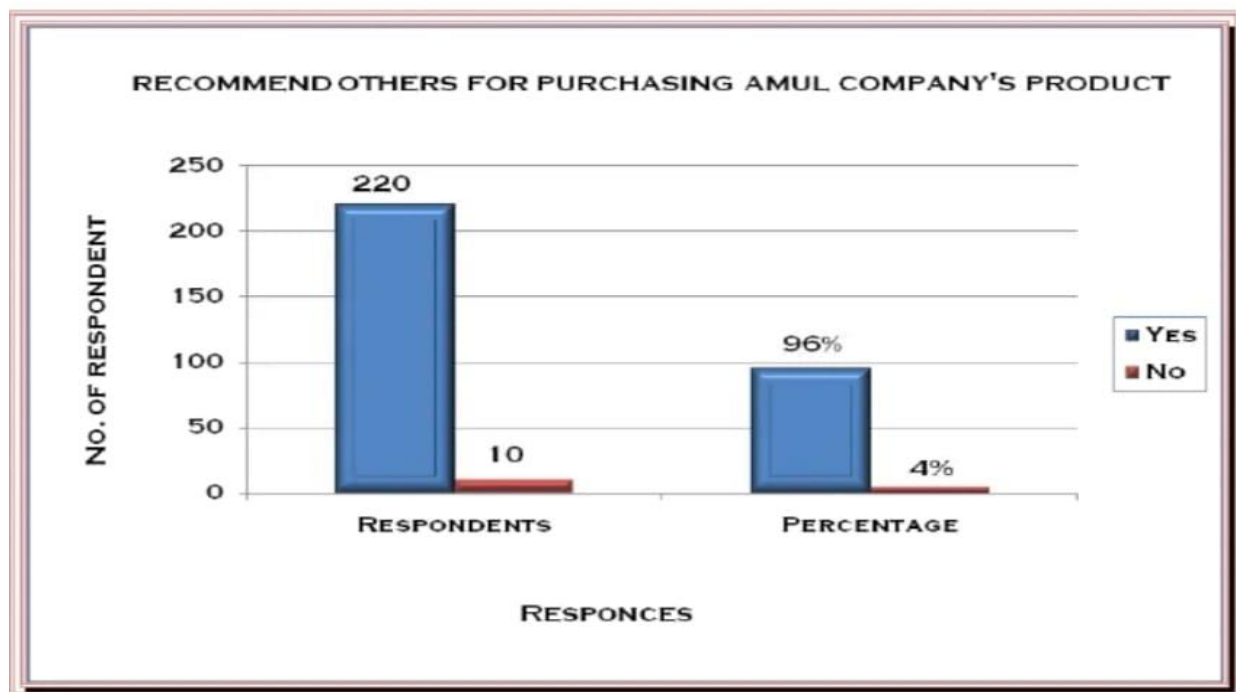
From the above chart 30% respondent say to add feature in AMUL Product and other 70% respondent say that not to add any feature in AMUL Product.

Q-11. Would you like to recommend others for purchasing AMUL Company's Product?

Table; 11

	RESPONDENT	PERCENTAGE
Yes	220	95.65
No	10	4.35
	230	100.00

Graph:11



Comments: -

As above chart it is clear that most of the respondent recommend others for purchasing AMUL Company's product.

4.2 Statistical analysis:

Hypothesis:

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review. In statistical hypothesis testing, two hypotheses are compared. These are called the null hypothesis and the alternative hypothesis. The null hypothesis is the hypothesis that states that there is no relation between the phenomena whose relation is under investigation, or at least not of the form given by the alternative hypothesis. The alternative hypothesis, as the name suggests, is the alternative to the null hypothesis: it states that there is some kind of relation. The alternative hypothesis may take several forms, depending on the nature of the hypothesized relation; in particular, it can be two-sided.

The hypothesis framed for the project on “ a study of consumer buying behavior towards amul dairy products.

4.3 Chi square test:

A chi-squared test (also chi-square or χ^2 test) is a statistical hypothesis test that is valid to perform when the test statistic is chi-squared distributed under the null hypothesis, specifically Pearson's chi-squared test and variants thereof. Pearson's chi-squared test is used to determine whether there is a statistically significant difference between the expected frequencies and the observed frequencies in one or more categories of a contingency table.

4.4 Null hypothesis:

In inferential statistics, the null hypothesis (often denoted H_0)[1] is that two possibilities are the same. The null hypothesis is that the observed difference is due to chance alone. Using statistical tests, it is possible to calculate the likelihood that the null hypothesis is true.

When to reject null hypothesis?

If there is less than a 5% chance of a result as extreme as the sample result if the null hypothesis were true, then the null hypothesis is rejected. When this happens, the result is said to be statistically significant .

Importance:

The null hypothesis allows the acceptance of correct existing theories and the consistency of multiple experiments.

4.5 Alternative hypothesis:

In statistical hypothesis testing, alternative hypothesis is one of the proposed proposition in the hypothesis test. In general the goal of hypothesis test is to demonstrate that in the given condition, there is sufficient evidence supporting the credibility of alternative hypothesis instead of the exclusive proposition in the test (null hypothesis).[1] It is usually consistent with the research hypothesis because it is constructed from literature review, previous studies, etc. However, the research hypothesis is sometimes consistent with the null hypothesis.

In statistics, alternative hypothesis is often denoted as H_a or H_1 . Hypotheses are formulated to compare in a statistical hypothesis test.

In the domain of inferential statistics two rival hypotheses can be compared by explanatory power and predictive power.

Importance:

Alternative hypothesis is important as it establishes a relationship between two variables, resulting in new improved theories.

4.6 Hypothesis of the study:

H1: There is a significant relationship between how customers consume the product and which product often they are using .

4.7 Hypothesis output

Q1: Which of the Amul products do you consume?

Q2: What is the off take of the product you use?

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
which of the amul products do you consume ? * what is the off take of the product you use?	101	100.0%	0	0.0%	101	100.0%

which of the amul products do you consume ? * what is the off take of the product you use? Crosstabulation

Count

		what is the off take of the product you use?			Total
		Daily	Monthly	Weekly	
which of the amul products do you consume ?		0	1	0	1
	Flavored milk	9	6	3	18
	Ice cream	9	4	4	17
	Mattha	8	2	7	17
	Milk cake	14	3	0	17
	Paneer	4	5	7	16
	Sweet curd	8	3	4	15
Total		52	24	25	101

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.984 ^a	12	.067
Likelihood Ratio	23.355	12	.025
N of Valid Cases	101		

a. 15 cells (71.4%) have expected count less than 5. The minimum expected count is .24.

Directional Measures

			Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Nominal by Nominal	Lambda	Symmetric	.098	.048	1.975	.048
		which of the amul products do you consume ? Dependent	.108	.065	1.586	.113
		what is the off take of the product you use? Dependent	.082	.068	1.162	.245
	Goodman and Kruskal tau	which of the amul products do you consume ? Dependent	.033	.014		.067 ^c
		what is the off take of the product you use? Dependent	.104	.034		.053 ^c
		Uncertainty Coefficient				
	Uncertainty Coefficient	Symmetric	.081	.025	3.242	.025 ^d
		which of the amul products do you consume ? Dependent	.063	.019	3.242	.025 ^d
		what is the off take of the product you use? Dependent	.112	.034	3.242	.025 ^d

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on chi-square approximation

d. Likelihood ratio chi-square probability.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.445	.067
	Cramer's V	.315	.067
	Contingency Coefficient	.406	.067
N of Valid Cases		101	

4.8 Hypothesis Result:

- The hypothesis is framed for customer satisfaction.
- The value I've got in the chi square test is 0.449 which means it's an alternative hypothesis.
- As per the value we have got in chi square test there is a significant relationship between the quality of the video and the price of the product. The people are considering both the price as well as quality before they choose this company's videos.

CHAPTER-5

FINDINGS AND SUGGESTIONS

6.1 FINDINGS

1. Out of total respondent, 100% of respondent are aware AMUL Company's Product.
2. Out of total respondents, about (30.16%) respondent is aware about AMUL Ice cream and (10.31%) AMUL Pizza & (28.57%) AMUL milk & (27.77%) Ghee and (3-17%) are others.
3. Out of total respondents, no. of respondent are come to know about AMUL product that is 43.84% respondent by Newspaper, 36.98% respondent by T.V. Advertise 4.11% respondent by Radio and 15.07% respondent by others way to know about AMUL Product.
4. Out of total respondents, around 92% respondent buy AMUL Product and 8% respondent are not buying AMUL Product.
5. Out of total respondents, that 51.35% respondents buy AMUL product through Local shop and 47.88% respondents buy AMUL Product through AMUL Retailer outlets and 0.77% respondents buy AMUL Product through others.
6. As above chart showed that each feature of AMUL contain more than 50% significance so it becomes necessary to consider each feature thorouly at the time of production.
7. From the analysis 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.
8. As it is suggested by that at the side of taste & availability AMUL is the best. But in the area of Price & Quality still some improvements are needed.

6.2 SUGGESTION

1. It is clear that the respondents of AMUL are Quality conscious. So if it is possible AMUL should concentrate on quality of its production.
2. 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.
3. It is specifies 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.
4. 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.

CHAPTER-6

CONCLUSION

Consumers were interested for quality or customer oriented product rather than having the brand image. Ice-cream, shrikhand, milk, Kool, lassi etc. Are 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 availibility in the rural area is the main weakness for the company. • The brand awareness for Amul new products were very less in Khedbrahma compared to Himmatnagar taluka. 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.

REFERENCE

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- Boopathi. C (2002) the project entitled “An Overview of consumer behavior of Amul milk with reference to Erode District” is carried out with an objective to determine the customer behavior towards Amul milk product.

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QUESTIONNAIRES

1.NAME OF THE RESPONDENT: _____

2.AGE OF THE RESPONDENT

- a) below 25
- b) 25yr -35 yr
- c) 36yr-45yr
- d) above 46

3.GENDER OF THE RESPONDENT

- a) Male
- b) Female
- c) Other

4.EMAIL.ID OF THE RESPONDENT _____

5.EDUCATION QUALIFICATION OF THE RESPONDENTS

- a)10th
- b)12th
- c)degree
- d)diploma

6. BUYING EXPERIENCE OF THE CUSTOMER

- a)1yr
- b)1-5yr
- c)5-10yr

8.WHAT DO YOU PREFER

- a)milk
- b)butter
- c)curd
- d)other

9.ARE YOU AWARE OF BRAND MILK PRODUCT

- a)yes

b)No

10.HOW YOU KNOW THIS PRODUCT

- a)Advertisement
- b)Own experience
- c)Reference
- d)Newspaper

11.WHAT DO YOU MOST LIKE IN AMUL PRODUCT

- a)taste
- b)quantity
- c)price

12. HOW AVAILABLE OF AMUL PRODUCT

- a)Easily available
- b)Occasionally
- c)Not easily available

13.IN AMUL PRODUCT WHAT DO YOU LIKE MORE

- a)Ice cream
- b)Milkshake
- c)chocolate

14.WHICH AMUL PRODUCT DO YOU CONSUME?

- Flavored Milk
- Sweet Curd
- Mattha
- Milk Cake
- Ice Cream

- Paneer

.15.WHAT IS THE OFFTEN TAKE OF THE PRODUCT YOU CONSUME?

- Daily
- Weekly
- Monthly