Title: - Customer satisfaction towards Amul products.

Abstract

Amul product is one of the important products which are used all over the world. Consumer buying behavior is an important element in the marketing activity. This study is used to calculate various opinions of the consumers who are using Amul products. This**shows the purchasing level of the product.** The company can come to know about the strength and weakness of the product. This will help to know the needs and wants of every individual in the day to day life.

Introduction

Amul is an Indian dairy cooperative society, based at Anand in the Indian state of Gujarat. Formed in 1946, it is a cooperative brand managed by a cooperative body, the Gujarat Co operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 36 lakh milk producers in Gujarat, and the apex body of 13 District Milk Unions, spread across 13,000 villages of Gujarat. Amul spurred India's White Revolution, which made the country the world's largest producer of milk and milk products. Kaira District Milk Union Limited (later renamed to Amul - Anand Milk Union Limited) was founded in 1946 through the efforts of Tribhuvandas Patel. Amul's foundation was a significant contributor to the white revolution in India.

Tribhuvandas Kishibhai Patel under the guidance of Sardar Vallabhbhai Patel became the founding chairman of the organization and led it until his retirement in the 70s. He hired Dr. Verghese Kurien in 1949. He convinced Dr. Kurien to stay and help with the mission. Under the chairmanship of Tribhuvandas, Dr. Kurien was initially the general manager and helped guide the technical and marketing efforts of Amul. Dr. Kurien was the chairman of Amul briefly after Tribhuvandas Kishibhai Patel died in 1994.

Review of literature

A literature review is an evaluation report of information found in the literature related to the selected area of study. Their view should describe, summarize, evaluate and clarity this literature.

Dr. P. Rengarajan, Buying Behavior 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 arising. So, the companies need a proper distribution network for availability of product at demand evaluate and clarity this literature.

Singh in their article “Factors influencing consumer preferences for type of milk supply in Hissar city” examined that the milk quality, convenient, availability, supply in quantity desired, flavour, colour, freshness and mode of payment which showed higher levels of consumer satisfaction.

Objective of the study

1. To study the consumer buying behavior towards Amul products.

2. To identify the brand awareness, problems and level of satisfaction of the respondents in purchasing of Amul products.

3. To ascertain the factors influencing the purchase of Amul products.

4. To find out the socio-economic status of the consumers who is utilizing Amul products

Research design and data collection

Research Design is the plan, structure, and strategy of investigation conceived so as to obtained answers to research questions and to control variance.

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. Descriptive research design has been considered as a suitable methodology for present study and for data analysis.

SAMPLING DESIGN

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

FINDING SUGGESTION AND CONCLUSION

Findings

* Most of the customer use dairy product for self use only.
* Mainly customer purchases the product from the retailer.
* Customers are satisfied as they get the product within the expected time and in desired quantity.
* Mainly the customers are facing problem with packaging of the product.
* Customers are satisfied with the weight as well as quantity of dairy product.
* Many retailers are available so customers do not face any problem and get the dairy products easily.

CONCLUSION

"AMUL will be an outstanding marketing organization, with specialization in marketing of food and dairy products, both fresh and long life with customer focus and information technology integration”.