



CUSTOMER SATISFACTION OF AMUL ICECREAM IN VADODARA

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INTRODUCTION THE COMPANY

AMUL ICE – CREAM IN VADODRA

- ❖ Evolution of the company Formed in 1946 by **Dr. Verghese Kurien**. It has found in Gujarat. Brand name taken from Sanskrit word “**Amoolya**” means “**Precious**” Full name “Anand milk Producers Union Ltd.” Managed by GCMMF (Gujarat Cooperative Milk Marketing Federation) Amul has spurred the White Revolution of India, which has made India the largest producer of milk and milk products in the world. *Key people:-* MD - R.S Sodhi CFO – Rakesh Shukla.
- ❖ In 1994 Shri Kanon Krishna of Advertising and Sales Promotion (ASP) Advertising Agency, Mumbai once asked Federation Officer “Why should Amul hire us when there are 525 other advertising agencies around in India?” “It is”, he replied his own question, “because we go the extra mile”, He went on to explain that in search of a corporate slogan and logo for Amul he had to bring in “taste” and the “diverse” nature of our country. To catch a glimpse of this or a slice of India as it were, he used to go to Matunga in Mumbai, which had denizens from many states, on Sundays.
- ❖ The earlier clips of the campaign when Amul, The Taste of India went on air tried to connect Amul with "food" and "taste" and fix it in the viewers' mind before the campaign went on to promote a variety of Amul products.
- ❖ The need for a new corporate Amul logo was being increasingly felt because the Federation dairies began making more and more different dairy products. And the polka

dotted dress wearing cute girl after all covered only Amul Butter, even though at that time, Butter was our flagship product, and in many ways still is.

- ❖ It took many sittings of ASP Advertising with Dr Kurien and other Federation Officers to finally approve the Taste of India logo with its red and green background.
 - ❖ In the last meeting Dr Kurien asked Shri Kanon Krishna, "But how will this insignia look on my products?" Shri Krishna said, excuse me, and sipped down his jersey to display the bright "Amul, The Taste of India" emblazoned on a white "T" shirt that he wore. Yes, he had come prepared. He distributed some more "T" shirts to the officers present. So fond did Dr Kurien become of this logo that he would ask in the meetings with other ad agencies covering different other products, "Have you included The Taste of India" in your Artwork?"
 - ❖ When people driving by the Federation Office at Anand at night look at the shining Taste of India neon sign, they may not know that after going the extra mile for Federation and giving it an unforgettable logo, its author died at the age of 48 after serious cardiac problems.
 - ❖ The Taste of India – these four words are more than what the common man may think of these – a mere slogan. Advertising people call this corporate positioning. But jargon apart these four words lend meaning to Amul's never ending crusade; they reinforce Amul's commitment of taking quality food products right down to the rural man, products, the common man otherwise would have never afforded. It was Amul that first made chocolate affordable to the 'aam admi', then followed the same with Ice Cream, pizza and a gamut of value added products. Who would have thought that a tailor in Azamgarh or a traveling salesman in Barabanki, UP would be digging into a cup of Amul Ice Cream on a hot summer day?
 - ❖ But Amul's networking, pricing and more so commitment to reach every part of India has made this possible. Shri Kanon Krishna truly understood what Amul stood for and therefore aptly believed that "The Taste of India" said it all.
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- *Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF)*, is India's largest food product marketing organisation with annual turnover (2016-17) US\$ 4.1 billion. Its daily milk procurement is approx. 18 million lit per day from 18,549 village milk cooperative societies, 18 member unions covering 33 districts, and 3.6 million milk producer members.
 - It is the Apex organization of the Dairy Cooperatives of Gujarat, popularly known as 'AMUL', which aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money. Its success has not only been emulated in India but serves as a model for rest of the World. It is exclusive marketing organisation of 'Amul' and 'Sagar' branded products.

- It operates through 56 Sales Offices and has a dealer network of 10000 dealers and 10 lakh retailers, one of the largest such networks in India. Its product range comprises milk, milk powder, health beverages, ghee, butter, cheese, Pizza cheese, Ice-cream, Paneer, chocolates, and traditional Indian sweets, etc.
- GCMMF is India's largest exporter of Dairy Products. It has been accorded a "Trading House" status. Many of our products are available in USA, Gulf Countries, Singapore, The Philippines, Japan, China and Australia. GCMMF has received the APEDA Award from Government of India for Excellence in Dairy Product Exports for the last 16 years.
- For the year 2009-10, GCMMF has been awarded "Golden Trophy" for its outstanding export performance and contribution in dairy products sector by APEDA. In 2013-14, GCMMF took giant strides in expanding its presence in International markets.
- Amul's presence on Global Dairy Trade (GDT) platform in which only the top six dairy players of the world sell their products, has earned respect and recognition across the world. By selling milk powders on GDT, GCMMF could not only realize better prices as per market demand but it also firmly established Amul in the league of top dairy players in world trade.
- For its consistent adherence to quality, customer focus and dependability, GCMMF has received numerous awards and accolades over the years. It received the Rajiv Gandhi National Quality Award in 1999 in Best of All Category. In 2002 GCMMF bagged India's Most Respected Company Award instituted by Business World.
- In 2003, it was awarded the The IMC Ramkrishna Bajaj National Quality Award - 2003 - certificate of merit- for adopting noteworthy quality management practices for logistics and procurement. GCMMF is the first and only Indian organisation to win topmost International Dairy Federation Marketing Award for probiotic ice cream launch in 2007.
- For the innovations, GCMMF has received AIMA-RK Swamy High Performance brand award 2013 and CNN-IBN Innovating for better tomorrow award in 2014. World Dairy Innovation Awards- 2014 for Best Marketing Campaign - "Eat Milk with Every Meal". For the tree plantation activity GCMMF has received seven consecutive Good Green Governance award from Srishti during 2007 to 2013.
- The Amul brand is not only a product, but also a movement. It is in one way, the representation of the economic freedom of farmers. It has given farmers the courage to dream. To hope. To live.

GCMMF - An Overview

Year of Establishment	1973
Members	18 District Cooperative Milk Producers' Unions
No. of Producer Members	3.6 Million
No. of Village Societies	18,549
Total Milk handling capacity per day	30 Million litres per day
Milk Collection (Total - 2016-17)	6.44 billion litres
Milk collection (Daily Average 2016-17)	17.65 million litres
Cattlefeed manufacturing Capacity	7800 Mts. per day
Sales Turnover -(2016-17)	Rs. 27043 Crores (US \$ 4.1 Billion)

Member Unions

1. Kaira District Cooperative Milk Producers' Union Ltd., Anand
2. Mehsana District Cooperative Milk Producers' Union Ltd, Mehsana
3. Sabarkantha District Cooperative Milk Producers' Union Ltd., Himatnagar
4. Banaskantha District Cooperative Milk Producers' Union Ltd., Palanpur
5. Surat District Cooperative Milk Producers' Union Ltd., Surat
6. Baroda District Cooperative Milk Producers' Union Ltd., Vadodara
7. Panchmahal District Cooperative Milk Producers' Union Ltd., Godhra
8. Valsad District Cooperative Milk Producers' Union Ltd., Valsad
9. Bharuch District Cooperative Milk Producers' Union Ltd., Bharuch
10. Ahmedabad District Cooperative Milk Producers' Union Ltd., Ahmedabad
11. Rajkot District Cooperative Milk Producers' Union Ltd., Rajkot
12. Gandhinagar District Cooperative Milk Producers' Union Ltd., Gandhinagar
13. Surendranagar District Cooperative Milk Producers' Union Ltd., Surendranagar
14. Amreli District Cooperative Milk Producers Union Ltd., Amreli
15. Bhavnagar District Cooperative Milk Producers Union Ltd., Bhavnagar
16. Kutch District Cooperative Milk Producers' Union Ltd., Anjar
17. Junagadh District Cooperative Milk Producers' Union Limited, Junagadh
18. Porbandar District Cooperative Milk Producers' Union Ltd, Porbandar

Sales Turnover	RS. (million)	US\$ (in million)
1994-95	11140	355
1995-96	13790	400
1996-97	15540	450
1997-98	18840	455
1998-99	22192	493
1999-00	22185	493
2000-01	22588	500
2001-02	23365	500
2002-03	27457	575
2003-04	28941	616
2004-05	29225	672
2005-06	37736	850
2006-07	42778	1050
2007-08	52554	1325
2008-09	67113	1504
2009-10	80053	1700
2010-11	97742	2172
2011-12	116680	2500
2012-13	137350	2540
2013-14	181434	3024
2014-15	207330	3410
2015-16	229720	3500
2016-17	270850	4100
2017-2018	311980	4255
2018-2019	354110	4830



Head Office:

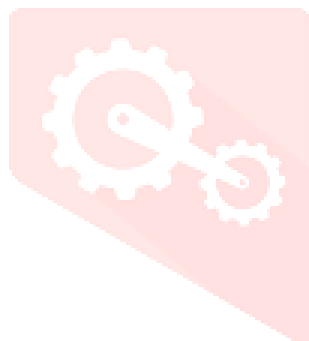
Gujarat Cooperative Milk Marketing Federation Ltd.
 Amul Dairy Road,
 P B No.10, Anand - 388 001, Gujarat, India.

Products of Amul:

1. Amul Butter



2. Amul Milk shake



3. Amul Mithai Mate



4. Amul Malai Paneer



5. Amul Milk



Amul Gold

Amul Taaza

Amul Cow Milk

6. Amul Kool



7. Ice – Cream



8. Amul various products



Various Variants of Amul



♣ VISIONS, MISSION AND VALUES

❖ MISSION OF COMPANY

GCMMF endeavor to satisfy the taste and nutrition requirements of the customers, of the world through excellence in marketing by their committed team. Through co-operative networking, they are committed to offer quality products that provide best value for money.

❖ VISION OF COMPANY

“Amul’s vision is to provide more and more satisfaction to the farmers, their customers, employees and distributors.

SWOT analysis of AMUL



<p><i>STRENGTHS</i> WIDE RANGE OF PRODUCTS AFFORDABLE PRICE EFFECTIVE AD CAMPAIGN DISTRIBUTION NETWORK DIVERSIFICATION BRAND IMAGE</p>	<p><i>WEAKNESS</i> NEED TO FOCUS ON OTHER PRODUCTS AS WELL IMPROVE ON ROAD TRANSPORT INFRASTRUCTURE</p>
<p><i>OPPORTUNITY</i> EXPORT SEGMENT GOOD MARKET ENTRY IN RETAILING PACKAGED SWEETS MARKET SPORTS DRINK NEW MARKET E-COMPETENCY FOR SCM</p>	<p><i>THREATS</i> INCREASING POPULATION INCREASING REQUIREMENT ADULTERATION DIFFICULT TO EXPAND POPULATION OF MILCH ANIMAL</p>



PART- II PRIMARY STUDY

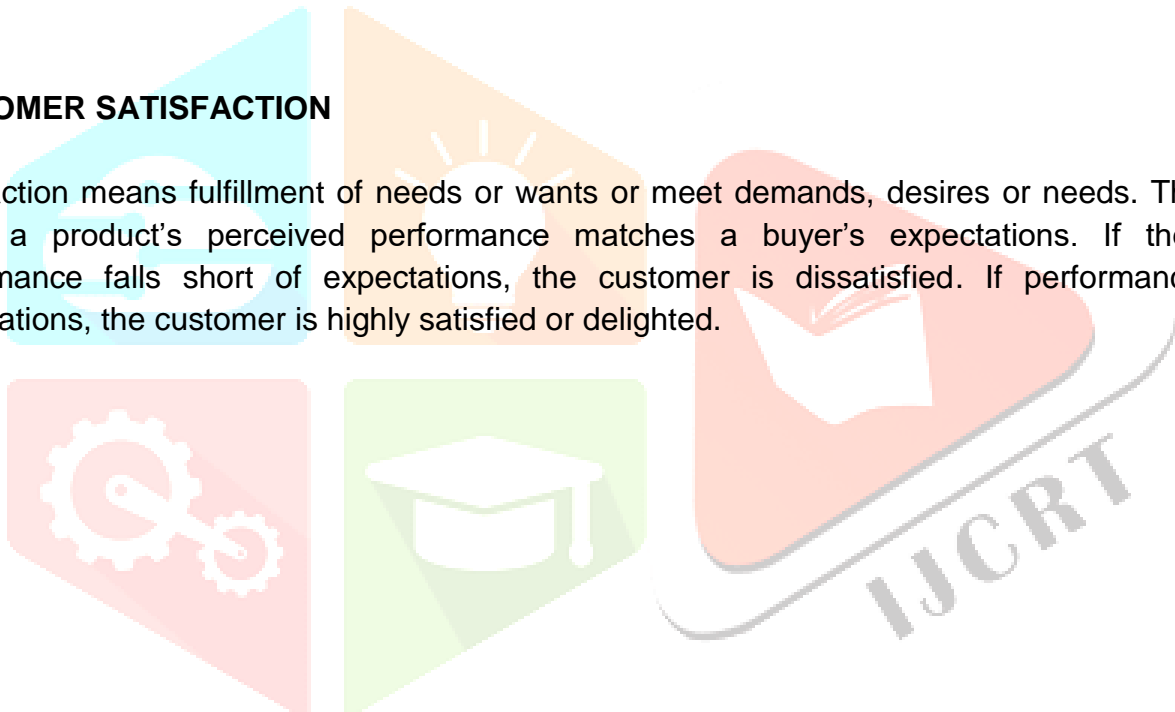
CHAPTER- 2

INTRODUCTION

The consumer market consists of all the individuals and households who buy or acquire goods and services for personal consumption. Consumers vary tremendously in age, income, education level, mobile patterns and taste. Marketers find it useful to distinguish different consumer groups and to develop products and services tailored to their needs. In this article the researcher analyses the different brands of ice cream available in the market, motivating factors available and level of satisfaction among the buyers towards ice cream.

CUSTOMER SATISFACTION

Satisfaction means fulfillment of needs or wants or meet demands, desires or needs. The extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is highly satisfied or delighted.





HISTORY

ICE CREAM One important development in the 20th century was the introduction of soft ice cream. A chemical research team in Britain (of which a young Margaret Thatcher was a member) discovered a method of doubling the amount of air ice cream, which allowed manufactures to use less of the actual ingredients, thereby reducing costs. This ice cream was also popular amongst consumers who preferred the lighter texture, and most major ice cream manufacturing process. It also made possible the soft ice cream machine in which a cone is filled beneath a spigot on order.

In the United States, dairy Queen, Carvel, and Tastee-Freez pioneered in establishing chains of soft ice cream outlets. Technological innovations such as these have introduced various food additives into ice cream, notably the stabilizing agent gluten, to which some people have intolerance. Recent awareness of this issue has prompted a number of manufacturers to start producing gluten-free ice cream

REVIEW OF LITERATURE

1. Mr.Gio Joy (2012) Visvesvaraya Technological University, Belgaum, Karnataka. His MBA final year project focuses on “A Project Report on customer satisfaction with reference to ISSN: 2249-2496&Impact Factor: 7.081 584 International Journal of Research in Social Sciences <http://www.ijmra.us>, Email: editorijmie@gmail.com vesta ice-cream in Thrissur, Kerala”. The analysis of customer satisfaction helps the organization to find out the weakness in their activities. This report reveals the importance of branding and its influence on consumers buying behavior.
2. Mr.Aslam Khan (2015) Mahamaya Technical University, Lucknow. His MBA final year project focuses on “Consumer perception about AMUL ice cream in comparison to VADILAL ice cream in Ghaziabad” This report shows that customers are highly price and quality sensitive in Ghaziabad.
In the “Study on Product Awareness and Brand Image of Amul Ice-Creams in and around Siliguri Subdivision of North Bengal” studied marketing and promotion strategies adopted by Amul for its ice-creams and understand the perception of the customers regarding brand Amul and evaluating its image.

The findings of the study indicated satisfied customer also plays an important role in brand awareness as they recommend others to purchase and such referral brings new customers and promotes positive brand image whereas dissatisfied customers may lead negative brand image which hinders successful brand awareness activity. I. J. Patel & C. N. Dharaiya & S. V. Pinto (2014),

3. In the study “Development of technology for manufacture of ragi ice cream” studied the development and commercially manufacturing of reduced fat ice cream that can fit easily into the dietary guidelines for persons suffering from CVDs.
It was found that acceptable quality medium fat (6 % milk fat) ragi ice cream can be prepared using pretreated malted ragi flour. M. Selvalakshmi, Anurani R R (2013) in the study “Customer tastes and preferences towards ice cream with special reference to arun icecream”, studied preferences and loyalty of customers towards Arun icecreams and the factors influencing the satisfaction.
Cross tabulation, weighted average method, chi-square analysis and regression analysis was used. It was found that Factors such as television advertisement and word of mouth are the major influences in the purchasing decision of Arun ice creams.
4. Consumers prefer to buy ice cream during evenings and majority of them are found to buy ice creams once in a month with an average spending of about Rs.30-70. William J. Allender *, Timothy J. Richards (2012), in the study “Brand Loyalty and Price Promotion Strategies: An Empirical Analysis” studied how brand loyalty influences retail price-promotion decisions in two highly differentiated, frequently-purchased CPG categories: carbonated soft drinks (CSD) and ice cream.
The results showed retail price promotion model are consistent with existing theory on the relationships between brand loyalty and the depth and frequency of price promotion.

5. Yavuz TOPCU* and Ahmet Semih UZUNDUMLU (2011), titled "Turkish consumers' purchase attitude and behaviors towards Kahramanmaraş type ice cream as a local branded product" focused on the sensorial food attributes with regard to how the consumers perceive common ice creams. Using standardized coefficients, Chi-square found intrinsic and extrinsic product attributes play a major role.
6. Philippe Aurier and Gilles Se´re´ de Lanauze (2010), in the study "Impacts of perceived brand relationship orientation on attitudinal loyalty" using Standardized coefficients, using exploratory and confirmatory factor analyses and R-squares, model and hypotheses validated the relationship marketing model in the case of strong national brands positioned in the frequently purchased packaged goods sector.
7. The authors proved that perceived quality impacts relationship quality (trust and affective commitment), which in turn influences attitudinal loyalty. Second, in addition to the effects of perceived quality, the authors proved that perceived brand relationship orientation has direct positive impacts on trust and affective commitment and, in turn, has an indirect impact on attitudinal loyalty.
8. Ying Huang, Patricia Huddleston (2009), titled "Retailer premium own-brands: creating customer loyalty through own-brand products advantage", found retailers who have higher degree of customer participation, innovation, and brand orientations are likely to have a stronger own-brand product advantage. In turn, those retailers are more likely to have loyal customers and superior own-brand financial performance. As a potential solution to the factor 10/20 vision system level improvements have to be made, contrary redesigning individual products or processes (Weterings and Opschoor 1992; Vergragt and Jansen 1993; von Weizsäcker, Lovins et al. 1997; Ryan 1998; Manzini 1999; Brezet, Bijma et al. 2001; Ehrenfeld and Brezet 2001).
9. The product service system (PSS) concept has been suggested as a way to contribute to this system level improvement (Goedkoop, van Halen et al. 1999; Mont 2000).

Here the environmental impacts of products and associated services should be addressed already at the product and service design stage. Special focus should be given on the use phase by providing alternative system solutions to owning products. A number of examples in B2B area exist that confirm the potential of PSS for reducing life cycle environmental impact.

It is, however, increasingly evident that business examples are difficult to directly apply to the private consumer market. Private consumers, contrary to businesses, prefer product ownership to service substitutes (Schrader 1996; Littig 1998).

Even if accepted, the environmental impacts of "servicised products" offers depend to a large extent on consumer behaviour. To address this problem, either behavioural or service system design changes are needed. Changing human behaviour and existing lifestyles contributes to the vision of sustainable development, but at the same it is extremely difficult and time-consuming process.

STATEMENT OF THE PROBLEM:

The success or failure of market of ice creams, to a certain extent depends on the customer behaviour and level of satisfaction derived from the consumption of the product and also the nature and the type of competition in the market. There are different levels of satisfaction derived by different set of customers; hence a brief study on the level of satisfaction from the consumption of ice-creams in Vadodara town has been selected for the purpose of study.

4.1 Objective of the study

1. To study the buying habit of the consumer for the Amul product.
2. To find out opinion of the consumer about the product.
3. To offer suggestions among Amul products
4. To study the factors of customer satisfaction.
5. To study the most important factor of customer satisfaction.
6. To evaluate the role of customer satisfaction, in general.
7. To assess the level of customer's satisfaction derived from the consumption of ice cream.
8. To give some of the findings of the study and suitable suggestions.
9. To capture the large share of the market.
10. To provide Maximum customer satisfaction.
11. To expand production capacity.
12. To meet the highest international standards of quality.
13. Continue product modification and improvement effort to increase customer benefit and reduce cost.

4.2 Hypothesis

H0: There is no relationship between the overall customer satisfaction and factors of customer satisfaction

H1: There is a relationship between the overall customer satisfaction and factors of customer satisfaction.

RESEARCH METHODOLOGY

Research methodology simply refers to the practical “how” of any given piece of research. More specifically, it’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

For example,

What data to collect (and what data to ignore)

Who to collect it from (in research, this is called “sampling design”)

How to collect it (this is called “data collection methods”)

How to analyse it (this is called “data analysis methods”)

5.1 RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success.

The research design adopted is descriptive research design. It involves fact finding, inquiries of different kinds etc. There is a wide variety of methods to consider, either single or in combination.

There are many ways to classify research designs. Nonetheless, the list below offers a number of useful distinctions between possible research designs. A research design is an arrangement of conditions or collection.

- Descriptive (e.g., case-study, naturalistic observation, survey)
- Correlational (e.g., case-control study, observational study)
- Experimental (e.g., field experiment, controlled experiment, quasi-experiment)
- Review (literature review, systematic review)
- Meta-analytic (meta-analysis)

5.2 SOURCES OF DATA

They can be grouped as:

1. Primary source of data
2. Secondary source of data

For the research the data was collected from both the sources.

Primary Data:

- Data is made available through questionnaires. Questionnaires were prepared for customers to know the customer satisfaction.

Secondary Data:

- Data were collected from various articles, and Internet.

5.3 DATA COLLECTION METHOD

It refers to the definite plan adopted by the research for obtaining the data from the respondents the technique adopted here is to gather data from questionnaire method.

5.4 POPULATION

In this study, sample size of 50 respondents is chosen who are using Amul products.

5.5 SAMPLING METHOD

There are various types of techniques but in the research the method used is non-probability sampling method that is Convenience Sampling Techniques is followed.

Suggestions:

Create awareness about demerits of the ice cream usage among the student by the school and parents this will leads to improve health of the children.

Parents should cultivate saving habit among the children this will leads to save a part of monthly budget.

Conclusion:

I conclude on the bases of the research that major Consumption of ice cream creates more employment opportunity in rural areas.

Limitation:

- limitation of this study is, some of the Customer were not ready to answer.
- Due to shortage of time study was restricted.
- In accessibility to certain area also restricted the study to a limited sample size.

References

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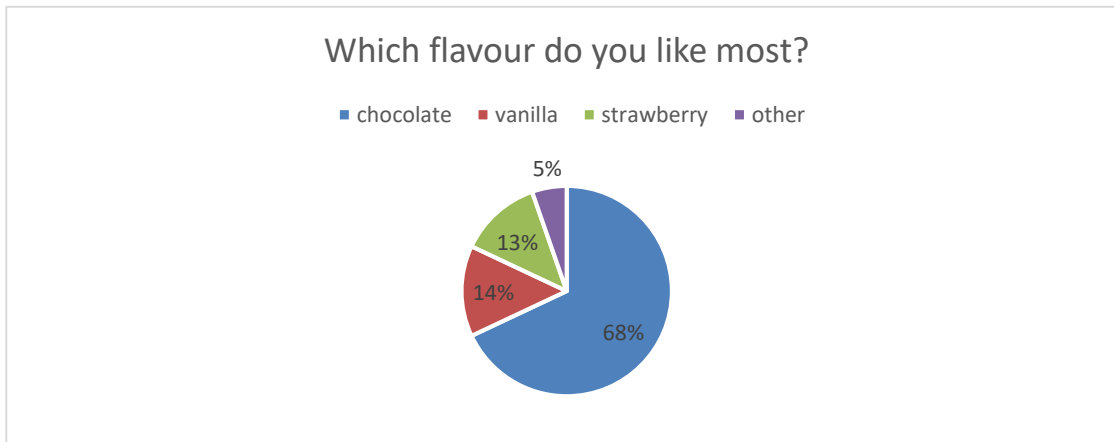
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- R. S. N. Pillai and Bagavathi, "Marketing management", S. Chand &Compamy Ltd., New Delhi.

QUESTIONNAIRE

1) Which flavor do you like you most ?.



SOURCE OF INFORAMTION	FREQUENCY	PERCENTAGE
CHOCOLATE	120	68
VANILLA	21	14
STARWBERRY	19	12.67
OTHER	8	5.33
TOTAL	150	100

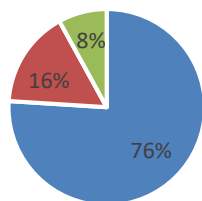
INTEROREATION:-

Flavors wise distribution of the respondent is 68% are chocolate, 14% are vanilla, 12.67% are strawberry, and 5.33% are other.

2). Who usually decide the choice of ice cream ?.

Who usually decided the choice of ice-cream?

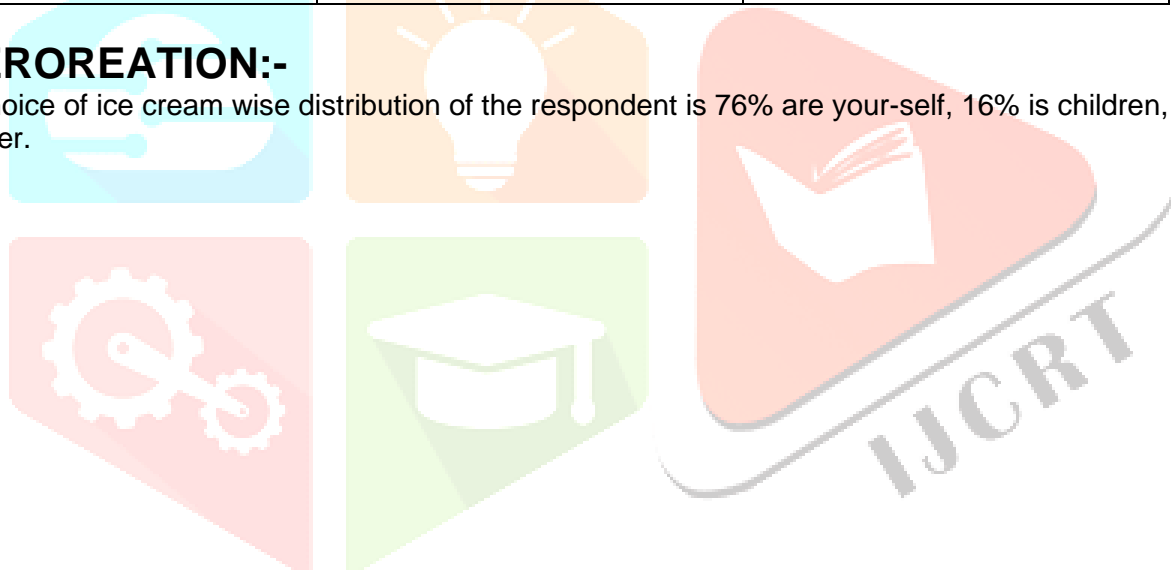
■ your-self ■ children ■ parents



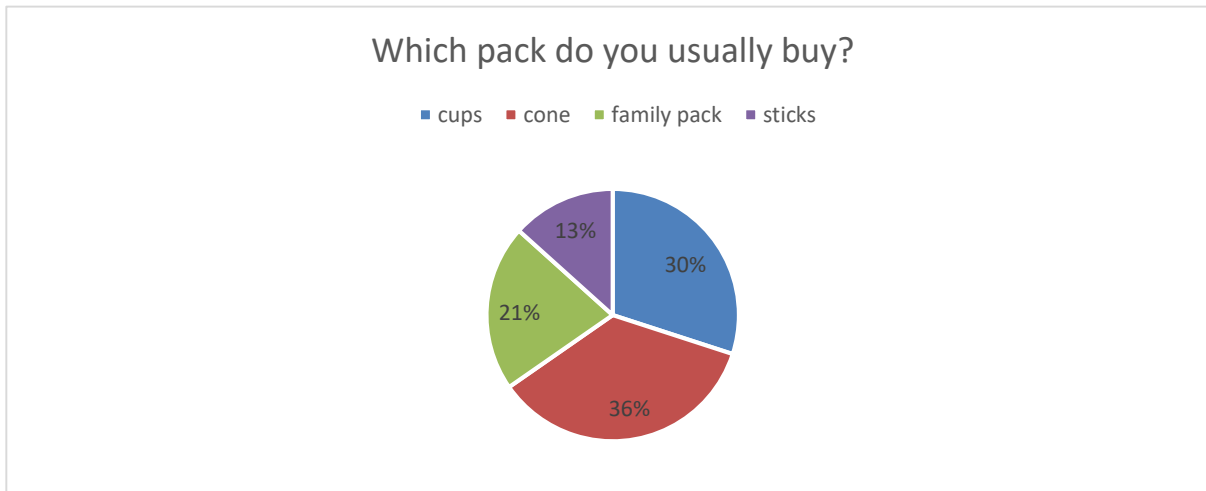
SOURCE OF INFORAMTION	FREQUENCY	PERCENTAGE
YOUR-SELF	114	76
CHILDERN	24	16
PARENTS	12	8
TOTAL	150	100

INTEROREATION:-

The Choice of ice cream wise distribution of the respondent is 76% are your-self, 16% is children, 8% parents are other.



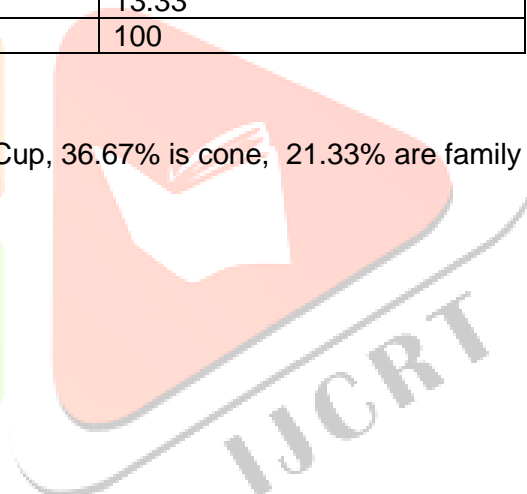
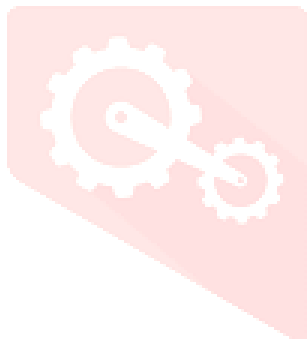
3). Which Pack Do you usually buy ?.



SOURCE OF INFORAMTION	FREQUENCY	PERCENTAGE
CUPS	45	30
CONE	53	36.67
FAMILY PACK	32	21.33
STICKS	20	13.33
TOTAL	150	100

INTEROREATION:-

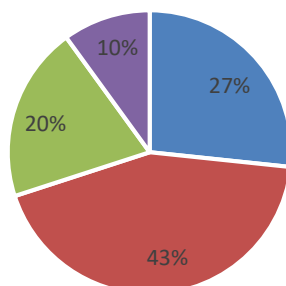
Pack buy wise distribution of the respondent is 30% are Cup, 36.67% is cone, 21.33% are family pack and 13.33 are sticks.



4).How frequently do you purchase ice cream?.

How frequently do you purchase ice cream ?

■ daily ■ weekly ■ monthly ■ festival season



SOURCE OF INFORAMTION	FREQUENCY	PERCENTAGE
DAILY	40	26.67
WEEKLY	65	43.33
MONTHLY	30	20
FESTIVL SEASON	15	10
TOTAL	150	100

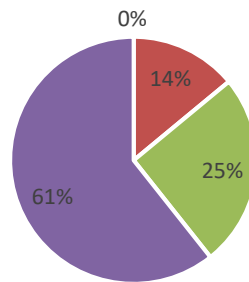
INTEROREATION:-

Frequently purchase ice cream wise distribution of the respondent is 26.67% are daily, 43.33% are weekly, 20% are monthly and 10% festival season.

5).How is the taste of Amul ice Cream?.

How is the taste of Amul ice cream?

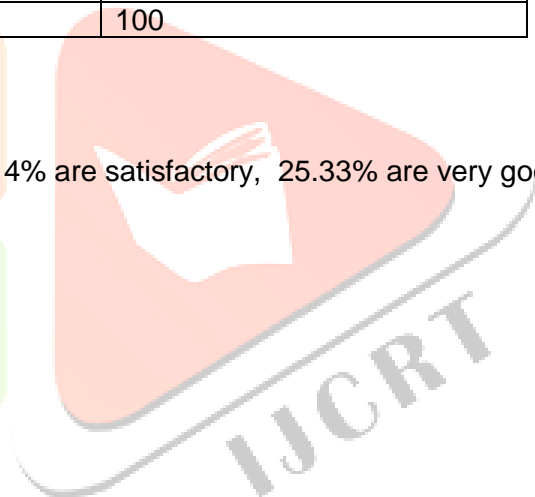
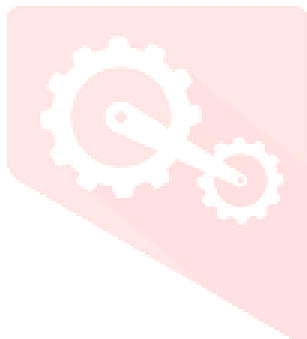
■ poor ■ satisfactory ■ very-good ■ excellent



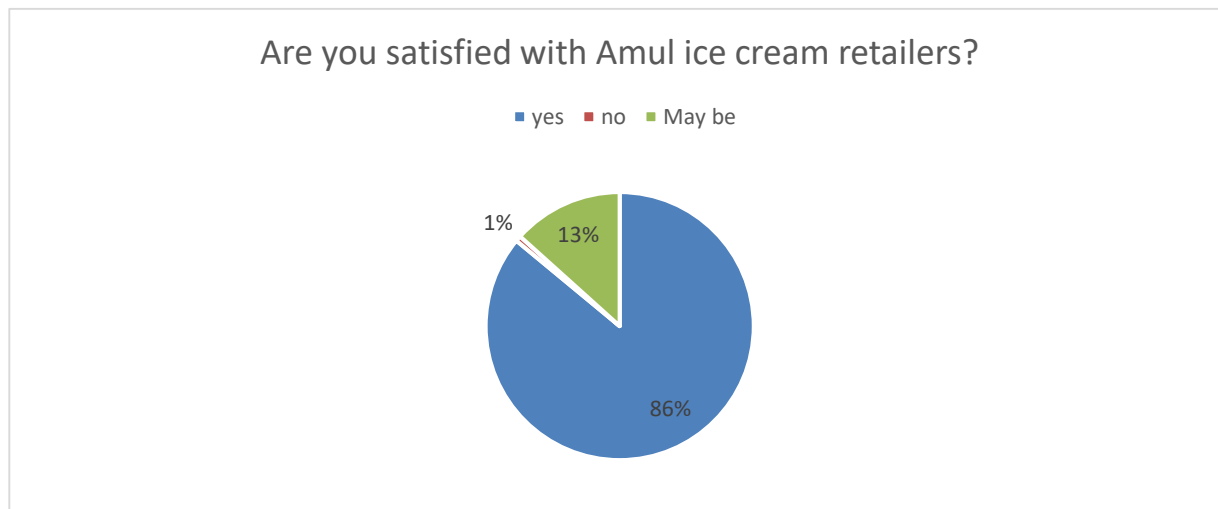
SOURCE OF INFORAMTION	FREQUENCY	PERCENTAGE
POOR	0	0
SATISFACTOARY	21	14
VERY GOOD	38	25.33
EXELLENT	91	60.67
TOTAL	150	100

INTEROREATION:-

Test wise distribution of the respondent is 0 % are poor, 14% are satisfactory, 25.33% are very good and 60.67% are felling excellent test of amul ice cream.



6). Are you satisfied with amul ice cream retailers ?.

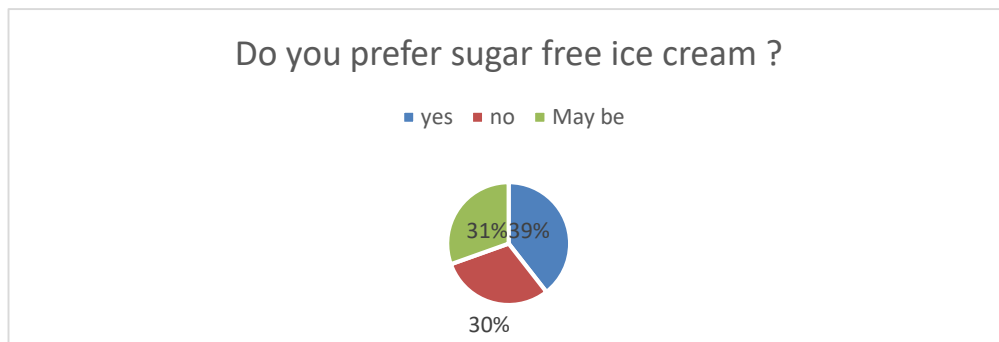


SOURCE OF INFORAMTION	FREQUENCY	PERCENTAGE
YES	129	86
NO	1	0.67
MAY BE	20	13.33
TOTAL	150	100

INTEROREATION:-

Stratification wise distribution of amul ice cream the respondent is 86% are yes ,0.67% are no, 13.33% are may be .

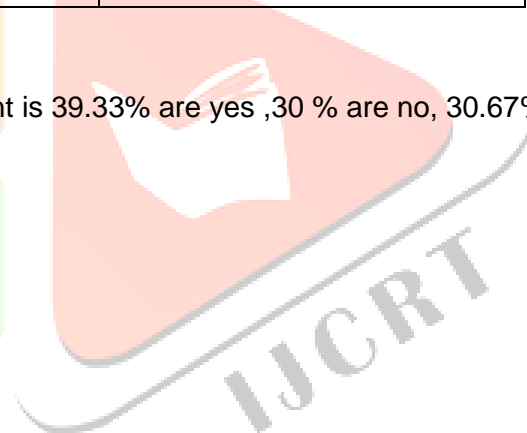
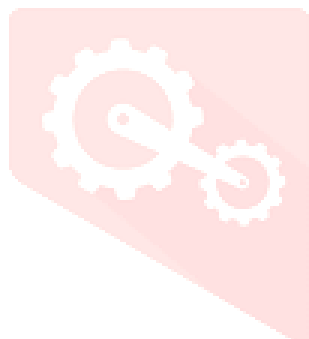
7) Do you prefer Sugar free ice cream?.



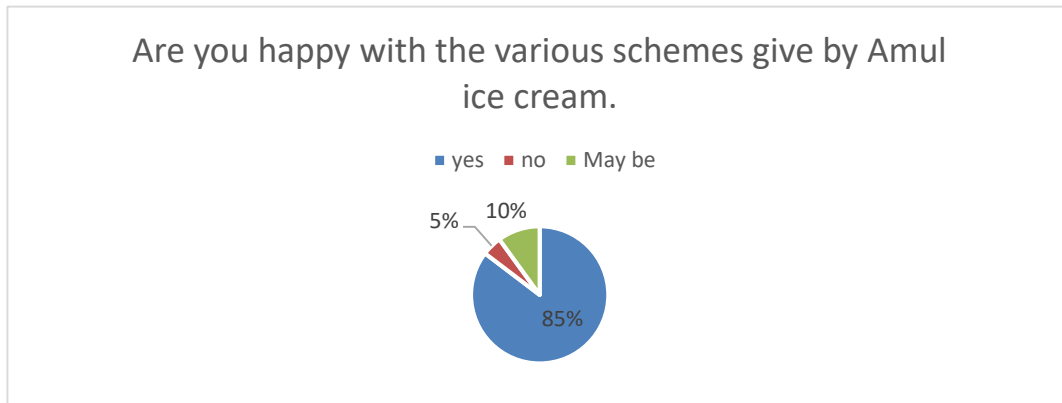
SOURCE OF INFORAMTION	FREQUENCY	PERCENTAGE
YES	59	39.33
NO	45	30
MAY BE	46	30.67
TOTAL	150	100

INTEROREATION:-

Sugar Free wise distribution of ice cream the respondent is 39.33% are yes ,30 % are no, 30.67% are may be



8) Are you happy with the various schemes give by amul ice cream?.



SOURCE OF INFORAMTION	FREQUENCY	PERCENTAGE
YES	128	85.33
NO	7	4.67
MAY BE	15	10
TOTAL	150	100

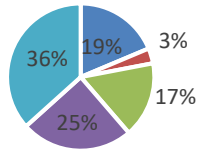
INTEROREATION:-

Happy with various amul Ice cream wise the respondent is 85.33% are yes ,4.67% are no, 10% are may be .

9) Which type if changed do you want in amul ice cream?.

Which type of changes do you want in Amul ice cream.

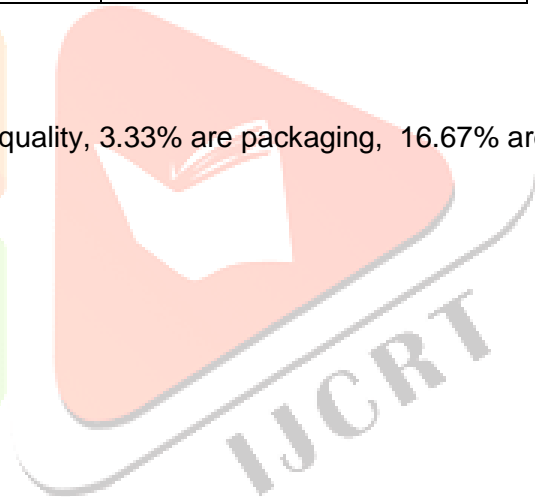
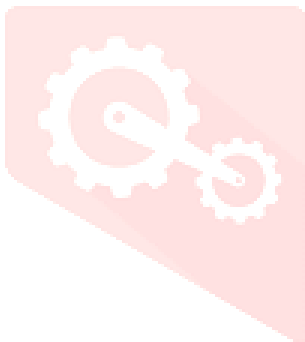
■ quality ■ packaging ■ availability ■ price ■ none



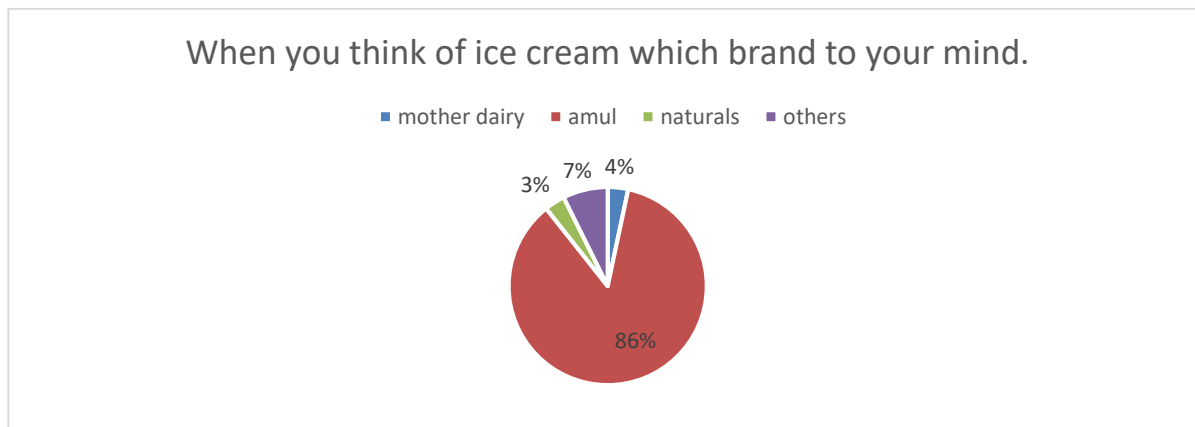
SOURCE OF INFORAMTION	FREQUENCY	PERCENTAGE
QUALITY	28	18.67
PACKAGING	5	3.33
AVAILABILITY	25	16.67
PRICE	36	24.67
NONE	55	33.66
TOTAL	150	100

INTEROREATION:-

Changes wise distribution the respondent is 18.67% are quality, 3.33% are packaging, 16.67% are availability and 24.67% are price, 33.66% are none.



10) When you think of ice cream which brand to you mind?.



SOURCE OF INFORAMTION	FREQUENCY	PERCENTAGE
MOTHER DAIRY	5	3.33
AMUL	129	86
NATURAL 'S	5	3.33
OTHERE	11	7.33
TOTAL	150	100

INTEROREATION:-

Brand wise distribution the respondent is 3.33% are mother dairy, 86% are amul, 3.33% are naturals and 7.33% are other.