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A  
**COMPREHENSIVE PROJECT REPORT**

ON

“A Study of Brand Positioning on Amul”

Submitted to  
**PARUL INSTITUTE OF MANAGEMENT AND RESEARCH**



UNDER THE GUIDANCE OF

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**PARUL INSTITUTE OF MANAGEMENT AND  
RESEARCH**

MBA PROGRAMME

Parul University,

Limda, Waghodia

## Part-I

### INTRODUCTION

#### Indian Dairy Industry

India is the largest milk production, it contributing 23% of the global milk production. Milk production in the country has grown at a compound annual growth rate of about 6.2 % to reach 209.96 mn tonnes in 2020-21 from 146.31 mn tonnes in 2014-15 .

The Government of India in association with the Department of Animal Husbandry and Dairying in June 2020 announced a \$ 2.1 Bn infrastructure development fund with an interest subsidy scheme to promote investment by private players and MSMEs in dairy, meat processing and animal feed plants which in return is expected to create 3.5 million jobs.

The top 5 milk-producing states are: Uttar Pradesh (14.9%, 31.4 MMT), Rajasthan (14.6%, 30.7 MMT), Madhya Pradesh (8.6%, 18.0 MMT), Gujarat (7.6%, 15.9 MMT) and Andhra Pradesh (7.0%, 14.7 MMT).

Dairy is the single largest agricultural commodity contributing 5% of the national economy, witnessing 6.4% (CAGR) in the past 5 years.

#### Company Introduction: AMUL (Anand Union Milk Limited)

The brand name "Amul," from the Sanskrit "Amulya," (meaning Precious) was suggested by a quality control expert in Anand., formed in 1946, is a dairy cooperative in India. It is a brand name managed by an apex cooperative organization, Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by some 2.8 million milk producers in Gujarat, India. AMUL is based in Anand, Gujarat and has been an example of a co-operative organization's success in the long term. It is one of the best examples of co-operative achievement in the developing economy. "Anyone who has seen «the dairy cooperatives in the state of Gujarat, especially the highly successful one known as AMUL, will naturally wonder what combination of influences and incentives is needed to multiply such a model a thousand times over in developing regions every here. "The Amul Pattern has established also the world's biggest itself as a uniquely appropriate model for rural development. Amul has spurred the White Revolution of India, which has made India the largest producer of milk and milk products in the world. It is vegetarian cheese brand. Amul is the largest food brand in India and world's Largest Pouched Milk Brand with an annual turnover of US \$1050million (2006±07). Currently Unions making up GCMMF have 2.8 million producer members with milk collection average of 10.16 million liters per day. Besides India, Amul has entered overseas markets such as Mauritius, UAE, USA, Bangladesh, Australia, China, Singapore, Hong Kong and a few South African countries.

**Dr. Verghese Kurien** former chairman of the GCMMF, is recognized as a key person behind the success of Amul. 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 Verghese Kurien in 1949 and convinced him to stay and help with the mission. Under the chairmanship of Tribhuvandas, Kurien was initially the general manager and helped guide the technical and marketing efforts of Amul. Kurien was the chairman of Amul briefly after Tribhuvandas Kishibhai Patel died in 1994.

#### Amul meant different things to different people:

- To a Milk Producer ... A life enriching experience
- To a Consumer ... Assurance of having wholesome milk
- To a Mother ... A reliable source of nourishment for her child

## Objective of the study

- To get the most popular product from the available one and preferences compared to the competitor's product.

## Hypothesis

**HYPOTHESIS 1** To study brand position of the Amul amongst the consumer and the competitors.

**H0** – There is no relationship between Product Awareness and Product Acceptance of the brand and satisfaction level of customers.

**H1**- There is a relationship between Product Awareness and Product Acceptance.

**HYPOTHESIS 2**

**H0** – There is no relationship between sales pitching and product awareness.

**H1** – There is a relationship between sales pitching and product awareness.

**HYPOTHESIS 3**

**H0** – price has a significant no impact on the selection of brand

**H1**- price has a significant impact on the selection of brand

## Research Methodology

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions: How was the data collected or generated? How was it analyzed?

## Research Design

"Methodology is the philosophical framework within which the research is conducted or the foundation upon which the research is based" (Brown, 2006). The research design used here is the descriptive research design which include the observations and describing it without influencing it any way to get the general overviews of subject. It means this type of research design provide quality and standing fact which is the naturally occurrence of the situations as none of the study variable will be influenced.

## Sources of Data

The source through which data is collected is primary data collection as well as secondary data collection.

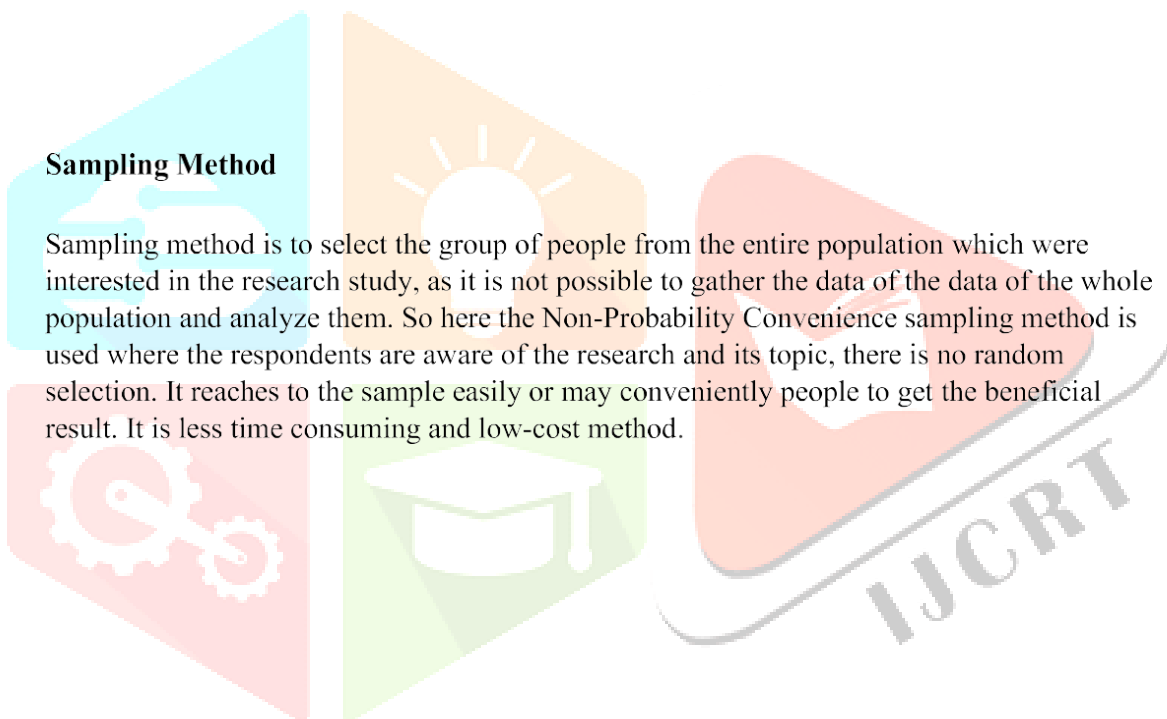
- In Primary data collection the data are collected through the questionnaire, conducting surveys among the sample population.
- The secondary data collection the data are collected through the different sources includes the Literature reviews, magazines, journals etc.

### Data Collection Method

Research data is collected through the sample survey which is the primary method to get the reliable outcome or the data which can be further processed. It is collection of facts, figures and object from different persons and places. In this questionnaire is formed regarding the subject to get input from various people out there, to know awareness and perception towards the topic and the options available for them. The questions include must be easy to understand by the respondents, unambiguous and no manipulative data were included.

### Sampling Method

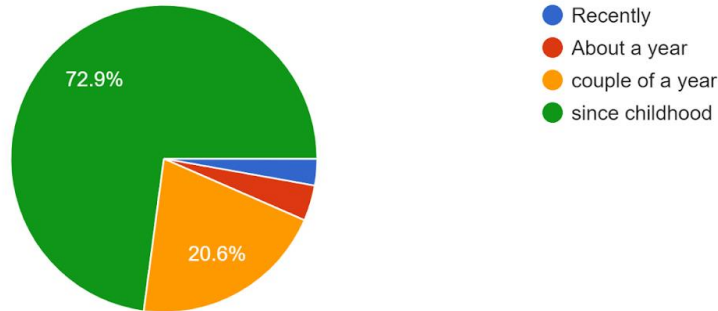
Sampling method is to select the group of people from the entire population which were interested in the research study, as it is not possible to gather the data of the data of the whole population and analyze them. So here the Non-Probability Convenience sampling method is used where the respondents are aware of the research and its topic, there is no random selection. It reaches to the sample easily or may conveniently people to get the beneficial result. It is less time consuming and low-cost method.



# DATA ANALYSIS AND INTERPRETATION

How long have you been aware of brand amul

107 responses

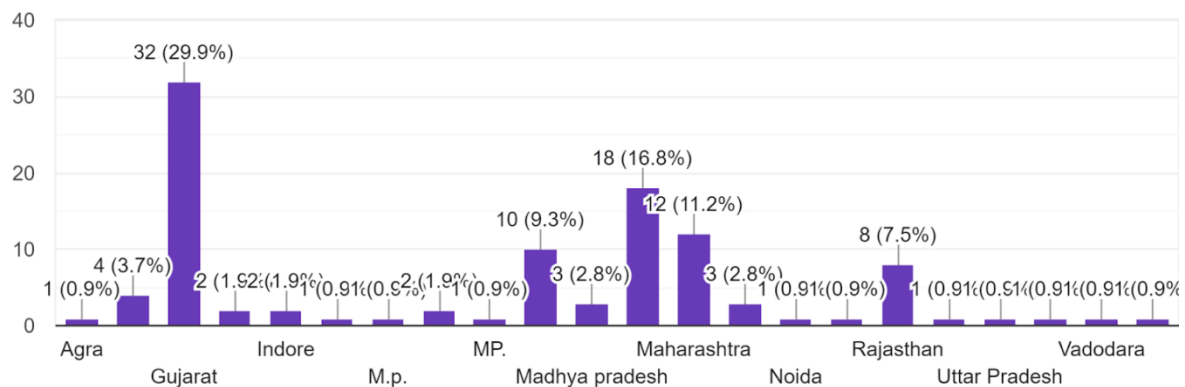


## INTERPRETATION

72% of respondents are aware about amul  
 20% of respondents are aware about amul the couple of a year ago  
 And 5% and 3% of respondents are aware about amul recently about a year ago

Which state do you belong to?

107 responses



## INTERPRETATION

35% of respondents are from Gujrat

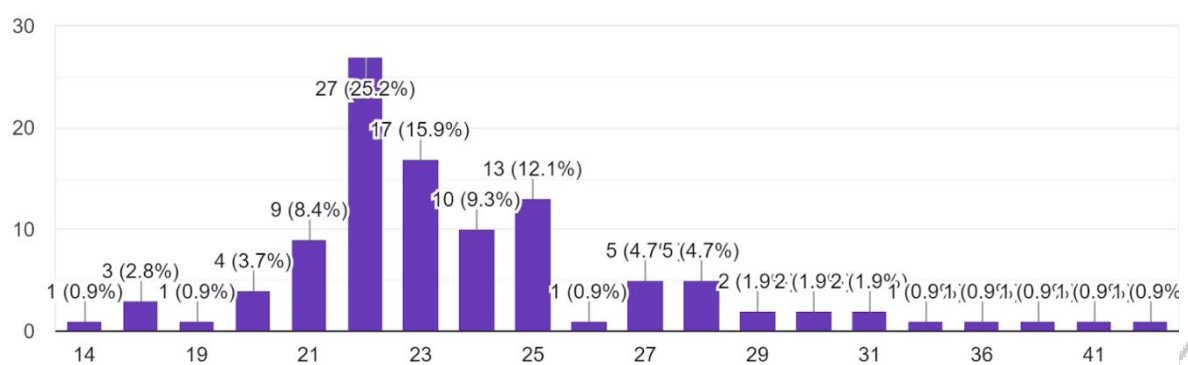
27% of respondents are from Maharastra

20% of respondents are from Madhaya Pradesh

And other respondents are comes from different different state like U.P , Rajasthan , Delhi, Noida

### Age

107 responses



## INTERPRETATION

50% of the respondents are between 21 – 24

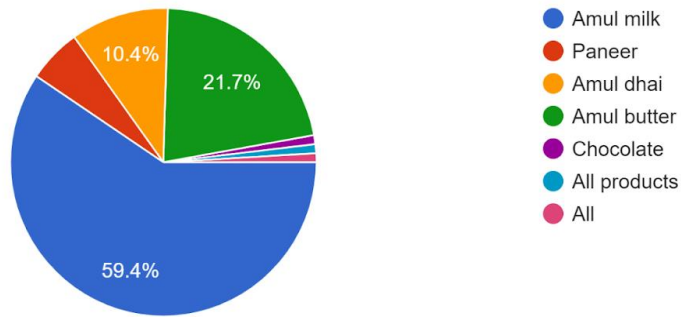
30% of the respondents are between 24 – 29

10% of the respondents are between 14 – 21

10% of the respondents are between 29 – 41

which of the amul product do you consume

106 responses

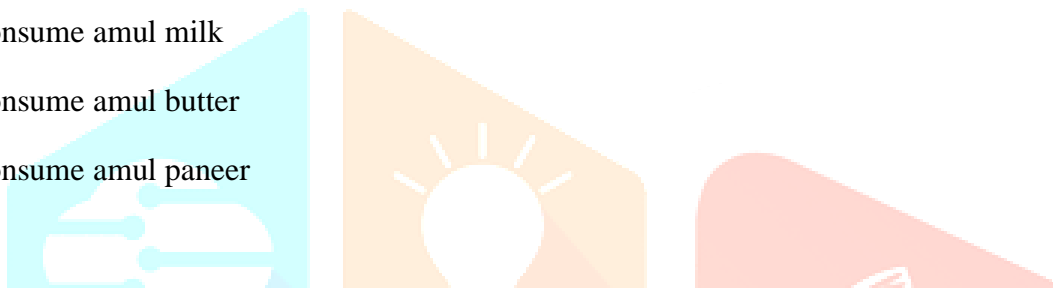


### INTERPRETATION

59% consume amul milk

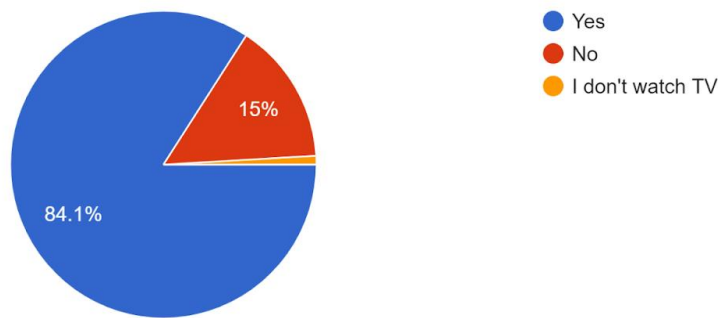
21% consume amul butter

10% consume amul paneer



Have you seen any recent advertisement of amul on TV

107 responses



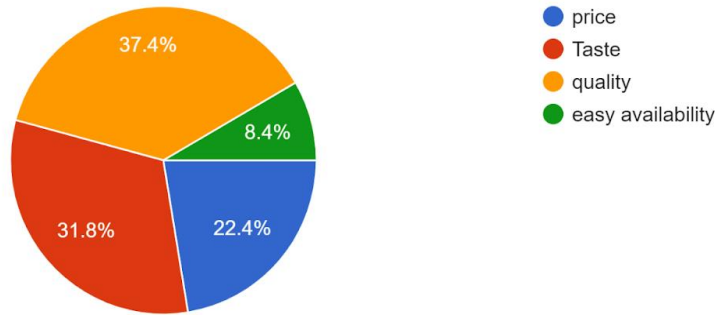
### INTERPRETATION

84% seen any recent amul advertisement

15% not seen any recent amul advertisement

What are your favourite thing about amul

107 responses



### INTERPRETATION

37% respondents favourite thing is quality

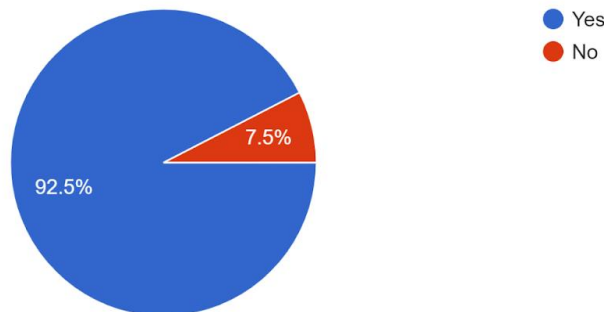
31% respondents favourite thing is taste

22% respondents favourite thing is price

8% respondents favourite thing is easy availability

Has the brand amul influence your purchase

106 responses



### INTERPRETATION

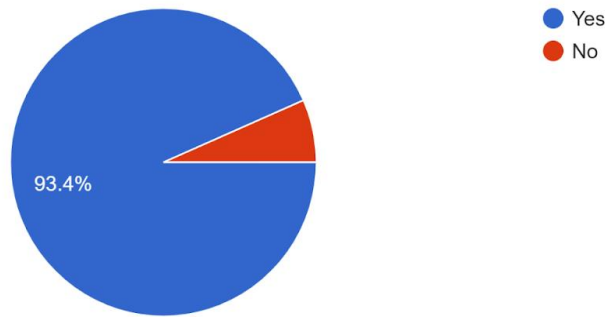
92% influence to purchase amul product

7.5% not influence to purchase



Do you think amul is better than other brand

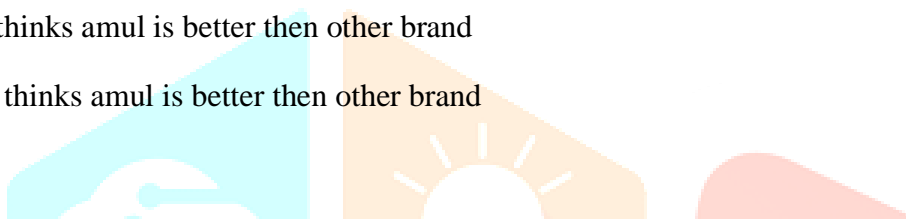
106 responses



## INTERPRETATION

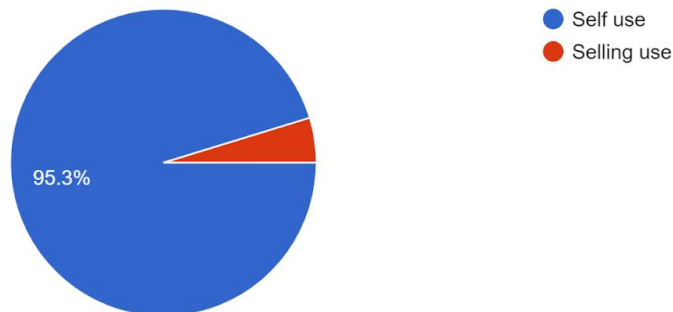
93.4% thinks amul is better than other brand

7% not thinks amul is better than other brand



For what purpose do you purchase a amul product

106 responses



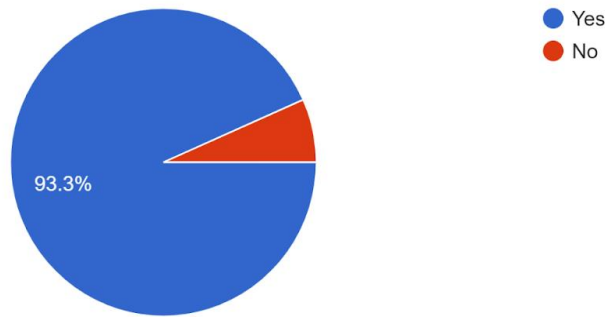
## INTERPRETATION

95% purchase purpose is self use

5% purchase purpose is selling use

Are you satisfied with amul product

105 responses



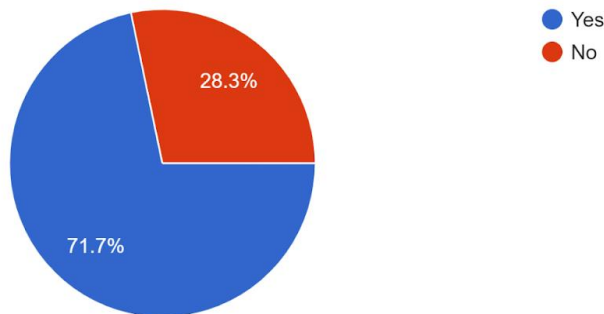
## INTERPRETATION

93% respondents satisfied with amul product

7% respondent are not satisfied with amul product

Have you ever visit amul parlour

106 responses



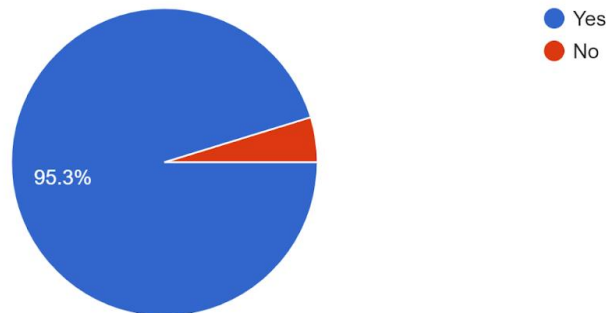
## INTERPRETATION

71% have visit amul parlour

28% have not visit amul parlour

Would you recommend the product to other

106 responses



## INTERPRETATION

95% recommend amul product to other

5% not recommend amul product to other

## Findings and Result

- Amul is still the market leader at the respective area because of high demand from the end customers due to brand name.
- Amul provides good quality products in low price as compared to other brands.
- According to the response 59% consume amul milk and 21% amul butter.
- It has been found that the brand preference for the retailers is depending upon the margin provided by the company to them, high margin means high demand from the retailer's
- Also a good scheme or offer, packaging and availability influence the retailers to sale the product.
- Promotional activities are very beneficial to penetrate the market because it creates awareness to the customers and the demand for the product increases. The existin retailers of Amul have experienced the increase in demand and more sales through their stores after the promotional campaigns of Amul.
- Amul has a very effective distribution channel but due to high demand and less supply retailers continuously facing the problem of unavailability of stock.
- Region behind amul branding in consume mind because of that quality and test
- Amul brand influence to purchase dairy products.

# Conclusion

Amul means different things to different people in every aspect.

To a consumer – Assurance of having wholesome

As per the survey conducted it was concluded that most of the people purchase Amul Milk and Butter and dhai because of its brand equity. It was also concluded that product awareness is low while contributing towards purchase. As I conclude this project that I would like to tell that Amul has great potential and with the help of this research.

Astrictive amul is their test, quality, price easy availability.

People satisfy with amul product

It is found that Amul has a strong brand value in the market and it increases rapidly through its advertising

