



A Study On Customer Satisfaction Towards Amul Ice Creams With Special Reference To Tirupur City

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ABSTACT

The Ice cream industry in India has witnessed significant growth in recent years, driven by increasing demand for premium and artisanal ice cream products. Amul, a leading dairy cooperative in India, has established itself as a prominent player in the ice cream market, offering a range of products that cater to diverse consumer preferences. This study examines customer satisfaction towards Amul ice cream in Tirupur city, to identify the key factors influencing customer satisfaction, including taste, quality, price, brand loyalty, and customer service. A survey-based approach was employed to collect data from a sample of customers in Tirupur city and the data was analyzed to identify the experience and expectations of the customers. The study provides insights into the levels of customer satisfaction with Amul ice cream and identify areas for improvement. The study also reveals the position of the Amul in the competitive market comparison with its competitive brands

KEYWORDS: Customer satisfaction, Amul co operative, ice cream, consumer perception

INTRODUCTION OF THE STUDY

Amul ice cream, a leading Indian brand, has been a beloved treat for decades. With its rich, creamy texture and wide range of flavors, Amul has captured the hearts of consumers across the country. From its humble beginnings as a small dairy cooperative in Gujarat, Amul has grown into a global brand, synonymous with quality and taste.

The journey of Amul Ice Cream began on the 10th March, 1996 in Gujarat and with its Quality it was able to capture the highest market share in a short period of time. In 1997, Amul Ice Creams entered Mumbai followed by Chennai in 1998 and Kolkata and Delhi in 2002. Nationally it was rolled out in 1999. Amul has always brought newness in its products and the same applies for its ice creams. Not only It has grown at a phenomenal rate but also it has added a vast variety of flavours to its ever growing Range. Currently it offers a selection of over 200 variants. In January 2007, Amul introduced Sugar Free & Probiotic Ice Cream, which was first of its kind in India for the health conscious.

As one of the most popular ice cream brands in India, Amul has a significant presence in the country's dairy industry. With a strong distribution network and a wide range of products, Amul has managed to stay ahead of the competition and maintain its position as a market leader. Despite its success, Amul faces intense competition in the Indian ice cream market. With new players entering the market and existing ones expanding their product lines, the competition for market share is fierce. In this context, understanding customer satisfaction becomes crucial for Amul to maintain its competitive edge.

STATEMENT OF THE PROBLEM

In recent times, there have been tremendous changes in tastes, fashions, lifestyles, standard of living, behavior patterns and level of awareness among the consumers. The researcher is interested to study about the consumer's satisfaction towards ice cream. Competition is very high in today's marketplace.

The problem lies in identifying the factors that influence customer satisfaction towards Amul ice cream and understanding how to improve customer satisfaction and loyalty. Despite its strong brand reputation, Amul ice cream faces several challenges that can impact customer satisfaction, including intense competition, changing consumer preferences, rising expectations, and quality and consistency issues. Therefore, it is essential to identify the factors that influence customer satisfaction towards Amul ice cream and understand how to improve customer satisfaction and loyalty.

LIMITATIONS OF THE STUDY

- The study covers Tirupur only.
- The sample size is limited to 100 respondents only.
- Since only self-report measures were used, common method variance and response consistency effects may have biased the observed relationship.

REVIEW OF LITERATURE

- **N Ramya, Dr. SA Mohamed Ali (2018)**² “A study on consumer buying behavior towards AMUL products with special reference to Coimbatore city” The buying behavior is positive which reveals that the buying behavior 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 behavior of the consumers is positive, so the product has a good reach in Coimbatore city.
- **Dr. S. P. Savitha (2017)**³ “A study on consumer preference towards AMUL product in Madurai city”. India largest food brand trusted AMUL product for its quality and product available at affordable price. AMUL has different type such as milk, chocolate, milk powder, curd, ice cream etc..., AMUL has strong network of over 3million milk producer. AMUL product has a good reputation among the customers in Madurai. AMUL product already enjoying No.1 position in diary industry, this gives a positive stand to further strengthen its position. This research is pertaining to find out the present consumer satisfaction of AMUL product. It was concluded that “AMUL product is the market leader in diary industry”.

FINDINGS AND INTERPRETATION

FAVOURITE BRAND OF THE RESPONDENTS ANALYSIS

This distribution of the respondents is in accordance with the favourite brand is presented in the following table. The respondents were divided into four groups such as Amul, Arun, diary day and Kwaliti walls.

4.8 TABLE SHOWING THE FAVOURITE BRAND OF THE RESPONDENTS

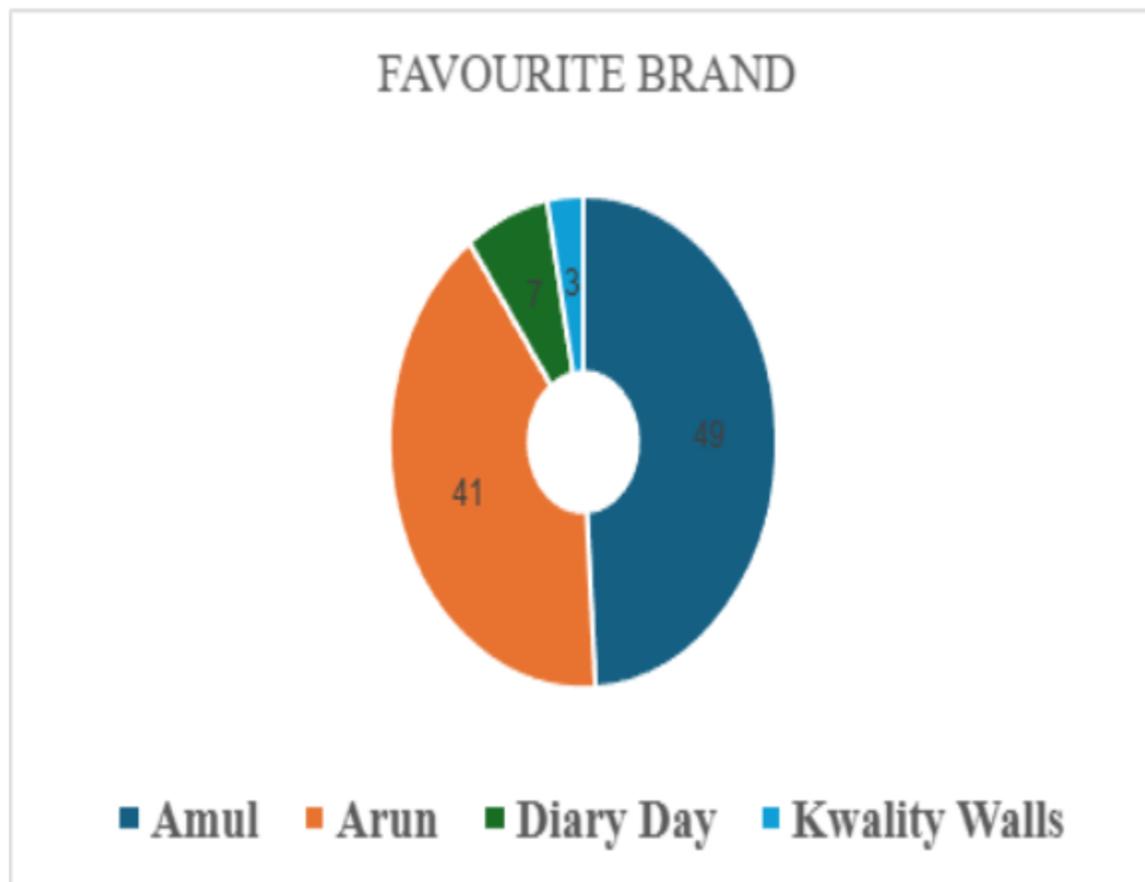
S NO	FAVOURITE BRAND	NO OF RESPONDENTS	PERCENTAGE
1	AMUL	55	55
2	ARUN	41	41
3	DIARY DAY	1	1
4	KWALITY WALLS	3	3
TOTAL		100	100

INTERPRETATION

From the above table we came to know that the highest respondents 55% are like the AMUL brand and the lowest respondents 1% are like the DIARY DAY brand

- Majority of the respondents are like the AMUL brand

4.8 CHART SHOWING THE FAVOURITE BRAND OF THE RESPONDENTS



CHI SQUARE

H₀ There is no significant relationship between Age of the respondents and the Forms of Ice creams.

TABLE SHOWING CHI SQUARE ON AGE OF THE RESPONDENTS AND FORMS OF ICE CREAM

S.N O	AGE	FORMS OF ICE CREAM				TOTAL	PERCENTAGE
		Bar	Cone	Cup	Family pack		
1	Below 15	3	14	2	1	20	20%
2	15-25	5	20	9	11	45	45%

3	25-40	3	10	4	1	18	18%
4	Above 40	2	11	2	2	17	17%
TOTAL		13	55	17	15	100	100%

CHI SQUARE	TABLE VALUE	DEGREE OF FREEDOM	RESULT
8.7414	16.919	9	ACCEPTED

INTREPRETATION

The calculated chi-square value (8.7414) is lesser than the table value (16.919), Hence the null hypothesis accepted at 5% level of significance. It can be concluded that there is no relationship between age and forms of ice cream.

SUGGESTIONS

- To introduce new flavors to cater to change the consumer preferences
- To introduce eco-friendly packaging materials to reduce environmental impact
- To increase availability of Amul ice cream in stores, online and through delivery services

CONCLUSION

In conclusion, the study found that factors such as Price, Taste, Quality and related can influence the customer satisfaction. While AMUL has a strong brand presence in the market and also needs to improvise in such areas like Customer services, Advertising and such factors.

The study also highlighted the importance of customer perception and expectation in determining the satisfaction levels. The company's ability to adapt to changing market conditions and customer needs has enabled it to maintain its competitive edge. The company's expansion plans, including the establishment of premium ice cream parlours and the introduction of organic products, will further enhance customer satisfaction and loyalty.

Overall this study provides valuable insights into customer satisfaction towards AMUL ice cream.