

AVAILABILITY OF AMUL PRODUCTS DURING LOCKDOWN PERIOD IN RAJKOT CITY

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Abstract

This paper is associate earnest endeavor created to grasp this situation in promoting and captured by the Amul throughout the imprisonment amount. For a similar availableness in stores was the foremost concern and produce out the potential and constant retailers still as customers in order that the corporate might maintain the market leadership within the existing business situation in food and confectionaries. This paper additionally tried to check the behavior of customers concerning their preferences for Amul merchandise and their overall shopping for behavior throughout the lockdown period.

Keywords: Distributor, AMUL, Lockdown

Introduction

Marketing makes a specialty of the consumers or clients finding out their desires and wants, coaching the honor to the accessibility of objects and to great objects highlights growing structures to persuade them to buy finally enhancing their fulfillment with buy, showcasing the board carries exploring, arranging, sorting out, coordinating and controlling development and overhauling. In the extra a part of those choices – making department has limitless authority in different, likewise the bodily move of the objects finding out the channels so that it will be applied and overseeing the powerful development of merchandise from the plant to distribution centre. It turned into a commercial enterprise supposition that simply thru object arranging and development that corporation can steal a profoundly subjective object to the customers or customers, which may also even contend properly with the contender's object. Despite the truth that, the marketplace analyst could want us to just accept that competition centers at the charges alone. Be that because it may also, to the advertisers and different representatives, contention may want to likewise occur as a ways as object high-satisfactory and highlights, which may be efficiently performed thru object arranging and development process. The entire motion is pretty wide; it consists of selecting desire on each unmarried common-experience difficulty figuring out with object and object existence cycle, object development technique and object dissemination strategies. It likewise consists of full-size overall of coins in arranging and constructing up a subjective object so that it will be usually worth to the customers or customers. Since maximum agencies or commercial enterprise institutions desires to assure efficiency, advantage and persistence in commercial enterprise, it at that factor emerge as great for number one everyday object arranging and development as the primary persuasive strategies for gainful and productivity.

Objective of the Study

The main objective of the paper were as

- To study about the availability of Amul products during Lockdown period in Rajkot City.

Literature Review

Dr. S.P. Savitha, published a research paper on “A study on consumer preference towards AMUL PRODUCT in Madurai city”. AMUL (Anand milk produced union limited) formed in 1946, is a dairy co-operative movement in India. India biggest meals logo relied on Amul product for its high-satisfactory and product to be had at low-cost price. Amul product taking part in No.1 role in dairy enterprise this stands to similarly power its role. This studies is bearing on discover the prevailing customer pride of Amul product. Amul product has an amazing recognition most of the customers in Madurai. So it may be prolonged to deliver rural vicinity also.

MohitJamwal, Dr.Akhilesh Chandra Pandey, “Consumer behavior towards cooperative milk societies: A Study on measuring the customer satisfaction of Aanchal milk (A Member milk union of UDFC Ltd)”. The look at on Consumer behavior is the look at of the way person make selection to spend their to be had resources (time, money, effort) on intake associated items. Customer pride changed into measured throughout special attributes of the Ananchal milk and the customer’s desire changed into checked throughout special parameters. This survey at the sale of Ananchal milk, it is able to be concluded that to adapt their production, advertising and pricing techniques effectively.

Manob K. Bandyopadhyay (1994) The production of the milk is explained in this way: 1. 1965, National Council for Dairy Production (N.D.D.B) 2. 1970 National Council for Dairy Production, 3. 1973 Other Country States. This examine offers with the evaluation of ways a ways the N.D.D.B. Operation Flood Program is performed in India, I.e. replicating the N.D.D.B. ANAND version device. This examine indicates that the device to copy the ANAND version become now no longer powerful throughout the world. Furthermore, on the time of copying the ANAND version, this software did now no longer precisely take into account nearby geographical and socio-monetary aspects. As a result, Operation Flood Programmer’s cash spent in positive conditions did now no longer yield any fantastic outcome. As indicated via way of means of Operation Flood Program many Milk Producers' Cooperatives were fashioned on this large nation. To help nitty gritty examination, simply Co-employable Milk Producers' Union Limited - The Kaira District (ANAND) Cooperative Milk Producers' Union Limited and The Himalayan Co-usable Milk

Producers' Union Limited were considered. In this examination, problems were pointed out in 3 levels in 3 sections. Growth and outcomes had been addressed within side the first level, monetary overall performance within side the 2d level and Dairy Co-operative's effect on rural financial system within side the closing level.

Research Methodology

The method used for the collection of data in this report is primary. I have, with the help of the service of Google forms, created a questionnaire which involves 5 questions. The goal of getting direct responses of people was possible since I have drafted the questions and got responses of people representing themselves. I have applied a random sampling method of data collection here as it follows an unbiased representation of Study on Marketing of Amul. The sample size of this survey is 82.

• Method of Data Collection

For this research, I have used Google forms to generate this survey and collect responses to further draw inferences about the topic.

• Sampling Method

1. Sampling method: no estimation of probabilities (The technique of non-probability sampling is one in which each item in the population has no equal chance of being selected)
2. Sample unit: people in retail outlets or supermarkets buying milk, milk products, drinks, chocolates, and other Amul items etc.
3. Sample size: 82
4. Method: Direct questionnaire interview

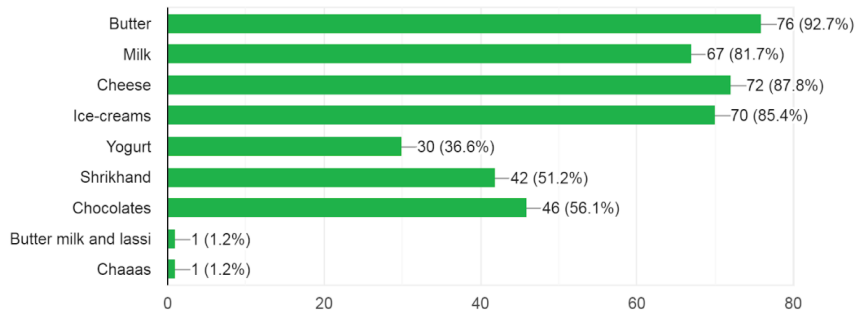
Sample size is the act of choosing the number of observations to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. The sample size for this research was of 82 respondents.

Type of Data

Primary data is used in this research work. Data obtained from first hand sources by a research person using methods such as surveys, interviews and experiments are primary data. It is taken directly from primary sources with the research project in mind.

Data Analysis

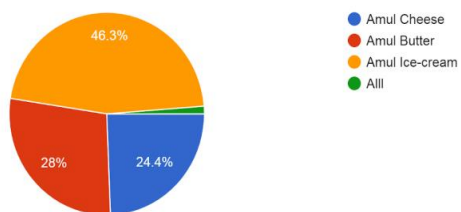
If yes, which of the Amul products do you consume?
82 responses



Options	No. of Respondents	% of Respondents
Butter	76	92.07%
Milk	67	81.07%
Cheese	72	87.08%
Ice-creams	70	85.04%
Yogurt	30	36.06%
Shrikhand	42	51.02%
Chocolates	46	51.06%
Butter Milk &Lassi	01	01.02%
Chass	01	01.02%

From the analysis, we can observe that customers usually consume Amul Butter, Cheese, Ice-creams and Milk.

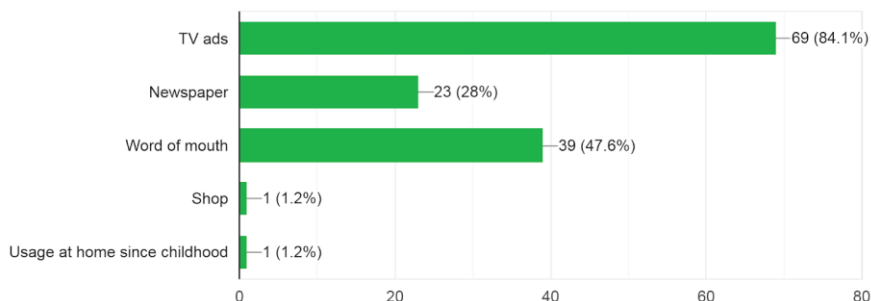
Which is your Favorite product?
82 responses



Options	No. of Respondents	% of Respondents
Amul Cheese	20	24.4%
Amul Butter	23	28%
Amul Ice-creams	38	46.03%
All	01	01.02%

From the analysis, we can observe that 46.03% of the customers like Amul Ice-cream a lot.

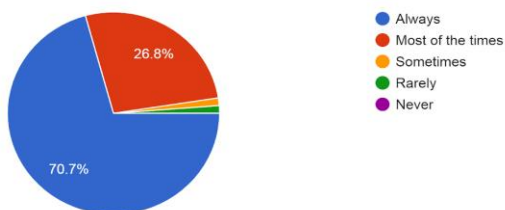
How are you aware about Amul products?
82 responses



Options	No. of Respondents	% of Respondents
TV ads	69	84.1%
Newspaper	23	28%
Word of mouth	39	47.6%
Others: Shop	01	01.02%
Usage at home since childhood	01	01.02%

From the analysis, we can observe that TV ads and word of mouth has made Amul products aware to people.

Are the products easily available in your nearby stores?
82 responses

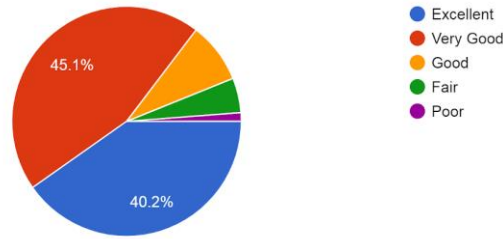


Options	No. of Respondents	% of Respondents
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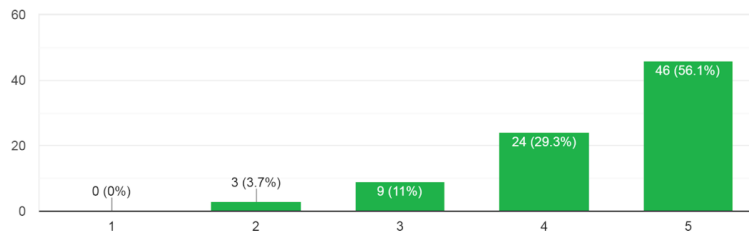
Always	58	70.7%
Most of the times	22	26.8%
Sometimes	01	01.02%
Rarely	01	01.02%
Never	None	None

From the analysis, we can observe that the products are always and most of the times available in the nearby stores for the customers.

How is the packaging of Amul products?
82 responses



Rate the affordability of Amul products.
82 responses



Options	No. of Respondents	% of Respondents
1	0	0%
2	03	03.07%
3	09	11%
4	24	29.03%
5	46	56.01%

From the analysis, we can observe that most of the respondents have rated 5 with 56.01% that means customers find that the products are worth the price and the quality of the products.

Findings

- Amul products are always easily available in nearby stores.
- Majority of the respondents purchase Amul Products.
- Amul products are preferred more because of its quality and taste.
- Affordability rate from 1-5 found by research is mostly 5 of Amul products.
- A lot of people are using Amul products since their childhood and majority of them are satisfied with its quality also.

Suggestions & Recommendation

All customers are not indeed the very same. There are various kinds of clients and every single client has various requirements. What's more, hence, their purchasing intentions likewise fluctuate. What the client needs to purchase, where he needs to purchase, the amount he needs to purchase, where he likes to purchase and how much amount he likes to purchase. It is essential to pull in purchasers who purchase in mass amount on various events. Today, Amul items, for example, Milk, Butter Milk, Curd and Ghee are fundamental on the events, for example, relationships, strict capacities and functions and so on.

- Availability should be standard for all outlets suggestive of those lying on the pocket streets and not just in the outlets lying on the courses that are effectively available
- Amul has a moderately decent distribution network, yet at the same time organization cannot meet the source's high demand interest in peak season. In this organization, in the peak season, will find the efforts to overcome product.
- Amul should explore to deliver low-fat versions of its products because it will help catch younger generations' interest in the global marketplace.
- There are some other Amul items that are not as popular as butter or ice cream, such as chocolates, ghee or dahi. Amul should strive to comprehend its issue by analyzing the market and attempting to develop these goods. Company should improve time span of usability of the item.

Conclusion

This paper tried to accumulate all the information about how the brand is still relevant and making its presence felt during the Lockdown period. It was found that brand Amul passed the tough times, it was available everywhere, availability never became an issue for Amul. People had exhibited same trust for the brand as they showed before Lockdown period.

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