

Evaluating Brand Loyalty Towards Amul

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ABSTRACT

This study is based on the Research approach and the survey method, and its objective are to understand the concept of brand loyalty. To measure the brand loyalty toward Amul products. Survey based research has been done by conducting an online survey which has closed-ended question. After conducting this research, the result indicated that Amul brand provide value for money product, the brand last longer than any other brand, ingredient used in the Amul product are natural, also has wide range of variety, also has good reputation in the market, Amul has sufficient number of outlets, advertisement used by the Amul product are attractive. They accept that the brand will be more efficient and effective in the future. The brand professionally can use this study to examine there weak area and provide better quality to the customer and can make the loyal toward the brand.

Key Words : Brand loyalty, Customers, Amul

1. Introduction

Brand loyalty is the tendency of consumers to continuously purchase one brand's products over another brand product. Consumer behavior patterns illustrate that consumers will continue to buy products from a company that has encourage a trusting relationship. Loyalty is extremely important for the businesses as it leads to repeat purchases by Consumers which lead to higher revenues, and customer recommendation. It is also the attachment of the consumer toward a particular product which lead to positive attachment toward product. We tend to grow out of brands, not just because of our age but for other reasons, too. Maybe you want to try something good, or what you're wearing is suddenly out of fashion. Maybe you had a negative store experience, or a brand just stopped meeting your needs. If a company can establish a strong customer base who has become faithful to their product it can be a significant advantage. Creating such a base doesn't happen overnight. It requires engagement from the company to the consumer and continued output of

quality products and services. Price will always be a factor but being viewed as a "trusted" or "preferred" brand with a devoted following could prove to win out over everything else including price. Companies are constantly coming up with new ways to try and get as many eyes on the product as possible. That's why establishing a brand loyal customer base is crucial in today's market. Amul cooperative was registered on 19 December 1946, as a response to the exploitation of marginal milk producers by traders and agents in small cities. The prices of milk were arbitrarily determined at the time. The government had given Polson an effective monopoly in milk collection from Kaira and its subsequent supply to Mumbai. Angered by the unfair trade practices, the farmers of Kaira approached Sardar Vallabhbhai Patel under the leadership of local farmer leader Tribhuvandas K. Patel. He advised them to form a cooperative (Kaira District Co-operative Milk Producers' Union) and supply milk directly to the Bombay Milk Scheme instead of Polson (who did the same but gave them low prices).

2. Literature Review

Table 1: Review of Literature

S. No.	Title	Finding	Authors/Year of publication
1	Brand equity of Amul in the Sivakasi	Amul is one of the biggest players in the Indian market and have a huge market share. It is the brand of choice trusted by a lot of people in India. There are many reasons behind the success. The Promotion strategy adopted by Amul is one such reason	T. Dhanalakshmi & K. Kohila /2018

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2	A study on consumer buying behaviour towards Amul products with special reference to Coimbatore city	A quality control expert in Anand had suggested the brand name "AMUL". It has maintained a high quality, easy availability, affordable price, and good reputation among the customers in Ahmedabad city	N Ramya & Dr. S. A. Mohamed Ali/ 2018
3	A study on Amul's promotion strategy	Amul is one of the biggest players in the Indian market and have a huge market share. It is the brand of choice trusted by a lot of people in India. There are many reasons behind the success. The Promotion strategy adopted by Amul is one such reason	Tushar Jain, Debashish Mitra & Ishaan George/ 2018
4	A study to understand consumer buying behaviour towards amul lactose free milk in selected cities of Gujarat	A quality control expert in Anand had suggested the brand name "AMUL". It has maintained a high quality, easy availability, affordable price, and good reputation among the customers in Ahmedabad city	M.A. Rathod/ 2020
5	A Study on consumer perception and satisfaction towards Amul bakery products in Rajkot city	Today the business environment is rapidly changing. In this competitive environment the popular trend is also striving for maintaining its positions therefore it become essential for the companies that they should know about consumer's preference & taste. Regarding a particular product it is of almost necessary to know the consumers satisfaction to the value offered by the company.	K. H. Barai/ 2016
6	A Study on the consumer preference towards Milma and Amul products	Consumer preference is one of the important factors that influence the success and fall of every business. Because of the importance that the consumers give for the milk and milk products in their daily life, dairy factories and industries growing rapidly	Ashna Dev/ 2020
7	A case study of Amul cooperative in India in relation to organizational design and operational efficiency	It is a popular belief that co-operatives are a failure, but Amul with Cooperative Structure is a grand success. Amul has an appropriate blend of policy makers, technology, and a support system to the milk producers without disturbing their agro-economic system and ploughing back the profits	Dr. Ruchira Prasad & Dr. Rupali Satsangi/ 2013
8	Context and Humor: Understanding Amul advertisements of India	Different techniques like punning, portmanteaus and parodies of popular proverbs, expressions, acronyms, famous dialogues, songs etc. are employed to convey the message in a humorous way. The	Radhika Mamidi/ 2018

		present study will concentrate on these linguistic cues and the required context for understanding wit and humour.	
9	Business Strategies for managing complex supply chains in large emerging economies: the story of Amul	AMUL's success: firms in these environments need to simultaneously develop markets and suppliers to synchronize demand and supply planning, develop or become a part of network of producers (i.e., cooperatives in this case) to obtain scale economies, focus on operational effectiveness to achieve cost leadership to enable low price strategy	Pankaj Chandra & Devanath Tirupati/ 2003
10	ICT application in a dairy industry: The e-experience of Amul	The system makes it easy for the farmers to get the cash payment as soon as the milk is delivered. The Amul experience.	B. Bowonder, B. R. Raghu Prasad & Anup Kotla/ 2019
11	Exploring the cost of milk production & potential economies of scale in a dairy cooperative	It examines the effectiveness of Amul by comparing the procurement prices offered by the dairy cooperative to the cost of producing milk	Parth Shah/ 2012
12	Analysis of the sale of Amul milk products	Amul in India is the name of a brand which is accepted by all Indians. It is a name of a respected product which is valued by all Indians. This survey enlightens about the demand of Amul brand and its products.	Harsh Prajapati, Priti Patel & Sheeba Menon /2013

3. Methodology

3.1. Problem statement: According to the survey conducted most of the customer are happy or satisfied with the Amul product and they also think that Amul provide value for money product, and they also trust the brand. Amul also has good share in the market.

3.2. Objective of the study

- 1) To understand the concept of brand loyalty.
- 2) To measure the brand loyalty toward Amul brand.

3.3. Research approach: Quantitative research, survey method

3.4. Sampling design: Non probabilistic sampling (Convenience or purposive sampling)

3.5. Types of data

Primary data (survey through online google form)
Secondary data (review of literature: book, article, research paper etc.)

3.6. Data collection method: Online survey method

3.7. Data collection tools: Percentage analysis, graphical representation using MS Excel.

4. Result and discussion

These are the demographic variable of the respondents

Table 2: Demographic Statistics

Demographic variables	Frequency
Gender	Male (16) Female (21) Other (0)
Age group (in years)	18-30(36) 31-40(1) 41-50(0) 51 above (0)
Monthly Income	Less than 50,000(11) 50,000-1,00,000(15) 1,00,000-1,50,000(8) Above 1,50,000(3)
Occupation	Self-employed (2) Employed (0) Student / Scholar (35)

Do you love the Amul brand?

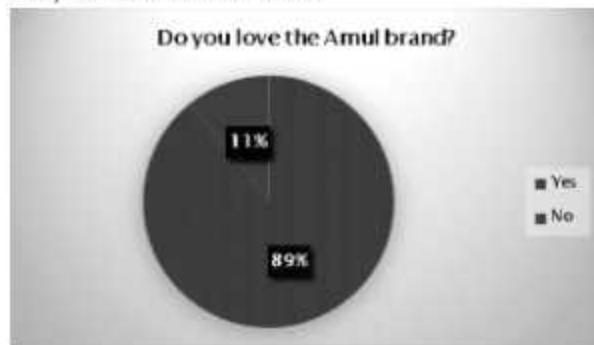


Figure 1 Love towards the Amul brand I could prefer Amul brand over any other brand.



Figure 2 Preference of Amul brand over any other brand

The Amul brand last longer than another brand.

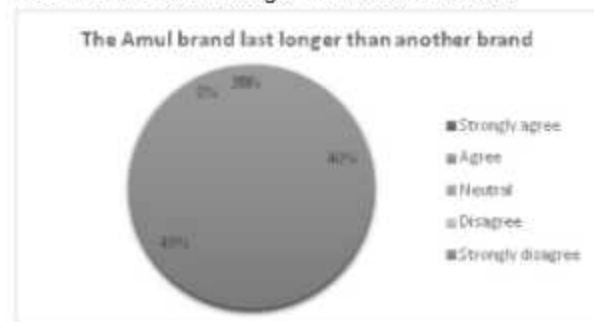


Figure 3 The Amul brand last longer than another brand

The ingredient used in the Amul product are natural.

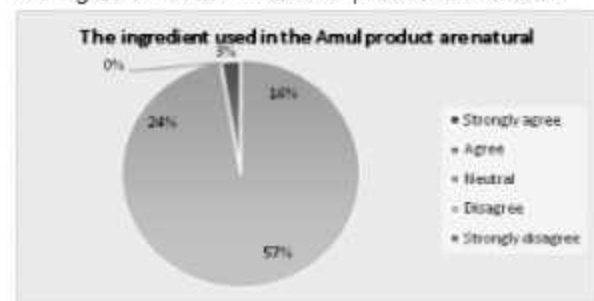


Figure 4 The ingredient used in the Amul product are natural

The Amul brand has good service delivery.

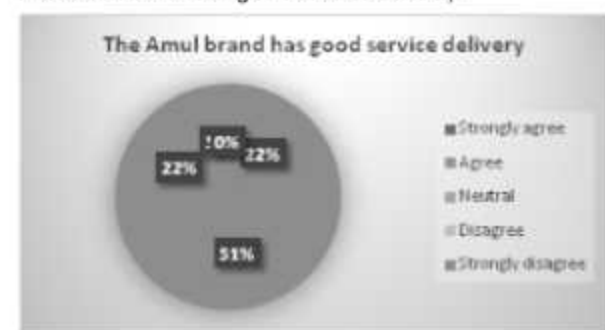


Figure 5 The Amul brand has good service delivery

The Amul brand provide wide range of variety.



Figure 6 The Amul brand provide wide range of variety

The Amul brand has good reputation in the market.

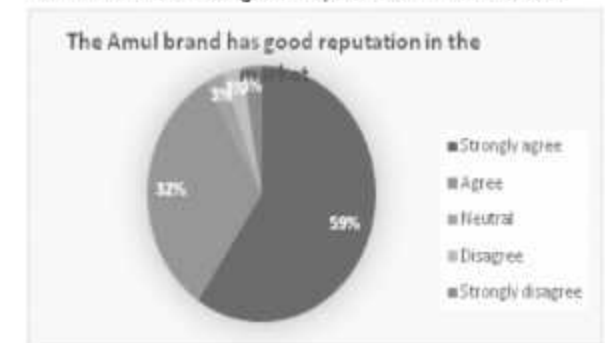


Figure 7 The Amul brand has good reputation in the market

The Amul brand has sufficient number of outlets in India.



Figure 8 The Amul brand has sufficient number of outlets in India

The advertisement of the Amul brand attract me to buy the product.



Figure 9 The advertisement of the Amul brand attract me to buy the product

The Amul brand has attractive advertisement

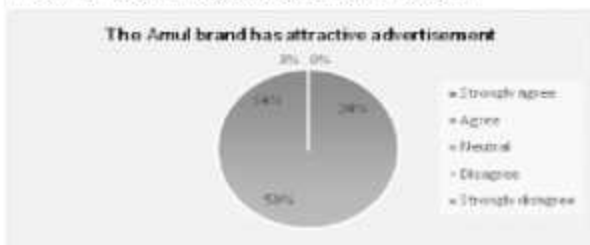


Figure 10 The Amul brand has attractive advertisement

The Amul brand provide value for the money product.



Figure 11 The Amul brand provide value for the money product

Out of the 37 respondents maximum number of the respondent agreed that Amul brand provide value for money product, the brand last longer than any other brand, ingredient used in the Amul product are natural, also has wide range of variety, also has good reputation in the market Amul has enough outlets, advertisement used by the Amul product are attractive. They accept that the brand will be more efficient and effective in the future.

5. Conclusion

Amul is the fastest growing industries of India. This industry has revolutionized the Indian dairy sector and brought it back from brink of extension. It is also one of the first successful cooperative society and the market leader in the dairy sector. According to the survey report, I could conclude that the Amul has the dominant presence in the dairy food market which has led Amul becoming a

household name. Amul is one of the most successful business houses and do its business in socially responsible manner. Amul has effective advertisement as it captures the essence of India and connect the brand with its consumer. At last it was concluded that Amul has a high potential in the market and is highly preferred by the customer and the demand for the product is good and Amul have good market coverage.

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