CONSUMER PREFERENCE OF AMUL, MOTHER DAIRY AND KWALITY WALL’S ICE-CREAM TOWARDS IT’S TASTE, PACKAGING, PRICE!!
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Abstract: The customer is at the centre of everything, and all marketing operations revolve around him. Manufacturers create what the consumer wants. Consumer desires Customers acquire an object as a gift because their behaviour differs from person to person. As a result of specific mental and economic processes establishing demands or wants that the items can satisfy Purchase is within reach. In a market, the client is seen as king. Their demands and needs are limitless. The nature of the client influences preference. If a customer purchases a mobile phone and is satisfied with it, in India, the ice cream market is primarily localised, with a slew of companies specialising in one or two districts, or even one state. There are few national brands, and the high perishability of ice cream goods is a crucial factor in smaller competitors’ delayed growth. One of the fastest expanding segments of the dairy or food processing business in India is ice cream. The Indian ice cream market is currently valued at about INR 4,000 crores, and it is increasing at a rate of 15-20 percent each year. By 2019, the market is expected to be worth roughly INR 6,198 crores. India has a relatively modest per capita ice cream consumption of 400.

INTRODUCTION
The research includes the personal meeting with the consumers. For this I prepared the questionnaire to know the opinion of the consumers as well as the retailers to know about the Amul, Mother Dairy and Kwality Wall’s. I collected the primary data with the help of the questionnaire. The separate questionnaire was prepared for the consumers and the retailers so that we can know the consumer preference as if they like Amul, Mother Dairy or Kwality Wall’s regarding to its packaging, price and taste. I have done research on how the people like the taste of each brand in India. I have done analysis on the basis on feedback of the people about these brand’s icecreams. Customer satisfaction research focuses on how people decide how to spend their limited resources, such as money, time, and effort, on consumption-related things.

Objectives
1. To showcase customer satisfaction with Amul, Mother dairy, and Kwality Walls ice cream products.
2. To determine how satisfied customers are with product quality, pricing, availability, and flavour.
3. To investigate the elements that impact customers’ decisions to buy ice cream.

Scope of the study
Ice cream is usually thought of as a seasonal item, with demand rising in the summer. Winter sees a significant drop in consumption, as well as sales and earnings. Winter sales, on the other hand, are surging thanks to a plethora of creative frozen variations that customers are enjoying even in the colder months. The branded market is dominated by a number of domestic and foreign firms, including Amul, Kwality Walls, Mother Dairy, Vadilal, Cream Bell, Baskin-Robbins, and others. While Häagen-Dazs, Baskin-Robbins, London Dairy, New Zealand Naturals, and Hokey Pokey cater to the upper crust, Amul, Vadilal, Cream Bell, and Mother Dairy cater to the middle. Imported innovations such as frozen yoghurt and ice cream have recently gained popularity. Cocoberry, Red Mango, and Yogur berry are well-known Fro-Yo brands, whereas Amore, Gelato Vinto, and Gelato Italiano are well-known gelato brands that largely cater to the ultra-premium to premium categories. In India, however, per capita ice cream consumption is extremely low. GCMMF (Amul) Managing Director R S Sodhi says, “We are still at 400 ml per capita ice-cream consumption per year, compared to the global average of 2,300 ml.”
Indians, unlike the West, enjoy a variety of other sweet alternatives, such as traditional mithai, but icecream is steadily gaining a foothold in the Indian taste.

**Literature Review**

S.P. Savitha, [1] a doctor A study on “AMUL PRODUCT” consumer preference in Madhuri city. The largest food brand in India, AMUL (Anand Milk Produced Union Limited), which was founded in 1946, is known for its high-quality, reasonably-priced dairy products. Amul goods holding the top spot. This study aims to determine the current level of consumer satisfaction of an Amul item. Consumers regard Amul products favourably, according to Madhuri.

"Consumer behaviour towards co-operative milk societies: A study on measuring the customer satisfaction of Aanchal’ milk (A Member Milk Union of UDFC Ltd)“, Mohit Jamwal and Dr. Akhilesh Chandra Pandey [2]. Consumer behaviour research examines how people decide how much money to spend their choice to spend their available assets (resources like time, money, and effort) on consuming linked products.

We compared the customer’s selection across various criteria. This analysis of the purchase of Ananchal milk, it may be inferred that they must effectively change their production, marketing, and price tactics. A study on consumer behaviour toward several branded and non-branded milks was conducted by Mrs. Sonali Dhawan [5] especial emphasis on the Jabalpur district in Consumer behaviour is the conduct that people engage in while they are looking for, buying, utilising, assessing, and discarding goods and services that they believe will satiate their needs and desires. However, there is a paucity of knowledge regarding the consumption of milk among the customer. The businesses must manage the campaign how the milk was pasteurised and how hygienic using branded milk is.

**Research Methodology**

The research includes the personal meeting with the consumers. For this I prepared the questionnaire to know the opinion of the consumers as well as the retailers to know about the Amul, Mother Dairy and Kwality Wall’s. I collected the primary data with the help of the questionnaire.

**Sources of Data**

The data is primary data collected with the help of personal interview to know about the consumer preference of Amul, Mother Dairy and Kwality Wall’s with special reference to its packaging, price and taste.

**Research instrument**

The separate questionnaire was prepared for the consumers and the retailers so that we can know the consumer preference as if they like Amul, Mother Dairy or Kwality Wall’s regarding to its packaging, price and taste. Around 100 people responded the questionnaire prepared by me.

**Data Analysis and Interpretation**

A face-to-face survey, also known as a personal interview survey, is a survey method used when a specified target audience is involved. A personal interview survey is used to investigate people's comments in order to obtain more and more information.

**Customers**

**Que 1:**
Fig 1: Quality of which ice cream you consider to be best.

**Inference**  
From the above chart it can be derived that:
- 35% of the consumers out of the total sample size consider Amul’s quality to be the best.
- 25% of the consumers out of the total sample size consider Mother Dairy’s quality to be the best.
- 40% of the consumers out of the total sample size consider Kwality Wall’s quality to be the best.

**Ques. 2**

Fig 2: Packaging of which ice cream you consider to be best.

**Inference**  
From the above chart it can be derived that:
- 40% of the consumers out of the total sample size consider Amul’s packaging to be the best.
- 30% of the consumers out of the total sample size consider Mother Dairy’s packaging to be the best.
30% of the consumers out of the total sample size consider Kwality Wall’s packaging to be the best.

Ques. 3

**Fig 3:** taste of which ice cream you consider to be best.

**Inference**

From the above chart it can be derived that:
- 40% of the consumers out of the total sample size consider Amul’s taste to be the best.
- 20% of the consumers out of the total sample size consider Mother Dairy’s taste to be the best.
- 40% of the consumers out of the total sample size consider Kwality Wall’s taste to be the best.

Ques. 4

**Fig 4:** which ice cream does you prefer keeping price into consideration?

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Inference
From the above chart it can be derived that-
- 50% of the consumers out of the total sample size consider Amul’s price to be the best.
- 30% of the consumers out of the total sample size consider Mother Dairy’s price to be the best.
- 20% of the consumers out of the total sample size consider Kwality Wall’s price to be the best.

Ques. 5

![Pie chart showing ice cream preference](image1)

**Fig 5:** keeping all factors in mind which ice cream do you prefer.

Inference
From the above chart it can be derived that-
- 60% of the consumers out of the total sample size consider Amul to be the best.
- 15% of the consumers out of the total sample size consider Mother Dairy’s to be the best.
- 25% of the consumers out of the total sample size consider Kwality Wall’s to be the best.

Ques. 6

![Pie chart showing ice cream advertisement](image2)

**Fig 6:** advertisement of which ice cream you like.
Inference
From the above chart it can be derived that-

- 65% of the consumers out of the total sample size consider Amul’s advertisement to be the best.
- 10% of the consumers out of the total sample size consider Mother Dairy’s advertisement to be the best.
- 25% of the consumers out of the total sample size consider Kwality Wall’s advertisement to be the best.

Ques. 7

![Pie chart showing ice cream preferences](image1)

**Fig 7:** which ice cream is mostly available for you.

Inference
From the above chart it can be derived that-

- 50% of the consumers out of the total sample size consider Amul’s availability to be the best.
- 25% of the consumers out of the total sample size consider Mother Dairy’s availability to be the best.
- 25% of the consumers out of the total sample size consider Kwality Wall’s availability to be the best.

Retailers
Ques. 1

![Pie chart showing ice cream stock](image2)

**Fig 8:** Stock of which ice cream you keep the most?
Inference
From the above chart it can be derived that-
- 60% of the retailers out of the total sample size consider Amul’s to be the best.
- 20% of the retailers out of the total sample size consider Mother Dairy’s to be the best.
- 20% of the retailers out of the total sample size consider Kwality Wall’s to be the best.

Ques. 2

![Chart showing ice cream sales]

Fig 9: which ice cream has a good sale in the market?

Inference
From the above chart it can be derived that-
- 75% of the retailers out of the total sample size consider Amul’s sale to be the best.
- 15% of the retailers out of the total sample size consider Mother Dairy’s sale to be the best.
- 10% of the retailers out of the total sample size consider Kwality Wall’s sale to be the best.

Ques. 3

![Chart showing ice cream prices]

Fig.10: price of which ice cream are genuine?

Inference
From the above chart it can be derived that-
- 70% of the retailer out of the total sample size consider Amul’s price to be the genuine.
• 20% of the retailers out of the total sample size consider Mother Dairy’s price to be the genuine.
• 10% of the retailers out of the total sample size consider Kwality Wall’s price to be the genuine.

Ques. 4

Fig 11: quality of which ice cream you think is best?

Inference
From the above chart it can be derived that-
• 35% of the retailers out of the total sample size consider Amul’s quality to be the best.
• 10% of the retailers out of the total sample size consider Mother Dairy’s quality to be the best.
• 55% of the retailers out of the total sample size consider Kwality Wall’s quality to be the best.

Ques. 5

Fig 12: supply of which ice cream is good in the market?

Inference
From the above chart it can be derived that-
• 35% of the retailers out of the total sample size consider Amul’s supply to be the best.
- 30% of the retailers out of the total sample size consider Mother Dairy’s supply to be the best.
- 35% of the retailers out of the total sample size consider Kwality Wall’s supply to be the best.

Ques. 6

![Pie chart showing preferences]

Fig 13: which ice cream do consumer prefers the most?

Inference

From the above chart it can be derived that-
- 70% of the retailers out of the total sample size consider Amul’s preference to be the most.
- 15% of the retailers out of the total sample size consider Mother Dairy's preference to be the most.
- 15% of the retailers out of the total sample size consider Kwality Wall’s preference to be the most.

Conclusion

The researcher conducted a thorough review of the literature on Dairy Cooperatives before to and throughout the research, including books, research journals, research papers, Ph.D. theses, periodicals, newspapers, government publications, Dairy Cooperatives' reports and publications. Amul was the most preferred brand according to the survey in the study.

References