

**A
STUDY ON
CONSUMER SATISFACTION WITH REFERENCE TO
AMUL ICE-CREAM IN DELHI & NCR**



**Submitted in partial fulfilment of the completion of
degree of Bachelor Of Commerce (hons)**

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ACKNOWLEDGEMENT

I take this opportunity to thank my GALGOTIAS UNIVERSITY for favouring me towards a marketing. I express my deep gratitude and thank to my guide **Dr. TEJ SINGH** for constant encouragement which enable me to complete my project.

I am deeply indebted to all the consumer for their cooperation in my project. Lastly, I would also like to thank all the members and my friends who have helped in completing the project.

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DECLARATION

I, SHASHANK SINGH hereby declare that this research report entitled 'a study on CONSUMER SATISFACTION WITH REFERENCE TO AMUL ICE-CREAM in DELHI & NCR'. Being submitted to the GALGOTIAS UNIVERSITY, Gr. Noida for the partial fulfillment for requirement of the degree of BCOM(HONS) is the result of my own endeavors. It has not been submitted earlier to any Institute/University for any degree.

Date.....

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CERTIFICATE

This is to certify that project report “a study on CONSUMER SATISFACTION WITH REFERENCE TO AMUL ICE-CREAM in DELHI & NCR” has been prepared by Shashank Singh under my supervision and guidance . The project report is submitted towards the partial fulfillment for 3 year , Full time BACHLOR OF COMMERCE(hons) .

Name & Signature of Faculty : Dr. Tej Singh

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(questionnaire)

The company GCMMF was introduced in year November 1973 with small expectation of owning a small share in market and provide a small come back to the makers.

The goal of GCMMF was to provide help to Member Unions to create sufficient creation and preparing offices by processing all the milk got. It tried to build to build up an item to blend, that would advance the development, and to do as such by accomplishing economies of scale and expenses.

They made made and extended a milk framework for the accessibility of fluid milk. The expectation was that Milk Co-agents would assume an expanding job in the country economy, giving important work to huge quantities of makers. The goal was to increase mindfulness that they could deal with their own issues through Co-agents that they could be controlled.

They aimed to build an advertising and appropriation framework that would arrive at each side of the nation. What's more, the expectation was that the most elevated levels of shopper certainty would be rested in the brands called Amul and Sagar.

The production of milk and milk items started from April 1, 1974. In August 1976, this Federation started the marketing of fluid milk to the Mother Dairy, Delhi, - protected rail big haulers, conveying new milk over a separation of 1,000 kms, a significant advance in building up a National Milk Grid.

This has come as an amazement in our nation to be that as it may be satisfying its GCMMF journey ought not overlook a certain something –

“ we work for the ranchers and our future is permanently connected to theirs. The maker was, is and will be the explanation we exist. “

REVIEW OF LITRATURE

The concept of consumer behavior is analyzed by different specialists under different situations for many years. The concept of this study is somewhat big, but the researchers has shown a large progress in this field of study. Considering this, I provide a study in writing and an structured examination with three key elements (expectation, reception, and continuation) in matter of the study of consumer behavior. This structure of study not only provide the guidance to other researchers but also gives a view on consumer behavior.i complete my study with an agenda for the investigation of consumer behaviour

OBJECTIVES OF STUDY

- Making and strengthening the distribution network of Amul Ice-cream and identifying the target market.
- To do a comparative study between of ICE-CREAM brands in the Market.
- Consumer survey in Delhi & NCR to find out the buying behavior of consumers.
- To find out the ways to increase the sale of Amul Ice-cream in Delhi & NCR.
- To get information about policies.
- To help in the fulfillment of right course of action

RESEARCH METHODOLOGY

RESEARCH DESIGN: The study used a design to analyze the size of market and competitive scenario and regular Research to assess the impact of change in some sales variables over total sales volume.

Sources of information

Data is **secondary sources**

SECONDARY SOURCES:

Here information gathered from online websites, books, journals.

Sample design:

Target responded: - all the ice cream buyers in in the contact .

Sampling procedure: - research sampling is based on convenient study.

Sample size: - cover the responses of 51 respondents.

DATA ANALYSIS AND SWOT ANALYSIS OF AMUL

The collected data was not doable, so I like to break down the collected information in a deliberate way and present it with basic strategy.

Strengths

The company has Indian origin regularly making sentiment of unity in the way of the clients thinking.

It makes only milk and milk items, which is totally veggie lover in this way giving quality trust to the clients

It is focusing on covering a huge territory of steadfast customer, which different organizations do not do.

Individuals are very sure for the quality products provided by Amul.

Amul has its hold in India which it aims to spread more and more.

Weaknesses

There are various other large players in the market of chocolate.

Absence of capital contributed with different organizations.

Inappropriate appropriation divert in India.

Opportunities

There is a huge deal of chance of growth and improvement as immense populace remain in provincial place where different organizations do not care to focus on. The chocolate showcase is at growth stage with small rivalry so by introducing new brand can be a generally excellent extension in near future.

Threats

The biggest danger is from different other companies who hold larger part portion of buyers in market for example Cadbury and Nestle.

There remains no brand dedication in the market of chocolate and shoppers regularly change their preferred brands.

New organizations in market like Fantasie fine stances parcel issues for Amul.

The examination and translation of the data holds the breaking down of the collected information and analyzing it with portrayal, for example, bar graphs, pie diagrams and others.

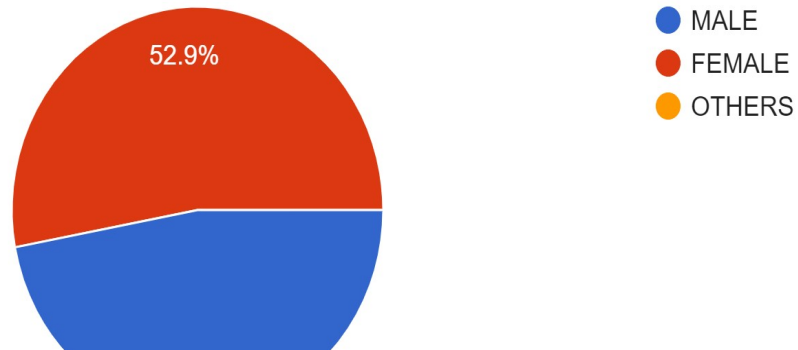
1. THERE WERE 51 RESPONSES FOR THE QUESTIONNAIRE.

2. ON GENDER BASIS

<u>GENDER</u>	<u>NO.OF RESPONDENTS</u>
MALE	24
FEMALE	27
OTHERS	0
TOTAL	51

2) GENDER:

51 responses

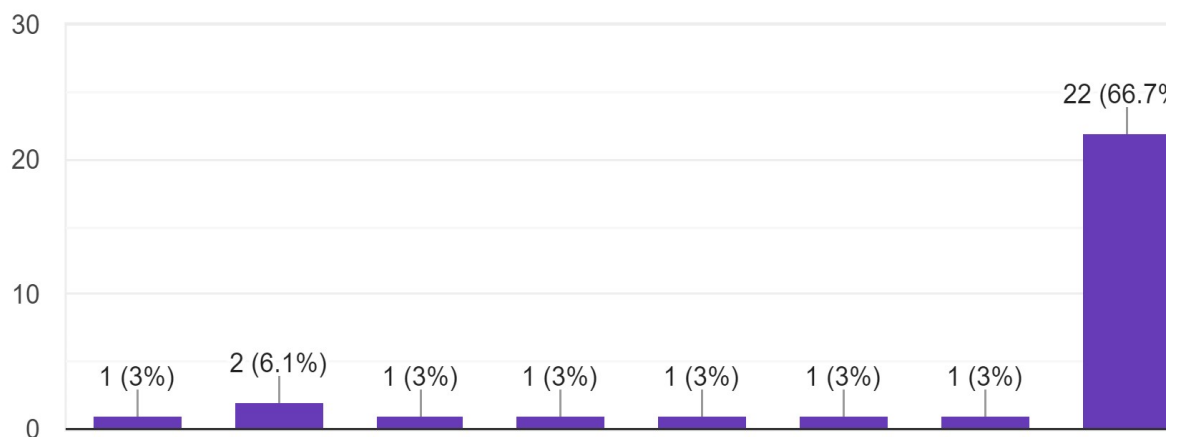


5. ON THE BASIS OF OCCUPATION

OCCUPATION	NO.OF RESPONDENTS
ADVOCATE	2
DOCTOR	3
HOUSE WIFE	2
SERVICE	3
STUDENT	41
TOTAL	51

6)OCCUPATION:

33 responses

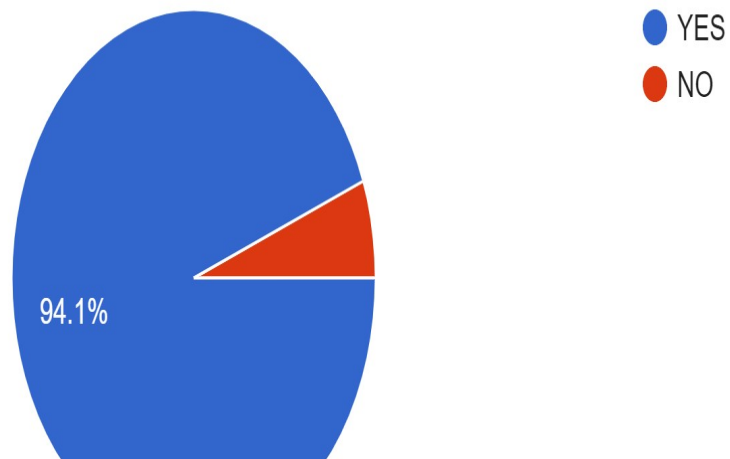


6. DO YOU BUY ICE CREAM?

<u>RESPONSES</u>	<u>NO.OF RESPONDENTS</u>
YES	48
NO	3
TOTAL	51

7) DO YOU BUY ICE-CREAM?

51 responses

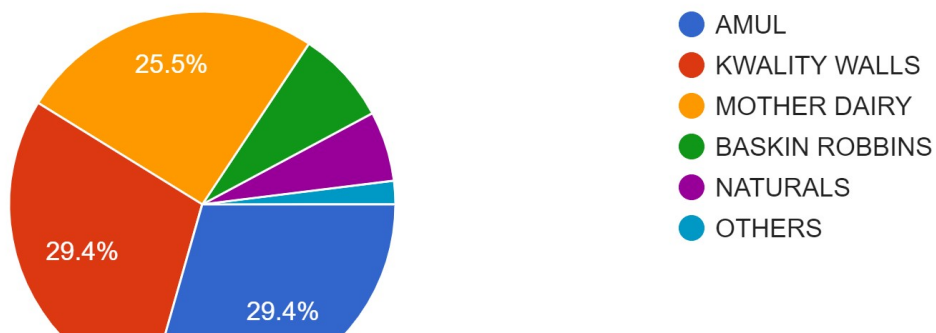


7. WHEN YOU THINK OF ICE CREAM WHICH BRAND COMES TO YOUR MIND?

BRANDS	NO. OF RESPONDENTS
AMUL	15
KWALITY WALLS	14
MOTHER DAIRY	12
BASKIN ROBINS	5
NATURALS	3
OTHERS	2
TOTAL	51

8) WHEN YOU THINK OF ICE CREAM, WHICH BRAND COMES TO YOUR MIND?

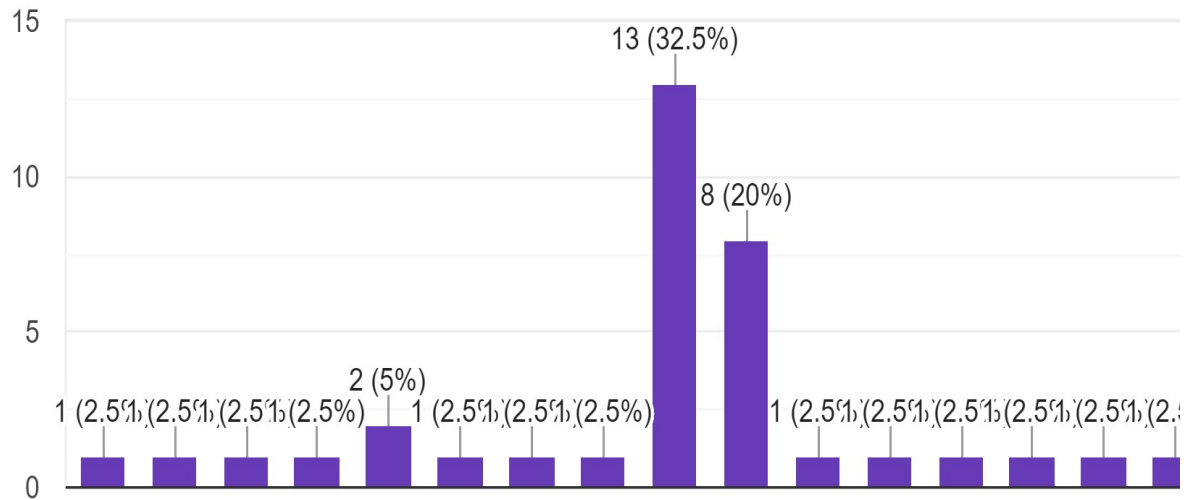
51 responses



8. WHICH FLAVOUR DO YOU LIKE THE MOST?

10) WHICH FLAVOUR DO YOU LIKE MOST?

40 responses

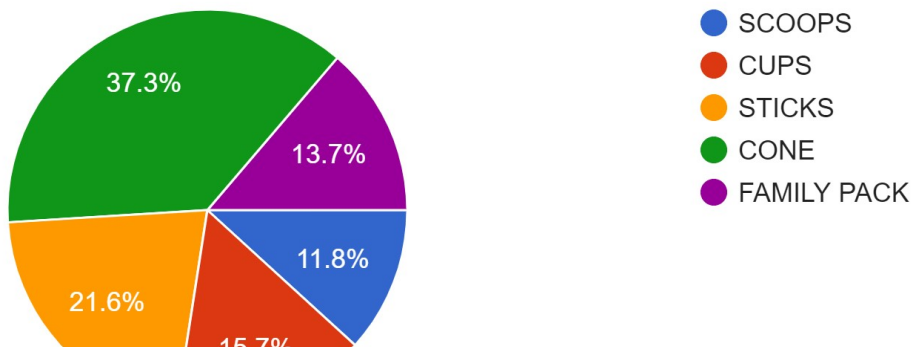


9. WHICH PACK DO YOU USUALLY BUY?

PACKS	NO. OF RESPONDENTS
SCOOPS	5
CUPS	8
STICKS	12
CONES	19
FAMILY PACKS	7
TOTAL	51

11) WHICH PACK DO YOU USUALLY BUY?

51 responses

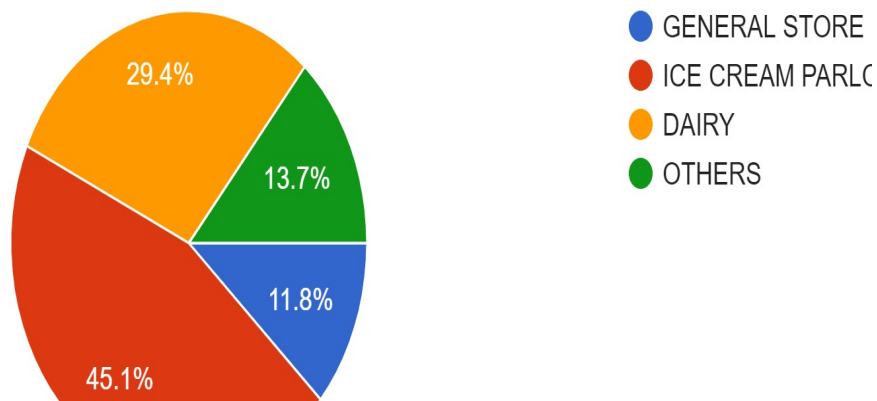


10. FROM WHERE DO YOU BUY AN ICE CREAM?

SHOPPING PREFERENCE	NO. OF RESPONDENTS
GENERAL STORE	6
ICE CREAM PARLOUR	23
DAIRY	15
OTHERS	7
TOTAL	51

12) FROM WHERE DO YOU BUY AN ICE CREAM

51 responses



FINDINGS

Major players: -

In Delhi & NCR the ice cream market is dominated by the two companies and some small local manufactures. These major companies are Kwality-walls with the market share of 50% and Mother Dairy is the second largest player with the market share of 42%. Two years ago, Saurabh ice cream came in the market but now it is totally wiped out from the market.

Market segmentation: -

There is also we can separate the ice cream market in terms of flavor and size.

Distribution channel: -Like the other region in Delhi & NCR also the distribution network consists of a distributor retailers and stock list. Here another thing which can be noticed are chain between distributor and the small vendor.

Through this survey, it is clear that:

1. People love to eat and buy Amul ice cream a lot.
2. It is one of the brand which is mostly purchased over other brand of ice cream.
3. Lack of good and effective marketing techniques.
4. Lack of introduction of new schemes (though this has improved somewhat a lot during the time of research).
5. Supply is not equal to the demand in market.

LIMITATIONS

This report needed to work under a few imperatives and confinements. A part of the main constraints are.

1. the study was done in two months, which is not sufficient to study the entire market.
2. Convenient testing was used as the method for exploration.
3. The size of example is very little, consequently it well may be said that the test is not the agent of the whole population and this prevented quantitative research.
4. The science used is to know personality of a respondent assume a critical job. A few respondents are increasingly touchy and other people who are progressively open minded. An adjustment in the organization of the respondents can influence the appropriate responses antagonistically or well.
5. People might not have been valid in addressing different inquiries and might be one-sided to certain different inquiries.
6. Not entire research and investigation can be featured, but just significant brands could be featured, leaving the other non-well known brands.
7. Poll for the most part contained different decision questions, along these lines numerous respondents didn't give an appropriate idea addressing the inquiries, and some even ticked things, which were not material. Along these lines, this expanded the business.

CONCLUSION

Any nourishment enterprise is known by two main columns it's brand value and it's appropriation arrange. Brand values are made over some amount of time frame by advancements mechanical reach, steady high caliber, forced commercial and showcasing. advancement close to the buyer through a arrangement of wide circulation. another significant achievement factor, as item has worth, habitually bought. Amul has benefits of both of this front. As per the 30th nov. 1999 introduction A&M GCMMF is the main company of India which offers an incentive for cash and HLL in on number two position so far. And the accomplishment of new item dispatch is concerned rank of GCMMF(Amul) is in eleventh position. While rank of HLL is in number one. Along these lines, to get the achievement in new item dispatch Advertisement ought to be progressively prevalent and creative upheld by a high bore showcasing work force.

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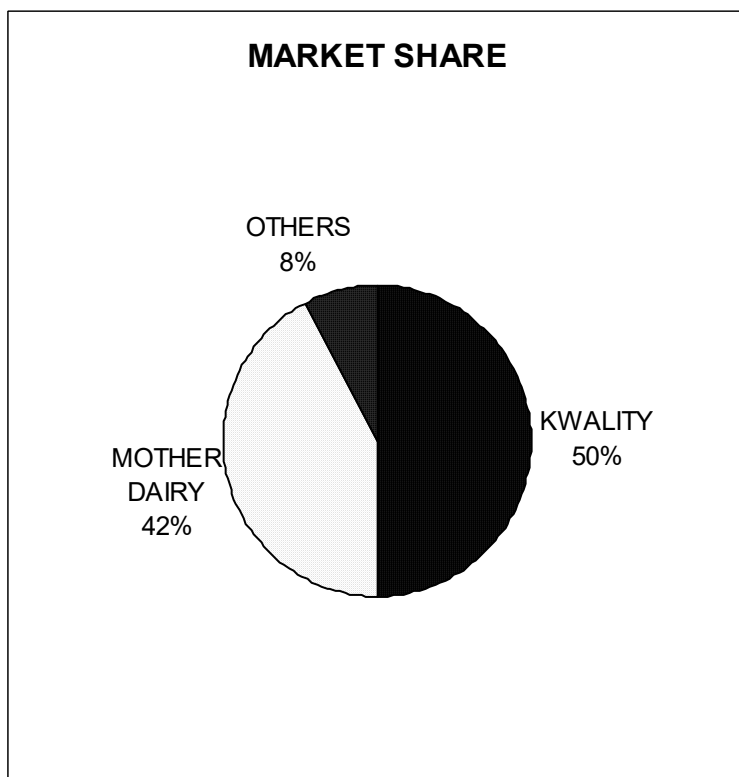
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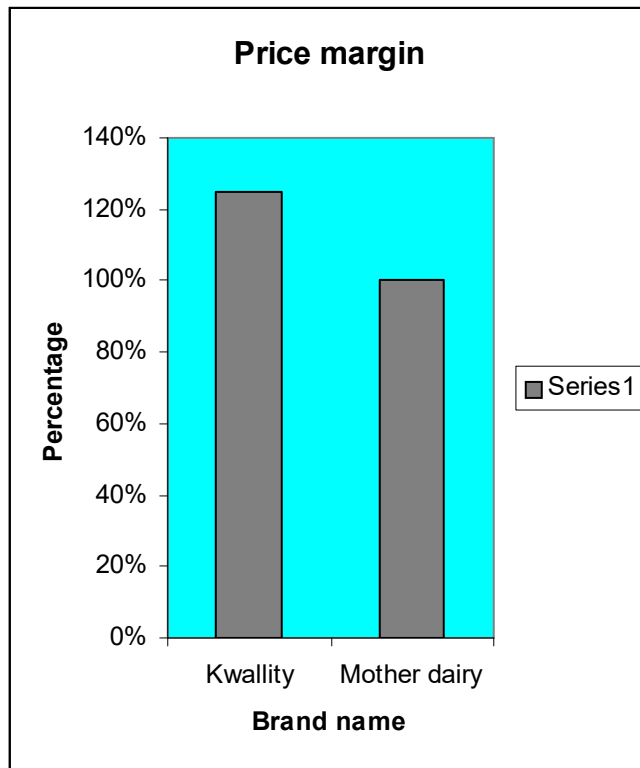
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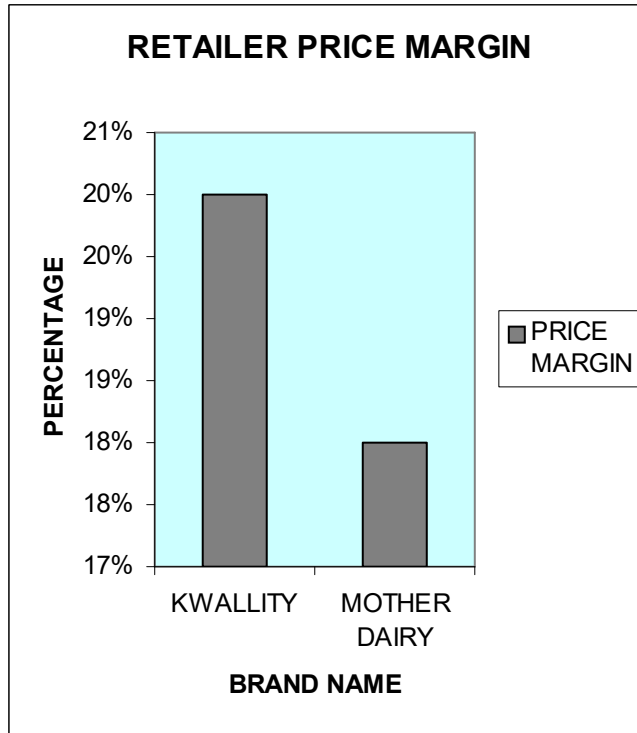
APPENDIX

MARKET SHARE OF MAJOR COMPETITORS IN DELHI & NCR ICE-CREAM MARKET

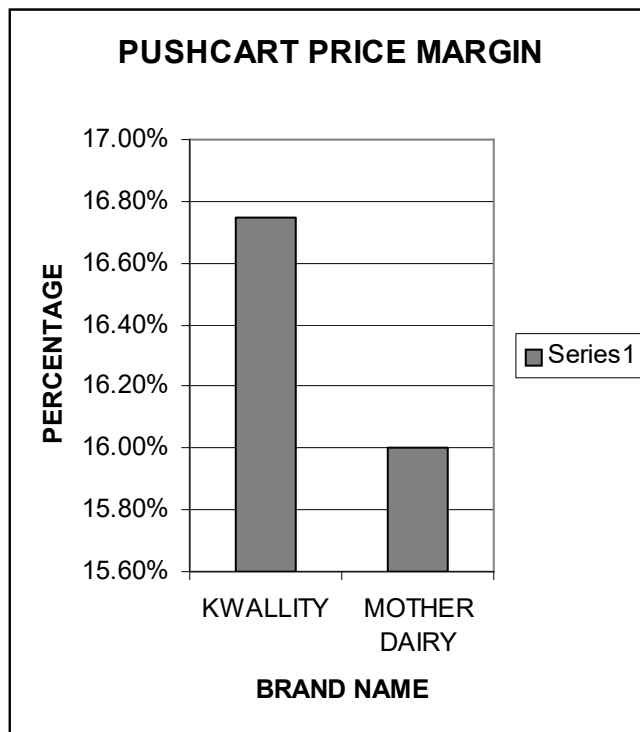




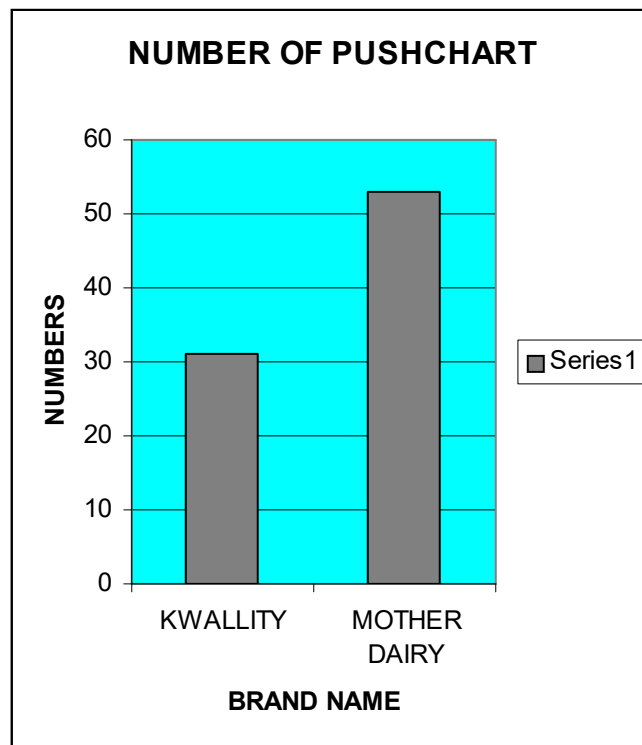
BRAND NAME	PRICE MARGIN
ality	%
her dairy	%



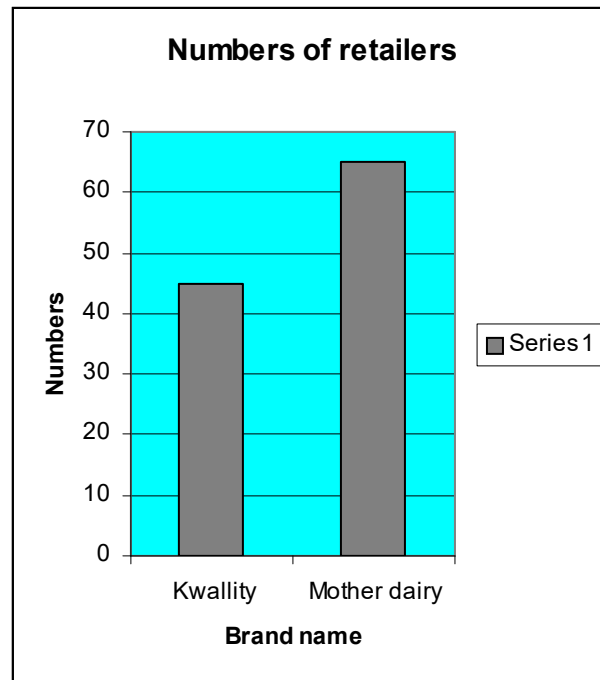
BRAND NAME	RETAILER PRICEMARGIN
ALITY	
THER DAIRY	



BRAND NAME	PUSHCART PRICE MARGIN
ALLITY	5%
THER DAIRY	

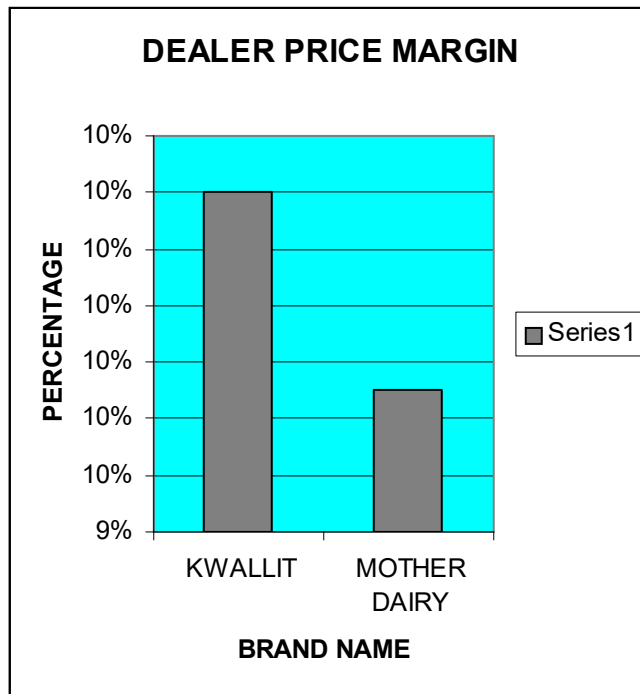


BRAND NAME	NUMBER OF PUSHCHART
ALLITY	
THER DAIRY	

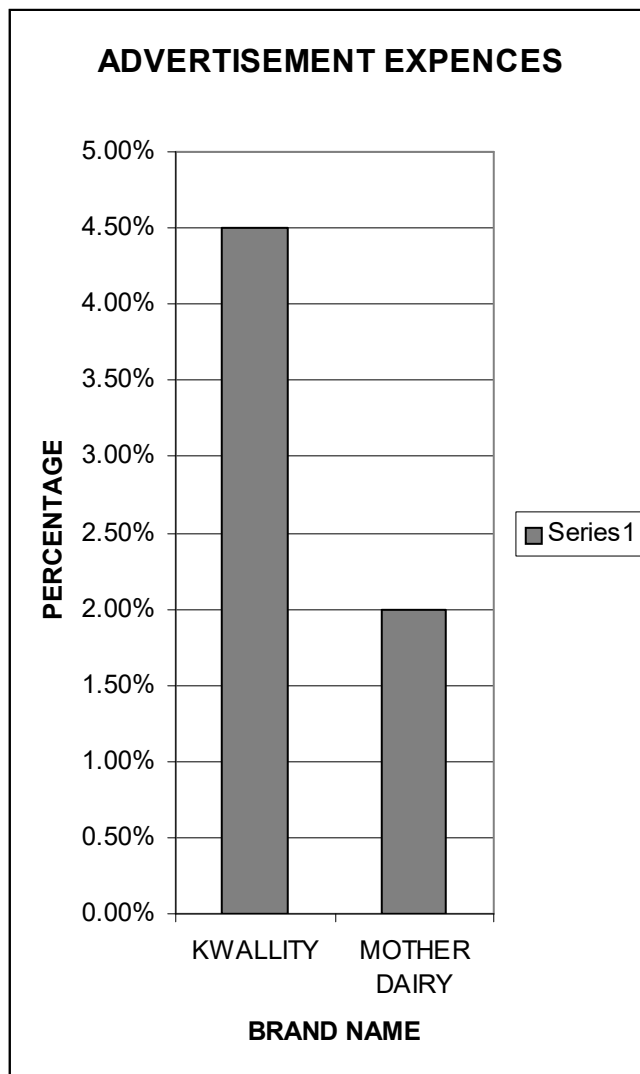


BRAND NAME

ALLITY	
THER DAIRY	



BRAND NAME	DEALER PRICE MARGIN
ALLITY	%
MOTHER DAIRY	%



BRAND NAME

ALLITY	%
THER DAIRY	

QUESTIONNAIRE (CONSUMER)

SURVEY ON AMUL ICE-CREAM

1. NAME: _____

2. GENDER:

*MALE

*FEMALE

*OTHERS

3. LOCATION:

*DELHI

*NOIDA/ G. NOIDA

4. MOBILE/ EMAIL ID: _____

5. AGE:

*10-20

*21-30

*31-40

*40+

6. OCCUPATION: _____

7. DO YOU BUY ICE-CREAM

*YES

*NO

8. WHICH BRAND COMES TO YOUR MIND WHEN YOU THINK OF ICECREAM?

*AMUL

*KWALITY WALLS

*MOTHER DAIRY

*BASKIN ROBBINS

*NATURALS

*OTHERS

9. HOW FREQUENTLY DO YOU PURCHASE ICE CREAM?
DAILY

*WEEKLY

*MONTHLY

*FESTIVE SEASON

*OCCASIONALLY

10. WHICH FLAVOUR DO YOU LIKE THE MOST?

11. WHICH PACK DO YOU USUALLY BUY?

*SCOOPS

*CUPS

*STICKS

*CONE

*FAMILY PACK

12. FROM WHERE DO YOU BUY AN ICE CREAM?

*GENERAL STORE

*ICE CREAM PARLOUR

*DAIRY

*OTHERS

13. HAVE YOU EVER EATEN AMUL ICE CREAM?

*YES

*NO

14. IF YES, WHICH THING YOU LIKR MOST ABOUT ICE CREAM?

*PRICE

*FLAVOUR

*TASTE

*PACKAGING

*AVAILABILITY

15. HAVE YOU SEEN OR EVER VISIT AMUL PARLOUR?

*YES

*NO

16. IS AMUL ICE CREAM EASILY AVAILABLE?

*YES

*NO

17. IS THE BRAND NAME VISIBLE?

*YES

*NO

18. HAVE YOU SEEN ANY RECENT ADVERTISEMENT OF AMUL ICE CREAM ON T.V.?

*YES

*NO

19. WHICH NEW FLAVOUR WOULD YOU LIKE TO EAT?

20. ARE YOU SATISFIED WITH AMUL ICE CREAM?

*YES

*NO

21. ANY OTHER SUGGESTION.

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