

Understanding Customer Satisfaction towards Amul Products: A Comprehensive Study

V R Lavanya¹, Amtul Wahab², Sana Fatima³, Sanchita Sahoo⁴, Sania Begum⁵, S Anusha⁶

¹Lecturer in Commerce, IPGDCW (A), Nampally, Hyderabad, Telangana, India.

²Assistant Professor, IPGDCW (A), Nampally, Hyderabad, Telangana, India.

^{3,4,5,6}Student, IPGDCW (A), Nampally, Hyderabad, Telangana, India.

Abstract

This research abstract presents an in-depth exploration of customer satisfaction towards Amul products, a renowned dairy brand. The study aims to unravel the factors influencing customer satisfaction, perceptions, and preferences regarding Amul's diverse product range. Through a mixed-methods approach, combining qualitative and quantitative analyses, this research provides valuable insights into the dynamics of customer satisfaction within the context of Amul products. This research abstract offers a condensed overview of the study's objectives, methodologies, and anticipated findings. By examining customer satisfaction levels and understanding the factors that contribute to positive consumer experiences with Amul products, the research seeks to provide actionable insights for Amul and stakeholders in the dairy industry. The inclusion of keywords highlights the key elements of the study, offering a quick reference to its focal points.

Keywords: Customer Satisfaction, Amul Products, Dairy Brand, Consumer Perceptions, Product Preferences, Quality Assurance, Brand Loyalty, Market Dynamics, Consumer Feedback, Dairy Industry.

1. Introduction

Amul is an Indian dairy cooperative society based out of amul that is in Gujarat. The word amul is derived from Sanskrit word amulya which means priceless or precious. Formed in 1946, it is cooperative brand managed by a cooperative body, the Gujarat co- operative milk marketing federation ltd, (GCMMF), which today is jointly own by 3.6million producers in Gujarat, and the apex body of 13 district milk union, spread 13000 villages of Gujarat; amul spread indias white revolution, which made the country the world`s largest producer of milk and milk products. Amul has made a place in our hearts with its top quality dairy products and unique marketing strategy! Amul milk, amul butter, amul cheese, cream, chocolates and ice -cream fill you with a bliss full joy! It has become a trust worthy brand and today you don`t think twice before buying a amul product, but as gold has to burn in the fire before becoming gold, Amul, too had to face many challenges before becoming the favorite dairy brand of India. AMUL is considered as india`s best

known local brand across all categories. india`s prefer dairy ice cream rather than frozen desert and amul has a wide range in the dairy ice cream segment , 35 % market share in natural ice cream market . In the year 1946 the milk union was established. This union was started with 250 liters of milk per day. In the year 1955, amul was established. In the year 1946 the union was known as Kaira District Co-Operative Milk Producers Union. This union selected the brand name amul in 1955. Amul is managed by Gujarat cooperative milk marketing federation ltd. (GCMMF). Amul motivated india`s wide revolution propelling the country to the leading destination in the world for milk and milk products production. Amul was founded in 1946 through the efforts of tribhuvandas kishibai patel. Tribhuvandas kishibai patel under the guidance of sardar vallabhbhai gupta became the founding chairman of the organization and led it until its retirement in the 70`s.the taste of India , a brand so distinctively Indian has been a part of our lives for nearly five decade now and still able to touch a chord in our hearts . As a brand Amul has grown from being merely a differentiating factory to protect the interest of producers and consumers. Amul inspired ‘Operation Floods’ and heralded the ‘White

revolution' in India. It began with two villages cooperative and 250 liters of milk per day, nothing but ooze compared to the flood it has become today. Amul distributors over million liters of milk per day, It also collects and process various milk products, During the peak, On behalf of more than a thousand village individually owned by half a million farmer member. Amul has become a symbol of aspiration of millions of farmers. Amul, the taste of india is one of the most familiar lines we have heard right from our childhood. It is one of the most popular food brands in india. In india, Amul cheese, Butter, milk, Ice-creams are a part of every household. Our fondness for Amul butter can be identified from the fact that it is most popular brand that can be found in my mother kitchen, In kitchens of five-star restaurants and at street side food stalls from North to south, East to west food menu can change but when it comes to butter many of us just wow for amul. Likewise its yummy and delicious product Amul brand starry is equally fascinating and inspiring. The project work is carried out to highlight the important elements four customers in the household and let the service provides to understand the overall picture of customer behavior towards Amul Company with help of understanding the factors affecting customer's behavior for choosing a certain service provider. Amul sprung from the seeds in the Chartor, an area in the Kaira district of Gujarat, as a cooperative movement to empower the milk producers. The model has helped India emerge as a largest milk producer in the world. More than 15 million milk producers contribute their milk in 144,500 dairy cooperative societies across the country. Their milk is processed in 184 district co-operative unions and marketed by 22 state marketing federations, ensuring a better life for millions. Amul ice-cream was launched on 10th march 1996 in Gujarat. In 1997, Amul ice – cream entered Mumbai followed by Chennai in 1998 and Kolkata and Delhi in 2002 nationally it was rolled out across the country in 1999. In January 2007, Amul introduced SUGAR FREE AND Prolife probiotic wellness ice cream which was a first in India. Today Amul is a symbol of many things like of the high quality products sold at reasonable prices, of the genius of huge cooperative network of triumph of indigenous technology. AMUL Ice-cream is among the Asia's top 10 ice-cream brands. In a short span of 6 years Amul ice-cream has become NO.1 ice cream brand in the country Amul ice cream is now the only national brand and other ice cream are regional. Our position in the market Amul NO.1 brand in India. Amul has achieved a market share of 38% (4.5 times larger than nearest competitor). Thus, today amul has more than 150 chilling centers in various villages milk is collected from almost 1073 societies with financial help from UNICEF, assistance from the govt. of new Zealand under the Colombo plan of Rs. 50 million for factory to manufacture milk powder and butter was planned. Dr. Rajendra Prasad, the president of india laid the foundation on November 15, 1954 shri pandit Jawaharlal Nehru, The prime minister of india declared it open at amul dairy on November 20, 1955. it open at amul dairy on November 20, 1955. Amul products are shown in Figure 1.



Figure 1 Amul Products

2. History

Over seven decades ago the life of farmer in kaira was very much like that of farmers anywhere else in India. His income was derived almost entirely from seasonal crops. Their income from milk buffaloes was undependable. The milk marketing system was controlled by contractors and meddlers

as milk is perishable and farmers were compelled to sell their milk for whatever they were offered. Often they had to sell vream and ghee at a throwaway price .They were in general illiterate but they could see that the system under which contractor could buy their produce at a low price and arrange to sell it at huge price and profits was just not fair. This became more noticeable when the Bombay milk scheme in 1945 milk had to be transport 427 kilometers, from anand to Bombay. This could be done Only if milk was pasteurized in anand. After preliminary trails the government of Bombay entered into an agreement with palsons limited to supply milk from anand to Bombay on a regular basis. The arrangement was highly satisfactory to all concerned – except the farmers. The government found it profitable polsoas kept a good margin. Milk contractors took the biggest cut. No one had taken the trouble to fix the price of milk to be paid to be produces. This under the Bombay milk scheme the farmers of kaira district were no better off ever before. They were no better off ever before. They were still at the mercy of milk contractors. They had to sell their milk at a price the contractors fixed. The discontent of the farmers grew. Figure 2 shows the farmers went in deputation to sardar patel who had advocated farmers' co-operative as early as 1942.



Figure 2 Sardar Patel Visits Farmers for Milk Scheme

The Government turned down the demand. The farmers called a ‘milk strike’. It lasted 15 days. Not a drop of milk was sold to the milk merchants. No milk reached Bombay from Anand, and the Bombay Milk Scheme almost collapsed. After 15 days the milk commissioner of Bombay, an Englishman, and his deputy visited Anand, assessed the situation and accepted the farmers’ demand.



Figure 3 Kaira District Co-operative Milk Producers Union Limited

This marked the beginning of the Kaira District Co-operative Milk Producers’ Union Limited, Anand are shown in Figure 3& 5. It was formally registered on December 14, 1946. Its objective was to provide proper marketing facilities for the milk producers of the district. The Union began pasteurizing milk in June 1948, for the Bombay Milk Scheme – just a handful of farmers in two village co-operative societies producing about 250 liters a day.



Figure 4 Largest Amul Milk Dairy

An assured market proved a great incentive to the milk producers in the district. By the end of 1948, 432 farmers had joined village societies, and the quantity of milk handled by the Union had increased to 5000 liters a day. In the early stages, rapid growth brought in its wake serious problems. Their solution provided the stimulus for further growth. For example, as the co-operative movement spread in the district, it was found that the Bombay Milk Scheme could not absorb the extra milk collected by the Union in winter, when buffaloes yielded an average of 2.5 times their summer yield. Thus by 1953, the farmer-members had no regular market for the extra milk produced in winter. They were again forced to sell a large surplus at low rate to middlemen. The largest milk dairy shown in Figure 4.



Figure 5 Milk Produce Union Limited

The only remedy was to set up a plant to process the extra milk into products like butter and milk powder. The logic of this step was readily accepted by the Government of Bombay and the Government of India, except for a few doubting Thomases. The government of India helped the Union to get financial help from UNICEF and assistance from the Government of New Zealand under the Colombo Plan. Technical aid was provided by F.A.O. An Rs.50 – lakh factory to process milk powder and butter was blueprinted. Its foundation stone was laid by the then President of India the late Dr. Rajendra Prasad on November 15, 1954. The project was completed by October 31, 1955, on which day the late Pandit Jawaharlal Nehru, the then Prime Minister of India, declared it open. The new dairy provided a further fillip to the co-operative movement among milk producers. The union was thus enabled to organize more village co-operative societies and to handle more and more milk each year. This event also brought a breakthrough in dairy technology as the products were made processing buffalo milk for the first time in the world. Kaira Union introduced the brand “Amul” for marketing its product range. The word “Amul” is derived from Sanskrit word ‘Amulya’ which means ‘priceless’ or precious’. In the subsequent years Amul made cheese and baby food on a large commercial scale again processing buffalo milk creating a history in the world [1]. Village Dairy cooperative society Shown in Figure 6.



Figure 6 Village Dairy Cooperative Society

3. Amul Strategy

- The Amul model of, dairy development is a three-tiered structure with the dairy cooperative societies at the village level federated under a milk union at the district at the state level. Level and a federation of member unions.
- Establishment of a direct linkage between milk producers' consumers by eliminating middlemen.
- Milk produces (farmer control procurement, processing and marketing;
- Professional management

3.1 Role of (GCMMF) In Building Amul

The GCMMF is the marketing, entry for the products of all the unions in the state of Gujarat: GCMMF has 42 regional distribution centers in India, serves over 500000 retail outlets and exports to more than 15 countries. All their organizations are independent legal emitters get loosely tied together with a common destiny. Rate the ultimate goal of the GCMMF is to benefit the farmers through this hierarchical supply chain that include different Kinds of entities of ranging from small supplies to large fragmented markets. GCMMF (AMUL) has the largest net worth any FMCG company. It has nearly 50 Sales offices all over the country, more than 3000, wholesale dealers and male than 500000 retailers GCMMF markets and manages the Amul brand. From mid 1990s Amul has entered areas not related directly to its core business. Its entry into ice-cream was regarded as successful due to the large market share it was able to capture within a short period of time-primarily due to the price differential and brand name. It also entered the pizza business, where the base and the recipes were made available to restaurant owners who could price it as low as 30 rupees per pizza [2]. Amul strategy shown in Figure 7.

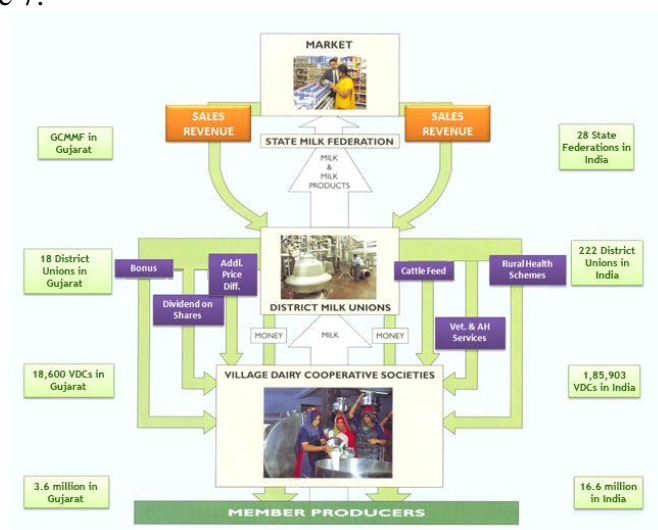


Figure 7 Amul Strategy

3.2 Best Of Amul Products

3.2.1 Amul Dahi

This bright yellow and green container of dahi is sure to catch your attention in the supermarket. We

picked a box of the Amul Premium Dahi to test the taste and its creaminess, texture, price, packaging, and other factors consumers look for in a store-bought dahi. The back of this 400-gram pack provides a lot of information like how it is made using the purest and freshest pasteurized milk and is also free from added sugar. After having tasted the Amul Premium Dahi, we can say it without a doubt that this packaged dahi is perfect for making at-home dips or marginations for starter-type dishes. As part of Mishry Secret Sauce, we tried preparing homemade curd using Amul Premium Dahi as the base. It was firm, creamy, and beautifully set! Product Details Premium packaging No added sugar Firm and creamy [3]. Figure 8 shows amul dahi.



Figure 8 Amul Dahi

3.2.2 Amul Masti Spice buttermilk

The Amul Masti range is classified by its signature spice mix that adds tons of flavor to the humble buttermilk. 'Asli Masti, Asli Taazgi' is the tagline for the Amul Masti range. It promises a delicious yet light beverage to beat the heat. You can get this Amul Chaas online in a pouch or tetra packs ranging from 180 to 1000 ml. Based on Team Mishry's review, Amul Buttermilk tastes yum with balanced spiciness and it was shown in Figure 9.



Figure 9 Amul Masti Spice Buttermilk

3.2.3 Amul Butter

Amul is synonymous with Butter in India. Several Generation of Indian consumers have grown up with the taste of Amul Butter for the six decades. Utterly Butterfly Delicious taste of Amul Butter is must on breakfast table of almost every Indian Household. Utterly Cute Amul Butter Girl has been a part of Indian Consumers since 1950. Amul Butter topical is recognized as one of the longest running advertisement campaign in the world. Amul Butter are shown in Figure 10.

Spread: On Bread, PParantha Roti, Nans, Sandwiches.

Topping: Pav Bhaji, Dals, Soups, Salads, Dal, and Rice.

Ingredient: Biscuits, Cakes, Breads.

Cooking Medium: Butter Paneer Masala, Butter Corn Masala and thousands of delightful recipes.



Figure 10 Amul Butter

3.2.4 Amul Paneer

Most convenient form of paneer Rich in Proteins. Pure and Hygienic Having high fat and low moisture compared to loose paneer available in market. Paneer having smooth, uniform texture and softness it was shown in Figure 11.[4].



Figure 11 Amul Paneer

3.2.5 Amul Ice Cream

Made from Fresh Milk (Real Milk, Real Ice cream): No added vegetable oil, hence no Frozen Dessert. No Differentiation in Quality Standards of Consumer & Catering/ Institutional Packs: Stringent Standards than Specified by PFA & BIS for fatter and less overrun (less air) to give creamier feeling. Best Ingredients: Fresh milk, superior fruits & nuts. Manufacturing Facility: Made in ISO & HACCP certified state of the art plants with stringent hygienic standards to ensure food safety. Prolife & Sugar Free Probiotic: The first company in India to introduce probiotics in ice cream (IDF Award for Best Nutri marketing Category, Oct '07) & sugar free Probiotic products [5]. Amul ice cream are hygienic and it was shown in Figure 12.



Figure 12 Amul Ice Cream

3.2.6 Amul Chocolates

Amul chocolates are made with high quality ingredients and processed with world class technology. We offer festival specific packs as well to meet customer needs Specially designed fun animal shaped Choco Zoo for children Dark chocolates contains 55% cocoa - rich source of antioxidants. Amul Chocolates are shown in Figure 13.



Figure 13 Amul Chocolates

3.3 Advantages of Amul

Advantages are always internal to a company. A strength is something that comes from within the company, from its people, its process or the resources employed by it. Here are the strengths from the SWOT Analysis of Amul.

Investment in Technology: Amul has experienced exponential growth in the last few decades. The company is continually investing in adaptive and revolutionary technologies within the dairy industry. The company is targeting a turnover of Rs. 50,000 crore in the fiscal year 2020.

Production Capacity: Amul is one of the largest manufacturers of milk and dairy products in the world. The company is managed by the Gujarat Co-operative Milk Marketing Federation Limited, which is a dairy producer's cooperative, supplies the company with 18 million liters of milk daily.

Market Share: Amul has transformed itself into the market leader of milk and dairy products in the country. For instance, Amul has a market share of 33 per cent in the organized ice cream industry. The ice cream market is expected to grow by 30 per cent. Amul has expanded its ice cream product and business portfolio by opening standalone Amul ice cream stores all over the country. Furthermore, the flavored milk industry in India is also expected to grow by 20 per cent, and once again, Amul is a market leader in flavored milk in India.

Strong Brand Value: Amul is one of the most recognizable and valuable brands in India. The Amul girl, the company's mascot which features on its advertisements is one of the oldest and most iconic brand mascots which Amul uses even today. None of the milk or dairy products brands in India has come close to the public image or brand value which Amul enjoys in the Indian market.

Quality: One of the primary reasons for Amul being one of the most trusted brands in Indian and having a strong and loyal consumer base is its quality. Amul has never faced any significant issues pertaining to its quality within the Indian market. The company has also maintained transparency concerning its quality control practices. Amul maintains excellent relationships with the health department and government agencies. Validation from these authorities further develops trust within the minds of the consumers about the quality of Amul's products.

Large Consumer Base: The Company has a large consumer base which spreads across the urban and rural regions of the country. This wide-reaching consumer base has allowed the company to maintain distinct leverage over its competitors

3.4 Disadvantages of Amul

Just like the advantages, disadvantages are also internal to the brand or the company. You could see it as lack of certain aspects in the business that makes it vulnerable. Sometimes, certain strengths

bring with them certain weaknesses. Examples of that is, however, the matter of another blog post. So, here are the disadvantages from the SWOT Analysis of Amul.

High Operational Cost: Amul has a high operational cost due to its massive size and complex structure. This can become problematic for the company if the company experiences fall in demand. The company also heavily depends on the dairy unions and communities for its supply of milk. As the needs of the dairy community are changing with them demanding higher prices for their produce. These issues can add up to the operational cost of the company and lower its profit margins.

Lack of Success in Certain Areas of Portfolio Expansion: Amul has expanded its product portfolio to add products such as butter, ghee, buttermilk, flavored milk, ice cream, chocolates, cheese, creams, sweets and more. However, not every product of Amul within its portfolio has tasted the same amount of success. For instance, Amul's chocolates have not been able to replicate the success of its ice cream brands. Amul chocolates have a tiny market share in the chocolates, sweets and confectionery market in India.

Frequent Legal Issues: The Company has faced legal issues in the recent past wherein Amul chose to advertise its products while disparaging the brand and products of its rivals. This led to Hindustan Unilever filing a lawsuit against Amul in the Bombay High Court. In 2017, The Bombay High Court passed a verdict in favor of Hindustan Unilever. This caused the company a lot of embarrassment and has also contributed to tarnishing the public image of the company.

4. Problems Faced by Amul

Amul is a popular Indian dairy cooperative that faces various issues. Some of the significant challenges that Amul encounters are as follows:

Competition: Amul faces fierce competition from both national and international players in the dairy industry. Many large players have entered the Indian market with significant investments in marketing, distribution, and product innovation.

Supply Chain Management: Managing the supply chain is a significant challenge for Amul. The company procures milk from a large number of small farmers, and it has to ensure that the milk is of good quality and transported to processing plants in a timely and efficient manner.

Price Volatility: The dairy industry is subject to price volatility due to factors such as supply and demand, weather conditions, and government policies. This makes it challenging for Amul to maintain stable pricing for its products.

Product Innovation: Amul needs to continuously innovate and develop new products to stay relevant in the market. The company has to invest in research and development to come up with new product ideas that meet changing consumer preferences.

Distribution: Amul has to ensure that its products are available in all parts of the country, including rural areas. The company has to invest in building a robust distribution network to reach these markets.

Quality Control: Maintaining quality standards is crucial for Amul. The company has to ensure that the milk it procures is of good quality, and the processing plants follow strict hygiene and safety standards to produce high-quality products.

Overall, Amul faces many challenges, but the company has been able to navigate them successfully and maintain its position as a leading player in the Indian dairy industry.

5. Threats to Amul

The way a company should take care of the threats is by working on its strengths to mitigate the effects of threats. Some organizations who are in a niche, niche down further to mitigate the risks of a competitive environment. I have listed below some of the Threats for Amul.

1. Increasing Competition

Amul is facing increasing competition in milk and dairy products sector from brands such as Mother Dairy, Aavin, Kwality Ltd, Nadini Dairy, HUL and other local players. Amul is also facing increasing competition within the ice cream sector from Kwality Walls, Baskin Robins, Havmor, London Dairy and other domestic brands

2. Growing trend of Veganism in India

Many people in India are turning towards veganism, which implies that these people do not consume dairy or dairy products. This can impact the demand for Amul's milk and dairy products if the popularity of veganism increases and spreads across different parts of the country.

Scope of the project work

- Customer satisfaction is an important element in the marketing activity the customer satisfaction decides the fate of the product and organization. There are various factors to the customer satisfaction. These factors are, post purchase behavior, reputation, product availability, branding and convenience etc.
- Amul products is one the important products which used all over the world. Consumer's behavior is an important element in the marketing activity: This study is used to calculate various opinion of the consumers who is using Amul products. This shows the purchasing level of the product the company can come to know about the strength and weakness of the product.

6. Objectives

- To find out why amul products are the bestselling in India
- To identify the level of satisfaction toward amul products
- To find out the opinion of the consumer about the product

7. Competitors of Amul

Amul has many competitors in the market. The major competitors are

1. Mother dairy
2. Britannia
3. Nandini
4. Vijaya
5. Arun

Amul has many competitor, who has entered the market in last decade and are growing. The market Last decade and are growing their market share steadily In Ice cream category, Amul owns a major share but even though individually this competitor's brands might not be a worthy advisor, combined and due to synergy, all of them together are giving very tough competition to Amul. Some of them ice cream companies, giving a tough competition to amul are

1. Baskin robins
2. London dairy
3. Havmor
4. Arun ice creams
5. Kquality walls

Many of this ice cream products are geographical targets antric

- Many of their ice cream products are niche or geographical target antric. Havmor is more successful and strong in west India whereas Arun ice cream is strong in south-Besides these organized Player, Amul has many unorganized and small competitors as well which offers their own ice cream variants in own outlets. But the competition in other dairy products like Butter and cheese is far less
- But mother dairy is giving tough competition to Amul all range of milk products: Strength of Amul= Quality products, brand name, corporate image, good work force Strength of mother dairy = Very good distribution channel through MD booth, distributes and retailers)
- Mother dairy providing extra facilities like refrigeration facility on behalf of small amount of security to retailers where as AMUL provide this facility on permanent base's by taking complete charge of fridge. Some promotional scheme are also being given by the mother dairy. In term of product quality Amul is far better than mother dairy and Customer's first preference is Amul. Market analysis says Amul is No-1 in the milk mark

8. Literature Review

Dr S. P. Sanitha 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**, in dairy co-operative movement in India: India's largest food brand trusted Amul product for its quality and product -available at affordable price. Amul product enjoying No. 1 position in dairy industry this stands to further strength its position. This project work is pertaining to find out the present consumer satisfaction of Amul Product. Amul product has a good reputation among the consumers in Madurai. So it can be extended to supply rural area also. Many of their economies have underdeveloped markets and fragmented, supply bases. Market failures for many of these small producers are high. On the other hand, the size of both, markets and suppliers is large. As a result, firms that identify appropriate business strategies that take into account these characteristics are more likely to succeed in these markets.

Dr. P Rengarajan R. Sathya and R. Gothami, buying behavior of selected branded milk products. Dairy products is one of the important things used nowadays in urban and rural areas. Although the country has emerged as the largest producer of milk in 90's. Market size is increasing day by day and the demand for that product is arising. So, the companies need a proper distribution network per availability of a product at a demand.

Mrs Sonali Dhawan, A study on consumer behavior towards various branded and non-branded milk with special reference to Jabalpur district in Madhya Pradesh. Consumer's behavior can be defined as the behavior that consumers display in searching for purchasing, evaluating and disposing of products and services "that they expect will satisfy needs and wants. But there is a lack of awareness among the consumers. About milk they are consuming. The campaign has to be run by the companies how they pasteurised the milk and how hygienic it is to the branded milk.

Mohit Jamwal, Dr. A. Khilesh Chandra Pandey, Consumer behavior towards cooperative milk societies. A study on measuring the customer's satisfaction of anchal milk. A member milk union of UDFC Ltd)" The study on consumer behavior is the study of how individual make decision do spend their available resource (time, money, efforts)

On consumption related items. Customer's satisfaction was measured across different attributes of the Anchal milk and the customer's preferences was checked across different parameters. This survey on the sale of anchal milk, it can be concluded that how to evolve their Production marketing and pricing strategies effectively.

Conclusion

As per the study done towards the Amul product the consumption of the Amul product are high when compared to other products. 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. The brand Amul is dairy cooperative, they have been able to create a market perception of honesty & transparency with their clean management. The network of Amul consists of over 100 office, 7500 stockiest covering at least every taluka head quarter town, and serving Nearly 10 lakhs 'outlets with a turnover of Rs 10000 crores, and serving several cooperative. This project concludes that the buying behaviors of the consumers are positive, so the product has good reach in the entire country.

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