

A Study on Consumer Buying Behaviour towards Amul Dairy Products

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ABSTRACT: This study investigates the consumer buying behaviour towards Amul dairy products in India. Amul, a leading dairy brand, has been a household name for decades, offering a wide range of products such as milk, butter, cheese, and ice cream. The study analysis consumer awareness, preferences, purchase behaviour, and factors influencing buying decisions. The findings indicate that consumers show a highly positive attitude towards Amul products, especially due to their quality, taste, and availability. Despite its popularity, the company faces intense competition from other dairy brands. A survey of 120 respondents reveals that product quality, price, and brand loyalty are key drivers of consumer preference for Amul. The study also highlights the importance of packaging, advertising, and distribution channels in shaping consumer behaviour. The findings of this study provide valuable insights for Amul to refine its marketing strategies and strengthen its market position.

KEYWORDS: Consumer Buying Behaviour, Amul Dairy Products, Customer Preference, Brand Loyalty, Product Quality, Purchase Decision, Dairy Industry, Marketing Strategy.

I. INTRODUCTION

Consumer buying behaviour plays a crucial role in determining the success of any business. It involves understanding how individuals select, purchase, and use goods and services to satisfy their needs and wants. Consumer behaviour is dynamic and influenced by various internal and external factors such as psychological, social, economic, and cultural elements. The study of consumer behaviour helps marketers design effective strategies to meet customer expectations. In the dairy industry, brands must maintain quality, affordability, and availability to retain customers. Amul. This study focuses on analysing consumer behaviour towards Amul products, identifying key influencing factors, and evaluating customer satisfaction.

II. LITERATURE REVIEW

Dr. S. P. Savitha [2017], "A study on consumer preference towards 'AMUL PRODUCT' in Madurai city". International Journal of Current Research and Modern Education. Mohit Jamwal, Dr. Akhilesh Chandra Pandey (2014), "Consumer behaviour towards cooperative milk societies: A study on measuring customer satisfaction of 'Aanchal' milk IBWL 2020: Needs & Strategies - A Management perspective. Akhila D and Dr. C. Boopathi [2013], Consumer behaviour on Aavin milk and dairy products in Pollachi of Tamil Nadu. Consumer perception over Aavin milk products based on their age, education, qualification and monthly income of the consumer's family. R. Sathya and R. Gotham [2012], "Buying behaviour 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 the 90s, market size is increasing day by day and the demand for that product is rising. Mrs. Sonali Dhawan, "A study on consumer behaviour towards various branded and non-branded milk with special reference to consumer behaviour can be defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services.

III. METHODOLOGY

This study adopts a descriptive research design to investigate consumer buying behaviour towards Amul dairy products. A survey method is employed, collecting data from 120 respondents through online and offline questionnaires. Convenience sampling is used to select participants from urban and rural areas. Primary data is

collected through structured questionnaires, while secondary data is sourced from existing literature and industry reports. The data collected was analysed using percentage analysis and basic statistical tools such as the chi-square test to identify relationships between variables. Convenience sampling is used to select participants from urban and rural areas. The study focuses on understanding consumer awareness, preferences, and factors influencing purchase decisions.

IV. RESULT AND DISCUSSION

TABLE.1 Respondents' opinion on "Age Distribution"

Age Group	Respondents	Percentage (%)
18-25	42	35
26-35	36	30
36-45	24	20
Above 45	18	15
Total	120	100

Source: Primary data

Interpretation:

Table 1 shows that Majority (35%) of respondents are in the 18–25 age group, indicating younger consumers are the primary purchasers of Amul dairy products. 30% are 26–35 years old, showing significant engagement from young adults. The least representation is from Above 45 (15%), suggesting older consumers are relatively fewer in the sample.

Inference:

Amul's marketing should focus on younger demographics (18–35) to maximize out reach.

TABLE.2 Respondents' opinion on "Gender Distribution"

Gender	Respondents	Percentage (%)
Male	62	52
Female	58	48
Total	120	100

Source: Primary data

Interpretation:

Table 2 shows that 52% of respondents are male, and 48% are female, indicating a nearly balanced gender representation. Slightly more males participated in the survey.

Inference:

The inference is that Gender doesn't significantly skew preferences; marketing can target both males and females equally.

TABLE.3 Respondents' opinion on "Awareness Level"

Response	Respondent	Percentage (%)
Aware	114	95
Not Aware	6	5
Total	120	100

Volume 15, Issue 4, April 2026**|DOI: 10.15680/IJRSET.2026.1504123|****Source: Primary data****Interpretation:**

Table 3 shows that 95% of respondents are aware of Amul dairy products, showing high brand recognition. Only 5% are unaware, indicating strong market penetration.

Inference:

The inference is that Amul has excellent brand awareness; efforts should focus on converting the aware audience into loyal customers rather than increasing awareness.

TABLE.4 Respondents' opinion on "Purchase Frequency"

Frequency	Respondents	Percentage (%)
Daily	48	40
Weekly	42	35
Occasionally	30	25

Source: Primary data**Interpretation:**

Table 4 shows that - 40% of respondents buy the product daily (48 people).35% purchase weekly (42 people).25% buy occasionally (30 people).

Inference:

The findings indicate that A significant portion (40%) are regular daily consumers, indicating strong habitual usage.

TABLE.5 Respondents' opinion on "Product Preference"

Products	Respondents	Percentage (%)
Milk	54	45
Butter	24	20
Ice-cream	18	15
Cheese	12	10
Others	12	10

Source: Primary data**Interpretation:**

Table 5 shows that Milk is the most preferred product (45% of respondents, 54 people).Butter follows with 20% (24 people).Ice cream is chosen by 15% (18 people).Cheese and Others each have 10% preference (12 people each).

Inference:

The inference is that Milk dominates consumer preference, suggesting it is the key product driving sales.

TABLE.6 Chi-Square Test**V. HYPOTHESIS**

H0 (Null Hypothesis): There is no significant association between the variables; the observed frequencies are consistent with the expected frequencies under independence.

H1 (Alternative Hypothesis): There is a significant association between the variables; the observed frequencies differ from the expected frequencies, indicating the variables are related.

Chi-Square Tests	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.214	12	0.067
Likelihood Ratio	23.355	12	0.025
N of Valid cases	101		

a. 15 cells(71.4%)have expected count less than 5.The minimum expected count is 0.24

Source: Primary data

Interpretation:

The Chi-Square test was applied to examine the relationship between Purchase Frequency and Brand loyalty. Pearson Chi-Square: 19.984 (df = 12, p = .067).The p-value is greater than 0.05, so the null hypothesis of no association between the variables cannot be rejected at the conventional significance level. The footnote indicates 15 cells (71.4%) have expected counts < 5, which may make the chi-square approximation less reliable.Likelihood Ratio: 23.355 (df = 12, p = .025).This suggests a significant association (p < 0.05), but may be influenced by the low expected cell counts.

Inference:

The analysis examines the relationship between which Amul products you consume and what is the off take of the product you use. The chi-square test suggests no strong evidence of an association (Pearson p > 0.05), but the low expected frequencies may affect reliability.

Hypothesis Result:

The hypothesis is framed for customer satisfaction. The value I've got in the chi square test is 0.449 which means it's an alternative hypothesis. The people are considering both the price as well as quality before they choose this company's videos.

VI. FINDINGS

The findings of the study are based on the analysis of responses collected from 120 participants and reveal key insights into the effectiveness of brand loyalty. It is observed that most respondents out of total respondents, 100% of respondents are aware of AMUL Company's Product. Out of total respondents, about (30.16%) respondents are aware about AMUL Ice cream and (10.31%) AMUL Pizza & (28.57%) AMUL milk & (27.77%) Ghee and (3-17%) are others. Out of total respondents, the number of respondents came to know about AMUL product is 43.84% respondents by Newspaper, 36.98% respondents by TV Advertisements, 4.11% respondents by Radio and 15.07% respondents by other ways to know about AMUL Product. Out of total respondents, around 92% respondents buy AMUL Product and 8% respondents are not buying AMUL Product. Out of total respondents, 51.35% respondents buy AMUL product through local shop and 47.88% respondents buy AMUL Product through AMUL Retailer outlets and 0.77% respondents buy AMUL Product through other sources. As the above chart showed that each feature of AMUL contains more than 50% significance, so it becomes necessary to consider each feature at the time of production. The respondents are predominantly young adults aged 18–35 years, with a slight majority being male. A significant 95% are aware of the product or service. Most respondents purchase products daily or weekly, with milk being the most preferred product, indicating a strong inclination towards dairy consumption. Overall, the findings clearly demonstrate that brand loyalty is highly effective, as a significant majority of respondents perceive it as faster, cost-effective, and efficient in enhancing brand perception.

VII. CONCLUSION

Consumers were interested in quality or customer-oriented products rather than having the brand image. Ice-cream, Srichand, milk, Kool, lassi etc. They are consumed mostly because of the quality of goods and dairy products. Amul was the market leader and local ice-cream vendors acquired the second position in terms of market share. So, trying to increase the advertising and lack of validity in the rural area is the main weakness for the company. The brand awareness for Amul new products was very less in Khedira compared to Himmat agar taluka. In today's time quality, price, and availability are the major factors considered for the customer while buying a particular brand. By evaluating the survey, the respondents are mostly interested in the taste provided by Amul products. Amul should concentrate on

its product's taste more than any other features.

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