

# CONSUMER BEHAVIOR TOWARDS AMUL'S FMCG PRODUCTS

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## ***Abstract***

*This study aims to study the consumer behavior for Amul's fmcg products, including factors affecting their purchase decision. The study explores the relationship between pricing and likelihood to purchase, gender and awareness, age group and preference, and need for increasing marketing efforts. A quantitative analysis is mainly done to analyze responses collected through questionnaire for 9 fmcg products of Amul from Gujarat. The findings provide valuable insights for pricing and marketing strategies. The analysis has been done using chi-square tests and spearman's correlation by SPSS. The study also revealed that price has a very significant impact on consumers purchase decision. Most of respondents feel that marketing efforts should be increased and still awareness is less as compared to its competitors. There is a scope for further analysis for the hypothesis of product preference and age group.*

**Keywords:** Amul, FMCG, Consumer behavior, pricing, gender, marketing, Gujarat, awareness, age group.

## **INTRODUCTION**

The name Amul has been derived from the Sanskrit word AMULYA meaning invaluable. Amul stands for Anand Milk Union Limited. It was started by farmers led by Tribhuvan Das Patel in a response to exploiting trade practices adopted by middlemen and Polson dairy in 1946 in Anand, Gujarat. Verghese Kurien was hired in 1949 who made significant contribution to the success of Amul. It is being managed by Gujarat cooperative milk marketing federation limited(GCMMF). Amul has been a significant player in the dairy industry and now it has started FMCG products in regions of Anand and nearby districts. Though it has gained strong brand presence but it faces fierce competition in the fmcg sector from competitors like HUL, ITC, Nestle, etc.

## **FMCG INDUSTRY**

The FMCG industry in India is the fourth largest sector in India. It consists of many sectors like food and beverages, cosmetics and selected medicines which get sold quickly at low cost.

Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large.

Some of the best-known examples of Fast-Moving Consumer Goods companies include: Parle, Nestle, Unilever, Procter & Gamble, Johnson & Johnson, COCA-COLA, and Amul. Unlike other economy sectors, FMCG share float in a steady manner irrespective of global market dip, because they generally satisfy rather fundamental needs as opposed to luxurious needs (Amol Khandagale, 2014).

The Indian FMCG Market was valued at USD 164 Billion in 2023 and is expected to reach USD 1093.06 Billion by 2032, at a CAGR of 21.61% during the forecast period 2023 – 2032. West India is expected to emerge as a potential region during the forecast period. States like Maharashtra, Gujarat, Madhya Pradesh are playing a major role in

driving the growth of this region. Increasing consumption of FMCG products in major metro cities like Mumbai, Ahmadabad, Pune, Nagpur, Surat, Indore, Bhopal etc. is propelling the market growth of this region. (India FMCG Market 2024–2033, 2024)

These are the hypothesizes to be tested:

**Hypothesis 1: Pricing and Consumer Buying Behavior**

*Null Hypothesis (H0):* There is no significant relationship between pricing and consumer buying behavior for Amul FMCG products.

*Alternate Hypothesis (H1):* There is a significant relationship between pricing and consumer buying behavior for Amul FMCG products.

**Hypothesis 2: Age Groups and Product Preferences.**

*Null hypothesis(H0):* There is no significant relationship between age groups and product preferences for Amul FMCG products with respect to chivda, ketchup and potato chips.

*Alternate Hypothesis (H1):* There is a significant relationship between age groups and product preferences for Amul FMCG products with respect to chivda, ketchup and potato chips.

**Hypothesis 3: Gender and Brand Awareness**

*Null Hypothesis (H0):* There is no significant relationship between gender and brand awareness of Amul FMCG products.

*Alternate Hypothesis (H1):* There is a significant relationship between gender and brand awareness of Amul FMCG products.

**Hypothesis 4: Perceived Need for Increased Marketing Efforts**

*Null Hypothesis (H0):* Consumers do not feel that marketing efforts for Amul FMCG products should be increased.

*Alternate Hypothesis (H1):* Consumers feel that marketing efforts for Amul FMCG products should be increased.

By testing the hypothesis, this research paper will guide Amul to tailor their marketing strategies and pricing strategies accordingly.

## LITERATURE REVIEW

THEMES	TITLE	AUTHOR	OUTCOMES
CONSUMER PERFERECNES AND BEHAVIOR	A Study of Consumer Preferences Towards Packaging in FMCG Sector of Jodhpur	(Mathur, 2011)	This paper explores the impact of packaging on the buying behavior of consumers in FMCG Sector of Jodhpur. This study highlights that packaging is considered as a necessary part of the product; hence customers of Jodhpur find packaging as a value addition
	Impact of packaging of FMCG products on consumer behavior	(Amo141)	Product packaging plays an important role in predicting consumer preferences.
	A Case Study on Consumer Buying Behavior towards Selected FMCG Products	(Dr.Vibhuti, 2019)	The paper reveals that consumer behavior is largely effected by place, product, price, promotion, physiological and psychological factors.
	A study on consumer buying behavior towards Fast Moving Consumer Goods (FMCG) of ITC LTD	(Lachebo, 2021)	This paper studies about consumer behavior of ITC's fmcg products. Among the FMCG products the food items are the most favorite by most of the respondents and the beverage products are desired by the respondents next to food items. Majority of the respondents were to

			make purchase because of product price or the discount they offer. There are various factors that influence the consumers buying behavior, but in this study <b>personal factors</b> (personality Gender, age, stage of life, etc.) and <b>social factors</b> such as: Culture, subculture, social class, etc. were the most influencing factors while consumer's purchase of FMCG products.
<b>MARKETING AND CONSUMER BEHAVIOR</b>	Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior	(rahul singh, 2016)	The study is the first to detail how social media marketing influences brand equity and, consequently, key customer outcomes. One of the contributions of the study is that it finds that Social Media Marketing Efforts(SMMEs) have a significant positive effect on brand equity and on the two main dimensions of brand equity: brand awareness and brand image.
	The Impact of Social Media Marketing on Consumer Buying Behavior.	(Ashirwad Chouhan, 2024)	This paper studies the impact of social media marketing on consumer behavior. Its major findings include: majority of respondents follow brands on social media to stay updated on promotions, new products, and company news. Social media serves as a form of electronic word-of-mouth for 61% of respondents, influencing their buying decisions based on recommendations and referrals. Many participants believe that social media pages impact their perception of brands. An overwhelming majority recognize social media's importance in brand promotion, which enhances brand visibility and leads to higher sales.
	IMPACT OF INFLUENCER MARKETING ON CONSUMER BEHAVIOR	(Zrinka Blazevic Bognar, 2019)	The most significant indicator derived from this research is that 87% of examinees declare that when choosing the products between the competition, they pick a product recommended by influencers, which show that the influencer marketing has a significant impact on consumers' behavior.
	RESEARCH ON THE IMPACT OF ADVERTISEMENT ON	(fan, 2022)	The research outlines that the main aim of

	CONSUMER BEHAVIOR		<p>Advertisers, is to influence the consumer's decisions and Decision-making process based on the advertisement and marketing goals. Advertisers and marketing managers track the behavior of consumers to help them control consumers' decision-making process.</p> <p>Advertisements influence all five decision-making processes: problem recognition, information search, evaluation of alternatives, purchase, and post-purchase.</p>
	UNDERSTANDING CONSUMER BEHAVIOUR IN THE DIGITAL AGE: A STUDY OF ONLINE SHOPPING HABITS	(Mishra A. , 2023)	<p>The digital landscape offers businesses new avenues to engage with consumers, but it also presents challenges in terms of understanding rapidly evolving consumer preferences and technological trends.</p> <p>Businesses that successfully adapt to these changes can gain a competitive advantage by utilizing personalized marketing strategies, leveraging social media platforms, and ensuring a secure and trustworthy online shopping environment. Personalized recommendations were found to be highly effective in influencing consumers' purchase decisions, with machine learning playing a pivotal role in tailoring product suggestions based on individual preferences.</p>
<b>PRICING AND FMCG PRODUCTS</b>	THE IMPACT OF PRODUCT INFORMATION AND PRICING ON CONSUMER BUYING BEHAVIOUR AND CUSTOMER SATISFACTION IN FMCG SECTOR	(Agrawal, 2024)	<p>The research paper analyzed the impact of pricing strategies like discounting, premium pricing, and value bundling and found that it has significant influence on consumer purchasing behavior within the FMCG sector. Discounts attract pricesensitive consumers. Premium pricing strategies ae appealing to certain segments seeking status or superior value. Value bundling combines multiple products or</p>

			services at a reduced price, incentivizing larger purchases. Utilizing these strategies according to their target market can lead to improved sales and improved brand reputation.
	MARKETING STRATEGY – COMPONENTS, EFFECTIVENESS & IMPORTANCE OF PRICING – ESPECIALLY, IN RELATION TO EMERGING MARKETS LIKE INDIA.	(Uttam Rai, 2014)	This paper aims to discuss whether/if any one of the four components of marketing mix has greater impact on the formulation and implementation of marketing strategy. The belief is that proper formulation and implementation of strategy leads to superior performance in the marketplace. In order to support findings, empirical analysis has been made on a number of industries in India. Findings show that price is indeed the major component of marketing mix which impacts marketing strategy.
	THE IMPACT OF MARKETING MIX MODEL/ELEMENTS ON CONSUMER BUYING BEHAVIOUR: A STUDY OF FMCG PRODUCTS IN JAIPUR CITY	(Pooja Sisodiya, 2024)	Specifically, the results show that price is the most important factor that affects consumer purchasing behavior towards the FMCG products.
<b>DEMOGRAPHICS AND CONSUMER BEHAVIOR</b>	A STUDY OF DEMOGRAPHICS INFLUENCING ON CONSUMER BEHAVIOR AND ATTITUDE TOWARDS BRAND EQUITY OF OPTICAL BUSINESS IN THAILAND	(Piyachat Laoviwat, 2014)	This research paper studies the impact of demographics on consumer behavior and attitude towards brand equity of optical business. Data was collected from a sample of 350 students. The results indicated that the demographics including the differences of gender, education, and household income have a significant influence on consumer behavior.
	INFLUENCE OF DEMOGRAPHIC FACTORS ON THE CONSUMERS' AWARENESS OF FMCG PRODUCTS A CASE OF CONSUMERS IN KRISHNAGIRI DISTRICT OF TAMILNADU	(Nathiya, 2021)	The study is conducted to find the influence of socio demographic factors such as gender, age, education and income on the brand awareness of consumers of FMCG products in Krishnagiri district using data gathered from 176 respondents. From the study it can be concluded that brand awareness is highly influenced by education level, age and income level of the



			consumers. Significant difference is observed in the level of brand awareness depending on the age. Age is a considerable factor in many cases like purchase decisions, loyalty, etc.
	CONSUMER DECISIONMAKING RULES FOR FMCG PRODUCTS— STUDY OF RURAL IN NORTH INDIA	(Somesh Sharma, 2023)	The study aims to identify the demographic variables that influence rural customers' decisionmaking rules in the process of purchasing FMCGs products. Five FMCG personal care products are taken into consideration for the study. 550 respondents were selected for the study. Through regression analysis, the study found that age, education background, and occupation had an impact on decisionmaking rules in the shampoo product category. It also stated that further research could be carried out in food and beverages segment in the FMCG sector.
	FACTORS AFFECTING CONSUMER BEHAVIOUR TOWARDS THE CONSUMPTION OF FOREIGN FMCG PRODUCTS	(raja rajeshwari ganesh, 2021).	The goal of this investigation is to identify the elements determining consumer preferences. In order to investigate the effects of several variables, including cultural considerations (F1), cost considerations (F2), societal consequences (F3), goods specifications (F4), selfrelated characteristics (F5) and emotional determinants (F6), the study employs information gathered from a sample of 250 customers. This study determines which variables possess the biggest effects on consumer behavior by using ANOVA. It was discovered that although F2 had no significant impact on the decision to buy, factors such F1, F3, F4, F5 and F6 had a beneficial effect on consumer behavior which also included age in F2 that is, selfrelated characteristics.
	AN EMPIRICAL STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS ECOFRIENDLY FMCG PRODUCTS IN WESTERN ODISHA	(Bijayalal Naik, 2023)	The respondents are from ODISHA, and the findings include age group has significant relationship with awareness level especially the age group of 1830 years. It is concluded that the age group 1830 years are more aware of the product because

			this group is mainly consisting the young population and they kept themselves up to date always.
<b>CONSUMER BEHAVIOR TOWARDS AMUL</b>	A STUDY ON CONSUMER PREFERENCE BUYING PATTERN TOWARDS AMUL CURD IN HARIDWAR UTTARAKHAND	(Mishra P. , 2024)	This article examines the consumer buying preference towards Amul curd products in Haridwar, Uttarakhand, using questionnaire technique and sample size taken in this is 100 consumers. The buying preference is positive. The advertising strategies of the product can be improved. The major findings include, most of the respondents buy Amul dahi because of quality brand reputation and taste. Around 57% respondents are satisfied with Amul curd. Majority of respondents perceive the image of Amul as healthy followed by traditional.
	CONSUMER BUYING BEHAVIOUR AND PREFERENCE TOWARDS FMCG	(Harshit Sethi, 2021)	In this paper , data was gathered from 195 consumers to analyze the factors influencing consumer buying behavior towards fmcg products. It points out that Amul is the most preferred brand of the respondents, most of the consumer spend on food segment within FMCG sector, consumers discover products mostly through instore displays followed by T.V. Advertisements. It also highlighted that 49% respondents prefer branded goods. It analyzed the impact of 4Ps of marketing on consumer buying behavior, which found that product received the highest rating in terms of importance followed by price.
	TO INCREASE THE RETAIL PENETRATION OF AMUL ICE CREAM AND TO STUDY THE CONSUMERS' BUYING BEHAVIOUR FOR ICE CREAM.	(Biswari, 2015)	This paper studies the consumer and retailer's buying behavior towards Amul icecream. It can be concluded from the study that consumers are satisfied with Amul icecream's quality, packaging price and availability. In the recommendation section, this paper suggests that Amul should focus on creating visual enhancements activities which lead to unplanned buying by consumers, and should market its superior quality to increase awareness among its consumers.
	IMPACT STUDY ON BRAND PERSONALITY ON	(Venkatesa Palanichamy	In this research, data was collected directly from consumers of AMUL

	CONSUMERS' LOYALTY TOWARDS DAIRY GOODS	N, 2024)	<p>milk products in six areas of Coimbatore, through inperson interviews using a pretested questionnaire. The findings revealed that traits like being downtoearth, responsible, active, innovative, bold, and simple were found to positively influence brand loyalty among AMUL consumers. These results suggest that emphasizing these personality traits in AMUL's advertising strategies could lead to increased brand loyalty. Additionally, analysis indicated that loyal customers tend to stick with the brand even in the presence of competitive alternatives. Therefore, fostering these identified personality traits can serve as a strategic approach for AMUL to retain and attract loyal customers.</p>
	A STUDY OF EFFECTIVENESS OF MARKETING STRATEGIES OF AMUL FOR DAIRY PRODUCTS	(Tiwari, 2012)	<p>The study investigated the effectiveness of various marketing strategies employed by Amul. The sales data of multiple years have been analyzed using ttest. The findings revealed that Product Diversification strategies had a more impact on Sales Growth for Adult Products compared to Children Products. The study also highlighted a significant difference in Sales Growth between Traditional and Digital Advertising strategies, with Traditional Advertising exhibiting slightly higher mean Sales Growth. Lastly, the analysis underscored the importance of considering the EndUse of Products, with Final Products demonstrating higher mean Sales Growth compared to Intermediate Products. These findings provide valuable insights for Amul's marketing decisionmakers. Based on these findings, several recommendations are given like, diversifying offerings targeted at the adult demographic, adopting a balanced approach to advertising that integrates Traditional and Digital channels, and exploring opportunities to enhance the portfolio of Final Products.</p>



## RESEARCH METHODOLOGY

This section consists of research design, data collection methods, sampling technique, data analysis techniques, limitations and ethical considerations.

### Research Design

A descriptive research design was adopted for this study. The descriptive component involved gathering data on consumer preferences, demographics, need for marketing efforts and product pricing.

### Data Collection

Primary data was collected using a structured questionnaire using google forms. The questionnaire consisted questions regarding, product awareness and preferences, purchase frequency and demographic features like age and gender.

### Sampling Method

A convenience sampling technique was employed to select participants for the study. A total of 108 participants were included. The respondents are from Gujarat as fmcg products of Amul are majorly sold in Gujarat only.

### Data Analysis

Data was analyzed using quantitative analysis, using statistical tools such as chi-square testing, spearman's correlation. Crosstabulation was used to identify patterns and relationships between different variables, such as product preference and age groups. Qualitative insights were taken from qualitative data obtained from respondents.

### Ethical Considerations

Ethical considerations were addressed by:

- Obtaining informed consent from all respondents before participation.
- Ensuring the confidentiality and anonymity of respondents' information.
- Providing respondents with the option to withdraw from the study at any point without any consequences.

### Limitations

The study has following limitations:

- The sample size **108** may not fully represent the entire population.
- The study relies on selfreported data, which may be subject to response biases.
- The responses include particularly from **August 2024**.
- The paper only studies consumer behavior of 9 products which are ketchup, mayonnaise, protein water, chips, refresher, adreno/enerdoze, noodles, chivda and honey. There are many other fmcg products of Amul as well.

The following hypothesis are to be tested:

### Hypothesis 1: Pricing and Consumer Buying Behavior

*Null Hypothesis (H0):* There is no significant relationship between pricing and consumer buying behavior for Amul FMCG products.

*Alternate Hypothesis (H1):* There is a significant relationship between pricing and consumer buying behavior for Amul FMCG products.

*Dependent Variable:* Likelihood to buy if price reduction.

*Independent Variable:* Importance of pricing.

### Hypothesis 2: Age Groups and Product Preferences.

*Null hypothesis(H0):* There is no significant relationship between age groups and product preferences for Amul FMCG products with respect to chivda, ketchup and potato chips.

*Alternate Hypothesis (H1):* There is a significant relationship between age groups and product preferences for Amul FMCG products with respect to chivda, ketchup and potato chips.

*Dependent variable:* Product preference(chivda, ketchup and potato chips).

*Independent variable:* Age group

### Hypothesis 3: Gender and Brand Awareness

*Null Hypothesis (H0):* There is no significant relationship between gender and brand awareness of Amul FMCG products.

*Alternate Hypothesis (H1):* There is a significant relationship between gender and brand awareness of Amul FMCG products.

*Dependent variable:* Awareness (Yes/No)

*Independent variable:* Gender

#### Hypothesis 4: Perceived Need for Increased Marketing Efforts

*Null Hypothesis (H0):* Consumers do not feel that marketing efforts for Amul FMCG products should be increased.

*Alternate Hypothesis (H1):* Consumers feel that marketing efforts for Amul FMCG products should be increased.

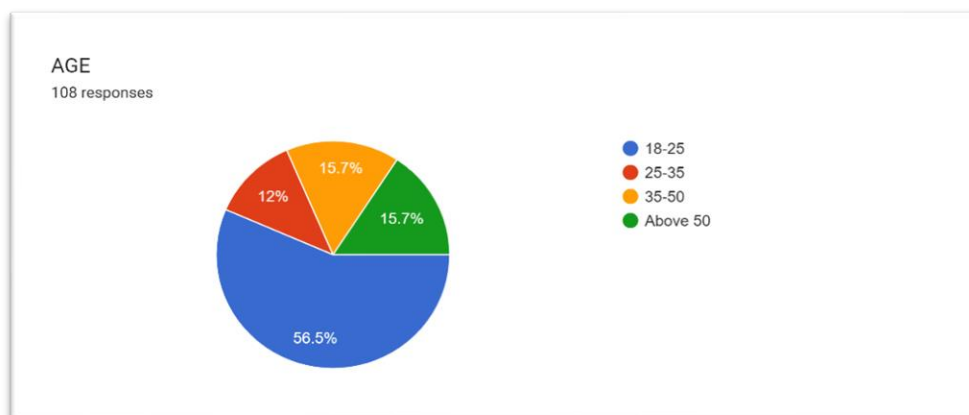
By testing the hypothesis, this research paper will guide Amul to tailor their marketing strategies and pricing strategies accordingly.

*Dependent variable:* Consumers opinion on should marketing efforts be increased.

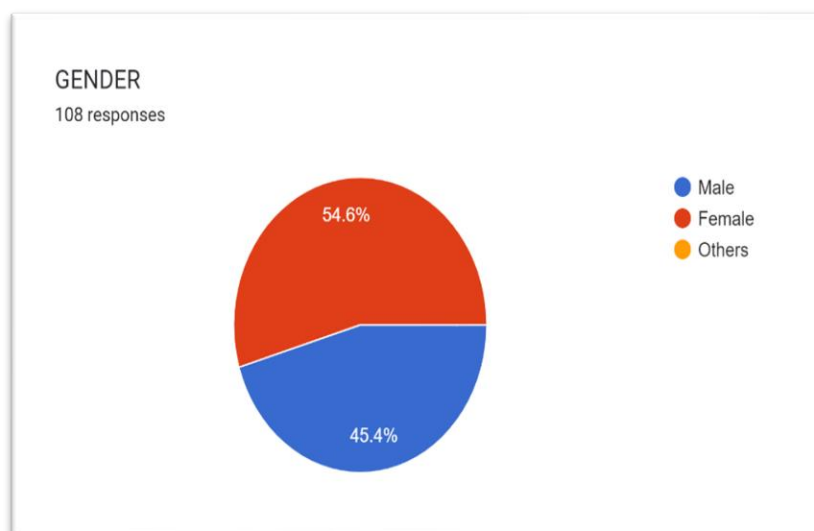
## DATA ANALYSIS

The data is analysed using google forms, excel and SPSS. The data is cleaned by removing duplicates, using modal imputation to treat missing values, and encoding data where necessary.

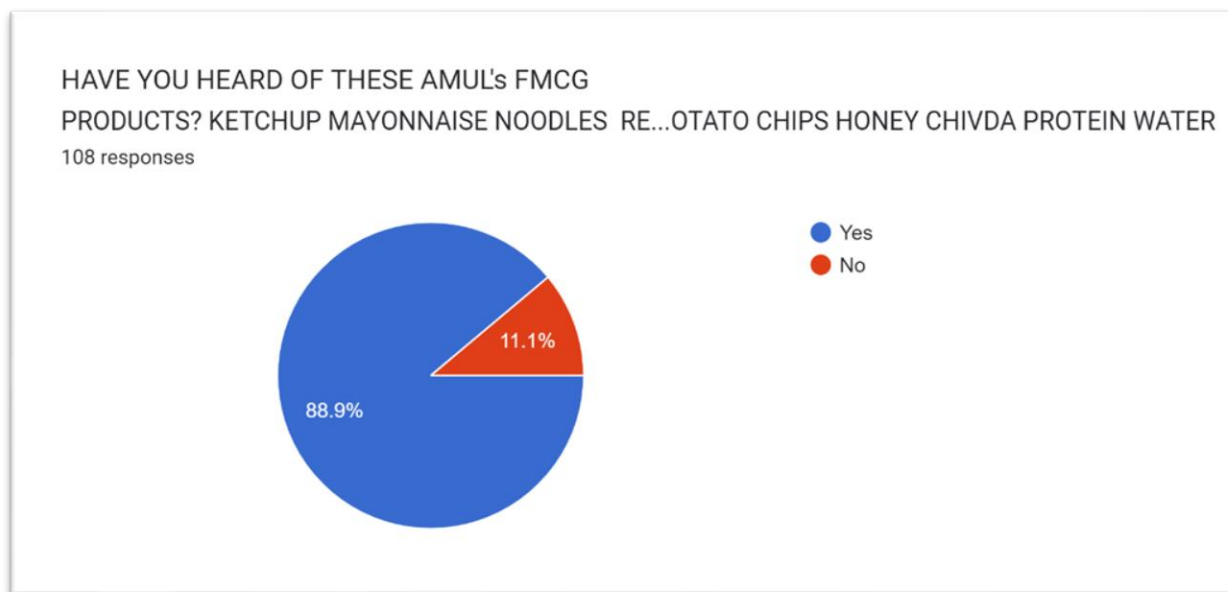
### DESCRIPTIVE ANALYSIS



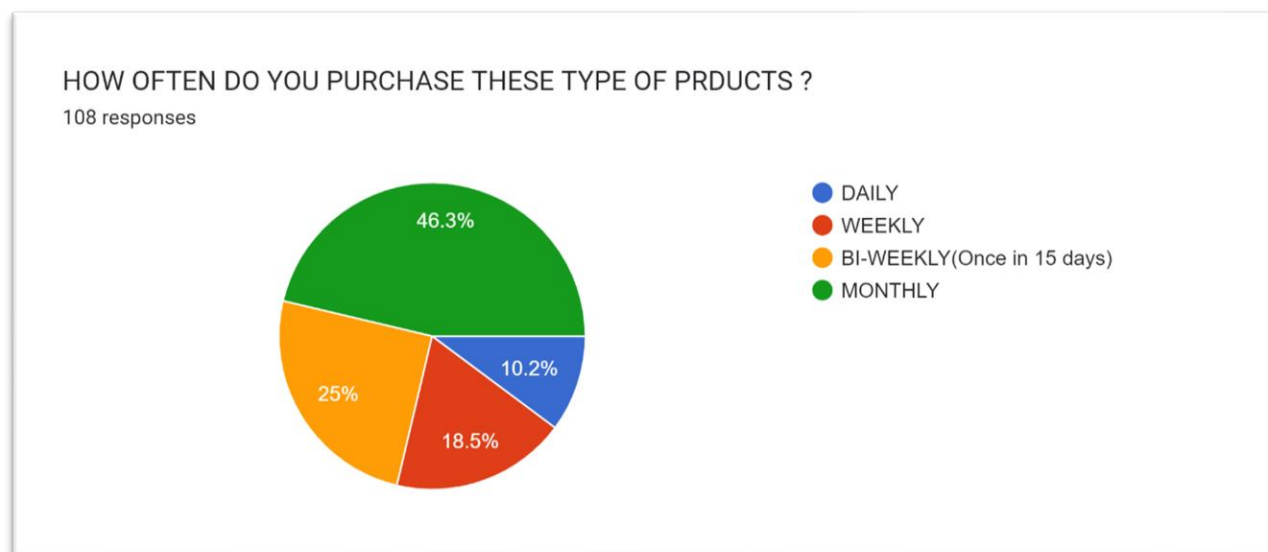
We can say that most of respondents(56.5%) are from 18-25 age group followed by Above 50 age group.



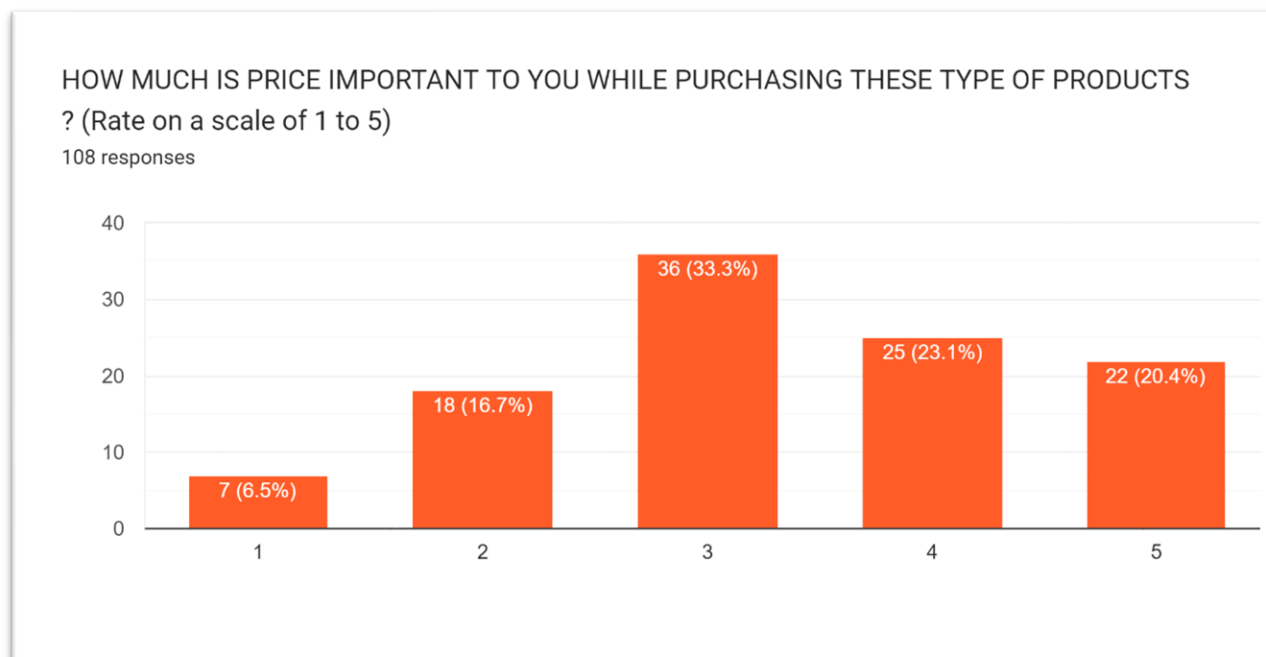
This shows that there is a good representation of both genders in this survey, though number of females(54.6%) are bit higher than males.



This chart represents the percentage of respondents aware of the products which are taken in this research. Majority of respondents(89%) are aware of the products, which shows high awareness of these products amongst consumers.



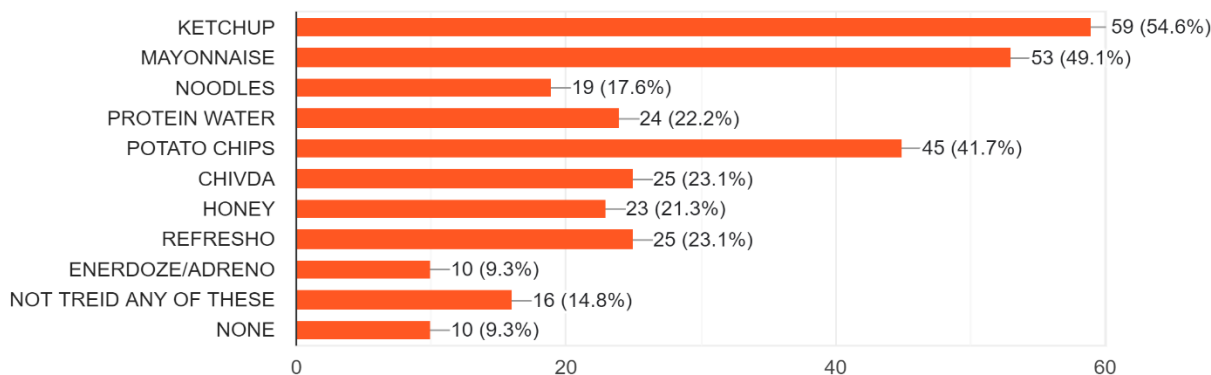
We can say from this pie-chart that many respondents (46.3%) purchase these types of products on a monthly basis and very few purchase on a daily basis.



The maximum value is 3, which shows that price is somewhat important during their purchase decision, followed by very important (23.1%), which shows that for around 76.8% of respondents price plays a significant role in their purchase decision.

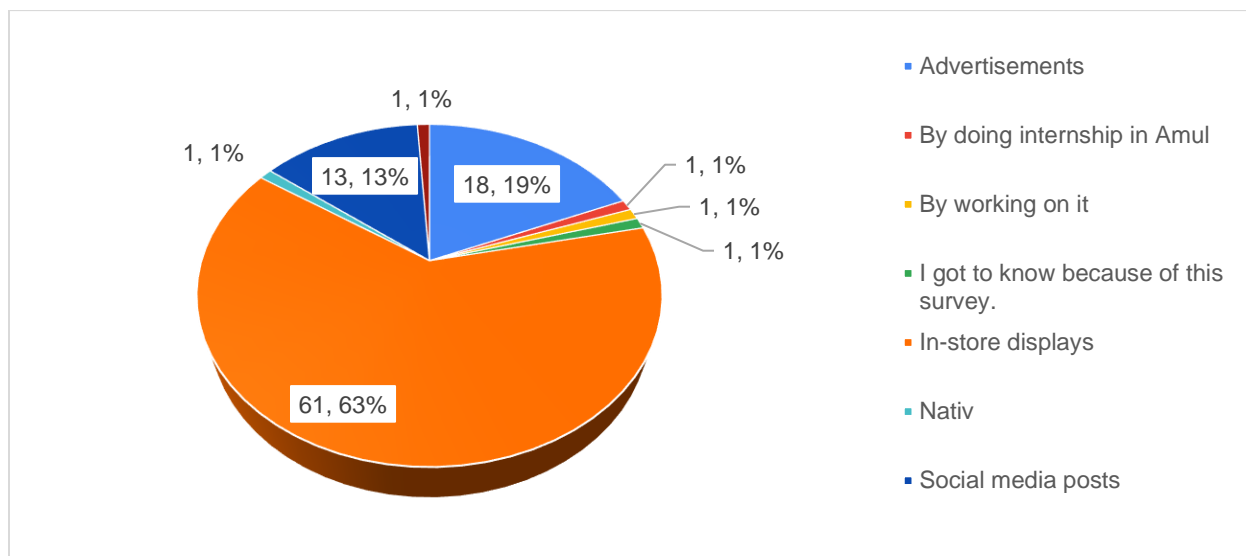
**WHICH OF THESE PRODUCTS YOU PREFER?(Can select more than one)**

108 responses

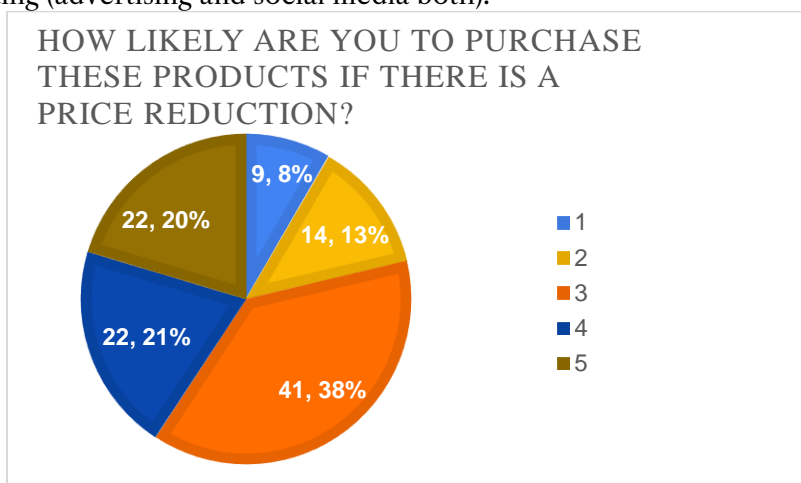


The most preferred product is ketchup (54.6%) amongst respondents followed by mayonnaise (49.1%) suggesting positive reaction by consumers, the least preferred product is enerdoze/adreno (energy drink)(9.3%) which suggests improvement, this could be due to competition from sting and charged.

## Q. HOW DID YOU KNOW ABOUT THESE PRODUCTS ?



There are 97 (including one who was not aware but became aware because of this survey) responses for this as remaining 11 were not aware of these products. This shows that 63% are aware due to in-store displays followed by advertisements (19%). Rest of respondents got to know by social media posts or other sources. This could suggest improvements in marketing (advertising and social media both).

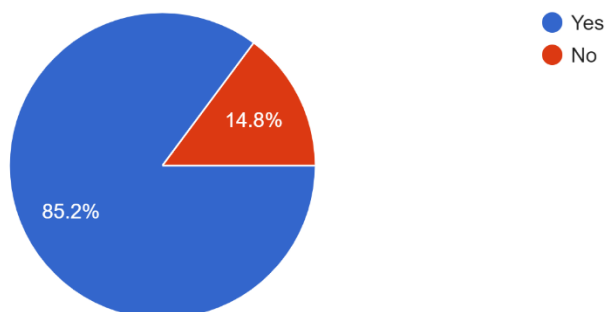


This shows that majority of respondents (38%) are somewhat likely to purchase if there is a price reduction, followed by 21% of respondents very likely to purchase.



DO YOU THINK AMUL SHOULD INCREASE ITS MARKETING EFFORTS FOR THESE PRODUCTS?

108 responses



Majority of respondents (85.2%) feel that Amul should increase its marketing efforts for these products.

## HYPOTHESIS TESTING

### HYPOTHESIS 1

*Null Hypothesis (H0):* There is no significant relationship between pricing and consumer buying behavior for Amul FMCG products.

*Alternate Hypothesis (H1):* There is a significant relationship between pricing and consumer buying behavior for Amul FMCG products.

Using SPSS, Spearman's correlation is calculated as the data did not meet the assumptions of parametric test. By analyzing the output from Table 1, the p-value is less than 0.05 so it is statistically significant, and it can also be said that there is weak but positive correlation between Importance of pricing and likelihood to buy if there is there is a price reduction. We can also see from descriptive analysis results that 43.4% respondents give high importance to price. This means that the respondents are price sensitive and this can guide in revising pricing strategies. Thus, we reject null hypothesis and we can say that there is significant relationship between pricing and consumer buying behavior.

We can say from table 2 that there is no statistically significant correlation between purchase frequency and likelihood to buy if there is price reduction.

**TABLE 1**  
**Correlations**

			HOW MUCH IS PRICE IMPORTANT TO YOU WHILE PURCHASING THESE TYPE OF PRODUCTS ?	HOW LIKELY ARE YOU PURCHASE THESE PRODUCTS IF THERE IS A PRICE REDUCTION?
Spearman's rho	HOW MUCH IS PRICE IMPORTANT TO YOU WHILE PURCHASING THESE TYPE OF PRODUCTS ?	Correlation Coefficient Sig. (2-tailed)	1.000 .	.367** .000
	HOW LIKELY ARE YOU PURCHASE THESE	N	108	108
	HOW LIKELY ARE YOU PURCHASE THESE	Correlation Coefficient Sig. (2-tailed)	.367** .000	1.000 .

PRODUCTS IF THERE IS A PRICE REDUCTION?	N	108	108
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\*\* . Correlation is significant at the 0.01 level (2-tailed).

**TABLE 2**  
**Correlations**

		HOW LIKELY ARE YOU PURCHASE THESE PRODUCTS IF THERE IS A PRICE REDUCTION?	HOW OFTEN DO YOU PURCHASE THESE TYPE OF PRDCTS ?
HOW LIKELY ARE YOU PURCHASE THESE PRODUCTS IF THERE IS A PRICE REDUCTION?	Pearson Correlation Sig. (2-tailed) N	1  108	.147 .130 108
HOW OFTEN DO YOU PURCHASE THESE TYPE OF PRDCTS ?	Pearson Correlation Sig. (2-tailed) N	.147 .130 108	1  108

## HYPOTHESIS 2

*Null hypothesis(H0):* There is no significant relationship between age groups and product preferences for Amul FMCG products with respect to chivda, ketchup and potato chips.

*Alternate Hypothesis (H1):* There is a significant relationship between age groups and product preferences for Amul FMCG products with respect to chivda, ketchup and potato chips.

## KETCHUP

We can see from the chi-square test and cross tabulation that the p-value is slightly more than 0.05 in Pearson Chi-Square, and less than 0.05 in Likelihood Ratio, Linear-by-Linear Association suggesting statistically significant relationship between age groups and ketchup. We can also see that age group "Above 50" prefers ketchup most. Hence, we reject null hypothesis and say that age group and ketchup preference are related.

## Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.765 <sup>a</sup>	3	.051
Likelihood Ratio	8.126	3	.043
Linear-by-Linear Association	4.360	1	.037
N of Valid Cases	108		

## Crosstab

Count

		KETCHUP		Total
		.00	1.00	
AGE GROUP	18-25	33	28	61
	25-35	3	10	13
	35-50	8	9	17
	Above 50	4	13	17
Total		48	60	108

## CHIVDA

We can say from below results that chivda and age group have no significant relationship as per Pearson Chi-Square and Likelihood Ratio but by Linear-by-Linear Association there is a relationship, in this case we do not reject null hypothesis but it requires more analysis. The reason may be small sample in age group 35-50 who consume chivda as seen in cross-tabulation results.

### Crosstab

Count

		CHIVDA		Total
		.00	1.00	
AGEGROUP	18-25	52	9	61
	25-35	8	5	13
	35-50	13	4	17
	Above 50	10	7	17
Total		83	25	108

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.237 <sup>a</sup>	3	.065
Likelihood Ratio	6.914	3	.075
Linear-by-Linear Association	4.915	1	.027
N of Valid Cases	108		

## POTATO CHIPS

By looking at the chi-square tests and cross-tabulation we could conclude that according to Pearson Chi-Square, Likelihood Ratio and Linear-by-Linear Association the relation is not statistically significant. So, we do not reject null hypothesis and can say there is no relationship between age group and potato chips preference. According to cross-tabulation the number of respondents not preferring is higher than preferring potato chips in all age groups.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.360 <sup>a</sup>	3	.948
Likelihood Ratio	.356	3	.949
Linear-by-Linear Association	.267	1	.605
N of Valid Cases	108		

Count

		POTATOCHIPS		Total
		.00	1.00	
AGEGROUP	18-25	37	24	61
	25-35	8	5	13
	35-50	10	7	17
	Above 50	9	8	17
Total		64	44	108

### HYPOTHESIS 3

*Null Hypothesis (H0):* There is no significant relationship between gender and brand awareness of Amul FMCG products.

*Alternate Hypothesis (H1):* There is a significant relationship between gender and brand awareness of Amul FMCG products.

We can say from the following results that the variables are not significant as p-value is more than 0.05, so we do not reject null hypothesis and conclude that there is no statistically significant relationship between gender and awareness.

### HAVE YOU HEARD OF THESE AMUL's FMCG PRODUCTS?

#### \* GENDER\_NEW Crosstabulation

Count

	GENDER_NEW		Total
	Female	Male	
HAVE YOU HEARD OF THESE AMUL's0 FMCG PRODUCTS?	5	7	12
1	54	42	96
Total	59	49	108

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.915 <sup>a</sup>	1	.339		
Continuity Correction <sup>b</sup>	.421	1	.516		
Likelihood Ratio	.912	1	.340		
Fisher's Exact Test				.372	.257
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.44.

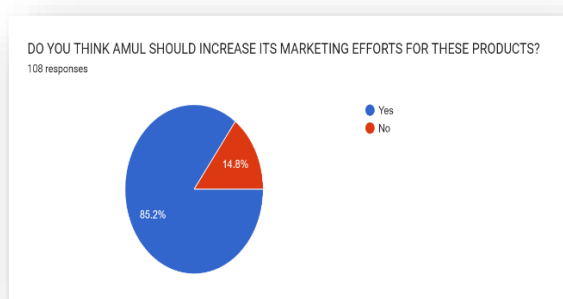
b. Computed only for a 2x2 table

### HYPOTHESIS 4:

*Null Hypothesis (H0):* Consumers do not feel that marketing efforts for Amul FMCG products should be increased.

*Alternate Hypothesis (H1):* Consumers feel that marketing efforts for Amul FMCG products should be increased.

As already seen in descriptive analysis section, majority of respondents (85.2%) believe marketing efforts for these products should be increased. Hence, we reject null hypothesis and can say consumers feel marketing efforts should be increased with reference to the products mentioned in this research.



## FINDINGS & CONCLUSION, RECOMMENDATIONS, FUTURE SCOPE OF THE STUDY

The **Findings** suggest that:

- The consumers are price sensitive and importance of pricing shows positive correlation with likelihood to purchase these products,
- All age groups except 18-25 prefers ketchup .
- Customers feel that Amul should increase their marketing efforts with respect to the products mentioned in this study.
- Majority of respondents are aware of these products, suggesting strong awareness level. Their main source of awareness was in-store displays.
- Most of the consumers purchase on a monthly or bi-weekly basis (once in 15 days).
- Almost 76.8% consumers consider price as an important factor during purchasing these types of products.
- The most preferred food item was ketchup followed by mayonnaise, and least preferred was their energy drink enerdoze/adreno and noodles maybe due to tough competition from sting, charged and Maggi .
- Around 77.6% are likely to buy these products if there is a price reduction.
- Based on the comments given by respondents, it is clear that Amul has a very strong and positive reputation in minds of consumers.

## RECOMENDATIONS

According to the study , there are few recommendations through which Amul can improve its performance with respect to fmcg products. Based on qualitative information obtained from respondents, there are mainly 2 conclusions, Amul has very positive image in the minds of consumers and some of respondents insist that Amul should increase its marketing for FMCG products. So, by taking advantage of this positive image, Amul can market these products to increase awareness and profit. The quantitative analysis suggests that price plays a very important role for majority of consumers, so Amul should try to reduce the price or justify the price by emphasizing on the quality of its products as Amul is known for maintaining quality.

They should try to adopt a blend of traditional and digital marketing to reach and attract wider audience. The age group does not 18-25 has preference for ketchup so it could revise its taste and marketing strategies accordingly. Also, Jain and few other segments of our society are less likely to consume certain products, like ketchup potato chips, etc. so Amul could try introducing no-onion, no-garlic variety also in those products.

## SCOPE FOR FURTHER RESEARCH

This study has **108** participants from only Gujarat, during August 2024, further research could delve into another geographic location, time period, and increase respondents. This study only covers 9 products, many other fmcg products of Amul can be taken for studying further. Also, the hypothesis 2 implied further analysis in case of chivda, and many other products preference could also be analysed. An in-depth analysis of impact of pricing on consumer buying behavior could also be done. This research mainly relies on quantitative data but qualitative data can also provide deep insights.

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## QUESTIONNAIRE CONSUMER SURVEY ON AMUL'S FMCG PRODUCTS

\* Indicates required question

NAME \*

Your answer

AGE \*

Choose

GENDER \*

Choose



HAVE YOU HEARD OF THESE AMUL's FMCG PRODUCTS? \*

KETCHUP

MAYONNAISE

NOODLES

REFRESHO

ADRENO/ENERDOZE

POTATO CHIPS

HONEY

CHIVDA

PROTEIN WATER

☐ Yes

☐ No

HOW OFTEN DO YOU PURCHASE THESE TYPE OF PRDUCTS ? \*

☐ DAILY

☐ WEEKLY

☐ BI-WEEKLY(Once in 15 days)

☐ MONTHLY

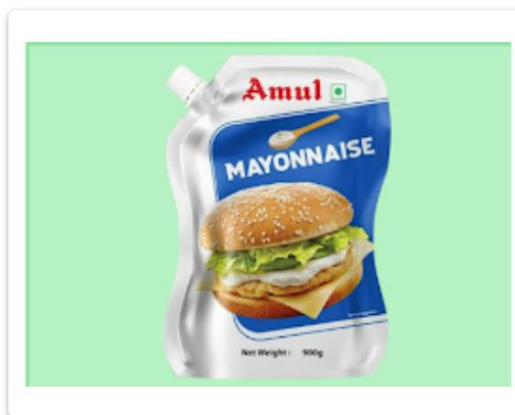
HOW MUCH IS PRICE IMPORTANT TO YOU WHILE PURCHASING THESE TYPE OF PRODUCTS ? (Rate on a scale of 1 to 5) \*

1                  2                  3                  4                  5  
 Least important      ○                  ○                  ○                  ○                  ○                  Most important

WHICH OF THESE PRODUCTS YOU PREFER?(Can select more than one) \*



☐ KETCHUP



☐ MAYONNAISE



☐ NOODLES



☐ PROTEIN WATER



☐ POTATO CHIPS



☐ CHIVDA



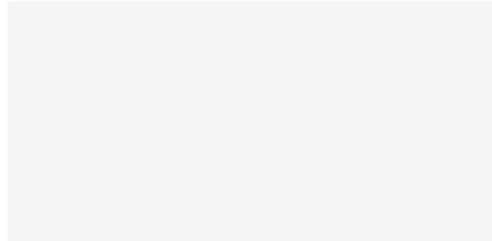
☐ HONEY



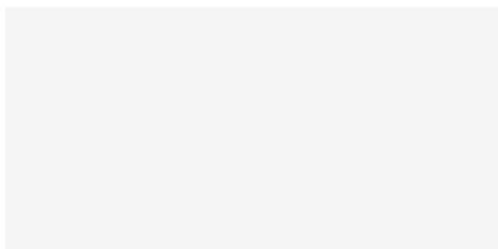
☐ REFRESHO



☐ ENERDOZE/ADRENO



☐ NOT TREID ANY OF THESE



☐ NONE



How did you know about these products ?

- ☐ Advertisements
- ☐ In-store displays
- ☐ Social media posts
- ☐ Other: \_\_\_\_\_

HOW LIKELY ARE YOU PURCHASE THESE PRODUCTS IF THERE IS A PRICE  
REDUCTION?

- |               |                       |                       |                       |                       |                       |             |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
|               | 1                     | 2                     | 3                     | 4                     | 5                     |             |
| Very unlikely | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very likely |

DO YOU THINK AMUL SHOULD INCREASE ITS MARKETING EFFORTS FOR THESE \*  
PRODUCTS?

- ☐ Yes
- ☐ No