A STUDY ON CONSUMER BEHAVIOUR WITH REFERENCE TO AMUL GHEE

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ABSTRACT

Consumer behavior is a complex behavior of an individual deciding to purchase any goods or services. It may be influenced by various factors like; social, cultural, psychological, etc. This research looks into consumer behavior in relation to Amul Ghee, a well-known clarified butter brand in India. The study examines a number of variables, including brand loyalty, price sensitivity, product quality, packaging, and advertising, that affect customers' decision-making. The study emphasizes how crucial persuasive packaging and advertising are in shaping consumers' impressions of a brand. The study emphasized to understand the consumer behavior in several aspect that how consumer thinks while making a purchase decision in context to Amul Ghee. Whether it is related to the price, quality, packaging, brand reputation, etc. of the product. In the study it is observed that consumers have a very long term believe over the brand & rarely goes for any other brand Ghee besides “Amul Ghee”.

Overall, the study offers insightful information about consumer behavior in relation to Amul Ghee that marketers and brand managers can utilize to create efficient marketing plans and enhance brand positioning.

Keywords: Consumer Behavior, Amul Ghee, Purchasing Behavior, Buying Behavior.

INTRODUCTION:

Consumer behavior refers to the actions, decisions, and behaviors of individuals when they are selecting, purchasing, using, and disposing of goods and services. It involves a wide range of factors, including personal preferences, attitudes, beliefs, and motivations, as well as external factors such as cultural, social, and economic influences.

Consumer behavior is a complex and dynamic area of study that seeks to understand how individuals make decisions when faced with different options and circumstances. It can be influenced by a variety of factors, including advertising, marketing messages, product design, pricing, and availability, as well as personal and situational factors such as age, gender, income, and lifestyle.
Studying consumer behavior is important for businesses and marketers who want to develop effective marketing strategies and build strong relationships with their customers.

Companies may design goods and services that satisfy the demands and preferences of their target market and produce marketing messages that are appealing to their customers by understanding the elements that affect consumer behaviour.

Consumer behavior is a complex and multi-disciplinary field that seeks to understand how individuals make decisions when selecting, purchasing, using, and disposing of goods and services.

It is an important area of study for businesses, marketers, and policy makers who want to better understand the needs and preferences of consumers and develop effective strategies to meet their needs.

1.2 Literature Review

- Consumer behavior is the study of how people, groups, and organizations choose, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their needs and wants. (1906 Solomon)

- (1906 Solomon) Marketers need to determine the reasons that result in specific demands by gathering data from a large number of clients.

- According to Kotler and Keller (2015), the way customers choose products and services is crucial for manufacturers and service providers because it gives them a competitive advantage over their competitors in many ways. Kotler and Keller (2015) suggest that consumer behavior is influenced by four factors: cultural, social, personal and psychological. The biggest influence on consumer behavior is culture etc.

- The study of consumer behavior confirms that it is not only related to purchasing questions, but also to purchase goals and purchasing patterns, thus facilitating eight people's understanding and prediction (Schiffman et al., 2007).

- Customer happiness is another element of sales and consumer behaviour, according to Tu and Chih (2013).

- Consumer satisfaction surveys for products, products, prices, and packaging (Rambabu and Porika, 2020).

- Even though the price is reasonable, the product offers helpful information, and it comes in attractive packaging, there is still more work to be done to satisfy the buyer.

- Customer happiness is influenced by all of these variables. Customers can buy the product if they are happy with everything, but this is not a given. As a result, consumer happiness has an impact on their purchase decisions (Brun et al., 2014).

- Consumers' daily lives have been significantly impacted by the stress of COVID-19. Business and consumer behaviour have changed as a result of the COVID-19 pandemic (Donthu & Gustafsson, 2020; Pantano et al., 2020).

- Sheth (2020) claims that there are four main factors that control or influence consumer behavior. These are social contexts (eg.

- For example, changes in the workplace and interactions with neighbors and friends), the use of new technologies (such as online shopping and delivery), the impact of new regulations on eating habits (COVID-19 pandemic), and more unpredictable issues (developments in the world of COVID-19 cases worldwide).
A study by Lenka Svajdova (2021) shows that understanding customers' behavior is important to the success of the company. The situation with Covid 19 is that outside influence is having a huge impact on consumer behavior as well as the global economy.

- Some researchers believe that consumer behavior should not be a completely focused concept.
- Instead, the information should focus on understanding consumption itself, not because it can be used by marketers (Holbrook 1985).
- Veblen (1899, 1949) was the first to introduce the concept of consumption.
- , the property has a symbolic value. Many researchers have commented on the influence of society on behavior. Objects act as social symbols and therefore have meaning for a person in society. Social classes are made up of individuals who share similar values, interests, and attitudes.
- A social class consists of individuals with about the same social standing. Due to their shared hobbies and means of money, they frequently have similar employment and lives. These individuals frequently interact with one another and share a wide range of beliefs and principles (Coleman, 1983).

1.5 CONSUMER BEHAVIOR- DECISION MAKING

Before a consumer makes a purchase, they go through a series of thought processing and evaluation and then finally decide to make a purchase of a certain product based on their liking and preference or other influential factor.

The decision making of a consumer has a lot to say about their behavior, attitude and perception about the product and its feature. A typical decision making of a consumer behavior involves:

- **Problem recognition**: The consumer recognizes a need or problem that requires a solution. This can be triggered by various factors such as a desire for a new product, a change in circumstances, or dissatisfaction with a current product.
- **Information search**: The consumer then seeks information about the available options to solve the problem. This can be done through various sources such as personal sources, commercial sources, public sources, and experiential sources.
- **Evaluation of alternatives**: The consumer evaluates the different options available to them based on various criteria such as price, quality, functionality, and brand reputation.
- **Purchase decision**: The consumer makes a decision to purchase the product or service that best meets their needs and expectations. This can be influenced by various factors such as availability, price, and promotional offers.
- **Post-purchase evaluation**: After purchasing the product, the consumer evaluates their satisfaction with the product and their overall experience. This can lead to repeat purchases or a decision to switch to a different product or brand in the future.

3.0 RESEARCH METHODOLOGY

**Objectives of the Study**

1. To study the buying pattern of consumers
2. To study the customer satisfaction towards Amul ghee

**Primary Data:**

Primary data is the first hand information; I prepared the questionnaire under the guidance of the mentor wherein closed ended questions are used for studying the consumer behavior. The questionnaire shall cover all the aspects of research objectives.
Secondary Data: The secondary data is sourced within the study materials, publications and related reports in this study in order to obtain reliable information.

Data Collection
The data shall be collected through well-designed google form, which would contain questions that supports the objective of this study.

Sampling Method
Random sampling technique shall be used for the purpose of study.

Sample size
The sample size of 100 respondents was taken for the study whose responses were studied and interpreted and will be used for the purpose of this project report which shall include people from different age group (mainly above 20 years of age) to different locations to study the buying pattern and consumer satisfaction towards Amul ghee.

4.0 DATA ANALYSIS & INTERPRETATION

Q.1 How often do you purchase Amul ghee?

From the above chart, it can be seen that about 35.7% respondent prefer purchasing Amul ghee on a monthly basis while 15.7% respondents rarely purchase it.

Q.2 Where do you typically purchase Amul ghee?

About 60% of the respondents purchase Amul ghee from local grocery stores, while only 9.6% respondents purchase online.

Q.3 How important is the price of Amul ghee when making a purchase decision?

About 40.9% respondent find the price of Amul ghee somewhat important factor while purchasing and around 15.7% respondents feel price is not very important factor when purchasing Amul ghee.

Q.4 How important is the quality of Amul ghee when making a purchase decision?
About 78.3% respondents feel that quality of Amul ghee matters a lot while and affects their purchasing behavior. For 0.9% respondent, the quality is not at all important.

Q.5 How important is the packaging of Amul ghee when making a purchase decision?

For about 51.3% respondents, the packaging quality of Amul ghee is an important factor and only 10.4% respondents feel that packaging is not an important factor when it comes to buying Amul ghee.

Q.6 What size of Amul ghee do you typically purchase?

Around 42.6% respondents purchase a pack of 500gm of Amul ghee and only 7% respondents buy more than 1kg pack.

Q.7 How satisfied are you with the quality of Amul ghee?

About 58.3% of respondents are highly satisfied with the quality of Amul ghee while a very small proportion of about 2.6% are dissatisfied.

Q.8 Have you ever tried other brands of ghee besides Amul?

About 60.9% respondents have tried other brands of ghee and 13.9% respondents are unsure of their choice of brand that they had ever purchased besides Amul ghee.

Q.9 How often do you switch to other brands of ghee besides Amul?

About 56.5% respondents rarely prefer to shift from Amul ghee to other brands of ghee, while 27% respondent occasionally switch to other brands.
Q.10 How important is the Amul brand reputation when making a purchasing decision?

The brand reputation of Amul ghee is important for 69.6% respondents while only 0.9% respondents feel brand reputation is not at all important.

Q.11 What factors influence your decision to purchase Amul ghee?

For 71.3% respondents, quality of the product has an influence over their purchase and 17.4% feel brand reputation while only 0.9% feel recommendations from others matter to them.

Q.12 How likely would you to recommend Amul ghee to others?

61.7% respondents are very likely interested in recommending Amul ghee and only 0.9% respondent is not likely to recommend the brand like Amul ghee to other.

4.1 FINDINGS

1. Most of the consumers purchase Amul ghee on monthly basis from a local grocery store.

2. Majority of consumers purchase Amul Ghee based on its quality, while the price is somewhat important for them.

3. Higher proportion of consumers believe that packaging of Amul ghee is important and is satisfying.

4. On an average, consumers prefer purchasing a 500gm-1kg pack of Amul ghee.

5. Around 60% of consumer are satisfied with the quality of Amul ghee

6. About 25% of consumers never tried any other ghee besides Amul whereas around 14% are unsure if they had ever tried other brands or not.

7. Maximum consumers have rarely switched to other brands of ghee.

8. Majority of consumers prefer Amul ghee because of its brand reputation.

9. The biggest influencing factor that affects the buying decision of the consumer is “the quality of the products”.

10. As majority of consumers are satisfied with Amul ghee, they are very likely to suggest and recommend Amul ghee to others.
5.0 LIMITATION

- Small sample size
- The data collection is specific to a particular region, and cannot represent the entire population of the state or country.
- The research was conducted at a specific point in time and may not reflect changes in consumer behavior over time.

6.0 CONCLUSION

The consumer behavior towards Amul Ghee is shaped by a variety of factors such as personal preferences, brand reputation, quality, and price. Amul has established itself as a leading brand in the Indian market, with a strong reputation for quality and affordability. The brand has also leveraged its heritage as a cooperative movement to build trust and loyalty among its customers.

Through various marketing efforts, such as advertising and promotions, Amul has successfully positioned its ghee as a premium product that is ideal for cooking, religious rituals, and medicinal purposes. The brand has also made efforts to cater to changing consumer preferences by introducing low-fat and lactose-free variants of its ghee.

Through this study we came to understand that the consumer pattern of purchase is highly influenced by the need, preferences and affordability of the consumer and the satisfaction of consumer is well based on the strong brand reputation of Amul ghee holds.

Altogether, Amul Ghee enjoys a strong position in the market due to its reputation for quality, affordability, and trustworthiness. Its marketing efforts, coupled with its ability to cater to changing consumer preferences, have enabled it to maintain a loyal customer base.

8.0 REFERENCES

Research, 117, 280-283.


