

BCA - STR



CERTIFICATE OF COMPLETION

This is awarded to

Abhinav

In appreciation of successful work as " Social Media Marketer"
Intern at YTech Raj LLP for 4 Weeks

Mr. Neeraj Solanki

FOUNDER & CEO

Mr. Tushant Kumar

CO-FOUNDER & CTO

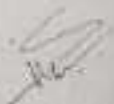


CERTIFICATE OF COMPLETION

THIS IS PROUDLY GIVEN TO

Aditya Goyal

has completed the Summer Internship Program at techmihirnaik
Group in **Management Department**.



MIHIR NAIK

CEO, techmihirnaik
group

techmihirnaik
Just For You

VERIFIED SEAL
techmihirnaik Group



CERTIFICATE OF COMPLETION

THIS IS PROUDLY GIVEN TO

Aditya Tiwari

has completed the Summer Internship Program at techmihirnaik
Group in **Technical Department**.

MIHIR NAIK
CEO, techmihirnaik
group

techmihirnaik
Just For You

VERIFIED SEAL
techmihirnaik Group



CERTIFICATE OF COMPLETION

THIS IS PROUDLY GIVEN TO

Anandita

has completed the Summer Internship Program at techmihirnaik
Group in **Technical Department**.

MIHIR NAIK
CEO, techmihirnaik
group

techmihirnaik
Just For You

VERIFIED SEAL
techmihirnaik Group

CERTIFICATE

OF INTERNSHIP COMPLETION

This certificate presented to:

Vanshika Aggarwal

For successfully completing 60 days (September - October) internship in Web Development.

ION Financial Services ERP

15th November 2021

DATE



A handwritten signature in black ink, appearing to read "Ashutosh", is written above a horizontal line.

SIGNATURE

BA(JMC) - STR

Date: Sept 24, 2021

To Whomsoever It May Concern

This letter is to certify that **Sonal Kwatara** has successfully completed her E-internship program of one month with **The Learning Buddy**. Her internship tenure was from **2nd August 2021 to 1st September 2021**. She was working with the **Content writing** department and was actively & diligently involved in the projects and tasks assigned to her.

During the span, we found her punctual and a hardworking person. Her learning powers are good and she picks up swiftly. Her feedback and evaluation proved that she learned keenly.

Sincerely,

For VISIOLAB IDEAS PVT. LTD.

Navdeep Singh

Director

Navdeep Singh

Chief Executive Officer/Senior HR

The Learning Buddy (Visiolab Ideas Pvt. Ltd)

UNIQUE ADS MEDIA

(LEADING AD AGENCY OF HINDUSTAN TIMES)

G-13, Friends Tower, Paschim Vihar, New Delhi-110063

uniqueadsmedia@yahoo.co.in

9871055455, 9250680913

Ref No Dec112/2021

Date: 03/12/2021

SUBJECT: JOB CERTIFICATE

This is to certify that **DEVANG SABHARWAL** S/o **MR. SANJEEV KUMAR SABHARWAL** has worked in this institutions for 3 month (01/07/2021 to 30/09/2021) Internship in Graphic Designing. He was adaptive and sincere and hardworking towards academic and other duties assigned to him.



**UNIQUE ADS MEDIA
ADVT. BOOKING CENTRE
PASCHIM VIHAR**

GOLD

Certificate

—◇— OF INTERNSHIP —◇—

THIS IS TO CERTIFY THAT

Abhijeet Puri

FROM NEW DELHI WAS ASSOCIATED
WITH AASHMAN FOUNDATION IN THE CAPACITY OF AN INTERN
FROM JULY 2022 TO SEPT 2022 WITH OUR
SOCIAL MEDIA MARKETING GROUP.

HE/SHE HAS COMPLETED HIS/HER INTERNSHIP
WITH A THREE STAR PERFORMANCE

SEPTEMBER 22



Munishpundir
FOUNDER / DIRECTOR

DECCAN
Chronicle



THE ASIAN AGE

1st September 2021

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Shreya Das has successfully completed a internship with Deccan Chronicle newspaper as a Content writer from 2-06-2021 to 31-08-2021.

Besides showing high comprehension capacity, managing assignments with the utmost expertise and exhibiting maximal efficiency, she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period.

We heartily certify that the candidate's overall work is good to the best of our knowledge.

Wishing the candidate all the best for her future endeavors.

For Deccan Chronicle Holdings Limited.

Santosh Mahapatra

Head Government Accounts

Deccan Chronicle and The Asian Age Group Of News Papers

New Delhi



TO WHOM IT MAY CONCERN

This is to certify that **Mr. Harsh Saini (Enr. No. 03517002420)** S/O- Suresh Saini, a student of BA Journalism and Mass Communication from Tecnia Institute of Advance Studies, New Delhi has successfully completed 1 month (**3rd of August to 3rd of September, 2021**) internship programme at this Rajpathnews.com. During the period of his internship programme with us he was found punctual, hardworking and inquisitive.

His performance exceeded expectations and was able to complete the project successfully on time.

We wish him all the best for his future endeavors.

A handwritten signature in blue ink that reads 'Chandra Mani'.

Chandra Mani

Editor In-charge, rajpathnews.com



TAKSHAKA
- P O S T -

PRESS

REG no. DELHR/11691

11 August 2021

TO WHOM IT MAY CONCERN

This is to certify that Mr. Vansh Grover has successfully completed his internship program at "Takshaka Post" Magazine & Web News Portal from 3rd August to 3rd September 2021. We found him sincere, hardworking, dedicated and result oriented. He worked well as part of the team during his tenure. We take this opportunity to thank him and wish all the best for future.

☎ +91 8287086435
✉ takshakapost@gmail.com
📍 Takshaka Post A-47,
Paryavaran Complex
Saket New Delhi 110030
🌐 www.takshakapost.com

Takshaka Post

Shweta R Rashmi
(Founding Editor)

47

Date. 05.09.21

To whom so ever it may concern

This is to certify that Mr. Manas Malhotra, s/O Mr. Manoj Malhotra completed one month internship with M/S SAINA EVENTS for its products Perfect Sourcing magazine and annual b2b exhibition Garment Show of India from 1st AUG – 1 Sep, 2021. During this period he was put on various research projects, writing and editing news, following up for comments, taking bytes for magazine, collecting information for articles and website news.

He was found to be highly sincere, hardworking, determined, interactive and focused. It was observed that he is very good team players and has leadership qualities and managerial skills. He is a go getter and has a positive attitude towards everything. We definitely recommend Manas Malhotra for job in marketing profession as he can be a gem for any company that he is associated with.

We wish him Best of Luck for the future.



Gagan Marwah
Co-founder
SAINA EVENTS

REFERENCE NO.: MD/2020/27

DATE: 17/09/2021

TO WHOM SO EVER IT MAY CONCERN

THIS IS TO CERTIFY THAT MR. / MISS. Chaitanya Sehgal SON/ DAUGHTER OF
MR. Vivek Sehgal WORKED AS Graphic Designer (Intern) IN MEDIA DARBAR, FROM
16th August, 2021 TO 15th September, 2021 WITH OUR ENTIRE SATISFACTION.

DURING HIS WORKING PERIOD WE FOUND HIM A SINCERE HONEST, HARD WORKING,
DEDICATED INTERN WITH A PROFESSIONAL ATTITUDE AND VERY GOOD JOB KNOWLEDGE.
HE IS AMIABLE IN NATURE AND CHARACTER IS WELL. WE HAVE NO OBJECTION TO
ALLOW HIS IN ANY BETTER POSITION AND HAVE NO LIABILITIES IN OUR COMPANY.

We wish him every success in life.



AMIT KUMAR
HR MANAGER

BA(JMC) - FER

Ref. No. **D20/236**

Date **12 August, 2021**

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss. Tripti, daughter of Mr. Prem Prakash, from Tecnia Institute of Advanced Studies has worked at our Non-Governmental Organization (NGO), "SANKALP" for the duration of 11 May, 2021 to 11 August, 2021.

As part of SANKALP, Miss. Tripti contributed to serving the underprivileged society by giving her contribution as a teacher and grooming the kids for their overall development. She also giving her contribution as a digital marketing head, poster making and graphic designing.. I would also like to highlight that she did commendable work and has shown excellent communication skills.

During her tenure, she displayed utmost commitment, passion and zeal to work towards upliftment of the underprivileged society.

She was found to be a self-starter who is motivated, duty bound and hard-working. She has a positive attitude, dedication and immense potential to work and therefore, I highly recommend Miss. Tripti at your esteemed organization.

I wish her all the best for her future endeavours.

Sincerely,
Signature



SOMIK KALKAL
(Founder and President)

SANKALP NGO

31st October, 2020

TO WHOMSOEVER IT MAY CONCERN

Internship Certificate

This is to certify that Mr. Daksh Sharma, was working as **“Operations - Intern”** at **Eduvanz Financing Private Limited** during the period 15th June, 2020 to 31st Oct, 2020.

During his internship, we found him sincere, technically sound and result oriented and was actively involved in several other initiatives where his contributions were useful. He worked well as part of a team during his tenure.

We take this opportunity to thank him and wish him all the best for his future endeavors.

For Eduvanz Financing Private Limited



Authorized Signatory

Varun Chopra

Chief Executive Officer



CERTIFICATE OF INTERNSHIP

is hereby presented to

SIMRAN SHARMA

for finishing the required 200 hours of
internship at Automobiles Creators,

Krish

KRISH SHARMA

Owner



YOUTH EMPOWERMENT
FOUNDATION

CERTIFICATE OF INTERNSHIP

YEF/21/R01816

This certificate is awarded to

SHUBHI SUNDRIYAL

for successfully completing **Event Management Internship** at Youth Empowerment Foundation.

The duration of internship was **two months** starting from **17/06/2021**.

During this period, the candidate was found to be hardworking, efficient and sincere.

Rambabu Sharma
PRESIDENT
Youth Empowerment Foundation

CERTIFICATE OF COMPLETION

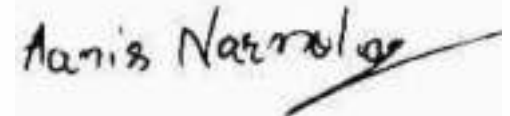
Amisha Kohli

Youth India Foundation presents this certificate to you for your dedication
and service as Intern (Engagement Officer) for the period from
15.05.2021 to 15.08.2021
with a grade point of 8.4 out of 10.

We wish you luck for your career



Subhankar Nanda
Founder



Aanis Narnolia
Co-Founder





Dear Sejal,

Welcome onboard. We are pleased to appoint you as **Operations and Customer Outreach intern** with ProEves.

Role Responsibilities

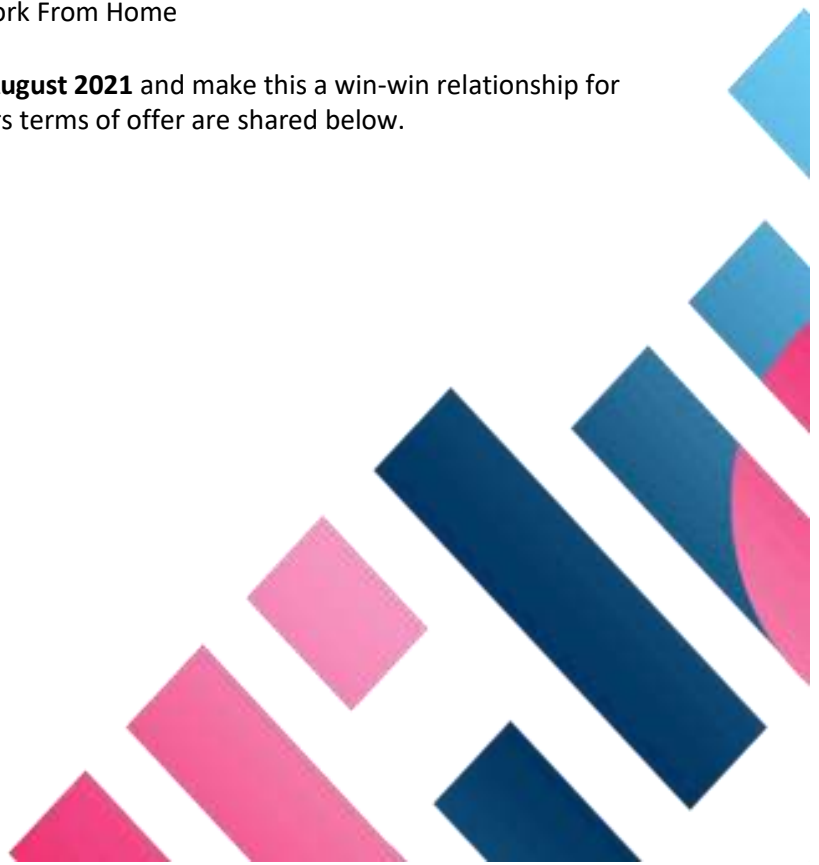
1. Reaching out to daycare/preschool centers to understand their reopening plans and share details about ProEves offerings (Network reach out)
 2. Reaching out to parents of preschoolers to understand their requirements and share details about ProEves offerings (Customer reach out)
 3. Working with cross-functional teams to ensure quality checks
 4. Supporting in project management under ProEves Learning Lab viz online camps, classes, etc.
 5. Entering data performing QC checks to ensure the accuracy of the data that has been inputted
- The role will be responsible to work closely with current operations team, tech team and other team members within the organization.

The role will be responsible to work closely with current operations team, tech team and other team members within the organization.

Working Hours: Mon – Fri- 8 hrs. Sat – 4 hrs, Work From Home

We look forward to having you on-board on **2 August 2021** and make this a win-win relationship for both ProEves and you. Compensation and others terms of offer are shared below.

Regards
Divya Agarwal
+91 998717 9525
divya@proeves.com





**LITTLE HAND
FOUNDATION**

CERTIFICATE OF COMPLETION

This certifies that

KHUSHI AGGARWAL

has successfully completed the Social Media Marketing Internship Program from 02nd September 2021 to 02nd October 2021,

We found him/her sincere, hardworking, dedicated, and result-oriented. She/he worked well as part of the team during his/her tenure. We take this opportunity to thank him/her and wish him/her all the best for his/her future.

Date of Certification: 2021-10-05

DEEPANSHU ARORA

Founder

littlehandfoundation.org.in
Certificate No: LHF/CE/21/A028

BBA - STR

CERTIFICATE



INIESTA WEBTECH SOLUTION PVT. LTD.

THIS IS AWARDED TO

Ayush Goel

Reference ID- INIESTA1861

FOR COMPLETE HIS/HER INTERNSHIP IN DIGITAL MARKETING FROM 5th Aug TO 5th Oct
HE / SHE HAS SHOWN ZEAL AND PROACTIVE WORK ATTITUDE DURING HIS/HER
STAY. WE FOUND HIM/HER HARDWORKING AND A COMMITTED INDIVIDUAL. WE
WISH HIM/HER GOODLUCK AND SUCCESS IN FUTURE.

Satyam Shukla

SATYAM SHUKLA
Managing Director

Aashima

AASHIMA
Senior Human Resource

FOR ANY QUERY

Phone number - 8162618101 / 8191086614
EMAIL US AT - Support@iniestawebtech.com



LAUNCHPAD

CERTIFICATE

of Internship Completion

This certificate is awarded to

Tushar Sharma

for successful completion of the 45 days Launchpad Internship Program at
Flipkart's Supply Chain Facility during.....Aug - Oct.....2021

Zoya Sali
Director, Arca

Aashish Kumar Topno
Director-HR&M, FC/MH

Shah Nawaz Khan
Director-L&D, eKart

LETTER OF APPRECIATION

Date:- 28th August 2021

TO WHOM SO EVER IT MAY CONCERN

We are glad to inform you that Mr. Amandeep Singh Suri from **Tecnia Institute of Advanced studies and informational technology** has successfully completed his summer internship at Takiar Group from 13th July 2021 – 30th August 2021 as a **Human and Resource Management** Trainee under the operations department.

During his internship, he was exposed to the various activities in automation products and services division.

We found his extremely inquisitive and hardworking. He was very much interested to learn the functions of our core division and also willing to put his best efforts and get in to the depth of the subject to understand it better. His association with us was very fruitful and we wish him all the best for his future endeavors.



**ASHWIN SINGH TAKIAR
FOUNDER & CEO
TAKIAR GROUP**

Office Address: Mayur Vihar, New Delhi

Phone No.: +91 9058651286

E-mail : info@sealordentertainment.com

Date: 29/08/2021

TO WHOM IT MAY CONCERN

E – Mail:- nameekumarshambhu@gmail.com

This is to certify that Mr **Shambhu Kumar**, has Completed his 2 Months of Internship Duration (From 18th August, 2021 to 18th October, 2021). He has worked in the field of Digital Marketing. During the period of his internship programme with us he was found, hardworking and inquisitive, with his Qualities to solve the problems by Learning & Solving the Issues themselves.

There will be Few Extra Perks & Credits in Media as this was the part of the NGO Campaign

We wish his every success in life.

Thanks & Regards



(Authorized Signatory)
Shubham Saxena
(Director)
Sea Lord Entertainment Pvt. Ltd.

Ring us: +91 8433438432.



commondove

CERTIFICATE OF INTERNSHIP

We present this certificate to:

ISHIKA KANSAL

In appreciation for your work as an Social Media Marketing Intern at
Commondove. You have shown true commitment and diligence
during the course of this internship and have successfully
completed all the assigned tasks. The internship was
conducted between 05/06/2021 and 05/08/2021.

Dr Ankita Nirwan

2018 © Commondove

www.commondove.com



Digitally signed
by ANKITA
NIRWAN

Date:
2021-08-05
13:32:31

Certificate UID :

CD/INT/2021-22/754



INIESTA WEBTECH SOLUTION PRIVATE LIMITED

Refrence Number- INIESTA2034

INTERNSHIP CERTIFICATE

This certificate is awarded to

PRATHAM SOMANI

In appreciation for your outstanding accomplishments in the company as
intern at **Iniesta Webtech Solution** in **Digital Marketing** Departmen from
AUGUST 12, 2021 To OCTOBER 12, 2021

HE/SHE HAS SHOWN ZEAL AND PROCATIVE WORK ATTITUDE DURING HIS/HER STAY.
WE FOUND HIM/HER HARDWORKING AND A COMMITTED INDIVIDUAL. WE WISH
HIM/HER GOODLUCK AND SUCCESS IN FUTURE.

SATYAM SHUKLA

SATYAM SHUKLA

DIRECTOR

FOR ANY QUERY – SUPPORT@INIESTAWEBTECH.COM PHONE NUMBER- 8182818101



Forage

Inspiring and empowering
future professionals

Jagrit Muniappan

APAC Investment Banking Virtual Reality Intern Experience

Certificate of Completion
September 28th, 2021

Over the period of August 2021 to September 2021, Jagrit Muniappan has completed practical task modules in:

Prepare a one-page company profile
Select the appropriate comparable companies
Calculate relevant financial metrics
Summarize key findings in an email



**Citi APAC Campus
Team**
Citibank

Tom Brunskill
CEO, Co-Founder of
Forage

MBA - STR



LEARNOVATE ECOMMERCE

CERTIFICATE OF INTERNSHIP

We present this certificate to

Ankit Singh

in appreciation for your work as a **DIGITAL MARKETING** Intern at Learnovate. You have shown true commitment and diligence during the course of this internship and have successfully completed all the assigned tasks. The Internship was conducted between 09/08/2021 to 09/09/2021

09 SEP 2021



RAVI SINGH

FOUNDER

www.learnovateecommerce.com



Axis Bank

INTERNSHIP LETTER

Divya Chahuan
A106 Delhi Govt.
officer's complex
Type 4, Shalimar Bagh Delhi
110088

REF/2021/07/EMP-INT40

Dated: 13/08/2021

This is to acknowledge that Divya Chahuan has successfully completed 45 days of training & internship under the Finance Department at Axis Bank.

Her performance was satisfactory during this tenure and we find her learning abilities are up to the mark.

Start Date: 10th June 2021
End Date: 10th August 2021

Training Manager
Sachin Bhati (Executive-Human Resources)
Signature Not Verified

(Digitally signed by Axis Bank Date: 2021.08.13)

20:06:17 +05:30

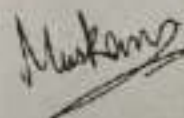
K.G. Somani & Co.

Add: 3, 15, Asaf Ali Rd, Katra Chobey Lal, Old Delhi, New Delhi, Delhi 110002

CERTIFICATE

This is to certify that Mr. Himanshu Garg, a student of Master of Business Administration (MBA), a class of 2021, Tecnia Institute of Advanced Studies, Affiliated to GGS.IP. University bearing Enrolment No. 35117003920, has undertaken the Summer Internship Training at K.G. Somani & Co. during Aug-Sept 2021 under my supervision & guidance. He has conducted a study & Completed the Project on "Factors Driving Women Entrepreneurs towards Success".

Seal of Organization



Signature of the Guide

Name of the Guide: Muskan
Designation: Business
Coordinator

COMPLETION CERTIFICATE

Date: 04 Oct, 2021

This is to certify that **Mr. Himanshu** has successfully completed his **Summer Internship** with project title "**Consumer Buying Behaviour Towards Financial Service**" under the guidance of **Mr. Chinmay Tiwari**.

The duration of the project was from 15 Jul, 2021 to 15 Sep, 2021

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work **satisfactory** to the best of my knowledge with an aggregate grade: **B**.

Location for internship: New Delhi/Work from Home

We wish him all the best for future endeavours.

Warm Regards



(Authorized Signatory)

Head HR
Insplore Consultants Pvt. Ltd.



भारतीय विमानपत्तन प्राधिकरण
AIRPORTS AUTHORITY OF INDIA

एचआर / प्रशिक्षण / 06/2024 /

दिनांक / Date: 31/07/2021

TO WHOMSOEVER IT MAY CONCERN

यह प्रमाणित किया जाता है कि टेकनिया इंस्टिट्यूट ऑफ एडवांस्ड स्टडीज, नई दिल्ली के छात्र श्री संचित गुप्ता ने भारतीय विमानपत्तन प्राधिकरण, राजीव गांधी भवन, सफदरजंग हवाई अड्डे, नई दिल्ली के मानव संसाधन निदेशालय में 03/06/2021 से 31/07/2021 तक सफलतापूर्वक इंटर्नशिप पूरी की है।

This is to certify that Mr. Sanchit Gupta of Tecnia Institute of Advanced Studies, New Delhi has successfully completed internship from 03/06/2021 to 31/07/2021 in the Human Resource Directorate of the Airports Authority of India, Rajiv Gandhi Bhawan, Safdarjung Airport, New Delhi.

भारतीय विमानपत्तन प्राधिकरण उनके उज्ज्वल भविष्य की कामना करता है।

चंद्र प्रताप द्विवेदी
31.07.21

(चंद्र प्रताप द्विवेदी /Chandra Pratap Dwivedi)

संयुक्त महाप्रबंधक (सीएनएस) / Jt.General Manager (CNS),

प्रशिक्षण सेल / Training Cell

एचआर डायरेक्टोरेट, ए. आर. आर. चंद्र प्रताप द्विवेदी, जे.
जनरल मैनेजर, सीएनएस, ए. आर. आर. चंद्र प्रताप द्विवेदी, जे.
मानव संसाधन निदेशालय, विमानपत्तन प्राधिकरण
ए. आर. आर. चंद्र प्रताप द्विवेदी, जे. आर. चंद्र प्रताप द्विवेदी, जे.
सफदरजंग हवाई अड्डा / Safdarjung Airport
नई दिल्ली-110003 / New Delhi-110003

MBA - Minor Project

PROJECT REPORT ON

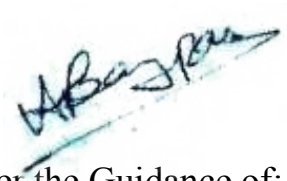
A STUDY OF CONSUMER BUYING PATTERN TOWARDS AMUL MILK

Submitted in Partial Fulfillment of the Requirements
for the Award of the Degree of

MASTERS OF BUSINESS ADMINISTRATION (MBA)

to

Guru Gobind Singh Indraprastha University, Delhi


Under the Guidance of:

Dr. Ashutosh Bajpai

Head of Department (MBA)

Designation

Submitted by:

AANCHAL

MBA 2nd Semester

Enroll No. 00317003921

Session 2021-23



DECLARATION

I HEREBY DECLARE THAT THE MINOR PROJECT REPORT, ENTITLED “A STUDY OF CONSUMER BUYING PATTERN TOWARDS AMUL”, IS BASED ON MY ORIGINAL STUDY AND HAS NOT BEEN SUBMITTED EARLIER FOR AWARD OF ANY DEGREE OR DIPLOMA TO ANY INSTITUTE OR UNIVERSITY. THE WORK OF OTHER AUTHOR(S), WHEREVER USED, HAS BEEN ACKNOWLEDGED AT APPROPRIATE PLACE(S).

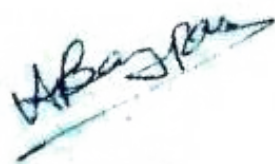
Place: New Delhi

Candidate's Signature

Date:

Name: AANCHAL

Enroll. No.: 00317003921



Countersigned

Name: **Dr. Ashutosh Bajpai**

Supervisor TIAS

ACKNOWLEDGMENT

AN INDEPENDENT PROJECT IS A CONTRADICTION IN TERMS. EVERY PROJECT INVOLVES CONTRIBUTION OF MANY PEOPLE. THIS PROJECT ALSO BEARS THE IMPRINTS OF MANY PEOPLE AND IT IS A PLEASURE FOR ME TO ACKNOWLEDGE AND THANK ALL OF THEM.

I AM DEEPLY INDEBTED TO **DR. ASHUTOSH BAJPAI** WHO ACTED AS A MENTOR AND GUIDE, PROVIDING KNOWLEDGE AND GIVING ME HIS/HER VALUABLE TIME OUT OF HIS/HER BUSY SCHEDULE, AT EVERY STEP THROUGHOUT THE PROJECT. IT IS ONLY BECAUSE OF HIS/HER THIS PROJECT CAME INTO BEING.

I ALSO TAKE THE OPPORTUNITY TO EXPRESS MY SINCERE GRATITUDE TO EACH AND EVERY PERSON, WHO DIRECTLY OR INDIRECTLY HELPED ME THROUGHOUT THE PROJECT AND WITHOUT ANYONE OF THEM THIS PROJECT WOULD NOT HAVE BEEN POSSIBLE.

THE IMMENSE LEARNING FROM THIS PROJECT WOULD BE INDELIBLE FOREVER.

STUDENT NAME: AANCHAL

ENROLL. NO.: 00317003921

EXECUTIVE SUMMARY

In today's competitive world while entering in the market it is very necessary to have good knowledge of the potential of a particular market. The information regarding the activities of competitor's existing in the market so that we can plan each activity according to that. It is also, necessary to retain the existing customers apart from attracting the new customers.

In the year 1946, the first 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.

The brand name Amul means "AMULYA". This word derived from the Sanskrit word "AMULYA" which means "PRICELESS". A quality control expert in Anand had suggested the brand name "AMUL". Amul products have been in use in millions of homes since 1946. Amul Butter, Amul Milk Powder, Amul Ghee, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya have made Amul a leading food brand in India. Today Amul is a symbol of many things like of the high- quality products sold at reasonable prices, of the genesis of a vast co-operative network, of the triumph of indigenous technology, of the marketing savvy of a farmers' organization.

The Project is concern with the buying pattern & market analysis of Amul dairy milk in New Delhi city. The project included as part of MBA Program.

Title: "A STUDY OF CONSUMER BUYING PATTERN TOWARDS AMUL MILK"

Organization: "Gujarat Co-operative Milk Marketing Federation (GCMMF), Anand, Gujarat".

Objective: The primary objective was to find customer response towards Amul milk. My aim was to go through the customers to know the interest of purchasing & using Amul milk. Basically, the study was for the demand of Amul milk among the customers. And also, to know the complaints on Amul milk.

Research Methodology: Research type was descriptive. The research was done through customers. I have collected the primary data through questionnaire which was filled by

retailers, customers. Questions were both open and close ended. The secondary data was collected from website. Sampling done is non-probability sampling.

Findings: Usually there are around more players in of liquid milk exist. Those are like Chitale, Katraj, Krishnai, Mahanand, Amul, Warna, and many other local brands. As per the findings CHITALE is the Market leader and having more market share. Awareness of Amul dairy milk among the retailers as well as consumers is average but acceptance is low. The sale is totally depending on the retailers.

Data Analysis: The data analysis has done area wise. It gives idea about the competitors of Amul dairy milk.

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CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION TO STUDY

About Consumer Buying Pattern

Buying patterns refer to the why and how behind consumer purchase decisions. They are habits and routines that consumers establish through the products and services they buy.

Buying patterns are defined by the frequency, timing, quantity, etc. of said purchases. These patterns are determined by factors such as:

- Where someone lives
- Where they work
- How much money they make
- What they enjoy and prefer
- What their friends and family recommend
- What their goals and motivations are
- The price of the product or service they're interested in (and any active sales or discounts)
- Any product displays
- The necessity of the product or service
- Festivals, holidays, rituals, or celebrations

Predicting Customer Buying Patterns

Many, many things influence a customer's buying behavior and patterns. These types of purchases fall into four consumer behavior categories:

- Routine purchases (e.g. weekly grocery shopping)
- Limited decision-making purchases (e.g. a new salon recommended by a friend)
- Extensive decision-making purchases (e.g. a new car)
- Impulse purchases (e.g. a pack of gum at the register)

Buying patterns are present in all of these types of consumer behavior, but they're most prevalent and predictable through routine purchases. (We'll dive more into these types and examples in the following section.)

Marketers at companies in all these industries work to uncover and understand the buying patterns of their customers. Most buying patterns are established through the typical buyer journey: awareness, consideration, and decision.

When a pattern is established, however, the buyer then no longer has to become aware of their problem and consider a solution — they simply repeat the decision stage over and over, thus creating the pattern.

So, how can marketers and salespeople uncover the current buying patterns of their customers? The most straightforward way is to ask. Once you set a baseline of customer behavior and expectations, you can then start to predict their patterns — and those of similar shoppers.

1.2 OBJECTIVES OF THE STUDY

- To know awareness of people towards Amul products.
- To know the preference of Amul products with comparison to other competitive brands.
- To know the factors which affects consumer's buying behaviour while purchase milk.
- To study various factors such as quality, price, easily available etc. Is influencing lot and influences positively.
- Ideas about to increase the sale of the "Amul".

1.3 SCOPE OF THE STUDY

- AMUL Products is the one of the important products which is used all over the world. Consumer buying behaviour is an important element in the marketing activity.
- This study is used to calculated various opinions of the consumer who are using the AMUL products.
- The company can come to know about the strength and weakness of the product.
- This will help to know the needs and wants of every individual in day to day life.

1.4 LIMITATIONS OF THE STUDY

- Time duration for the research was less.
- People are reluctant to spare time.
- Since, the sample size was limited, it was not sufficient to cover the opinion of entire Delhi.
- Due to CoVid-19 Pandemic, face-to-face interaction was not possible with the customers. Hence, the data has been collected in virtual mode.
- The study is confined to the area New Delhi only.
- The data is collected for the research is on primary data given by the respondents, so there is chance for personal bias. So, the accuracy is not true.
- Due to storage of time and other constraints the study has been limited to 100 respondents.

CHAPTER – 2

INDUSTRY

PROFILE

2.1 PROFILE OF INDIAN DAIRY INDUSTRY

India is ranked 1st in milk production contributing 23 per cent of global milk production. Milk production in the country has grown at a compound annual growth rate of about 6.2 per cent to reach 209.96 million tonnes in 2020-21 from 146.31 million tonnes in 2014-15.

The top 5 milk-producing states are: Uttar Pradesh (14.9%, 31.4 MMT), Rajasthan (14.6%, 30.7 MMT), Madhya Pradesh (8.6%, 18.0 MMT), Gujarat (7.6%, 15.9 MMT) and Andhra Pradesh (7.0%, 14.7 MMT).

The Government of India in association with the Department of Animal Husbandry and Dairying in June 2020 announced a \$ 2.1 Billion infrastructure development fund with an interest subsidy scheme to promote investment by private players and MSMEs in dairy, meat processing and animal feed plants which in return is expected to create 3.5 million jobs.

The food processing ministry on Monday said its flagship scheme 'Pradhan Mantri Kisan Sampada Yojana (PMKSY)' has been extended till March 2026 with an allocation of Rs 4,600 crore. PMKSY is an umbrella scheme incorporating ongoing schemes of the ministry like Integrated Cold Chain and Value Addition Infrastructure, Food Safety and Quality Assurance Infrastructure, Infrastructure for Agro-processing Clusters, Creation / Expansion of Food Processing and Preservation Capacities and Operation Greens.

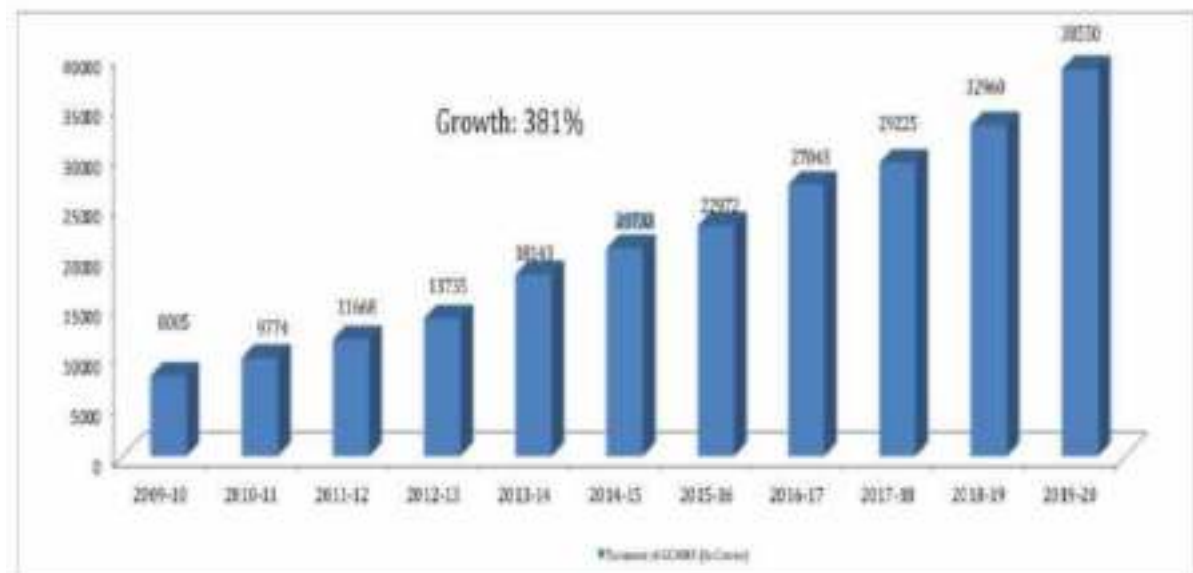
2.2 GUJARAT COOPERATIVE MILK MARKETING FEDERATION

GCMMF: An Overview

Gujarat Cooperative Milk Marketing Federation (GCMMF) is India's largest food products marketing organization. It is a state level apex body of milk cooperatives in Gujarat which aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money.

CRISIL, India's leading Ratings, Research, Risk and Policy Advisory company, has assigned its highest ratings of "AAA/Stable/P1+" to the various bank facilities of GCMMF.

Member's	:	13 district cooperative milk producers' Union
No. of Producer Members	:	2.9 million
No. of Village Societies	:	15,322
Total Milk handling capacity	:	13.07 million litres per day
Milk collection (Total - 2009-10)	:	3.32 billion litres
Milk collection (Daily Average 2009-10)	:	9.10 million litres
Milk Drying Capacity	:	647 Mts. per day
Cattle feed manufacturing Capacity	:	3740 Mts. per day



2.3 PROFILE OF AMUL

AMUL means "priceless" in Sanskrit. The brand name "Amul," from the Sanskrit "Amoolya," was suggested by a quality control expert in Anand. Variants, all meaning "priceless", are found in several Indian languages. Amul products have been in use in millions of homes since 1946. Amul Butter, Amul Milk Powder, Amul Ghee, Amulspray, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya have made Amul a leading food brand in India.

(Turnover: Rs. 52.55 billion in 2007-08). Today Amul is a symbol of many things. Of high-quality products sold at reasonable prices.



50 years after it was first launched, Amul's sale figures have jumped from 1000 tonnes a year in 1966 to over 25,000 tonnes a year in 1997. No other brand comes even close to it. All because a thumb-sized girl climbed on to the hoardings and put a magical spell on the masses.

AMUL stands for-

A – Anand

M – Milk

U – Union

L – Limited

AMUL (Anand Milk Union Ltd.) is based on four hands, which are coordinated with each other. The actual meaning of this symbol is co-ordination of four hands of different people by whom this union is at the top position in Asia.

First hand is of farmers, without whom the organization would not have existed.

Second hand is of processors, who process the raw material (milk) into finished goods.

Third hand is of marketer, without whom the product would have not reached the customers.

Fourth hand is of customers, without whom the products would have not carried on.

BASIC INFORMATION

Company Name	Amul India
Industry Type	Food processing FMCG
Product/ Services	Dairy products
Revenue	Rs. 386 billion (2020)
Address	Gujarat Cooperative Milk Marketing Federation, PO Box 10, Amul Dairy Road, Anand 388 001, Gujarat, India
No. of employees	1,000 (marketing arm) & 3.6 million (milk producing members)
URL	https://amul.com/index.php

OWNERSHIP & CAPITAL

Year established	1973
Representative/ Business Owner	B M Vyas
Trade & Mark	North America, South America, Western Europe
Main market	Eastern Asia, Southeast Asia, Mideast Africa
Total Annual Sales Volume	Above US \$100 Million

2.3.1 MISSION, VISION & OBJECTIVES OF AMUL

Mission of AMUL

“We the motivated and dedicated workforce at Amul are committed to produce wholesome and safe foods of excellent quality to remain market leader through development of quality management system, state of art technology, innovation and eco-friendly operations to achieve delightment of customers and milk producers.”

Vision of AMUL

Amul has a vision to provide more and more satisfaction to the farmers, employees and distributors. There are two major competitive advantages of Amul over other brands. First and foremost is the supply chain. Because of the large numbers of dairy suppliers,

Amul has a tremendous strength and reliability in its supply chain. Hence it is able to produce such high volumes.

The second competitive advantage is the wide product portfolio due to which it can run Amul shop's and also have its products present in retail. The product portfolio is such that products like Butter and Ice cream are cash cows for the company.

Objective of AMUL

Is to ensure that the maximum share of the consumer's rupees goes back to the milk producers.

2.3.2 PRODUCT LIFE CYCLE STAGES

A product passes through distinct stages during its life in market, each posing different challenges, opportunities and problems. Profits rise and fall at different stages of the product life cycle. There are four different stages of product life cycle, namely

1. INTRODUCTION STAGE
2. GROWTH STAGE
3. MATURITY STAGE
4. DECLINE STAGE

Different products of AMUL are in different stages in the product life cycle. Products like milk, butter, chocolate and cheese are in the maturity stage, while ice-creams, chocolates and shrikhand are still in the growth stage. On the other hand, products like milk powders, infant food, frozen food items and mix are in introduction stage.

The company adopts aggressive selling techniques for those products which are in the introductory stage, while very less promotional programmes are carried out for those products which are in the growth or maturity stage.



2.3.3 PRODUCT RANGE

Vast varieties of products are offered by AMUL which are as follows:

BREADSPREADS

- Amul Butter
- Amul Lite Low-Fat Bread spread
- Amul Cooking Butter



CHEESE RANGE

- Amul Pasteurized Processed Cheddar Cheese
- Amul Processed Cheese Spread
- Amul Pizza (Mozarella) Cheese
- Amul Shredded Pizza Cheese
- Amul Emmental Cheese
- Amul Gouda Cheese
- Amul Malai Paneer (cottage cheese) Frozen and Tinned

- Utterly Delicious Pizza

MITHAAEE RANGE (ETHNIC SWEETS)

- Amul Shrikhand (Mango, Saffron, Almond Pistachio, Cardamom)
- Amul Amrakhand
- Amul Mithaee Gulabjamuns
- Amul Mithaee Gulabjamun Mix
- Amul Mithaee Kulfi Mix

MILK RANGE

- Amul Taaza 3% fat Milk
- Amul Gold 4.5% fat Milk
- Amul Slim-n-Trim 0% fat milk
- Amul Chocolate Milk
- Amul Fresh Cream
- Amul Snowcap Softy Mix
- Amul Taaza Double Toned Milk

PURE GHEE

- Amul Pure Ghee
- Sagar Pure Ghee
- Amul Cow Ghee

INFANT MILK RANGE

- Amul Infant Milk Formula 1 (0-6 months)
- Amul Infant Milk Formula 2 (6 months above)
- Amulspray Infant Milk Food

MILK POWDERS

- Amul Full Cream Milk Powder
- Amulya Dairy Whitener
- Sagar Skimmed Milk Powder
- Sagar Tea and Coffee Whitener

SWEETENED CONDENSED MILK

- Amul Mithaimate Sweetened Condensed Milk

FRESH MILK

- Amul Taaza Toned Milk 3% fat
- Amul Gold Full Cream Milk 6% fat

- Amul Shakti Standardised Milk 3% fat
- Amul Smart Double Toned Milk 1.5% fat

CURD PRODUCTS

- Amul Masti Dahi (fresh curd)
- Amul Butter Milk
- Amul Lassi



AMUL ICECREAMS

- Royal Treat Range (Rajbhog, Cappuchino, Chocochips, Butterscotch, Tutti Frutti)
- Nut-o-Mania Range (Kaju Drakshi, Kesar Pista, Roasted Almond, Kesar Carnival, Badshahi Badam kulfi, Shista Pista Kulfi)
- Utsav Range (Anjir, Roasted Almond)
- Simply Delicious Range (Vanilla, Strawberry, Pineapple, Rose, Chocolate)
- Nature's Treat (Alphanso Mango, Fresh Litchi, Anjir, Fresh Strawberry, Black Currant)
- Sundae Range (Mango, Black Currant, Chocolate, Strawberry)
- Milk Bars (Chocobar, Mango Dolly, Raspberry Dolly, Shahi Badam Kulfi, Shahi Pista Kulfi, Mawa Malai Kulfi, Green Pista Kulfi)
- Cassatta
- Tricone Cones (Butterscotch, Chocolate)
- Megabite Almond Cone
- Frostik - 3-layer chocolate Bar
- Fundoo Range - exclusively for kids

- SlimScoop Fat Free Frozen Dessert (Vanilla, Banana, Mango, Pineapple)

CHOCOLATE & CONFECTIONERY

- Amul Milk Chocolate
- Amul Fruit & Nut Chocolate
- Amul Eclairs

BROWN BEVERAGE

- Nutramul Malted Milk Food

MILK DRINK

- Amul Shakti Flavoured Milk



2.3.4 AWARDS OF AMUL

Amul a co-operative society and its co-operation has led many different awards in its favor.

- “Magsaysay” award for community leadership presented in manila, Philippines to Shri Tribhuvandas Patel, Shri D N Khurody and Shri V. Kurien 1964.
- “Padmabhusan” award given to Shri T.K. Patel 1965.
- “Padmshri awarded was given to V. Kurien, general manager, by the president of India 1987.
- “Best Productivity” awarded by national productivity council for the year 1985-86 awarded to Amul dairy. 1988.
- “Best Productivity” awarded for the second successive year 1986- 87 by the president of India, Mr. R. Venkatrao to kaira union. 1993.
- “ICA” Memenoto towards genuine and self-sustaining co- operative worldwide ICA regional office for Asia and pacific, New Delhi, 1996. 1999.
- “G.B.Birla” award Moreover, the Amul union has achieved the prestigious ISO 9001-2000 and HACCP Certificate and effects are got to obtain ISO 14000.

2.3.5 AMUL IN ABROAD

Amul is going places. Literally. After having established its presence in China, Mauritius and Hong Kong, Gujarat Cooperative Milk Marketing Federation (GCMMF), India's largest milk cooperative, is waiting to flood the Japanese market. Then, GCMMF is also looking at Sri Lanka as one of its next export destinations. Amul products are already available on shelves across several countries, including the US, China, Australia, West Asian countries and Africa. GCMMF recorded a turnover of Rs 2,922 crore last fiscal. Its products include pouch milk, ultra-heat treated (UHT) milk, ice-cream, butter, cheese and buttermilk.

2.3.6 AMUL'S SECRET OF SUCCESS

The system succeeded mainly because it provides an assured market at remunerative prices for producers' milk besides acting as channel to market the production enhancement package. What's more, it does not disturb the agro-system of the farmers. It also enables the consumer an access to high quality milk and milk products. Contrary to the traditional system, when the profit of the business was cornered by the middlemen, the system ensured that the profit goes to the participants for their socio-economic upliftment and common good. Looking back on the path traversed by Amul, the following features make it a pattern and model for emulation elsewhere.

2.3.7 AMUL HAS BEEN ABLE TO:

- Produce an appropriate blend of the policy makers farmers board of management and the professionals: each group appreciating its routes and limitations,
- Bring at the command of the rural milk producers the best of the technology and harness its fruit for betterment.
- Provide a support system to the milk producers without disturbing their agro-economic systems,
- Plough back the profits, by prudent use of men, material and machines, in the rural sector for the common good and betterment of the member producers and The Union looks after policy formulation, processing and marketing of milk, provision of technical inputs to enhance milk yield of animals, the artificial

insemination service, veterinary care, better feeds and the like - all through the village societies. Basically, the union and cooperation of people brought Amul into fame i.e., AMUL (ANAND MILK UNION LIMITED), a name which suggest THE TASTE OF INDIA.

2.3.8 PLANTS OF AMUL

- First plant is at ANAND, which engaged in the manufacturing of milk, butter, ghee, milk powder, flavoured milk and buttermilk.
- Second plant is at MOGAR, which engaged in manufacturing chocolate, nutramul, Amul Ganthia and Amul lite.
- Third plant is at Kanjari, which produces Cattel feed.
- Fourth plant is at Khatraj, which engaged in producing cheese. Today, twelve dairies are producing different products under the brand name Amul.

Today Amul dairy is no. 1 dairy in Asia and no. 2 in the world, which is matter of proud for Gujarat and whole India.

CHAPTER – 3

LITERATURE

REVIEW

3. LITERATURE REVIEW

50 years after it was first launched, Amul's sale figures have jumped from 1000 tons a year in 1966 to over 80,000 tons a year in 2018. No other brand comes even close to it. All because a thumb-sized girl climbed on to the hoardings and put a spell on the masses.

Bombay: Summer of 1967. A Charni Road flat. Mrs. Sheela Mane, a 28-year-old housewife is out in the balcony drying clothes. From her second floor flat she can see her neighbors on the road. There are other people too. The crowd seems to be growing larger by the minute. Unable to curb her curiosity Sheela Mane hurries down to see what all the commotion is about. She expects the worst but can see no signs of an accident.

It is her four-year-old who draws her attention to the hoarding that has come up overnight." It was the first Amul hoarding that was put up in Mumbai, "recalls Sheela Mane." People loved it. I remember it was our favorite topic of discussion for the next one week! Everywhere we went somehow or the other the campaign always seemed to crop up in our conversation. "For 35 odd years the Utterly Butterly girl has managed to keep her fan following intact. So much so that the ads are now ready to enter the Guinness Book of World Records for being the longest running campaign ever.

The current milk process mapping in India is from milk producers to milk collection agents. It is then sent to the milk chilling stations and are transported in bulk to the processing plants, and then send to the sales and finally to the customer. In developing nations milk is being produced by small households and milk productions contributes to livelihoods, food nutrition Milk provides comparatively fast returns for small-scale producers and is a crucial supply of money financial gain. this is often a study the present selling practices adopted by the union in Tamil Nadu and their methods for developing the dairy trade and additionally guarantee availableness of quality milk and milk product tothe shoppers at affordable rates. **(Ref: Diary industries and its development in Tamilnadu: Dr. B. Saranya, Mohanapriya D)**

David Christopher et al (2010) in his study explained "A cross sectional analysis of U. Syogurt demand" found that as a product yogurt has a certain factor such as price and income and factors affecting consumption. As per the analysis certain quantified

demographic characteristics such as marriage, presence of children, female head of household employment to have certain impacts on demand of yogurt products consumed at home with only presence of child in household. The female head of household, children, presence of child in home being present in yogurt products. Income and prices are the driving forces in yogurt consumption.

Kore K. B Pattanaik A. K sharma K and Mirajkar P P (2012), Effect of feeding traditionally prepared fermented milk Dahi as a probiotic on nutritional status, hindgut health and hematology in dogs explained regarding hard milk merchandise area unit milk substrates that area unit ready by mistreatment edible microorganisms that change the carbohydrates, proteins and fats to nontoxic merchandise with flavours, aromas and textures pleasant to the customers it will be yoghurt, Kefir, Kumiss, Acidophilus milk, Bulgarian milk, Leben, Dahi and Lassi. Dahi, curd is thought of the oldest Indian hard milk product and is equivalent to western yoghurt that is edible, refreshing, and has characteristic style liked by the individuals of all age bracket the scale of production ranges from home level to industrial scale as well as preparation by halwai's milk retailers in geographic region. currently days use of hard foods as well as probiotics in varied forms containing selection of microorganisms is increasing in human and veterinary medication. Hence, this study tried to validate effectuality of home dahi/curd as a probiotic in canine model.

Indian Chilikacurd – A potential dairy product for Geographical Indication registration (Dhiraj Kumar Nanda, Rameshwar Singh, S K Tomar, S K Dash, Jayakumar S, Dilip K Arora, Reeti Chaudhary & Dinesh Kumar) Curd/Dahi is thought of as the oldest Indian fermented dairy farm product, that is connected to our mythology with lord Krishna and has been used as a regular item of our diet from ancient time, curd is been counseled for treatment of varied unwellness in Ayurveda and have conjointly been scientifically verified for control of symptom 6,17. It is counseled that regular use of curd can scale back a variety of episodes of symptom 6. Chilika curd are often prompt in concert of the best example that is ready by a ancient process associate degree has an increased time period.

Factors influencing purchase intension towards cup yogurt (Taweesak Amaruka choke) This analysis intends to research and establish factors has positive influence upon purchase intention towards cup food. The objectives of the studies are a unit to

understand cup food client behavior also as examine factors touching purchase import towards cup food. it's a quantitative study exploitation online self-administered form that is haphazardly distributed via Facebook and E-mail. The sample size is 402 respondents World Health Organization sleep in national capital, often consume cup yogurt (Key brands: Dutchie, Dutchie Bio, Meiji, Meiji Balkan nation, Meiji and and Activia) in past one month.

Since the turn of nineteenth century, Cooperatives have existed as predominant types of association in the dairy business around the globe. At times they have assumed the job of creating newborn child industry while at different occasions they have been utilized to reinforce frail creation bases in a situation where showcase disappointments will in general be higher for minor producers.

In some her cases, a system of little makers has sorted out themselves to all the more likely market their items. The executives of these cooperatives have additionally prompted some intriguing administrative bits of knowledge for administrators with regards to rising just as created economies.

Enormous rising economies, e.g., India and China, have complexities that extend from improvement of business sectors (where the Since the turn of nineteenth century, Cooperatives have existed as predominant types of association in the dairy business around the globe. At times they have assumed the job of creating new born child industry while at different occasions they have been utilized to reinforce frail creation bases in a situation where showcase disappointments will in general be higher for minor producers.

Dr. SP Savitha, “A study on consumer preferences towards ‘AMUL PRODUCT’ in Madurai city”. AMUL (Anand Milk Union Limited) formed in 1946, is a dairy co-operative movement in India. India 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 stand to further strength its position. This research is pertaining to find out the present consumer satisfaction of Amul product. Amul product has a god reputation among the consumers in Madurai. So, it can be extended to supply rural area also.

Mohit Jamwal, Dr. Akhilesh Chandra Pandey, “Consumer behaviour towards cooperative milk societies: A Study on measuring the customer satisfaction of Ananchal’ milk (A member milk union of UDFC Ltd)”. The study on consumer behaviour is the study of how individual make decision to spend their available resources (time, money, efforts) on consumption related items. Customer satisfaction was measured across different attributes of the Ananchal Milk and the customer’s preference was checked across different parameters. This survey on the sale of Ananchal milk, it can be concluded that to evolve their production, marketing and pricing strategies effectively.

Dr. P. Rengarajan, R. Sathya and R. Gothami, “Buying behaviour of selected branded milk products”. Dairy products are 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 for availability of product at demand.

CHAPTER – 4

RESEARCH

METHODOLOGY

4. RESEARCH METHODOLOGY

The universe of the population includes the respondents who are the consumers of AMUL milk, in Delhi. The samples (i.e., sample size 100) were selected for this research. The samples were chosen from the population, by using Convenience Sampling Technique (Non-Probability Sampling), because the exact population size is unknown and the accessibility of the consumer is difficult. Survey method of data collection was used in this research. The primary data were collected using questionnaire.

TYPES OF RESEARCH

- **Descriptive research**

Such researches include surveys, fact finding enquiry methods of different types. It generally reports what has occurred or what may happen in future. Methods of research used in descriptive research are survey methods of all kinds.

- **Analytical research**

The researchers use facts or information that is already available. The researcher then analyses the available information facts to make a critical and meaningful evaluation of the material.

- **Fundamental research**

Research that is concerned with generalization and with the formulation of theory are termed as fundamental research. For example, the research related to natural phenomenon or relating to pure mathematics, related to pure mathematics etc.

- **Conceptual research**

This relates to abstract idea or theory. Generally conceptual research is used by philosophers, analysts and thinkers.

- **Exploratory research**

Exploratory research provides insights into and comprehension of an issue or situation.

- **Conclusive research**

Conclusive research draws conclusions: the results of the study can be generalized to the whole population.

- **Qualitative research**

It is a set of research techniques used in marketing and social sciences in which data are obtained from a relatively small group of respondents and are not analyzed with statistical techniques. They are inexpensive and fast. The main types of Qualitative research are:

- Depth interview
- Focus interview
- Quantitative research

RESEARCH DESIGN

A research design is used to structure the research, to show how all of the major parts of the research project, samples or group, work together to try to address the central research questions.

Design decisions:

- What is the study about
- Why the study being made
- Where will the study be carried
- What type of data is required and where it can be found etc.?

Based on the above design decisions, the research design has following parts:

The sampling design, which deals with the method of selecting items to be observed for the given study.

The observational design, which relates to the conditions under which the observations are to be made.

The statistical design, which concerns with the questions of how many items are to be observed and how the information and data gathered are to be analyzed.

The operational design, which deals with the techniques by which the procedures specified in the sampling, statistical and observational designs are carried out.

This research is descriptive in nature as the study carried out the survey questioning, which is an attribute of descriptive research.

Research design for Exploratory Research:

An important reason for conducting exploratory research is to test concepts before they are put in the market place.

Exploratory research can be quite informal, relying on secondary research such as reviewing available literature.

Types of research design methods used for exploratory research.

- 1. Literature review:** It attempts to summarize or comment on what is already known about a particular topic by collecting different sources together, synthesizing and analyzing critically and finally creating new knowledge or perspectives.
- 2. Case Study:** Case research excels at bringing us to an understanding of a complex issue or object and can extend experience or add strength to what is already known through previous research.
- 3. Survey:** Here an empirical study involves collecting information from a larger number of respondents by using questionnaires. Also, a survey might make use of already available data collected for another purpose.
- 4. Experiment:** This involves deliberate manipulation of an intervention in order to determine its effects. The intervention usually involves around pupils,

teachers, school or some other units. If the allocation to these different treatment groups is decided at random it may be called a true experiment; but if the allocation is not random it is called as quasi experiment.

SAMPLING AND SAMPLING DESIGN

It is not possible to examine every item in the population hence inferences are drawn about a large number of items possessing a particular attribute based on analysis of a fraction of such items. It is called a sample. For developing a sampling design following points need to be discussed with regard to the present study.

POPULATION:

- In statistical usage the term population is applied to any finite collection of individuals. It has displaced the older term universe. It is an aggregate of all elements possessing certain specified characteristics which need to be studied and defined prior to sample. Population can be finite if units can be counted or infinite. Since the present study is done in Delhi, the population is finite. Population can be defined in terms of elements, sampling units, extent and time.
- In this study, the specifications will be as follows:
 1. Element : People
 2. Sampling Units : Consumers
 3. Extent : Delhi

ELEMENT

- An Element is the unit about which information is collected. It provides the basis for analysis. It is identifiable physically. In the present study the element is dealer having a good knowledge about the service. (Regarding Brand)

SAMPLING UNIT

- The sampling unit is the basic unit containing the element of the target population. The sampling may be different from the element. It can be either geographical unit (state, district etc.) or social unit (Household, family, club etc.) or a construction unit (enclave, house, flat etc.) or it may be an individual. In the present study, a sample of distributor is selected in the three stages. First of all a sample of cities is selected, then a sample of colonies is selected from each selected colony after the entire distributor in it.

SAMPLE FRAME:

- A sample frame could be a telephone directory, a list of block and localities of a city, a map or any other list consisting of all the sampling units, each stage of sampling process requires its own sampling frame. Since the present study undergoes two stages sampling process, we would need two sampling frames. First a list of localities, Second a list of distributors with in the selected localities.

SAMPLING DESIGN:

- Representation of entire universe is only possible through the sampling technique. Considerable care has been taken in selecting the sample so that is Convenient in terms of size and enough to represent the entire universe.

DATA COLLECTION

We can use either secondary or primary or both the research methods to collect the information depending on the research need and depth of information & coverage needed. In this particular research, I used both the primary and secondary research methods to collect the information.

Primary Data: To collect the primary data I made a questionnaire.

Secondary Data: Secondary data was collected from the following sources:

- Website
- Newspapers
- Journals

SUMMARY OF RESEARCH METHODOLOGY

Research Design

This research is descriptive in nature as the study carried out the survey questioning, which is an attribute of descriptive research.

Data Collection

We can use either secondary or primary or both the research methods to collect the information depending on the research need and depth of information & coverage needed. In this particular research, I used both the primary and secondary research methods to collect the information.

Primary Data: To collect the primary data, I made a questionnaire.

Sample Size: 100

Sampling Method: Convenience Sampling Method

Target Respondents: Consumers of AMUL.

Secondary Data: Secondary data was collected from the following sources:

- Website
- Newspapers
- Journals

CHAPTER – 5

DATA ANALYSIS

AND

INTERPRETATION

5.1 DATA ANALYSIS AND INTERPRETATION

This chapter is all about the analysis of data collected and its interpretation. As the primary research has been done in this report, the data was collected through questionnaire and was shared with peoples via online mode and the responses were collected through Google Forms.

Now, the data and findings were discussed and analyzed.

Name: _____

Gender: _____

Age: _____

Contact No.: _____

Occupation: _____

Q1. Which brand of milk do you consume?

	Frequency
AMUL	67
Mother Dairy	24
Paras	0
Others	9

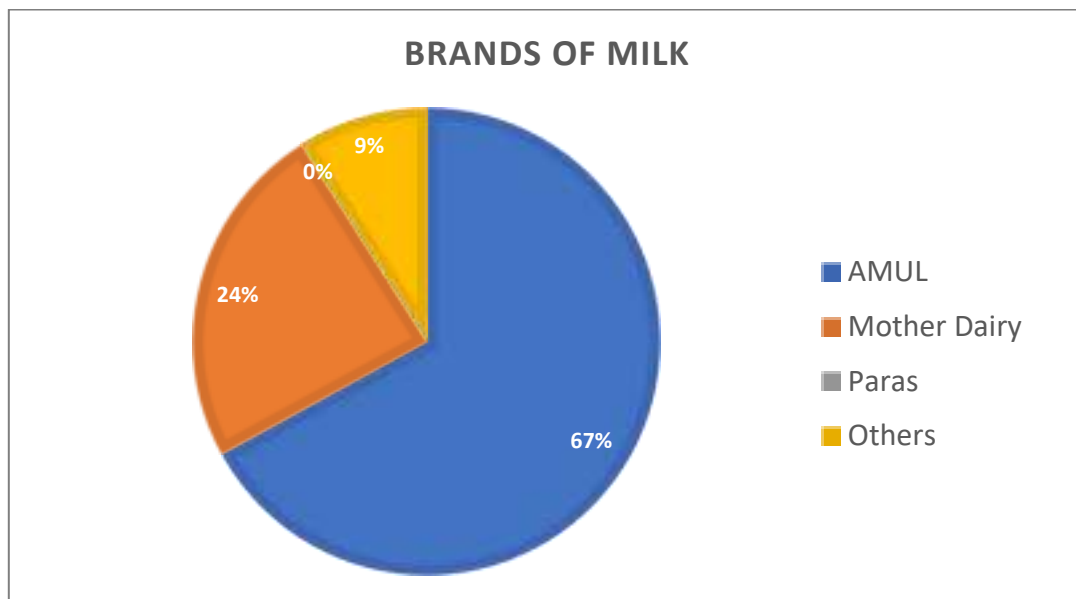


Figure – 1

Interpretation:

The above pie chart depicts that the most of the consumers (67%) consume the milk of AMUL brand whereas only 24% of the respondents consume the milk of Mother Dairy. And no one consumes the milk of Paras brand.

Q2. Which type of milk do you consume?

	Frequency
Only pouch milk	38
Only loose milk	5
Both	57

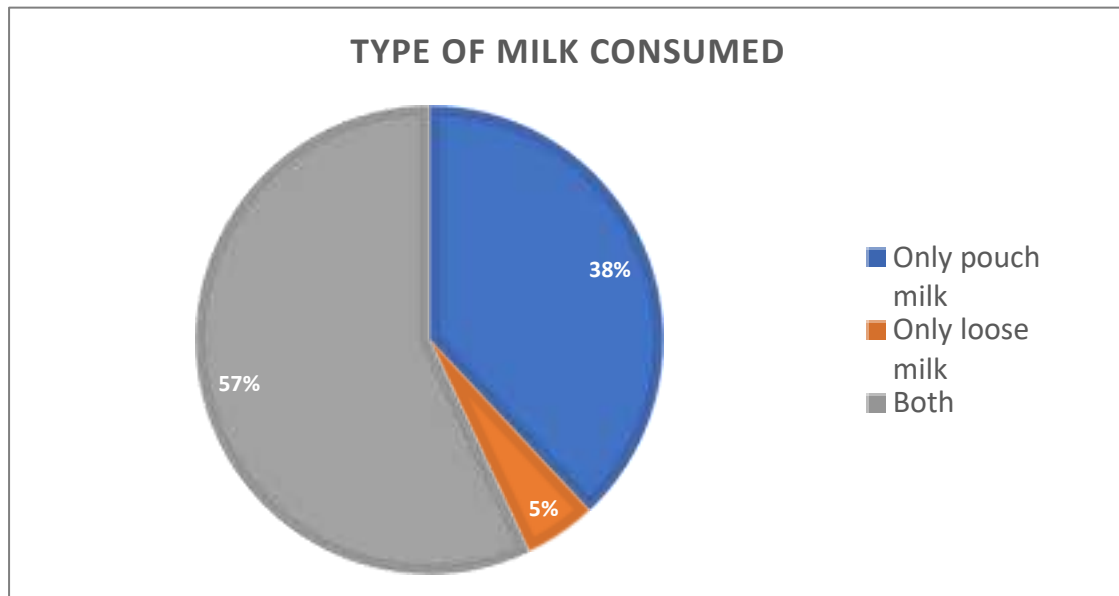


Figure – 2

Interpretation:

It can be analyzed from the pie chart that 38% of the respondents consumes the “pouch milk” of above choose brand whereas only 5% of the rest respondents consumes the “loose milk”. And approx. 57% of the total respondents consumes the both type of milk of selected brand.

Q3. Are you satisfied with the milk you are consuming?

	Frequency
Yes	78
No	9
Maybe	13

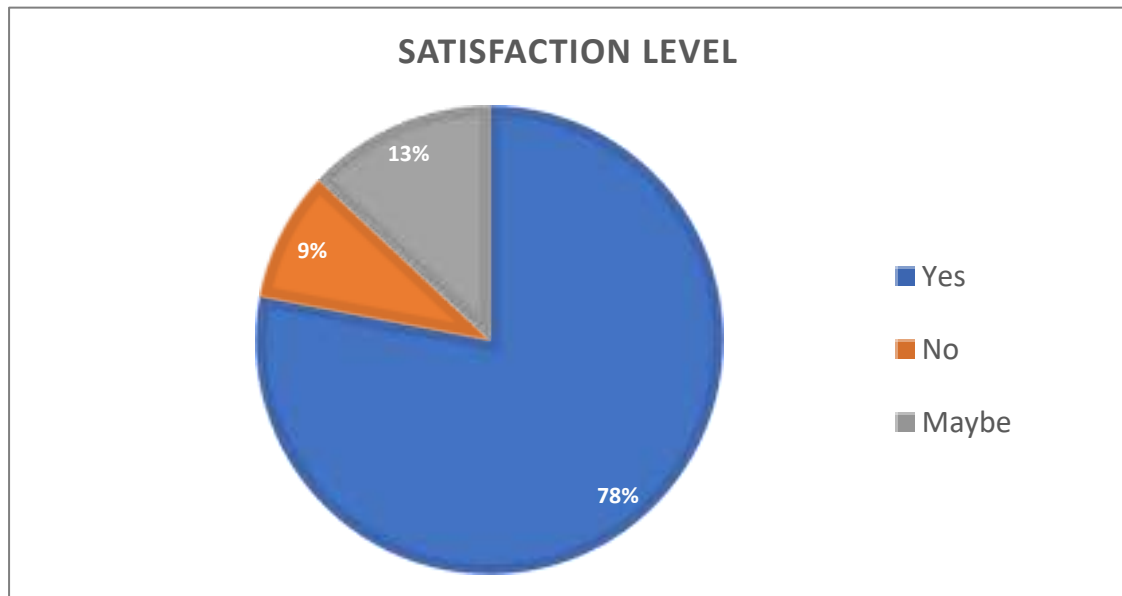


Figure – 3

Interpretation:

The above pie charts shows that the 78% of the respondents are satisfied with the milk they are consuming whereas 9% of the rest population are not satisfied with the milk they are consuming. And we can see that 13% of the total respondents fall in the category of “maybe”. It means they can either be satisfied or not satisfied by the milk.

Q4. What do you like most in AMUL?

	Frequency
Quality	49
Price	0
Taste	27
Availability Factors	24

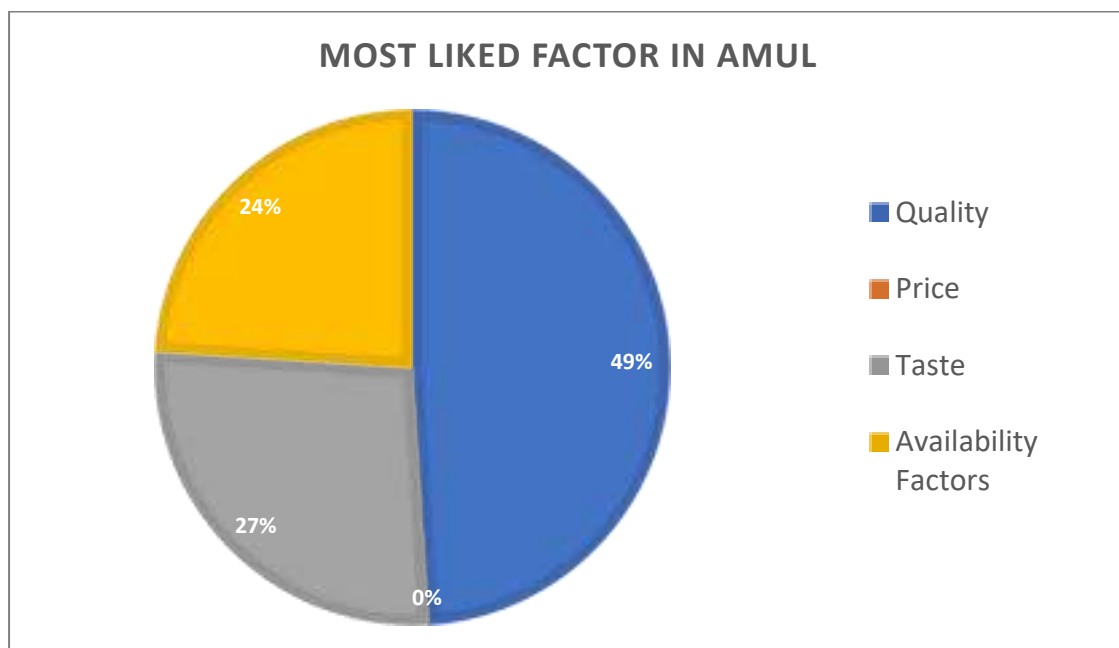


Figure – 4

Interpretation:

The above pie charts depicts that the “Quality” of Amul is the most liked factor by the half of the total population and around 24% of the rest population like Amul because they are easily available. But there is no one in the population who likes AMUL on the basis of its price, maybe the price are little high for them.

Q5. Do you get milk at?

	Frequency
Your doorstep	24
From retailers	76

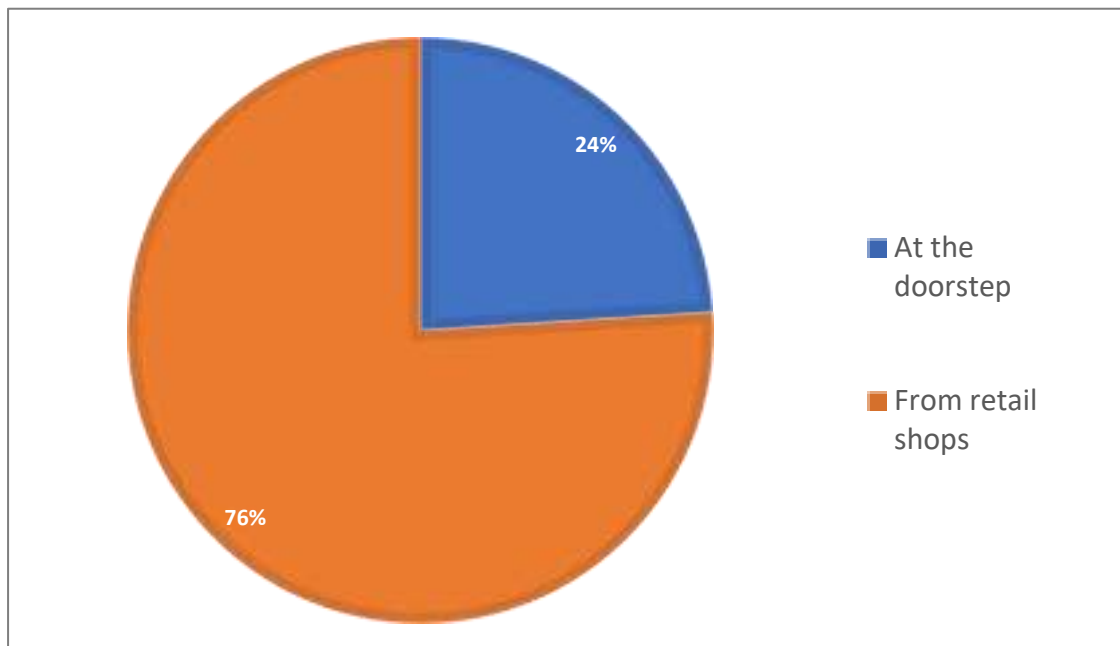


Figure – 5

Interpretation:

We can analyze from the above pie chart that 76% of the respondents get milk from the retail shops whereas only 24% of the rest of respondents get the milk at their doorsteps from the milkman.

Q6. Your total consumption of milk in a day? (In litres)

	Frequency
0 – 1 litre	41
1 – 2 litres	25
2 – 3 litres	24
Above 3 litres	10

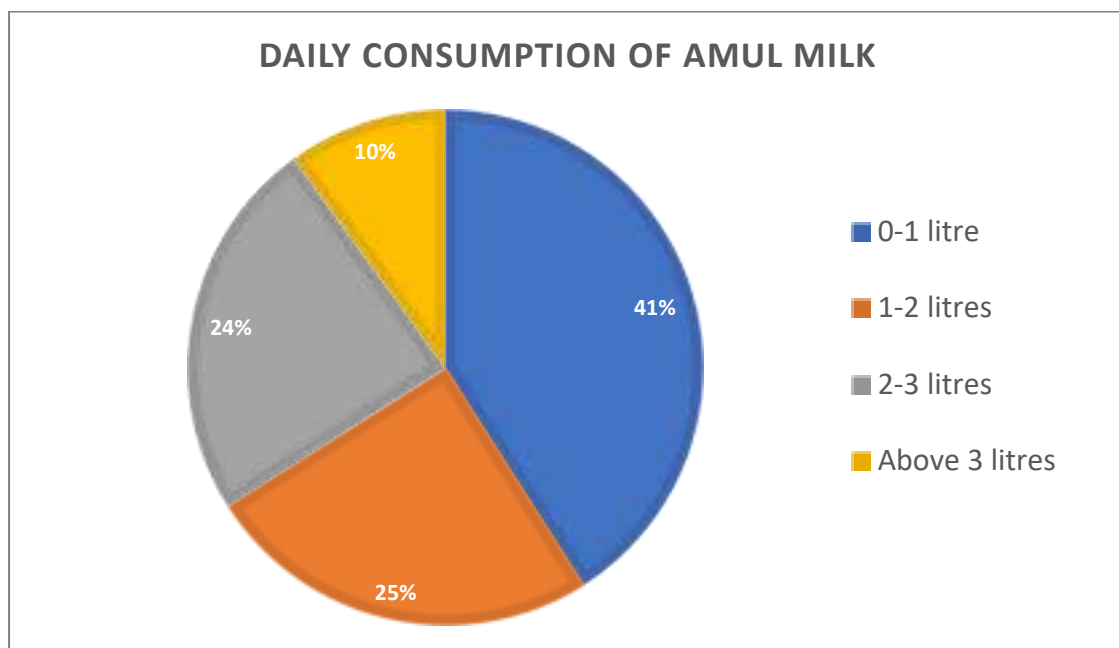


Figure – 6

Interpretation:

The above pie chart depicts that only 10% of the respondents consumes 3 or above 3 litres of milk in a day. While approx. 24% or 25% consumers consumes 1 to 3 litres of milk in a day. And around 41% of the rest of respondents consumes only 1 or less than 1 litre of milk in a day.

Q7. What is your monthly expenditure on milk?

	Frequency
Rs. 500-1000	27
Rs. 1000-1500	27
Above Rs. 1500	46

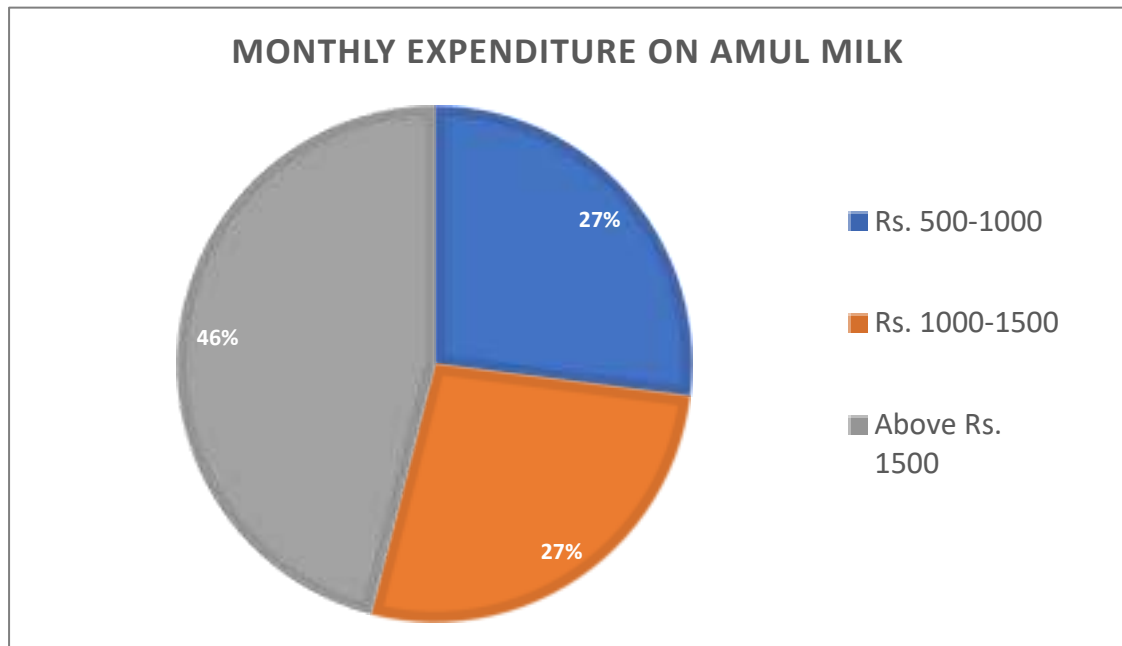


Figure – 7

Interpretation:

The above pie chart depicts that around 46% of the respondents spent Rs. 1,500 monthly on the AMUL milk whereas only rest 27% spent rupees between 1000 to 1500 monthly and the rest of the respondents spent Rs. 1000 or less than that monthly on the milk.

Q8. Do you think the price of AMUL product is high/ low compared to competitor's product?

	Frequency
Yes	62
No	22
Maybe	16

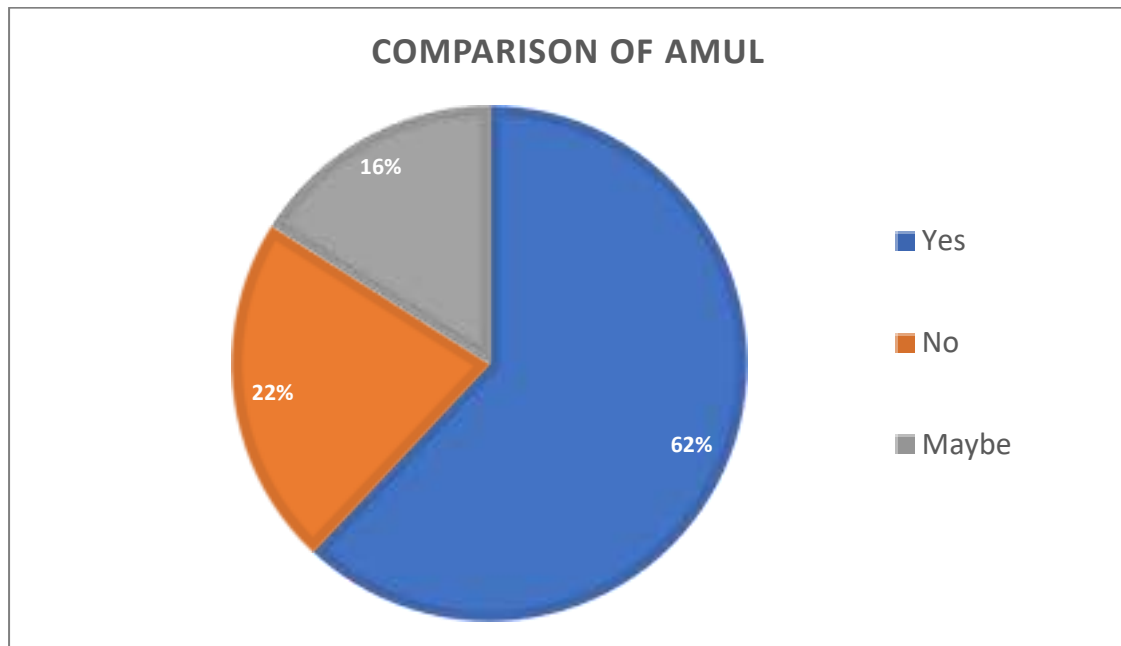


Figure – 8

Interpretation:

The above pie chart depicts that around 62% of the respondents think that the prices of AMUL is high when compared to the competitor's brand but 22% of the respondents think that the prices of AMUL is not high/ low in comparison to competitor's brand.

Q9. If you buy AMUL milk pouch, which pack you purchase?

	Frequency
AMUL Gold Full Cream	54
AMUL Taaza Toned	38
AMUL Slim Trim	5
Others	3

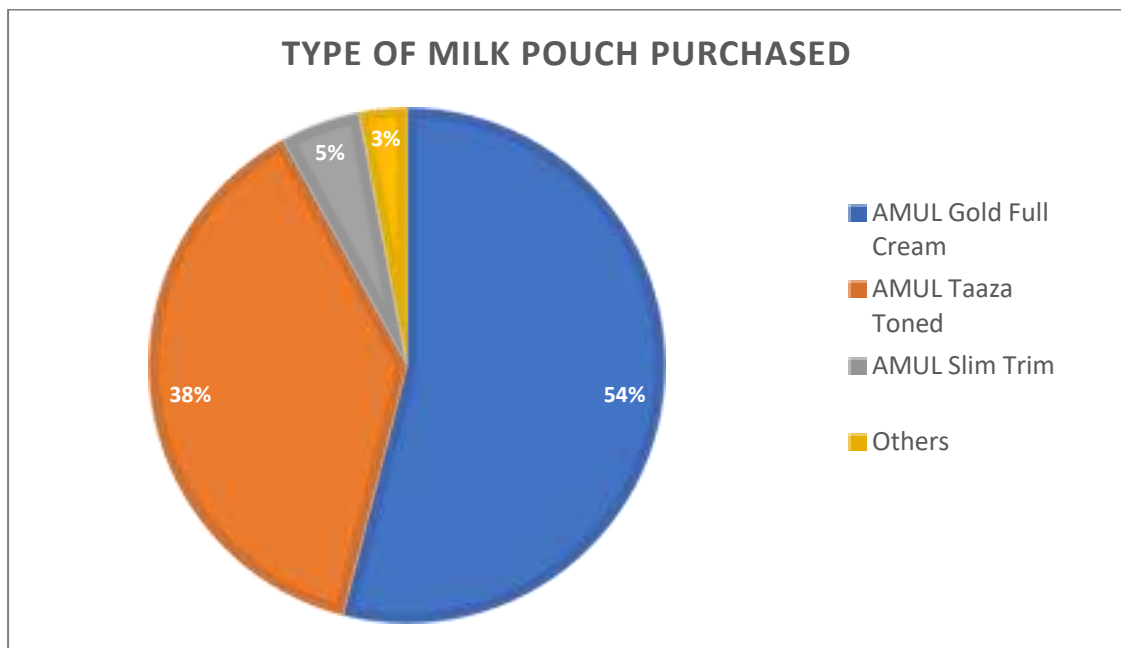


Figure – 9

Interpretation:

From the above pie chart, it can be analyzed that 54% of the respondents purchases the “Amul Gold Full Cream” milk while 38% of the respondents purchases the “Amul Taaza Toned” milk. Only 5% of the respondents purchases “Amul Slim Trim” milk.

Q10. What would you do, if AMUL milk is not available at retailer shop?

	Frequency
Wait for the new stock	3
Purchase another brand of milk	46
Go to other shops to buy AMUL milk	51

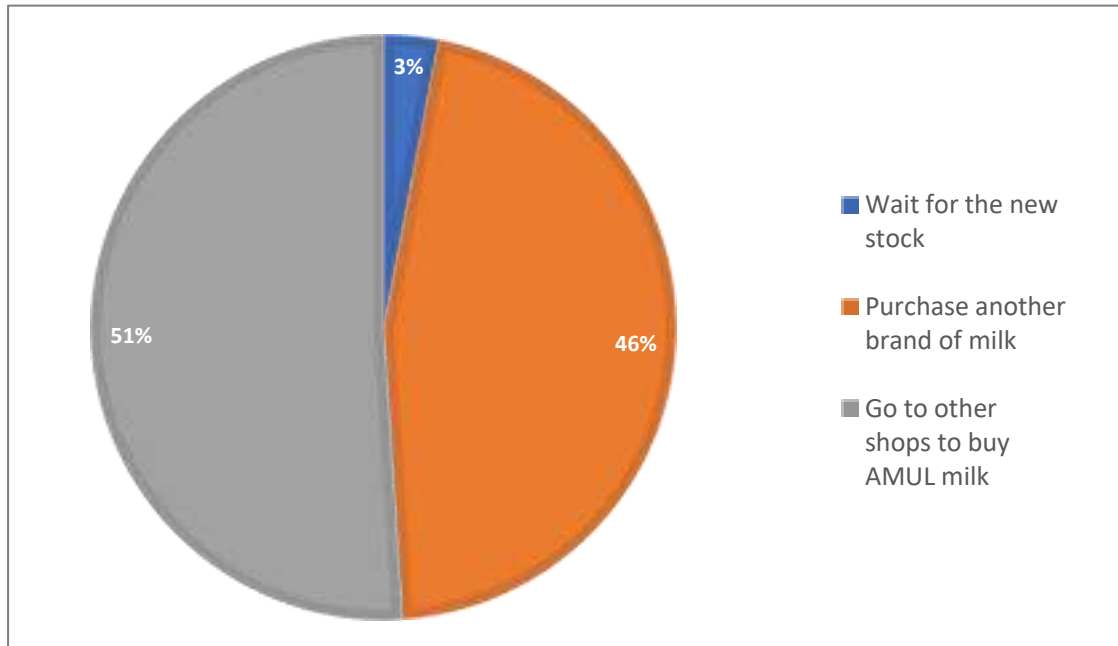


Figure – 10

Interpretation:

From the above pie chart, it can be analyzed that 51% of the total respondents go to other retail shops to purchase Amul milk because they are loyal towards Amul whereas 46% of the respondents purchase another brand of milk when the Amul milk is not available.

Q11. Which AMUL product you consume more?

	Frequency
Milk	84
Butter	54
Cheese	32
Ice-cream	35
Sweets	8
Ghee	24

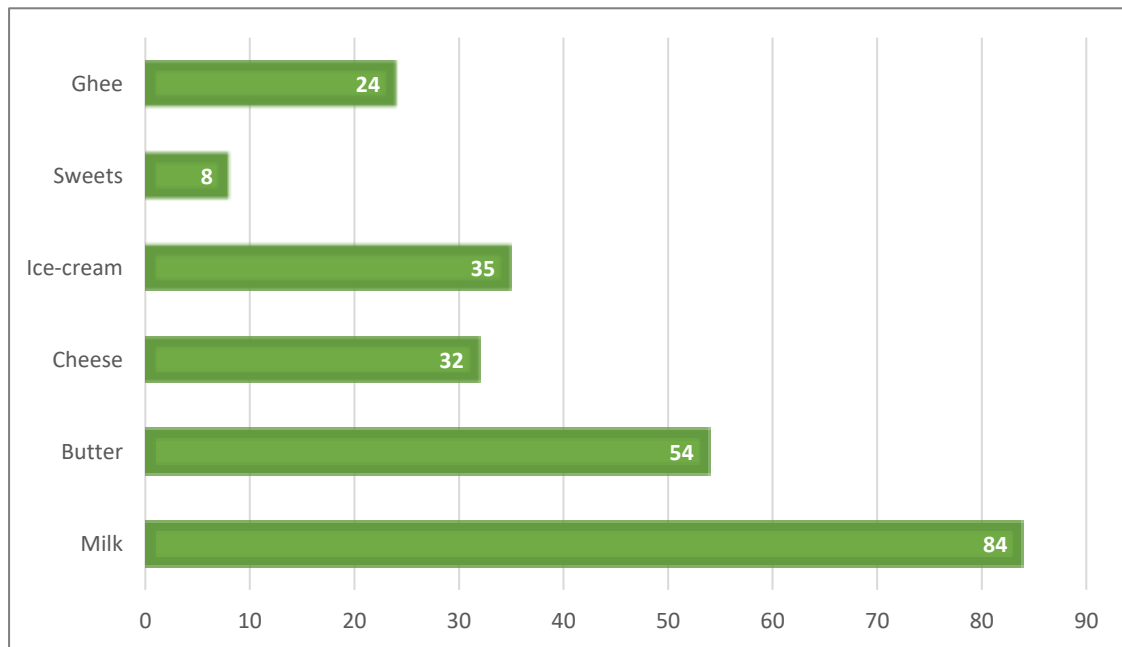


Figure – 11

Interpretation:

From the above pie chart, it can be analyzed that around 80% of the total respondents consumes the Amul milk most while the 8% of the respondents consumes the Amul milk least. Ice-cream and cheese is still consumes by 35% and 32% of the respondents respectively. And after milk, the consumers demands the amul butter more.

Q12. Rate the overall AMUL:

	Frequency
1 (Very poor)	3
2 (Poor)	3
3 (Average)	8
4 (Good)	62
5 (Very Good)	24

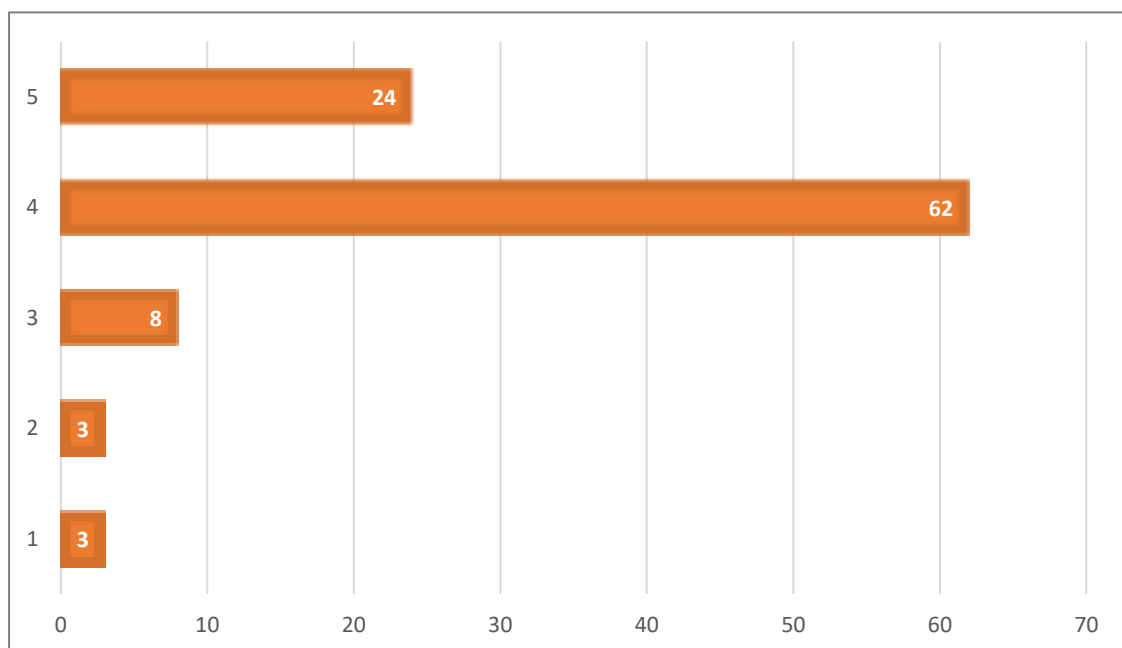


Figure – 12

Interpretation:

The above pie chart depicts that 24% of the total respondents rated the overall AMUL as a “very good” and the rest 62% of the total respondents rated the overall AMUL as “good”. While only 8% of the rest of the respondents rated it “average”.

5.2 FINDINGS OF THE STUDY

First, I would like to present my survey findings. The main findings of my survey are as follows:

- Females are the main decision maker for the milk. As per the data, 62% of females and 38% of males make purchase decision.
- Based on the occupation of the customer, it is found in the survey that 50% of the housewives and 50% are from various occupations such as business man, employee, etc. for Amul milk.
- The main purchasing factors for the Amul milk are quality, taste and availability factors. The data reveals that 49% respondents influence by quality and 27% respondents influence by taste.
- 85% of the respondents are using product since from a long time. The majority of the respondents are using Amul milk and its products from more than 3 years.
- It is found in the survey that customers are influencing through word of mouth.
- Generally, I found the most customers used dairy products for self-use only.
- Customers are satisfied as they get the product within the expected time and in desired quantity.
- Mainly customers are facing problem with the price of the milk from my survey. I found that almost all consumers were complaining about the pricing of the product.
- Mainly consumers rated the Amul dairy product as a “good product”.

CHAPTER – 6

CONCLUSION

AND

RECOMMENDATIONS

6.1 CONCLUSION

In order the dreams come into reality and for turning liabilities into assets, one has to meets the needs of the customers. From the study conducted, the following conclusions can be drawn:

- The factors considered by the customer before purchasing milk are quality, taste, freshness, thickness and availability.
- The consumption of the Amul products is high when compared to other products.
- The buying behaviour is positive which reveals that the buying behaviour of the consumers is high.
- The promotional strategies of the product can be improved to increase the sale of the company as much.
- Majority of the customers are satisfied with the Amul milk and its products because of good quality, reputation, easy availability.
- Some customers are not satisfied with the Amul milk because of high prices, lack of dealer services, spoilage and low shelf life, etc. Therefore, if slight modification in the marketing programs such as dealers and outlets, promotion programmers, product lines, etc. definitely company can be as a monopoly and strong market leader.
- The buying behaviour of the consumers are positive, so the product has a good reach in New Delhi city.

Amul has to take care of its competitors and more importantly its customers before making any move.

6S.2 RECOMMENDATIONS

Amul product is a daily life thing for consumers. I reach this product most of the consumers buying the product because of taste and quality and easily available in New Delhi city. Amul has enjoyed its status of market leader in product like butter, cheese and specially in milk, by providing consumers with quality products at competitive price.

Amul as a brand has very “Brand Equity” and is a common name in India’s every household. Through its vast product range and variety, it has created a strong presence in dairy segment. Although it is monopoly in butter segment but in chocolate field it needs a lot of measures to take to ensure the high performance.

- **Separate Butter Division**

There is strong competitor like Parag in the market so Amul should also have separate division for butter. They should watch their competitors properly and adopt strategies accordingly.

- **Lowering the Prices**

Amul should have to focus on lowering the prices of milk.

- **Small Wholesale Division in Interior Region**

A small wholesale division should be established in interior region where sales are low and regular visit bears high transportation cost. In such area either retailers purchase from other area or don’t keep Amul products to sell.

- **Market Survey at Regular Interval by Representatives**

Company’s representatives must survey the market themselves at regular interval.

- **Provision of Target Even to Salesman**

In order to increase the sale, salesman should also be given target to achieve and paid them as quick as possible inform of cash not cheque.

- **Provision of Fridge at Easy Installment**

There are many outlets where sales are high but they don't have fridge.

- **Develop New Market**

Amul should develop new market for butter like local general store, and confectionary.

- **Customer Care Division**

A customer care division should be there to tackle the wholesalers as well as retailers' problems.

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ANNEXURE

QUESTIONNAIRE

(Thank you for taking time to fill this questionnaire. Your data will be secure and will be kept confidentially and will be used only for academic purposes. The only sole purpose/use of this questionnaire is to prepare a report.)

Name: _____

Age: _____

Gender: _____

Contact No.: _____

Occupation: (a) Student
 (b) Businessman
 (c) Private Job
 (d) Govt. Officer
 (e) Other

Education:
 (a) Graduate
 (b) Under-graduate
 (c) Post-graduate
 (d) Professionally Qualified

1. Which brand of milk do you consume?
- (a) AMUL
 - (b) Mother Dairy
 - (c) Paras
 - (d) Other

2. Which type of milk do you consume?
- (a) Only pouch milk
 - (b) Only loose milk
 - (c) Both
3. Are you satisfied with the milk you are consuming?
- (a) Yes
 - (b) No
 - (c) Maybe
4. What do you like most in AMUL?
- (a) Quality
 - (b) Price
 - (c) Taste
 - (d) Availability Factors (Easily available)
5. Do you get milk at?
- (a) Your doorstep
 - (b) From retailers
6. Your total consumption of milk in a day? (In litres)
- _____
7. What is your monthly expenditure on milk?
- (a) Rs. 500-1000
 - (b) Rs. 1000-1500
 - (c) Above Rs. 1500

8. Do you think the price of AMUL product is high/ low compared to competitor's product?

(a) Yes

(b) No

(c) Maybe

9. If you buy AMUL milk pouch, which pack you purchase?

(a) AMUL Gold Full Cream

(b) AMUL Taaza Toned

(c) AMUL Slim Trim

(d) Others

10. What would you do, if AMUL milk is not available at retailer shop?

(a) Wait for the new stock

(b) Purchase another brand of milk

(c) Go to other shops to buy AMUL milk

11. Which AMUL product you consume more?

(a) Milk

(b) Butter

(c) Cheese

(d) Ice-cream

(e) Sweets

(f) Ghee

12. What is the reason for buying/ not buying AMUL?

13. What are your suggestions/ expectations from AMUL?

14. Rate the overall AMUL:

1	2	3	4	5
()	()	()	()	()