MOTHER DAIRY AND AMUL: A COMPARITIVE STUDY ABOUT CONSUMER BEHAVIOUR"

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INTRODUCTION

Dairy industry plays a very important role in the country's socio-economic, culture development and an important in segment of the rural economy. Dairy industry provides subsistence to millions of houses in villages, ensuring supply of quality milk and milk products to people. Dairy products have considerable importance throughout several dimensions of Indian civilization, including culinary practices, religious observances, cultural traditions, and economic activities. India has the biggest dairy herd globally, with more than 300 million bovines, which together provide a staggering quantity of over 187 million tones of milk.

India has the top position globally in terms of milk production and consumption, surpassing all other nations. The majority of milk is eaten locally, with a little portion being exported. Indian food, namely North Indian cuisine, incorporates a variety of dairy products such as paneer, but South Indian cuisine relies more heavily on milk. Milk and dairy products have significance within the context of Hindu religious practice and mythology. The Indian subcontinent has a longstanding history of dairy production, dating back about 8,000 years to the period of zebu cow domestication. Dairy products, particularly milk, have been eaten in the Indian subcontinent since at least the Vedic era.

During the mid to late 20th century, Operation Flood played a pivotal role in the substantial expansion and development of the Indian dairy sector, ultimately leading to its emergence as the biggest dairy business globally. The contemporary dairy sector plays a crucial role in the preservation and advancement of public health.

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The primary objective of the dairy sector is to provide milk and milk products at an affordable price that effectively meets the demands and nutritional needs of consumers. The primary goal is to effectively oversee the use of national resources in order to optimize milk production and improve milk processing via the implementation of new technologies. Marketing has a crucial function in not only encouraging the production and consumption of goods and services, but also in expediting the rate of economic advancement. An effective marketing system aims to optimize cost efficiency and enhance returns for farmers via the reduction of intermediaries or the imposition of limitations on marketing system commissions. It is essential for dairies to actively encourage the production of uncontaminated milk while simultaneously enhancing the infrastructure and facilities of supply centers, milk parlours, and milk processing plants.

OBJECTIVES OF STUDY

- To study the influence of milk brands on consumer satisfaction
- To identify the SWOT analysis among the consumers.
- To determine the consumer preference of mother dairy & amul products with the help of some parameters: quality, taste, price, packing style.

SCOPE

- Explore brand perception.
- Investigate factors like price, quality, availability and market influence.

  Consumer preferences

REVIEW OF LITERATURE

Sanjay Shukla (2015) A comparative analysis on amul and mother dairy. The objective of the paper is to do a Comparative Analysis of Mother & Amul Dairy Products. The paper contains a brief introduction of Mother dairy limited & GCMMF limited and its various products. This paper clearly mentions objectives of study and research methodology utilized. The sources of information are both primary data and secondary data. The data collection

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method used is structured non disguised questionnaire in which the types of questions used are open ended, Multiple choice etc. The paper contains a detailed view of the tasks which have been undertaken to analyze the market for Mother & Amul dairy products. Various sets of questionnaires have been prepared to know the perceptions of retailers and customers about dairy products.

Rajeev Ranjan, Rahul Bangabash (2015). This requires paying close attention to the customer's needs and quality. Mother Dairy realized that it was not enough that Mother Dairy itself was wedded to these ideas; the entire supply chain had to conform. Hence it launched a "Total Quality Management" or TQM to ensure the high quality of the products from the starting point (the village farmer who supplied milk) right through the value chain until it reached the consumer. This meant the need for the involvement of farmers, transporters, factory personnel, wholesalers and retailers, each of whom had a role to play.

Jaana Auramo, Kari Tanskanen and Johanna Smaros (2010). This paper illustrates how new service concepts in which dairy product suppliers get more involved in their customers' operations enable suppliers to arrange their own supply chains more efficiently, while simultaneously providing better service to the customer.

Dr.k.Karunakaran (2007) This process has to be conducted within the framework of rules and regulations made by the marketing and sales department. The positive or negative impact of any scheme depends on the promotion done by the company (Amul). Hence it is necessary that amul should adopt proper marketing policies to reach out the audience in a huge amount.

M Subhuraj, T Ramesh Babu, B Suresh Subramanion (2015). Based on the research work carried out on dairy supply chain in Tamil Nadu, India, there are five areas of focus. They are, Creation of Special dairy zone, implementing dynamic milk procurement method, strengthening cooperative societies, creations of feed bank increasing fodder productivity, Integrated animal health plan and information technology.

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Data Analysis

Chi square test

Table 3.19 - Age vs brand preference

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	59.256[a]	42	.041
Likelihood Ratio	38.629	42	.620
N of Valid Cases	85		
a. 57 cells (95.0%) have expected countless than 5. The minimum expected count is .04.			

Hypothesis:

- Null Hypothesis (H₀): There is no significant relationship between age and brand preference.

- Alternative Hypothesis (H₁): There is a significant relationship between age and brand preference.

The Pearson Chi-Square test shows a significant relationship between age and brand preference ($p = 0.041$), meaning age likely influences brand choice. However, the Likelihood Ratio test ($p = 0.620$) does not support this, suggesting inconsistency between the two tests. The small, expected counts (95% of cells have counts under 5) may compromise the reliability of the results. Therefore, further analysis using alternative tests (like Fisher's Exact Test) is recommended.

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Q. Which brand of dairy products do you usually purchase?   Are you satisfied with the availability of mother dairy products in your area?

Table 3.20 Brand vs Customer satisfaction (Mother Dairy)

Chi-Square Tests			
	Value	df	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	53.230[a]	28	.003
Likelihood Ratio	53.965	28	.002
N of Valid Cases	85		
a. 39 cells (86.7%) have expected count less than 5. The minimum expected count is .16.			

Hypothesis:

- Null Hypothesis (H_0): There is no significant relationship between the brand of dairy products purchased and the satisfaction with the availability of Mother Dairy products.

- Alternative Hypothesis (H_1): There is a significant relationship between the brand of dairy products purchased and the satisfaction with the availability of Mother Dairy products.

Interpretation:

The Chi-Square tests (Pearson: $p = 0.003$, Likelihood Ratio: $p = 0.002$) show a significant relationship between brand preference and satisfaction with availability of Mother Dairy products, indicating that the brand people choose may be linked to how satisfied they are with finding Mother Dairy locally. However, 86.7% of cells have expected counts under 5, which could impact the reliability of the results. Thus, while the tests suggest significance, caution is advised, and further validation may be needed using alternative tests.

Q. Which brand of dairy products do you usually purchase? * Are you satisfied with the availability of Amul products in your area?

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Table 3.21 – Brand vs Customer satisfaction (Amul)

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	25.543^a	28	.598
Likelihood Ratio	19.509	28	.882
N of Valid Cases	85		
a. 41 cells (91.1%) have expected count less than 5. The minimum expected count is .07.			

Hypothesis:

- Null Hypothesis (H$_0$): There is no significant relationship between the brand of dairy products purchased and the satisfaction with the availability of Amul products.

- Alternative Hypothesis (H$_1$): There is a significant relationship between the brand of dairy products purchased and the satisfaction with the availability of Amul products.

Interpretation:

The Chi-Square tests (Pearson: p = 0.598, Likelihood Ratio: p = 0.882) show that there is no significant relationship between brand preference and satisfaction with Amul product availability. Since both p-values are much higher than 0.05, we fail to reject the null hypothesis. However, the data has small, expected counts (91.1% of cells < 5), which might undermine the reliability of the results. Further analysis with alternative methods, such as Fisher's Exact Test, is recommended.

Table 3.22 -Occupation vs purchase frequency

Chi-Square Tests			
	Value	df	Asymptotic Significance

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	Value	Df	(2-sided)
Pearson Chi-Square	5.642ᵃ	9	.775
Likelihood Ratio	6.621	9	.677
N of Valid Cases	85		
a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .14.			

Hypothesis:

- Null Hypothesis (H₀): There is no significant relationship between occupation and purchase frequency.

- Alternative Hypothesis (H₁): There is a significant relationship between occupation and purchase frequency.

Interpretation:

The Chi-Square tests (Pearson: $p = 0.775$, Likelihood Ratio: $p = 0.677$) show no significant relationship between occupation and purchase frequency, as both p-values are far above 0.05. However, 75% of cells have expected counts below 5, which violates the test assumptions and may affect the reliability of the results. Alternative methods like Fisher's Exact Test could be more suitable for this data.

Table 3.23 - Brand vs price perception

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	61.535ᵃ	42	.026

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Table 3.24 - Paired Samples Test								
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Rate of Amul Brand (1 being poor and 5 being excellent) [Quality] - Rate of Mother Dairy Brand (1 being poor and 5 being excellent) [Quality]	424	1.084	.118	.190	.657	3.601	84	.001

Likelihood Ratio	57.609	42	.055
N of Valid Cases	85		
a. 54 cells (90.0%) have expected count less than 5. The minimum expected count is .05.			

Hypothesis:

- Null Hypothesis (H$_0$): There is no significant relationship between brand and price perception.

- Alternative Hypothesis (H$_1$): There is a significant relationship between brand and price perception.Interpretation:

The Pearson Chi-Square test (p = 0.026) suggests a significant relationship between brand and price perception, meaning brand choice likely influences how people perceive the price of dairy products. However, the Likelihood Ratio test (p = 0.055) shows weaker evidence. Additionally, the data has 90% of cells with expected counts below 5, which may affect the reliability of the results. Thus, further analysis with alternative methods like Fisher's Exact Test is recommended.

Pair 2	Rate of Amul Brand (1 being poor and 5 being excellent) [Taste] - Rate of Mother Dairy Brand (1 being poor and 5 being excellent) [Taste]	.612	.965	.105	.404	.820	5.846	84	.000
Pair 3	Rate of Amul Brand (1 being poor and 5 being excellent) [Price] Rate of Mother Dairy Brand (1 being poor and 5 being excellent) [Price]	.329	1.005	.109	.113	.546	3.023	84	.003
Pair 4	Rate of Amul Brand (1 being poor and 5 being excellent) [Packaging] Rate the following attributes of Mother Dairy Brand (1 being poor and 5 being excellent) [Packaging]	.600	1.060	.115	.371	.829	5.218	84	.000
Pair 5	Rate of Amul Brand (1 being poor and 5 being excellent) [Availability] Rate the following attributes of Mother Dairy Brand (being poor and 5 being	.812	1.314	.143	.528	1.095	5.697	84	.000

INTERPRETATION

Null Hypothesis (H₀): There is no significant difference in consumer ratings between Amul and Mother Dairy across the parameters of quality, taste, price, packaging, and availability.

Alternative hypothesis (H₁): The paired sample t-test showed a significant difference in consumer ratings between Amul and Mother Dairy across quality, taste, price, packaging, and availability ($p < 0.05$). Amul

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received higher average ratings in all areas, leading to the rejection of the null hypothesis. This confirms that consumers clearly prefer Amul over Mother Dair

SWOT ANALYSIS

SWOT Element	Amul	Mother Dairy
Strengths	- Strong national brand recognition - Consistently high product quality - Wide product range - Excellent availability and distribution network	- Trusted brand in Delhi-NCR region - Government-backed (NDDB) - Good quality milk and curd products - Affordable pricing in select markets
Weaknesses	- Trusted brand in Delhi-NCR region - Government-backed (NDDB) - Good quality milk and curd products - Affordable pricing in select markets	- Limited presence outside North India - Less aggressive marketing - Fewer innovations in packaging and product variety
Opportunities	- Expand premium and organic product lines - Tap into rural and export markets - Focus on sustainability/eco-packaging	- Brand expansion beyond core regions - Innovation in value-added dairy products - Invest in digital and influencer marketing
Threats	- Competition from regional and private brands - Price sensitivity of rural consumers - Supply chain issues during monsoon	- Limited presence outside North India - Less aggressive marketing - Fewer innovations in packaging and product variety

Findings

- Dairy product purchase is a frequent habit, with 87.1% buying daily.
- Milk (94.1%) and curd (63.5%) are the most frequently purchased dairy products.
- Amul is the most popular dairy brand (48.2% usually purchase), indicating strong market presence and brand loyalty.
- Mother Dairy is the second most preferred brand (17.6%).
- Taste (71.8%) and quality (67.1%) are the most influential factors in choosing a dairy brand. Price, availability, and brand reputation also play significant roles.

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- Amul is generally perceived as having better quality and a wider product variety compared to Mother Dairy.
- Opinions on price affordability are divided, with 44.7% finding Amul more affordable and 42.4% believing both brands are similarly priced.
- Satisfaction with the availability of Amul products (77.6% "Yes") is significantly higher than satisfaction with Mother Dairy's availability (48.2% "Yes").

CONCLUSION

The comparative analysis of Amul and Mother Dairy milk reveals that both brands have established strong positions in the Indian dairy market, each with unique strengths. Amul, with its national presence, robust supply chain, and brand recognition, has successfully catered to a wide range of consumers across the country. Its competitive pricing and product variety make it a reliable choice for the mass market.

On the other hand, Mother Dairy excels in delivering fresher milk, especially in its core markets like Delhi-NCR, where its localized sourcing and distribution model ensure better quality control. It also stands out in terms of packaging innovation and consumer engagement in urban regions.

While both companies maintain high standards of quality, their market strategies differ—Amul operates at a national level with broad reach, while Mother Dairy thrives on regional strength and urban freshness.

In conclusion, Amul is better suited for a pan-India consumer base, offering accessibility and variety, whereas Mother Dairy remains a preferred choice in its stronghold regions for those seeking freshness and consistent urban service. A combination of both their strategies—Amul's scale and Mother Dairy's local freshness—would represent the ideal dairy service model in India.

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