



To Study on Consumer Awareness Towards all the Products of Amul in Ahmedabad City

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ABSTRACT

In this study, we know about consumer attitude over Amul product in Ahmedabad city- which factors are considered for the consumption of product, satisfaction from product and purchasing behaviour of respondent by different age groups. Data was collected using structured questionnaires with a sample of consumers and we gained insights into their familiarity with the quality and taste of Amul's range of products, price and preferences regarding some types of products a consumer may want. Importance of Amul over other dairy brands choices formed another discussion point of the study. There was no significant association between age and product consumption, product types purchased, satisfaction levels, or perceptions of pricing (chi-square tests). This indicates Amul is relevant and appealing across a number of demographic segments consistently. However, although Amul's core products are widely known, the study identified opportunities to build awareness of its newer products, especially among younger, health-conscious consumers

INTRODUCTION

Bagian pengantar ada di sini; Anda dapat memberikan alasan logis dan fenomenologis dalam melakukan penelitian Anda. Anda juga wajib memberikan penjelasan yang jelas tentang kontribusi makalah Anda untuk pengayaan pengetahuan. Itu bisa hadir dalam deskripsi sampel niche (menangkap sampel unik), pengayaan teori, atau hasil yang menarik (kebaruan jika tersedia). Pengantar singkat dan langsung ke pokok permasalahan sangat penting dalam penelitian ini.

Anda harus mengetik dengan Book Antiqua 12, satu spasi, dan justified. Di akhir bagian ini, Anda harus memberikan kepada kami tujuan atau pertanyaan penelitian Anda, tetapi ingatlah, jangan memberi mereka angka, cukup masukkan ke dalam satu paragraf atau gabungkan dengan bagian lain dari bagian pendahuluan.

LITERATURE REVIEW

Amul (Anand Milk Union Limited) is One of India's Most Prestigious and Largest Dairy Cooperatives in India(Vidani,2015)

key details about the company:

Full Name: Amul (Anand Milk Union Limited) Amul's Startup(1946-1960s)

Founded: December 14, 1946 Headquarters: Anand, Gujarat, India Parent Organization: Gujarat Cooperative Milk Marketing Federation Ltd. Dr. Verghese Kurien, known as the "Father of the White Revolution," amul played an important role in measuring performance (vidani & solanki, 2015). At that time milk price was fixed randomly (vidani,2015). Because of this, polson had an effective intrest in the storage of milk from kaira and its subsequent supply to mumbai Amul was founded in 1946 by the kaira district(vidani,2015). The aim was to provide fair prices value to farmers, and to promote self-reliance in dairy life of india(vidani,2016) Butter: Amul Butter was the first product, introduced to challenge the dominance of imported butter brands in India (vidani,2015).

Key Developments: Introduction of new dairy products: Milk: Packaged milk for urban markets(Solanki & vidani,2016). Cheese: Amul Cheese became a household staple(vidani,2016). Ghee: A widely used cooking product(bhatt,patel & vidani,2016). Condensed Milk: For desserts and confectionery(niyati&vidani,2016). Launch of the Amul brand mascot (the Amul girl) in 1966, which became iconic for its witty advertising campaigns. Introduction of tetra-packed milk to ensure hygiene and longer shelf life(Pradhan,tshogay & vidani,2016). Diversification Phase (2000s) New Product Categories: Ice Creams: Amul Ice Cream was introduced in various flavors and quickly became a market leader. Milk Powder: Catered to domestic and export markets(modi,harkani,radadiya & vidani,2016). Chocolate: Entered the chocolate segment with products like dark chocolate. Health Products: Introduced products like Amul Pro for nourishment(vidani,2016).

Present Portfolio (2020s) Amul currently work in number of market and product category (sukhanandi,tank & vidani,2018). Its offerings include the following: 1. Dairy Products: Milk (full cream)(singh,vidani & nagoria,2016). Butter, cheese, ghee, cream, and paneer. Ice creams, flavoring milk, yogurt, and buttermilk(mala,vidani & Solanki,2016). Milk powdered and condensed milk(dhere,vidani & Solanki,2016). 2. Foods in package: Bread spreads (butter, mayonnaise)(singh & vidani,2016). Chocolates (dark chocolate, milk chocolate, and sugar-free variety)(vidani & plaha,2016). Drinks that are ready to drink (Amul Cool, Amul Masti)(solanki & vidani,2016)). Frozen desserts and snacks (parathas, samosas)(vidani,2016). 3. Health and Nutrious Products: Amul Pro: A health drink mix(vidani,chack & rathod,2017). Camel Milk: Marketed for its health benefits(vidani,2018). Lactose-free milk and low-fat products(biharami & vidani,2018). 4. Non-dairy Products: Amul has packaged foods like soups and frozen vegetables(vidani,2018). Global Reach Exports to over 50 countries, including the US, UAE, Singapore, and Australia(gupta & arora,2019). Products are customized for international markets, such as Indian sweets and frozen ready-to-eat foods Technology and Innovation Digitalization: Amul uses IT to streamline operations and supply chain management

Marketing: Active on digital platforms with strong brand presence by innovative(gupta & arora,2019).

Research Objectivies

- The consumer To awareness of Amul products in Ahmedabad city.
- To know the factors which influence consumer awareness about different products of Amul.
- To know the effects of brand promotion and marketing on awareness of Amul products among the people in Ahmedabad.
- To study the influence of demographics of consumers on the awareness levels of Amul products.

Brands like Amul have helped the Indian dairy industry grow remarkably with increasing incomes, urbanization, and changing consumer preferences(vidani,2018). Amul is the mother brand of the cooperative dairy model that has been instrumental in India's "White Revolution," and turned India into the largest milk producer in the world (Sharma, 2020). Consumer Behavior: Research indicates a transition in urban regions, such as Ahmedabad, away from traditional dairy items like ghee and paneer toward newer, processed choices like cheese and yogurt (Gupta et al., 2019). With increasing health consciousness, there is a growing demand for low-fat and fortified foods such as Amul Slim Milk and Probiotic Yogurt (Rao et al., 2021). Examples include higher sales of ice cream in summer and ghee during festivals in India, creating monthly and seasonal demand patterns – a need for strategic planning(bhatt,patel & vidani,2017). Amul's Market StrategyAmul markets its products at competitive prices and links them to high brand recall through campaigns featuring the "Amul Girl" and a slew of products launched on an ongoing basis (Singh & Sharma 2018) From large cities to rural areas, the widespread distribution network gives it vast reach and newly launched products appeal to changing preferences (Roy & Kumar, 2022). Propose the challenges that Amul is facing from the national brands (Mother Dairy) as well as the local players and supply

chain challenges such as the cold storage etc. (Desai & Patel,2019) The growing interest in plant-based dairy substitutes among youth is also a future threat (Mehta & Singh, 2021). Research Gaps: While many studies explore national trends, there is limited research on specific regions, particularly regional markets like Ahmedabad(vidani,2019). The influence of e-commerce and acceptance of plant-based products within this market is still not well-studied(vidani,Jacob & patel,2019). This review underscores mul's strengths while identifying areas for targeted research to address consumer needs and market challenges(vidani J.N.,2020)

Research Gap

This is because even though consumer behaviour and brand recognition has been extensively researched, there seems to be scant research on consumer awareness of all the products in the Amul portfolio, especially as pertains to consumers in Ahmedabad city. Much of the previous literature usually provides insights into the consumer attitudes towards the various products/brands in the dairy business sub-sector, with limited information on awareness and acceptability of Amul's unique products such as milk, butter and cheese. But little is known about how consumers in Ahmedabad have responded to not only main products of Amul, but also other products such as ice cream, flavored milk, and products related to health concerns. Further, most available research carried out on Amul's consumers has not concentrated their analysis within a city level context, and thus cannot accurately depict the tendencies and particularities of the urban consumer in markets such as Ahmedabad.

This research also intends to fill a knowledge gap regarding how consumer awareness of the wide range of Amul products vary with demographic factors like age, income, and education level. Previous research has focused on mere brand loyalty or consumer satisfaction, but this study seeks to explore attributes that affect awareness in different consumer segments. In addition, there is insufficient knowledge in amul regarding the current trends such as health wise, sustainability and digital marketing on the overall consumer awareness of its Products.

This study seeks to address these gaps by undertaking a comprehensive consumer awareness survey of Amul's portfolio of products in Ahmedabad to establish the prospects of aligning its marketing strategies with its clients' expectations in this ill-defined market.

Hypothesis

H1 : There is an association between age and whether the respondent consumes Amul products.

H2 : There is an association between age and the type of Amul product purchased.

H3 : There is an association between age and the frequency of Amul product purchases.

H4 : There is an association between age and satisfaction with the quality of Amul products.

H5 : There is an association between age and the rating of the taste of Amul products.

H6 : There is an association between age and the perceived areas for improvement in Amul products.

H7 : There is an association between age and the motivation to buy Amul products over other brands.

H8 : There is an association between age and the perception of Amul products being reasonably priced.

H9 : There is an association between age and the importance of buying dairy products from a brand like Amul.

H10 : There is an association between age and whether the respondent has tried Amul's new product offerings.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
H1: Are you consuming the Amul product?	(Vidani, 2015)
H2: Which of the following Amul products do you regularly purchase?	(Vidani & Solanki, 2015)
H3: How often do you buy Amul products?	(Solanki & Vidani, 2016)
H4: How satisfied are you with the quality of Amul products?	(Bhatt, Patel, & Vidani, 2017)
H5: How would you rate the taste of Amul products?	(Niyati & Vidani, 2016)
H6: What do you think can be improved in Amul products?	(Pradhan, Tshogay, & Vidani, 2016)
H7: What motivates you to buy Amul products over 4 brands?	(Vidani, 2016)
H8: Do you think Amul products are healthier compared to 4 brands?	(Singh & Vidani, 2016)
H9: How important is it for you to buy dairy products from a brand like Amul?	(Vidani, 2018)
H10: Have you ever tried any Amul new product offerings?	(Vasveliyya & Vidani, 2019)

METHODOLOGY

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	70
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*Source: Author’s compilation

Demographic Summary

The demographic summary of the sample of 70 respondents reveals the following insights: A majority of participants are male with 54.3% while females are 45.7%. The population samples by age demonstrated that the highest rate of group is composed of people aged 18 till 25 (67.1%), the second one has the 25 till 32 (11.4%) and the third one has the 32 till 38 people (11.4%). With regard to employment status, the largest group of respondents is a student, 57.1%, others are employed and 18.6% while others are business people, 11.4%. In terms of education, 48.6% of the respondents are graduates and 40% of whom are post-graduate. The income distribution is quite homogeneous with 28.6% of the people earning between 10,000 and 20,000, while 21.4 % earns above 50,000 and between 30,000 and 40,000.

RESULT AND DISCUSSION

Add rows as per number of hypothesis you have created

Table 3. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relatinship
H1	There is an association between age and whether the respondent consumes Amul products.	0.097	>0.05	H01 accept (Null hypothesis accepted)	0.769	weak
H2	There is an association between age and the type of Amul product purchased.	0.930	>0.05	H02 Accepted (Null Hypothesis Accepted)	0.737	weak
H3	There is an association between age and the frequency of Amul product purchases.	0.713	>0.05	H03 Accepted (Null Hypothesis Accepted)	0.659	weak
H4	There is an association between age and satisfaction with the quality of Amul products.	0.567	>0.05	H04 Accepted (Null Hypothesis Accepted)	0.585	weak
H5	There is an association between age and the rating of the taste of Amul products.	0.568	>0.05	H05 Accepted (Null Hypothesis Accepted)	0.474	weak
H6	There is an association between age and the perceived areas for improvement in Amul products.	.093	>0.05	H06 Accepted (Null Hypothesis Accepted)	.003	weak
H7	There is an association between age and the motivation to buy Amul products over other brands.	0.077	>0.05	H07 Accepted (Null Hypothesis Accepted)	0.002	weak
H8	There is an association between	0.827	>0.05	H08 Accepted	0.257	weak

	age and the perception of Amul products being reasonably priced.			(Null Hypothesis Accepted)		
H9	There is an association between age and the importance of buying dairy products from a brand like Amul.	0.835	>0.05	H09 Accepted (Null Hypothesis Accepted)	0.965	weak
H10	There is an association between age and whether the respondent has tried Amul's new product offerings.	0.264	>0.05	H10 Accepted (Null Hypothesis Accepted)	0.032	weak

Source: Author's compilation

Therefore, the main aim of the present research work was to investigate the level of consumer awareness regarding Amul products in the Ahmedabad city. In view of that, several hypotheses were postulated and tested with the aid of chi-square tests to determine whether the age of consumers could determine awareness or attitude towards Amul's product range or not. From the findings derived from the study therefore the following conclusions related to the overarching consumer behaviour and attitude towards Amul in Ahmedabad can be made.

Lack of Significant Association Between Age and Amul Product Consumption: The result obtained from performing chi-square test for the null hypothesis that state there is relationship between age and whether the respondents consume Amul products are, p - value =0.097 this is greater than the alpha level of 0.05 thus there is no sufficient evidence to reject the null hypothesis. Therefore, based on the analysis done above, H01 was accepted meaning that consumer age does not influence the consumption rate of Amul products. This means that Amul does not largely depend on the people in the age bracket and people in Ahmedabad are aware of the brand and are consuming it.

No Significant Association Between Age and Type of Amul Product Purchased: Likewise, the hypothesis of the relationship between the type of Amul product and the age of the customer also suggest that the value of the $p > 0.05$ as the p value obtained is 0.930. H02 was therefore accepted, which imply that a consumer's frequency of purchase of its products does not depend much on his age. So it can be concluded that the consumption rate of Amul products seems to be fairly frequent across different groups of people, indicating that Amul keeps the rates of two/three/to/ four/five consumption in Ahmedabad stable regardless of the users' age.

Satisfaction with Quality and Taste Not Significantly Linked to Age: On the willingness of consumers to pay a higher price for Amul products because of improved quality ($p = 0.567$) and better taste ($p = 0.88$), having p-values more than 0.05, this study accepted the null hypotheses (H04 and H05). This simply means that the ages of the consumer do not have any influence on their satisfaction on the quality or on the taste of the Amul products. The comparable ratings for the product quality and taste further confirm that Amul has benefitted from all the efforts to try and maintain better standards as consumers of all ages have given favorable ratings.

Perception of Areas for Improvement: When it concerned the hypothesis concerning perceived improvement areas in Amul products, the p-value was .093 and thus outside the threshold value of .05 for rejection of null hypothesis hence, null hypothesis was accepted as H06. In light of this result, there is no meaningful difference in perceptions from one age group of consumers with another regarding change that can be made to Amul products. They could cross Sections and identify areas that need improvement for example packaging, new product development or even nutritional value.

Motivation to Buy Amul Products and Price Perception: For the hypothesis testing concerning the relationship between age and motivation for buying Amul above brands, Chi-square test yielded a p value of 0.077, therefore accepting the null hypotheses and the Chi-square test for perception of Amul pricing yielded an equally high p value of 0.827 therefore accepting the null hypotheses H07 and H08. These outcomes lead to the conclusion that the issue of how people can be motivated into purchasing Amul products using factors learnt in this research such as; brand association or product quality cannot be stubborn by age. Also, the existing perception about the price sensitivity and value for money offering of the Amul products are relatively similar across different age category of consumers in Ahmedabad.

Importance of Buying Dairy from Amul and Trial of New Offerings: Finally, for the hypothesis relating to consumers' patronizing Amul to buy dairies (H9) and, whether the consumers have ever used any of the new products of Amul (H10), we obtain $p = 0.835$ and $p = 0.264$, respectively, which confirms the null hypotheses. This means that for the important consumer, the perceived importance of buying dairy product from a brand like Amul is least influenced by age or doesn't have a strong influence on its willingness to experiment new products from the brand.

CONCLUSION

To sum up, based on the findings it can be also concluded that the Amul products' awareness and perception among consumers in Ahmedabad is not impacted by age group. Regarding product consumption, quality and taste satisfaction, and price perception, it has established that Amul seems to have a wide sliced market share among all age groups. Such ideas recommend that Amul's branding and marketing penetrate a wide array of consumers, and its commitment towards the quality and cheap prices caused the company to build a strong position on the Functions of Ahmedabad's dairy market. Nonetheless, with the ongoing changes in the consumer's trend, there may be essence in Amul to seek other even more targeted with regards to age communication strategy to increase the level of responsiveness to other groups of consumers.

Theoretical Implications

The theoretical contribution of this study in view of the level of consumer awareness towards Amul products in Ahmedabad city are as follows; These implications may be useful for improvement of theoretical models concerning consumers' behavior with reference to the established brands within the dairy market.

1. Brand Recognition and Consumer Loyalty: The fact that the study shows that there are no differences in the consumption of Amul products based on the age of the person responding to the survey can be interpreted that Amul has become a well-established brand that is well known by almost all ages of individuals. As it will be explained under the subsequent subthemes, this is along the theoretical line that a reputation and consistency of a brand may not be confined by age. Other models that have been developed in an attempt to explain consumer behavior indicate that brand loyalty is mainly influenced by trust and perceived quality and consistent favorable experience of the brand. This area is of interest in extension of Brand Loyalty Theory especially in the area of brand equity which Amul has successfully implemented that retains the consumer across generations (Aaker,1991).

2. Product Diversity and Market Penetration: The results of this study have shown that there was no strong correlation between age and the type of the amul products so it can be concluded that Amul has been able to develop a product line that would be suitable across all age groups. Such a strategy leads to the theoretical knowledge of market segmentation and product specialization in the brand management theory by Kotler and Keller (2016). The results shown below suggest that the strategy of providing a wide product portfolio, ranging from plain milk products to the more recent, the flavoured milk and ice cream fits into the market penetration and growth strategies as postulated by Tucker. According to the theory also, by covering the different classes of the market, it is not necessary to develop different products for different people, within different ages.

3. Consumer Satisfaction and Perceived Value: The findings that indicate no significant relationship between age and satisfaction with Amul's product quality and taste are in consistent with theory about satisfaction and perceived value as put forth by Oliver (1980). In other words the levels of satisfaction change do not differ with the age of the consumer and this means that Amul has

developed a product that is acceptable across the board in terms of quality and taste. This supports the hypothesis that perceived value particularly the cognitive value of product such as taste and quality significantly influence consumers' brand loyalty. Yesterday, it underscores that pressure towards maintaining high quality throughout its range is imperative for brand longevity as it restores consumer trust in the product.

4. Price Sensitivity and Consumer Preferences: Thus, the theoretical contribution of the study as to the lack of association between age and the perception of Amul products as being fairly priced further to the existing literature on price sensitivity and consumer valuation to value-based price strategy. Consumer choice theories (Lancaster, 1966) also postulate that consumers' buying behaviour tie to the price: perceived quality ratio applicable may constrain the acknowledgement of the fact that price sensitivity varies with age as manifest by Amul's ability to effectively implement chain wide age neutral pricing.

5. Innovation and Product Adoption: The low correlation between age and trial intentions for new Amul products indicates that consumers at all ages are receptive to innovations and new product variants from familiar brands. This is a shift in strategy which is also in harmony with Rogers innovation theory on the diffusion of new products stressing aspects such as perceived relative advantage, compatibility and trial counts. The results suggest that Amul's innovation strategy that aims to expand a core product offering portfolio meets a wide range of consumers' needs. In addition, this also underlines the fact that traditional brands are often more helpful in accepting innovations because the purchasing department uses names from those brands when buying the new products.

6. Consumer Engagement and Marketing Strategies: The findings of this research suggest that despite the fact that most people are aware of and consume Amul's products throughout their lifecycle, there is still space to optimize the marketing techniques. According to the consumer engagement theory advanced by Brodie and her colleagues (2013), brands can improve the quality of their consumers' engagement by delivering customized experiences that raise consumers' awareness of the product offering and using digital media to communicate with consumers. Regarding further recommendations, Amul should expand the idea of segmentation in marketing strategies more keen on interests or specific health issues within consumers, especially the young and the health-conscious. Despite the lack of evidence of differences in motivations of consumers of different age to choose Amul over other brands, the study indicates that understanding how to engage consumers more could help reinforce their loyalty to the brand.

Theoretical implications reached from this study maintain important theoretical constructs like brand loyalty, market segmentation, product differentiation, perceived value and innovation-diffusion theory. These insights underscore the need for asserting copy-consistency in a brand image and product quality that consumers from diverse backgrounds can readily identify with and appreciate. Across these domains, there is considerable scope for Amul to fine-tune its marketing and innovations approaches. Through the enhancement of insight on consumer demands, the strategic and appropriate communication methods Amul can cement its foothold and sustain the consumer base in the volatile dairy industry.

Practical Implications

From the study, the following practical implications can be derived when addressing the consumer awareness concerning Amul products in the Ahmedabad city. To the dairy managers, marketers and decision makers, these implications could be beneficial in a variety of ways especially to improve on ways of engaging the customers, to improve on product offers and to effective communication to customers. The following points recapitulate the potential utilization derived from the findings of the study:

1. **Strengthening Brand Engagement Across Demographics:** The fact that age does not in any way affect Amul product consumption as concluded by the study means that Amul has already reached a population creche. But to improve this engagement, Amul needs to take the strategy to the next level, that is to engage the consumers on a more emotional level. Since all ages of the consumers are potential consumers of the Amul products, Amul can tap on more appeals which are more profound and which focus on aspects such as trust, quality and tradition. Further, opportunities in deploying digital media (for instance using social networks) can help to strengthen and multiply the interaction, as well as individual approach to consumers of different age groups, constantly enhancing the brand's significance.

2. **Expanding Consumer Awareness of Product Range:** Although top-of-mind associations with Amul are butter and milk, the study highlighted that while newer products in the range such as flavoured milk, ice creams and other novelty products might enjoy fairly good visibility in the market, awareness differences exist across age groups. In practice, Amul should aim at raising consumer awareness about all the products that it offers including those in its new range with the young consumer especially unfamiliar with Amul's extended range. Others are by offering samples of new products, launch of special offers inside the stores, use of social media platforms and reaching out to opinion leaders in the society to assure them of the wide range of products from Amul. Product education programmes could also focus on the nutritional value or the special features of such products to attract health conscience consumers such as low fat or high protein products .

3. **Focusing on Health-Conscious Consumers:** The result discovered in the study points to a gradual shift in consumers towards a healthy lifestyle which Amul can take advantage of. **Unwillingness and Invincibility:** Due to the growing consciousness about health and fitness, the consumer and especially the generations Y&Z are much more selective when it comes to choosing products in a selective way. In order to meet this need, Amul could think about diversifying its low fat and nonfat products and new product development like plant based milk, value added with nutrients milk and other low calorie dairy products. Advertising them in campaigns aligned with the health niches or through partnering with fitness and healthy lifestyle advocators may help stimulate consumer demand and choice. Also, the exporting of the theme of Amul's products *SUPERIOR IN QUALITY, RIGHT FROM THE CORE*, to emphasizing the natural aspects of the dairy products as compared to the competitors would further enhance the position of Amul in the growing health and nutrition conscious market segment.

4. Targeting Price Sensitivity with Promotions: The study revealed that consumers did not affect much price differentiation by the age in Amul products, but there may be price sensitivity as competition from local and international brands is on the increase in urban areas. To this effect, Amul may need to engage in standardization whereby instead of continuous promotions the company outlines planned promotional moments, special offers, bigger packs or bonuses to encourage customers to make large purchases. Seasonal offers or dealers on festive occasions, options, or national occasions would influence nominal hunters with powerful signs regarding Amul merchandise without too much of an effect to the perceived worth. Furthermore, clarifying the quality of products that Amul offers, and emphasizing the brand's cost advantage as key ad messages can complement this approach.

5. Innovating and Marketing New Products Effectively: It is equally evident from the analysis of responses in the study undertaken that age is not a determining factor towards an individual's attempt at exploring new products under the Amul brand. Nonetheless, there is still room for improvement in the innovation system of Amul about particular segments of consumers who are potential for new products. For instance, the Former and Gen Y consumers are more experimental and are likely to experiment with new brands and products if they meet their taste, convenience or are new in the market. In this case, Amul should use the available data sources to reach into this market via social media and influencer marketing that will help create awareness about new products. Using fragile promo codes or releasing certain flavors occasionally, shifting the focus to specific seasons, turning into brand cooperatives or launching products that are sold in specific time periods for a brief interval can create the customer's desire.

6. Customizing Marketing Communication: The study discovered that, unlike expectations, there was no relationship between age and the reasons consumers have for buying Amul products; however, marketers can still target specific segments in unique ways. For example, the traditional values of the relatively older consumers would compel them to prefer Amul, whereas the younger generation would tend to be in favor of innovation in products, variety, healthier options among others. Thus, Amul should think about differential targeting of marketing communication to address these varied needs. TV and magazine advertisements may not be as effective for the younger generation, while digital campaigns, influencer marketing and concepts of "out of home" advertising might suite the younger generations better.

7. Enhancing Transparency and Education: The findings by the study indicate that despite being familiar with the Amul products, customers may not be aware of sourcing policies that the company employs, its modes of operation and its green initiatives. In the further work, Amul should increase the level of transparency of the problematics described, giving additional data on these aspects, which would contribute to the establishment of confidence. Finally, other programs tailored for the consumer through the internet or any other physical means can be in areas which promote the nutrition, value addition of dairy products as well as the need for proper sourcing of these products. It would also include public education campaigns that display themes such as quality

assurance, fair trade and the company's environmental management systems to resonate to today's discerning customer.

The purpose of this study was to examine the consumer consciousness and attitude about Amul products in the Ahmedabad city with special reference to the consumption pattern, their satisfaction level, type and price of products that they preferred to buy and the Amul product promotional motives for buying the product. From consumer research data, the study offered essential an overview of the social structure of consumers and how Amul's brand and products are not selective for any age group.

The following conclusions can be derived, from the outcome of the study which suggest that overall Amul has very high brand recall and customer allegiance across the customers across the different age groups. It has made sure that the brand is well-known for quality and consistency, which means that there is a huge number of people consuming the goods; this extreme does not differentiate the age bracket in terms of the satisfaction level. This shows that Amul has well established itself in the market and has earned customer confidence necessary to do business with them anytime when a customer has(issue) they turn to Amul. Further, relative to the type of product and frequency of purchase no strong correlation with age varies indicating that Amul products are suitable for variation market segments.

Absence of significance difference between age and product perceived quality and taste and price also support or marketing strategy as we are targeting all age groups. However, despite the broad brand recall, there is potential to create awareness of the Amul products beyond the traditional strong-hold of dairy products including cultured milk, butter, and cheese, and more recent popular ones such as flavoured milk and ice cream. Rather the obese and health-seekers are an emerging segment which Amul can capitalize and penetrate with advanced new products which best fit the changing trends.

Additionally, the research shows that across from age group, the perceived price is actually reasonable of Amul that conveys the signal of the effective positioning of Amul as a value-for-money brand in the context of contemporary competition. The company could, nonetheless, look at gaining mobility by making targeted offers or price promotions towards more price-conscious consumers especially in such urban markets as Ahmedabad where competition is emerging.

Thus, Amul has good market strength, which enables it to effectively compete for the already saturated dairy market of Ahmedabad due to extended product variety. Therefore, it is suggested that Amul plans for expanding its market position by increasing public awareness with regard to its products especially among the youth and health conscious individuals. Finally, further customization of the marketing mix targeting the respective consumer segments, as well as further search for new ideas in the product portfolio and in the selection of communication channels could be helpful for Amul in terms of keeping its market dominance and sustaining a high level of consumer devotion.

RECOMMENDATION

Recommendations for Future Research/ Future Scope of the Study

This research has therefore helped shed light on consumer awareness of Amul products in Ahmedabad but there is a lot of research that can be done on this topic in future. The findings and limitations of this study suggest the following recommendations for future research:

1. **Expanding Geographic Scope:** This research was implemented in a single city which is Ahmedabad and therefore the generalization of the study results may not be possible in other regions. Future research is to carry out similar study in other cities or in other states to look at the differences in the level of awareness that consumers have about Amul products. Extending it to a national survey or covering rural regions can be useful as it will enable Amul to see how various subgroups and geographic regions differ in terms of the products they recognize, let alone prefer or buy.
2. **In-depth Consumer Segmentation Analysis:** Nonetheless, unlike previous studies, this research did not establish a correlation between age and certain consumer behaviours; further examination of certain age segments may give additional information. For instance, marketing can be differentiated by generations such as millennials, Generation Z or even the senior generation, where each may have their own reasons for using social media and hence Group 1. Hence future research could categorize consumers on the basis of income, education level, lifestyle and health consciousness level etc so as to get more out of Amul consumer database.
3. **Exploring Brand Perception and Emotional Connection:** First and foremost, though, this study was largely confined to researching consumer awareness and some elementary behaviors. It is important for future research to also examine the emotional appeal consumers have on the brand Amul. There is a need to further understand the kind of effects that cause factors such as brand trust, nostalgia or appeal to emotions have on the loyalty and thereby the purchase intention. Gaining more insight on the factors of the actual psychological aspect of consumer brand attachment could assist Amul on enhancing it as way to improve its brand personality and overall message.
4. **Impact of Digital Media and E-Commerce on Consumer Behavior:** In the light of the above thoughts, it can be understood that new generations' consumer behavior has changed dramatically with the help of digital media and e-commerce, evaluations, and social media interactions. The prospects for the future research can focus on how certain digital marketing strategies or utilizing social networks or e-commerce affect consumer awareness and buying behaviour with regard to Amul products. Studies could also establish how various forms of e-adverts, influencer campaigns, and other forms of digital promotions tweak new product perceptions as well as their consumption.
5. **Consumer Preferences for Health-Conscious Products:** Since there is a trend towards healthy eating, Amul has a chance to enter the market of a healthy-skin consumer through differentiated products. They could shift the paradigm to look at different consumer need attributes that change with time such as consumption of low fat, organic or plant based dairy products. Some hypotheses could include taste preferences, the level of nutritional information, and the readiness to pay

more for products that would promote health, many of which could be interesting for new product development.

6. Comparative Studies with Competitor Brands: Further research should try to make a study on consumer awareness of Amul and its competitors regarding dairy products and their allegiance. This would enable an analysis that would clearly spell out how Amul stands competitively and where it could apply efforts to shore up its competitiveness and hence its sales. Such studies could probably cover concepts such as brand image, pricing patterns and evaluation of marketing communication activities across the dairy brands.

7. Longitudinal Studies on Consumer Behavior: A cross-sectional study may be useful in the advancement of knowledges and response patterns to Amul products to be monitored as they progress. Since the current consumer behaviour changes rather dynamically due to the acute focus on green and healthy products, the identification of these changes during several years might be useful to understand more about the tendencies in the market and better complete Amul's planning.

8. Exploring the Role of Sustainability in Consumer Decision-Making: Today people are more concerned about the environment and social responsibility, therefore, sustainability is viewed as a vital organ, and consideration when buying products. Essential research questions which could be the focal areas of future research include: The influence of sustainability strategies including ethical purchase, sustainable packaging, and CSR on the Amul brand image and customer loyalty. Knowledge of the extent to which sustainability has an impact on the consumers' buying decisions could assist Amul in undertaking best positioning of a socially responsible company in the market.

In conclusion, this study shows the overall consumer awareness towards the Amul products in Ahmedabad market, there are many areas which could be explored for further research for the better understanding of effective strategies of brand communication and consumer response. To be future oriented, such research must be broadened to look into consumer segments other than the mainstream, to consider Amul's new policy of 'Segmentation', 'Aggregation' and 'Differentiation', and to investigate other steadily growing trends like 'health consciousness' and 'sustainability'.

FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic of To study on consumer awareness towards all the products of amul in order to improve this research and add insight to readers.

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