

**Project Dissertation Report on**

**‘ANALYSING CUSTOMER SATISFACTION  
AND PERSPECTIVE OF SUDHA MILK OVER  
AMUL MILK’**

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## **CERTIFICATE**

This is to certify that the work titled ‘ANALYSING CUSTOMER SATISFACTION AND PERSPECTIVE OF SUDHA MILK OVER AMUL MILK’ as part of the final year Major Research Project submitted by Purnendu Shekhar in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2021 is his original work and has not been submitted anywhere else for the award of any credits/ degree whatsoever. The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfillment of the requirement for the award of the degree of Master of Business Administration.

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(Head of Department)

## **DECLARATION**

This is to declare that the work titled ‘ANALYSING CUSTOMER SATISFACTION AND PERSPECTIVE OF SUDHA MILK OVER AMUL MILK’ as part of the final year Major Research Project submitted by Purnendu Shekhar in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2020-2021 under the guidance of Dr. Sonal Thukral. It is my original work and has not been submitted anywhere else. The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred/ cited/ acknowledged.

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## ACKNOWLEDGEMENT

It is a great pleasure for me to acknowledge the kind of help and guidance received during the research work. I would like to thank my faculty advisor Dr. Sonal Thukral, who helped me to take up the topic ‘ANALYSING CUSTOMER SATISFACTION AND PERSPECTIVE OF SUDHA MILK OVER AMUL MILK’ and guided me to complete this project properly. The project provided me with an excellent opportunity to explore the areas of Management in Corporate World and Data Analytic. I am highly indebted to Delhi School of Management, Delhi Technological University for giving me an opportunity to work on this project.

I would also like to thank the respondents for answering the questionnaire using which I could perform my research work. I also would like to thank the customers at fair price shop for sharing the problem faced by them and suggesting a probable solution to the problem.

Lastly, I would like to express my gratitude to all the honorable faculty members for sharing their experience and expertise on this project. I have put all my efforts to ensure that the project is completed in the best possible manner and also ensured that the project is error-free.

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## EXECUTIVE SUMMARY

The Bihar state milk co-operative federation ltd. is a dairy cooperative, which was setup in 1983 as designated body of the government of Bihar, India. Currently it sells its goods under the name of Sudha Dairy. Bihar state milk co-operative functions in procurement, processing and transportation of the dairy goods to different areas under the same umbrella.

In the year 2015-16, the daily average procurement has reached up to 900000 liters in Bihar and has currently over 98% of the market share of dairy products.

Amul's milk was launched in Bihar in 2017. In financial year 2020, Amul reported a sales turnover of above 385 billion, an increase of 28% compared to 2019. Even though Amul is the biggest brand in dairy products in India with more than fifty percent market share was unable to capture the market share of Bihar.

The title itself hints the purpose of the study to investigate the consumers level of satisfaction and their preference. To fulfill the purpose of the study, a number of dimensions were identified for understanding the perception of the customers and for taking input from various customers on their experience. These dimensions were identified unofficially and through the process of unstructured interview with major consumers of the product. The sampling technique was convenience sampling.

Then the primary data on these dimensions were collected through a self- administered structured questionnaire. The questionnaire developed for this study identified the satisfaction level of the consumers, reasons for using the product and reasons for not using competitor's product.

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## 1. INTRODUCTION

To capture market and have a significant market share is a tough nut to crack and especially in the market with stiff competition. The target customers should be satisfied with the product so as to be the most popular brand.

Customer satisfaction, a word often employed in promoting, of how products and services equipped by a corporation usually reach to the level or surpass people's expectation. Customer satisfaction is usually said to be "the number of purchaser or percentage of total purchaser, after buying and during the act of buying their actual experience with a company, its products, or its services exceeds specified satisfaction levels." It is known as the most important performance indicator within the process of this service and is often part of a Balanced Report card. In a competitive marketplace wherever businesses contend for purchasers, customer satisfaction is known to be an important differentiator and increasingly has become a key element of business strategy. During this process the customer comes across working environment of various departments and the type of initiatives that are practiced in the organization. This helps the consumer get into a mindset where he develops opinion about the supplier which finally helps in satisfaction or dissatisfaction.

Customer's satisfaction is not restricted only to a factor but also to various other factors like cost, quality, accessibility etc. A company must know what a consumer is consuming and why is he consuming that product and not his product. Consumer satisfaction is not only important for the producer but also the competitor so as he can find the opportunity to grab the market



## **1.1 OBJECTIVE OF THE STUDY**

- To know if the consumers are satisfied with Sudha milk?
- To know why consumers, prefer Sudha milk over Amul milk?
- To know if the consumer would consume Amul milk?

## **1.2 SCOPE OF THE STUDY**

Scope of the Study is limited to customer behaviour and customer satisfaction regarding quality of Sudha milk brands in Patna only.

## 2. LITERATURE REVIEW

A considerable body of literature in a range of different disciplines exists on consumption, consumer behavior, and consumer decision making process. Research in economics, business, marketing, psychological, sociology, domains study consumer behavior for taking insights of consumer's mindset and their will to buy.

Customer expectations are the feelings, needs, and ideas that customers develop during the act of buying towards a particular good or service. The experience of people is based on what they want from the goods or services they are paying for. Every customer has a desired level of expectations based on different demographic factors, price, personal needs, behaviour and past experiences.

Consumer satisfaction and perception being important for the success of a product and its study has caught the attention of researchers.

There have been many researches on consumer satisfaction on different products, service, industry, company etc. but very less researches done to know the perspective of consumers about competitors' products. The customer's perception of a supplier aids in the selection of a provider based on price and how well the provided products meet all of the requirements. Customers expect high-value post-delivery services that may help them use and adapt the provided product more efficiently, so the supplier's services never reduce after delivery. If he's happy with the results, after providing post-marketing services, the supplier has a decent probability of retaining consumers, increasing repeat purchases and increasing earnings. In order to boost customer satisfaction, a firm must contact and connect with customers on a frequent basis.

## 2.2 BACKGROUND OF DAIRY DEVELOPMENT

Under the Indian Constitution, dairy development is a state matter over which the central and state governments share power. The Central government establishes the broad principles, and each state creates its own Dairy Development Policies within them. Dairy development was once in the hands of the State Dairy Development Corporation or the State Government directly in the majority of states.. Animal husbandry was regarded as a rural activity, whereas dairy development was restricted to urban areas. Programmes like the Key Village Scheme and the Intensive Cattle Development Programme were started to increase milk yield, but these projects never paid any attention to the marketing or processing of the extra milk that was meant to be produced. Milk vendors in the city who, together with such a framework could not improve the life of the rural poor through dairy farming, a secondary occupation, because middlemen exploited both producers and customers. Sudha, Bihar's signature dish, is about to go nationwide. Sudha milk, which sparked a white revolution in Bihar's hitherto underdeveloped state, will now be sold in Delhi and Kolkata. It is a great occasion for Bihar since, for the first time, any of the state's milk federations has been able to transcend state borders due to its pure genuineness. When Comfed's daily milk procurement surpassed seven lakh litres per day, it made history. However, history was not written in a day. Since 1983, numerous milk unions have worked together to write the success storey. They've become one of the best instances of cooperative achievement in a developing economy as a result of their efforts. Eight milk unions and three marketing dairies contribute to the federation's total procurement each day. They are the Barauni Milk Unions Deshratna Rajendra Prasad Milk Union, Vaishali Patliputra Milk Union with its headquarters in Patna, and Mithila Mitra Milk Union with its headquarters in Samastipur.

Tirhut Milk Union in Patna, Vikramshila Milk Union in Bhagalpur, Shahabad Milk Union in Ara, Magadh Dairy Project in Gaya, and Kosi Dairy Project in Purnia. Jamshedpur, Ranchi, and Bokaro are the locations of COMFED's marketing dairies. These three get milk from a variety of milk cooperatives as well as their own local resources. COMFED has struck an arrangement with the Delhi with surplus milk at its disposal. Amul in Kolkata to supply 30,000 litres of milk each to the two metros every day. This supply, however, will be marketed there under the brand names of Mother Dairy and Amul.

## **2.2 INDIAN DAIRY SECTOR**

In the last decade, India's dairy sector has grown dramatically, and the country is now one of the world's leading suppliers of milk and value-added milk products. In many sections of the state, the dairy industry has grown thanks to cooperatives. There were 73 milk processing plants in the state. Aside from these processing factories, there are 123 government and 33 cooperative milk chilling facilities operate in the State.

The cooperative sector dominates the dairy industry, accounting for around 60% of total installed processing capacity. The majority of processed liquid milk sold in India is produced by dairy cooperatives. Market milk technology in India began in 1950, with the establishment of the Central Dairy of Aarey Milk Colony, and milk product technology in 1956 with the establishment of AMUL Dairy, Anand.

### **2.3 A SHIFT TO ANAND PATTERN**

The Anand Pattern is followed by milk cooperatives under Operation Flood. It was developed by Dr Kurien while he was General Manager of the Kiara District Cooperative Milk Producers' Union Limited, Anand. The operation's success revealed that democratic institutions in villages of particular economic strata can help an entire local community prosper.

Dr. Kurien grew the Union from a 500-litre-per-day collection in 1948 to a million-litre-per-day collection in the early 1990s. He assisted in the formation of comparable District Cooperative Unions in six other Gujarat districts, which eventually merged to form the Gujarat Cooperative Milk Marketing Federation Limited, an apex organisation. Dr. Kurien presently serves as Chairman of this organization. The Federation covers more than 1.5 million milk producer families.

## 2.4 OPERATION FLOOD

In 1970, India's National Dairy Development Board launched Operation Flood, a rural development program. The program's goal was to establish a countrywide milk grid, and it was one of the largest of its kind. It is also known as India's white revolution since it resulted in the country being the largest. It also aided in the reduction of milk traders' and merchants' malpractices. The success of Operation Flood was fueled by the Gujarat-based 'AMUL' (Anand Milk Union Limited), which grew into a giant corporation based on a cooperative strategy. Operation Flood has aided dairy farmers in taking charge of their own development by allowing them to steer their own development.

A 'National Milk' system connects milk producers across India with consumers in over 700 towns and cities, minimizing seasonal and regional pricing differences. The entire process of producing and distributing milk and milk products has become economically viable for farmers to undertake on their own as a result of the cooperative structure. In this way, the farmer can enjoy the results of his labour, instead of surrendering a majority of the profit to corrupt middleman.

Operation Flood's Objective Included:

- Increase milk production ("A flood of milk").
- Augment rural incomes.

## 2.5 CUSTOMER SATISFACTION

Customer satisfaction is a component of the customer experience that considers the supplier's perspective on the consumer's expectations. It also depends on how well it is implemented and how quickly services are delivered. This happiness may be linked to different business factors such as marketing, product manufacturing, engineering, and product and service quality.

Customer satisfaction refers to the audience's overall impression of the supplier. This impression a customer has of a supplier is the sum of all the steps he goes through, from engaging with the provider before to making any sales to post-delivery options and services, as well as handling queries or complaints after delivery. Throughout this web of connections, the customer will learn about the working methodologies of various departments as well as the types of techniques employed by the organisation. This aids the customer in forming a strong view of the supplier, which ultimately leads to contentment or discontent.

The customer's perception of a supplier aids in the selection of a provider based on price and how well the provided products meet all of the requirements. Customers expect high-value post-delivery services that may help them use and adapt the provided product more efficiently, so the supplier's services never reduce after delivery. If he's happy with the results, after providing post-marketing services, the supplier has a decent probability of retaining consumers, increasing repeat purchases and increasing earnings. In order to boost customer satisfaction, a firm must contact and connect with customers on a frequent basis.

In the companies, customer satisfaction ratings have potential for decision making. They employ executives for fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics gives indication for an important dynamic. When a brand has loyal audience, it gains positive word-of mouth marketing, which is devoid of any cost and highly recommended for public engagements.

### 3. VARIABLES DETERMINED

The variables determined in the study of consumer perspective and level of satisfaction towards Sudha milk over Amul milk in Bihar are –

- 1) Quality of the Milk
- 2) Price of the milk packets
- 3) Availability in their locality

The variables are calibrated based on a survey questionnaire form made up of three parts.

**Part A** is questions requiring the respondent's background.

**Part B** is questions about the respondent's perception about the Brand engagement at their locality.

Finally, **Part C** is questions related to Consumer satisfaction.

Answers are marked on the appropriate score base on a scale of 1 to 5 for each of the statements.



## **4. HYPOTHESIS**

Therefore the implications of the above stated theories guide with supporting variables to establish that there is a significant relationship between customer satisfaction and (Quality, Price and Availability) of the milk brand and is positive in nature.

H1: there is no significant relationship between customer satisfaction and (Quality, Price and Availability) of the milk brand

H2: there is a significant relationship between customer satisfaction and (Quality, Price and Availability) of the milk brand

## **5. RESEARCH METHODOLOGY**

### **Statement of the problem**

To study the consumer perspective and level of satisfaction towards Sudha milk over Amul milk in Bihar.

### **Title of the study**

Analyzing customer satisfaction and perspective of Sudha milk over Amul milk

### **Scope of the study**

Scope of the Study is limited to customer behaviour and customer satisfaction regarding quality of Sudha milk brands in Patna only.

### **Research type**

Conclusive and explorative type of research was adopted during the study.

### **Sampling frame**

The sample population of consumers was chosen on the basis of following criteria: -

Different Customers from different age groups as well as different professions where been selected.

No biasness on the basis of age or gender.

### **Sampling method**

The sampling method chosen was convenience sampling.

Convenience sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand.

### **Population**

Only those consumers of milk were considered who were consuming sudha milk.

### **Sample size**

In order to meet the objective of the study a greater number of samples of both the consumers as well as the sellers was required.

The research was conducted on 200 consumers.

### **Types of data**

The data collected for the purpose of the research was from primary source through structured questionnaire.

### **Data analysis techniques**

The data collected is fed in excel sheet and representing those data in charts using Tableau.

## 6. DATA REPRESENTATION AND INTERPRETATION OF EACH FACTOR CONSIDERED DURING THE STUDY

### 1. Distribution of sample population according to gender

The data collected for the purpose of the study was not only from a specific gender. Both male and female were considered for the purpose of data collection during the research.

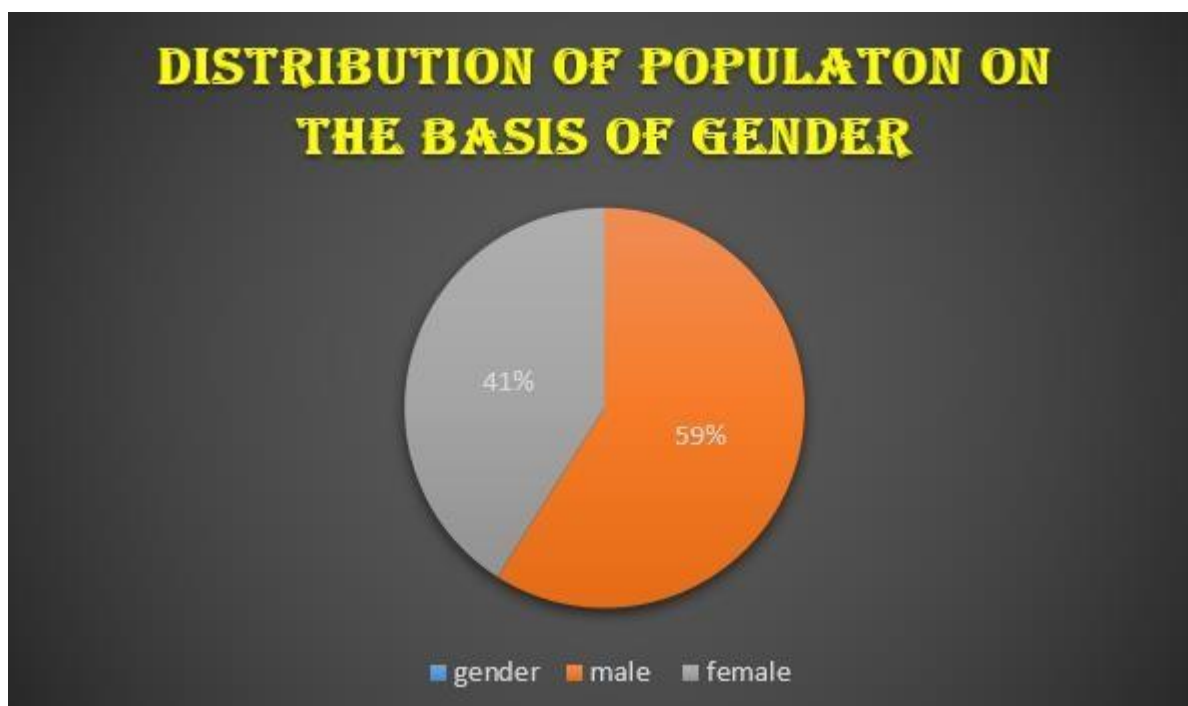


Fig. 1: Distribution of sample population according to age

#### Inference

Out of the total sample population considered during the study, 59% of them were male and 41% were female.

There was no biasness made pertaining to the gender of the respondents and it shows that male population were involved in purchasing milk.

## 2. Distribution of sample population according to age

No specific age groups were targeted for the purpose of data collection.

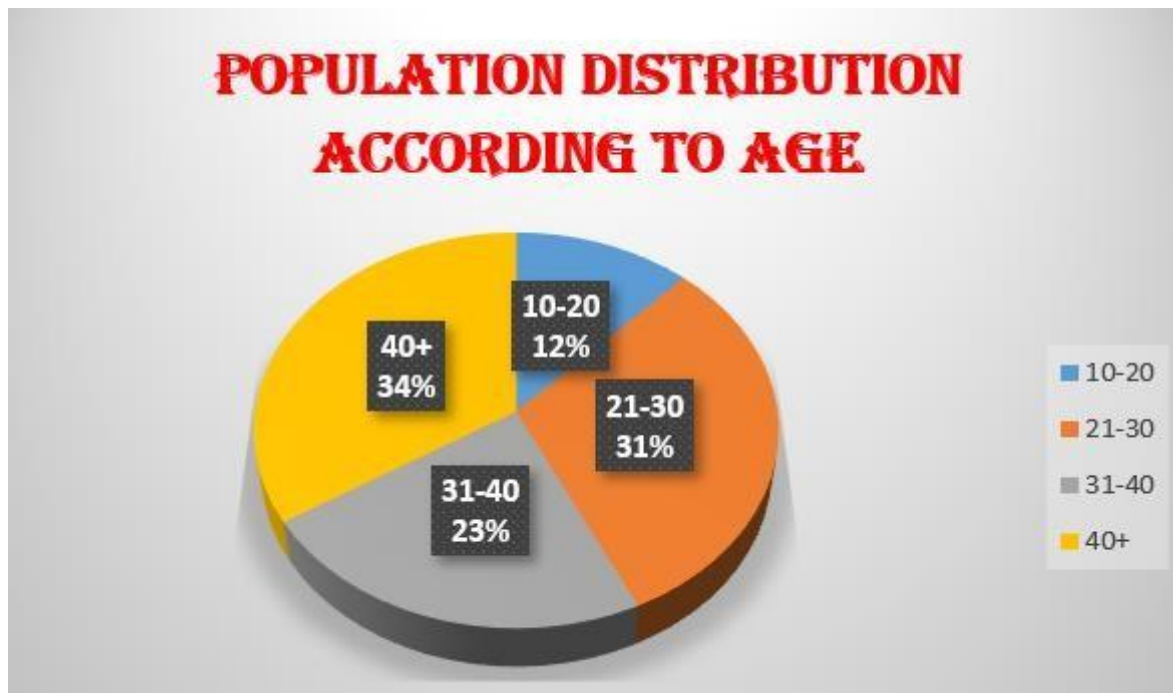


Fig. 2: Distribution of sample population according to age

### **Inference**

The above chart shows the distribution of sample population according to the age group.

Consumers of all age group were considered during the study and no biasness was made pertaining to the age group.

Out of the total sample population, 12% belonged to 10-20 age group, 31% belonged to 21-30 age group, 23% belonged to 31-40 age group and 34% of the sample population were above the age of 40

### **Conclusion**

It was observed that all age group of people were consuming Sudha milk

### 3. Distribution of sample population according to occupation

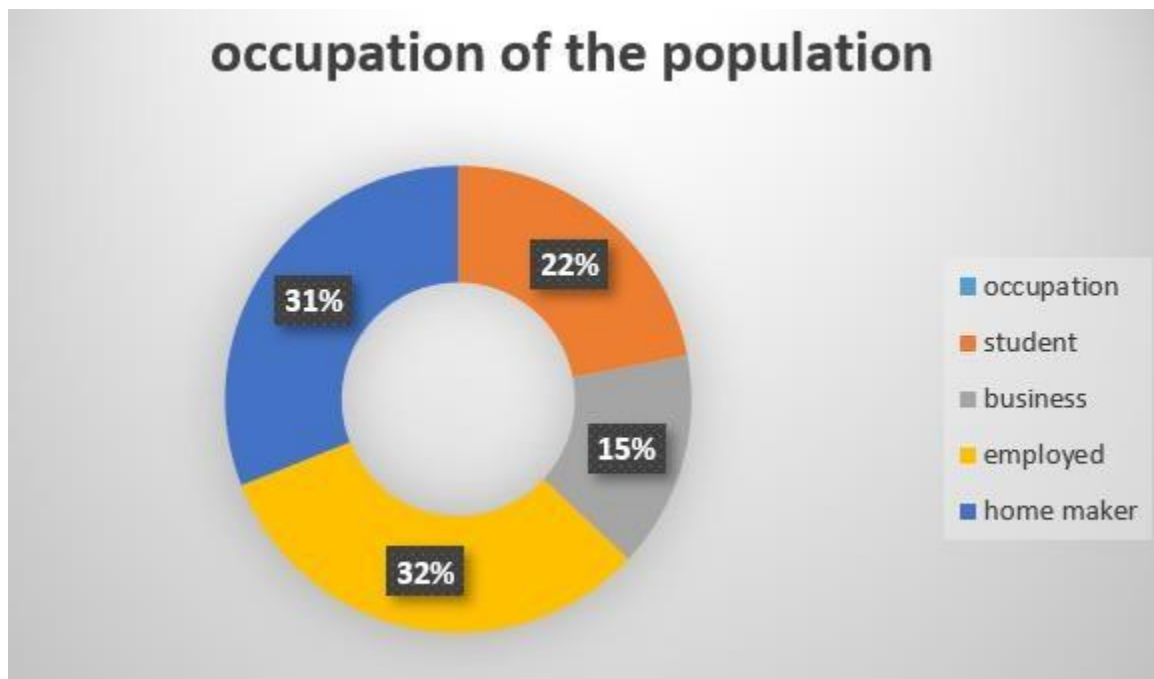


Fig. 3: Distribution of sample population according to occupation

#### **Inference**

The above chart shows the occupation of the people who were considered during the study.

It was observed that 22% of the total sample population was students, 15% were businessmen, 32% were employed and 31% were homemaker.

#### **Conclusion**

It was seen that people from every form of occupation were consuming Sudha milk

#### 4. Distribution of sample population according to Duration of use

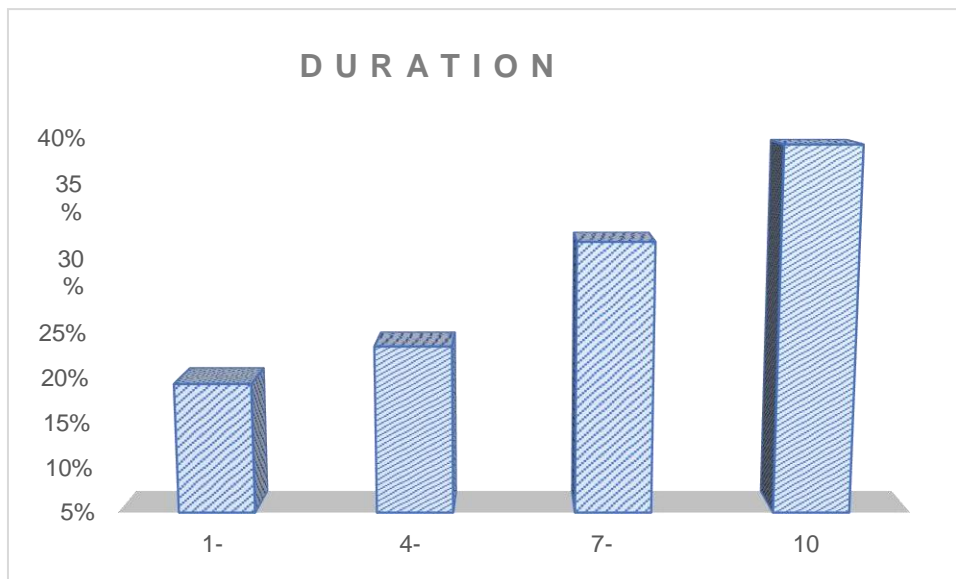


Fig. 4: Distribution of sample population according to Duration of use

#### **Inference**

The above chart shows since how many years the sample population are using the Sudha milk.

It is seen that 14% of them were consuming it for more than a year. 18% for more than 4 years, 29% for more than 7 years and 38% for more than 10years

#### **Conclusion**

Indirectly the graph shows the loyalty and satisfaction level of the consumers of Sudha milk as more than 65% of the sample population are using the milk for than 7 years.

## 5. Distribution of sample population according to the type of milk the consumer uses

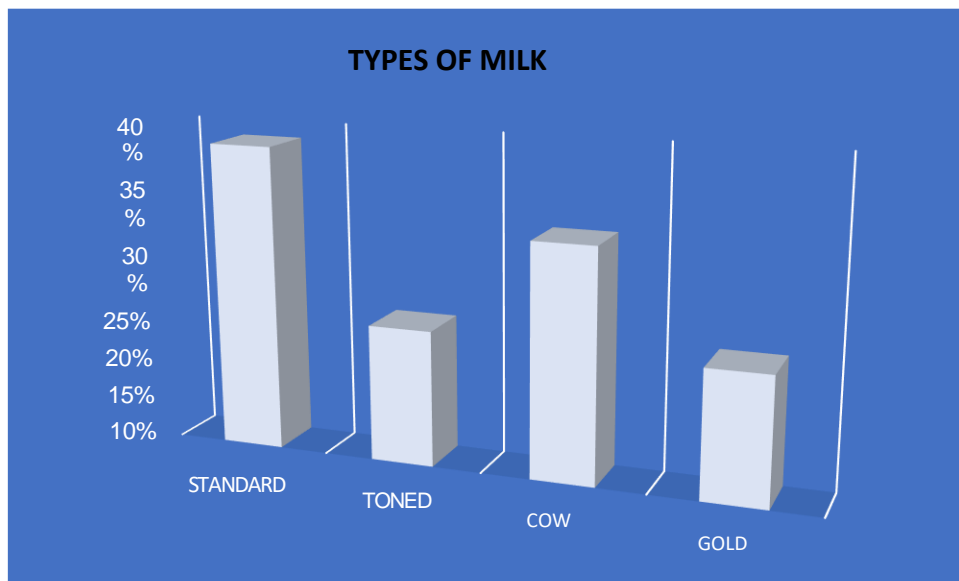


Fig. 5: Distribution of sample population according to the type of milk the consumer uses

### **Inference**

The above chart shows the consumption pattern of the consumers. Which type of milk is more preferred by the market.

Standard milk is mostly preferred. 38% of the population was consuming it. Toned milk was used by 17% of the sample population.

Sudha cow milk was used by 29% of the population.

Sudha gold milk was used by 16% of the sample population.

### **Conclusion**

Sudha standard milk famous by the name of Sudha shakti is most preferred type of milk among the consumers of Sudha milk.



## 6. Reason for usage of Sudha milk

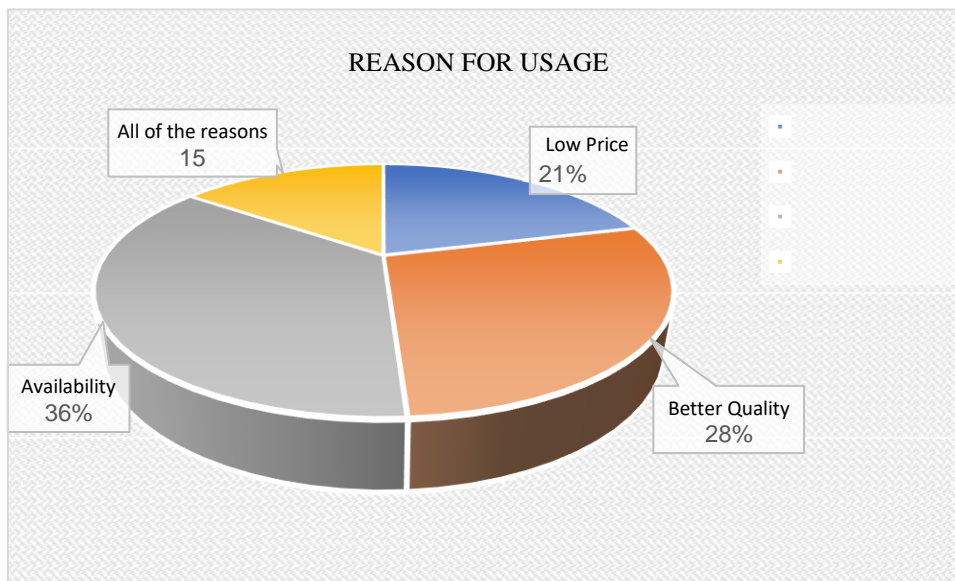


Fig. 6: Reason for usage of Sudha milk

### **Inference**

The above pie chart shows the reasons of different consumers on the usage of Sudha milk.

21% of the sample population said that they used Sudha milk because it was low priced compared to others.

28% of the sample population said that they used Sudha milk because its quality is better than others.

36% of the sample population said that the sole reason for using Sudha milk is that it is easily available in their locality.

15% of the sample population said that all of the above reasons persuaded them to buy Sudha milk.

### **Conclusion**

The availability of Sudha milk was the main reason of being a market leader. Most of the consumers are using Sudha milk only because it is easily available in the market.

## 7. Consumer perception on the pricing of the milk

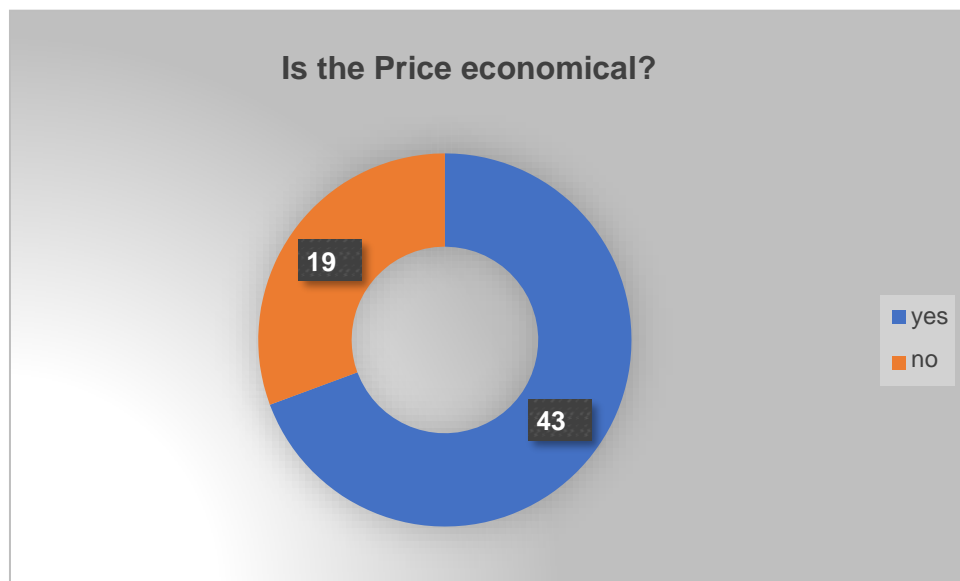


Fig. 7: Consumer perception on the pricing of the milk

### **Inference**

87% of the population agreed that the Sudha milks price is economical .13% of the sample population sad that the price is on the higher side.

### **Conclusion**

Most of the consumers were satisfied with the pricing of Sudha milk.

## 8. Consumer satisfaction level of Sudha milk

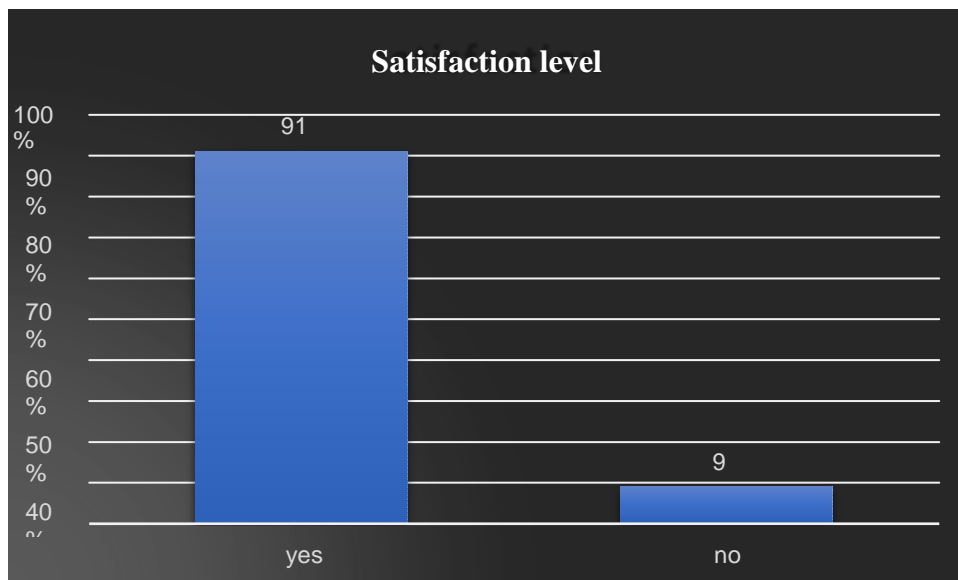


Fig. 8: Consumer satisfaction level of Sudha milk

### **Inference**

64% of the consumers were satisfied with the quality of Sudha milk and 36% were dissatisfied.

### **Conclusion**

Most of the consumers were satisfied with the quality of milk Sudha provided.

## 9. Consumer perception on the quality of Sudha milk compared to other brands

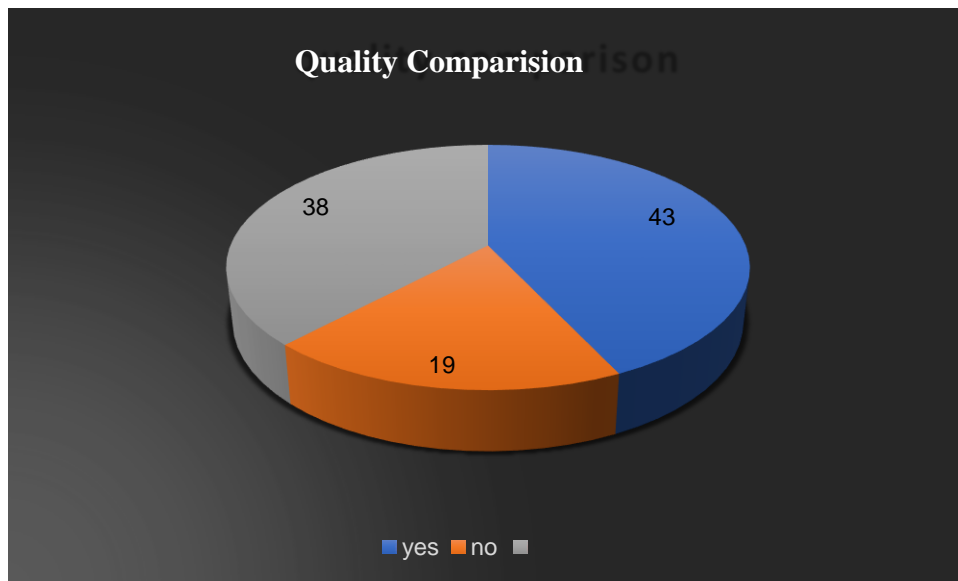


Fig. 9: Consumer perception on the quality of Sudha milk compared to other brands

### **Inference**

43% of the population said that Sudha milk is better in quality compared to other brands

19% of the sample population said that the quality of other milk brands is better than Sudha.

38% of the sample population said they were neutral on this and they think that quality of milk of every brand is similar.

### **Conclusion**

Most of the consumers said that the quality of milk was better than other brands and only few said that the quality of milk of another brand were better than Sudha.

There were many who said that the quality of milk is similar to other brands of milk.

## 10. Consumer perception about Sudha milk

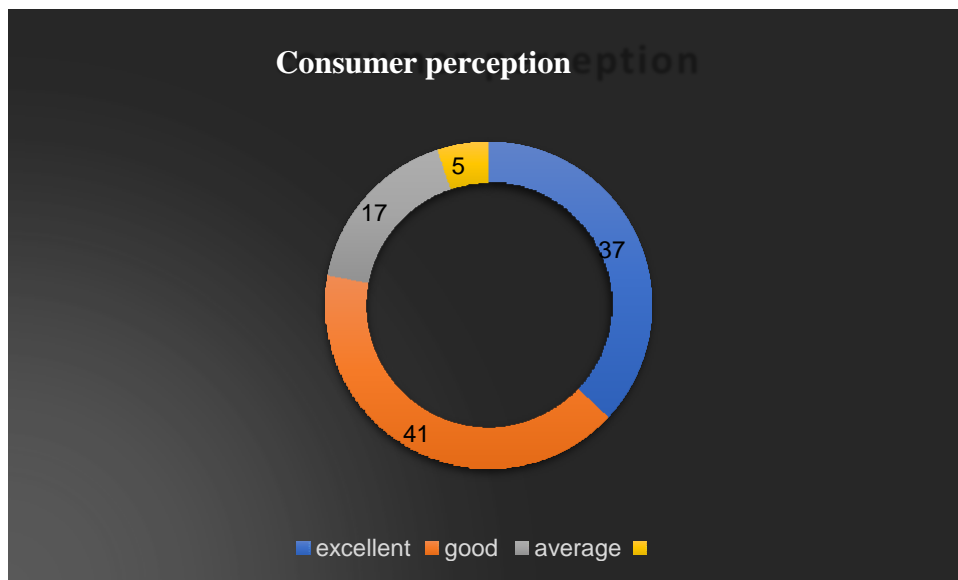


Fig. 10: Consumer perception about Sudha milk

### **Inference**

41% of the sample population said that Sudha milk is excellent. 37% of the sample population said that Sudha milk is good.

17% of the sample population said that Sudha milk is average. 5% said that Sudha milk is bad.

### **Conclusion**

The perception about Sudha milk is quite good among the consumers and More than 75% of the population says it.

## 11. Ratings of Sudha milk on the basis of quality

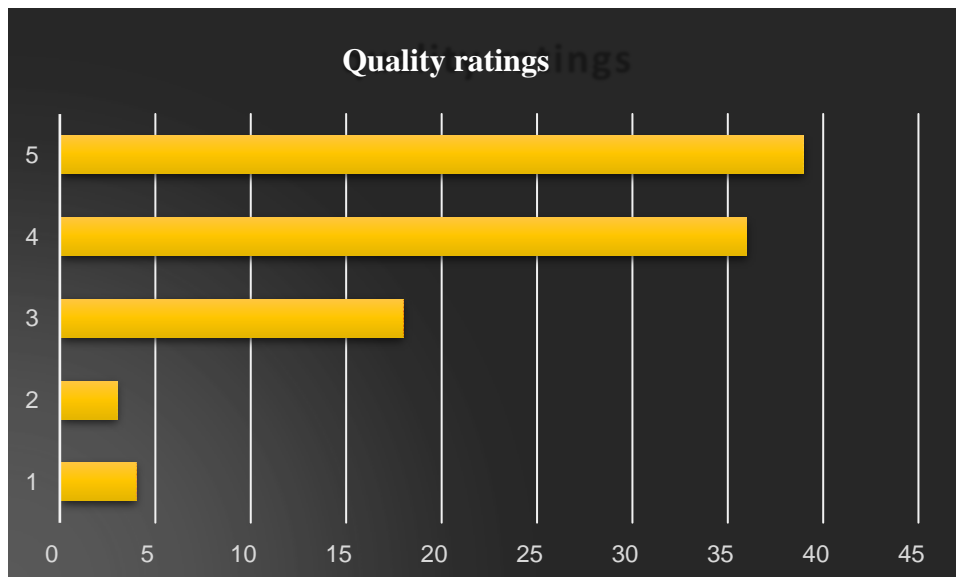


Fig. 11: Ratings of Sudha milk on the basis of quality

### **Inference**

The above graph shows the ratings given to Sudha milk on the basis of quality.

Only 8% of the sample population were unsatisfied with the quality of milk as they gave ratings of 1 and 2

21% of the sample population were neutral on the quality of milk as they gave rating of three.

71% of the sample population were satisfied with the quality of milk as they gave rating of 4 and 5.

### **Conclusion**

The average rating of Sudha milk on the basis of quality given by the sample population is 3.9

## 12. Ratings on the basis of price

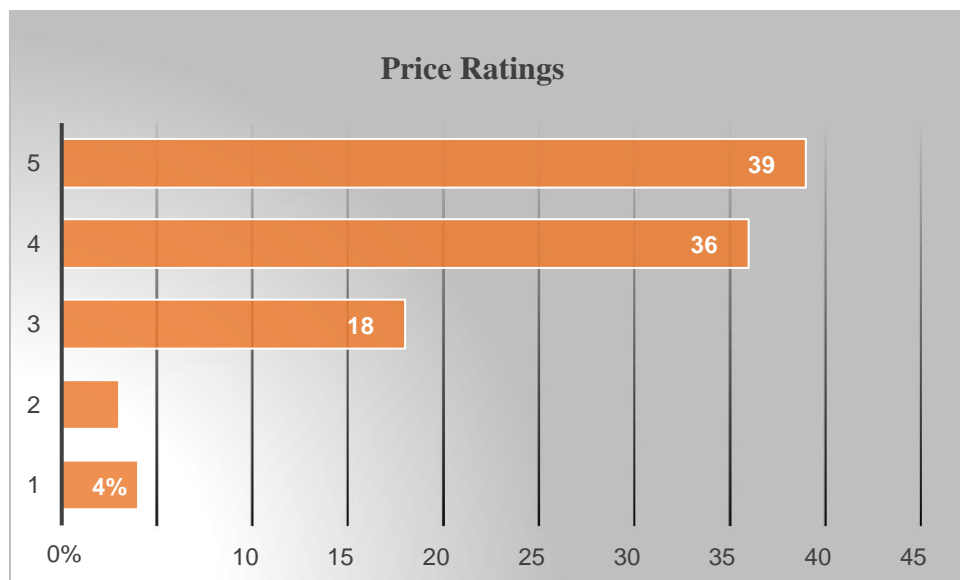


Fig. 12: Ratings on the basis of price

### **Inference**

11% of the sample population thought that the Sudha milk is priced on a higher side

19% of the population were neutral regarding the pricing of Sudha milk. 70% of the population were quite satisfied with pricing of Sudha milk.

### **Conclusion**

Most of the consumers were quite satisfied with the price of Sudha milk.

The average rating given by the sample population on the basis of price is 3.8

### 13. Ratings on the basis of availability



Fig. 13: Ratings on the basis of availability

#### **Inference**

5% of the sample population were unsatisfied with the availability of Sudha milk.

12% of the sample population were neutral concerning to the availability of Sudha milk.

83% of the sample population were quite satisfied with the availability of Sudha milk in the market.

#### **Conclusion**

Most of the consumers were quite satisfied with the availability of Sudha milk in their localities and only few complained about its unavailability.

The average rating given to Sudha milk on the basis of availability by the sample population is 4.1



#### 14. Awareness about Amul milk

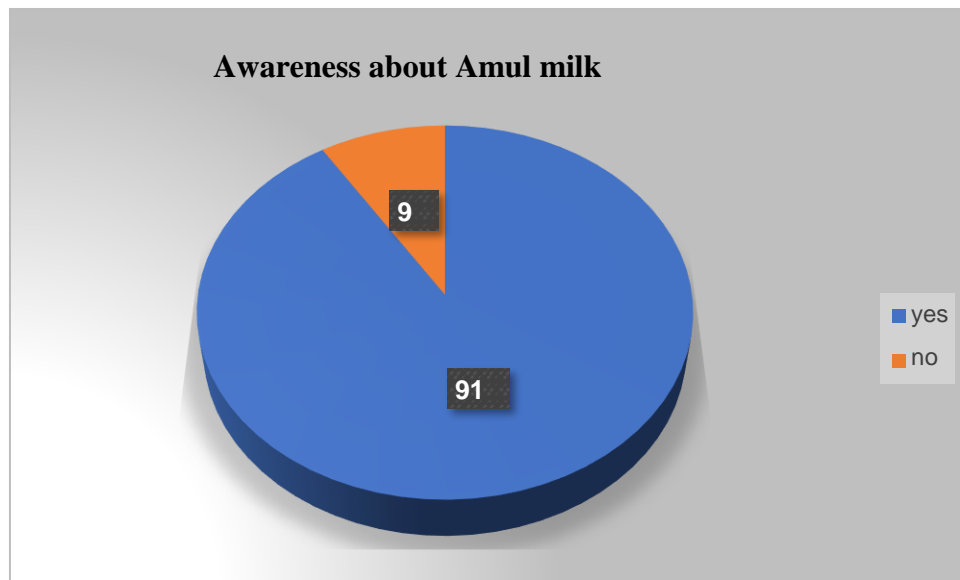


Fig. 14: Awareness about Amul milk

#### **Inference**

84% of the sample population were aware that Amul milk is available in the market.

16% of the population were unaware of Amul milk being sold in the market.

#### **Conclusion**

Most of the consumers of Sudha milk were aware of Amul milk being sold in the market.

### 15. Usage of Amul milk at least once

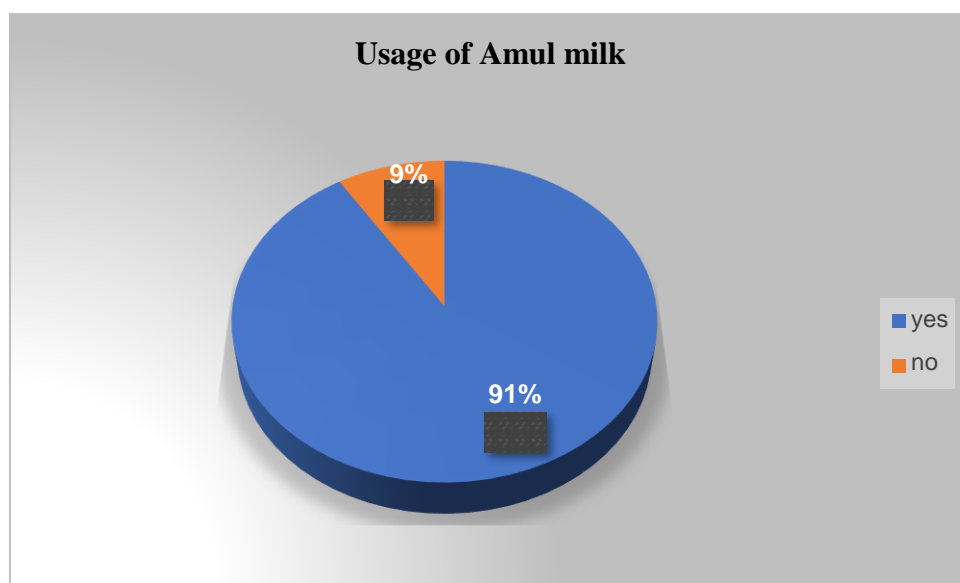


Fig. 15: Usage of Amul milk at least once

### **Inference**

71% of the sample population had atleast once used Amul milk. 29% of the sample population had never used aml milk even once.

### **Conclusion**

Most of the consumers had used Amul milk but are still consuming Sudha milk.

## 16. Amul milk vs Sudha milk

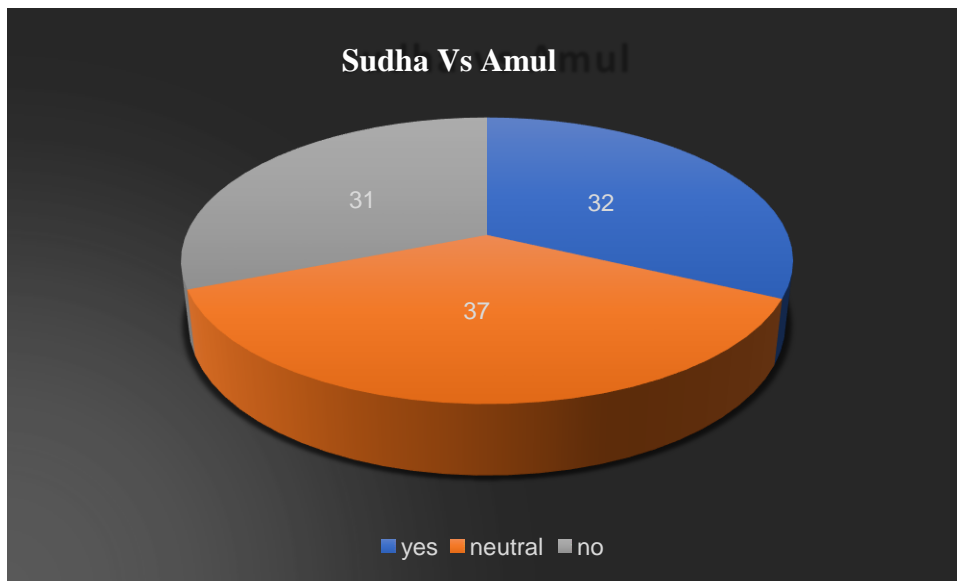


Fig.16: Amul milk vs Sudha milk

### **Inference**

32% of the sample population who used Amul milk claimed that the Amul milk were better in quality in comparison with Sudha milk.

31% of the sample population who used Amul milk claimed that the Amul milk was not better than Sudha milk.

37% of the sample population who used Amul milk claimed that both Sudha milk and Amul milk were somewhat similar and there was no major difference.

### **Conclusion**

There were almost equal respondents claiming both brands of milk being superior but there were slightly more respondents claiming no difference.

## 17. Rating of Amul milk on the basis of quality

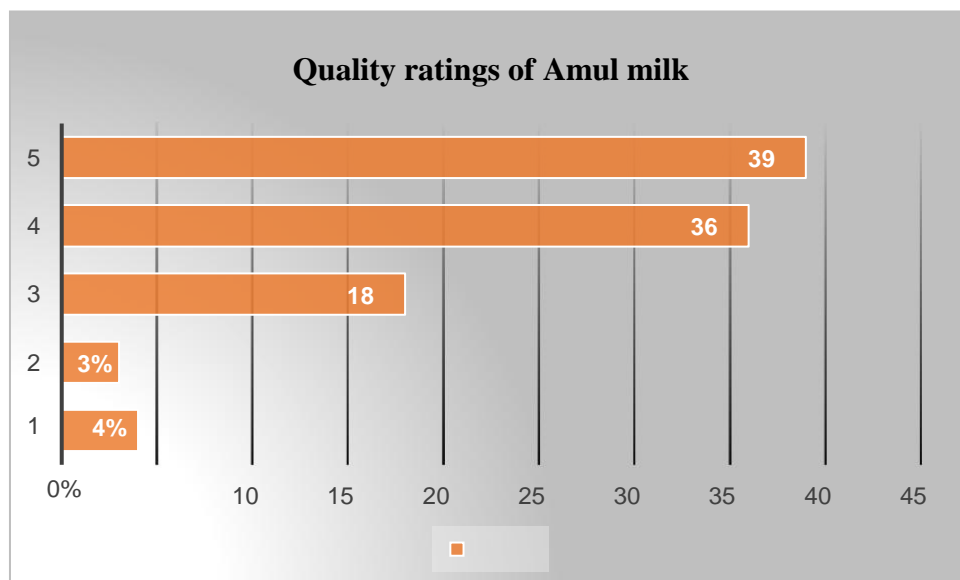


Fig. 17: Rating of Amul milk on the basis of quality

### **Inference**

7% of the sample population who used Amul milk were unsatisfied with the quality of milk.

18% of the sample population who had used Amul milk were neutral concerning the quality of the milk.

75% of the sample population who had used Amul milk were quite satisfied with the quality of milk Amul provided.

### **Conclusion**

Most of the consumers who had used Amul milk claimed that the quality of Amul milk is quite good.

The average rating given by the sample population who had used Amul milk is 4.0

## 18. Ratings of Amul milk on the basis of price



Fig. 18: Ratings of Amul milk on the basis of price

### **Inference**

24% of the sample population who had use Amul milk were satisfied with the price of the milk.

22% of the sample population who had used Amul milk who had used Amul milk were neutral concerning to the price of the milk.

54% of the sample population who had used Amul milk were unsatisfied with the price of the milk.

### **Conclusion**

Most of the population who had used Amul milk were not satisfied with the pricing of the milk thus showing the price being on the higher side.

The average rating given by the sample population to Amul milk concerning to price is 2.5

## 19. Ratings of Amul milk on the basis of availability



Fig.19: Ratings of Amul milk on the basis of availability

### **Inference**

33% of the sample population who had used anul milk were satisfied with the availability of the milk.

19% of the sample population were neutral regarding availability of the milk.

47% of the population claimed that they are not satisfied with the availability of Amul milk in the market.

### **Conclusion**

The availability of the Amul milk is not good and most of the times the milk is unavailable to the end users.

## 20. Brand perception of Amul among the consumers

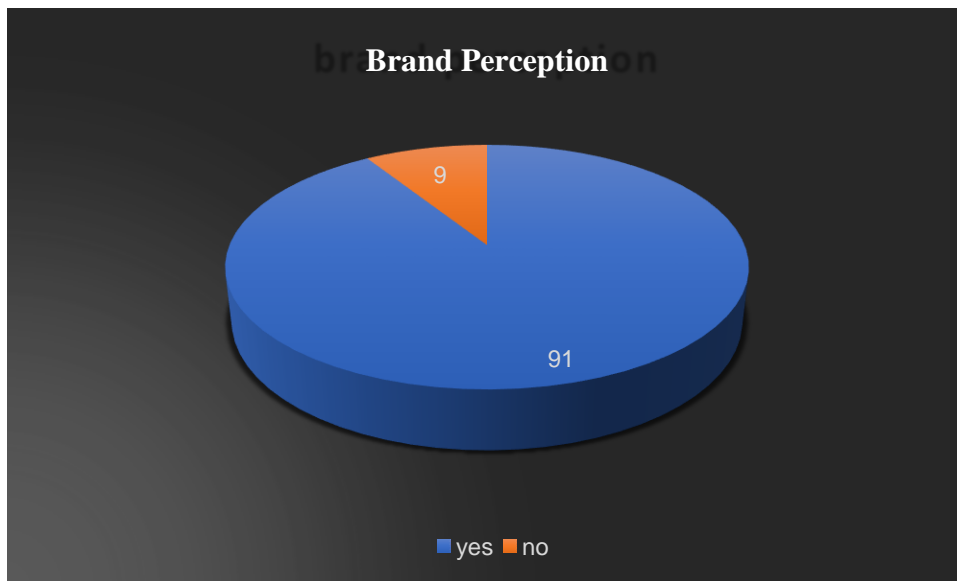


Fig. 20: Brand perception of Amul among the consumers

### **Inference**

91% of the sample population thinks that Amul is better brand as compared to Sudha

9% of the sample population thinks that Sudha is better brand than Amul

### **Conclusion**

The brand perception about Amul milk is quite good among the consumers as most of the people think Amul to be a better brand in the market as compared to Sudha.

## 21. Reason for preferring Sudha milk over Amul milk.

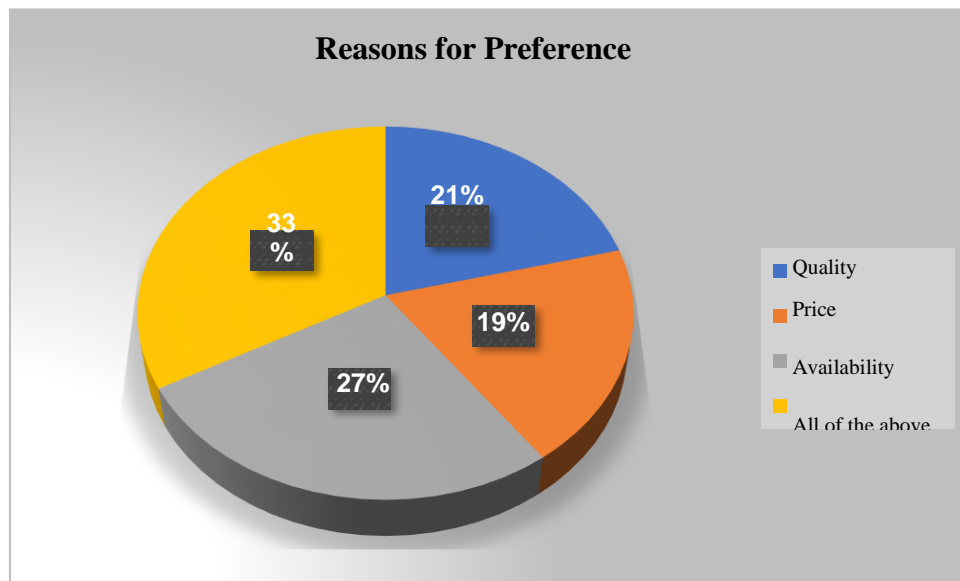


Fig. 21: Reason for preferring Sudha milk over Amul milk

### **Inference**

21% of the sample population uses Sudha milk over Amul milk solely because of quality

19% of the sample population used Sudha milk over Amul milk solely because of the price.

27% of the ample population uses Sudha milk over Amul milk only reason being its easily available in the market

33% if the sample population claimed that all the above reasons together persuaded them to use Sudha milk over Amul milk.

### **Conclusion**

All the reasons together persuade the consumers to use Sudha milk over Amul milk.

But easy availability of Sudha milk was one of the big reason people consume Sudha milk over Amul milk.



## 22. Usage of Amul milk over Sudha milk

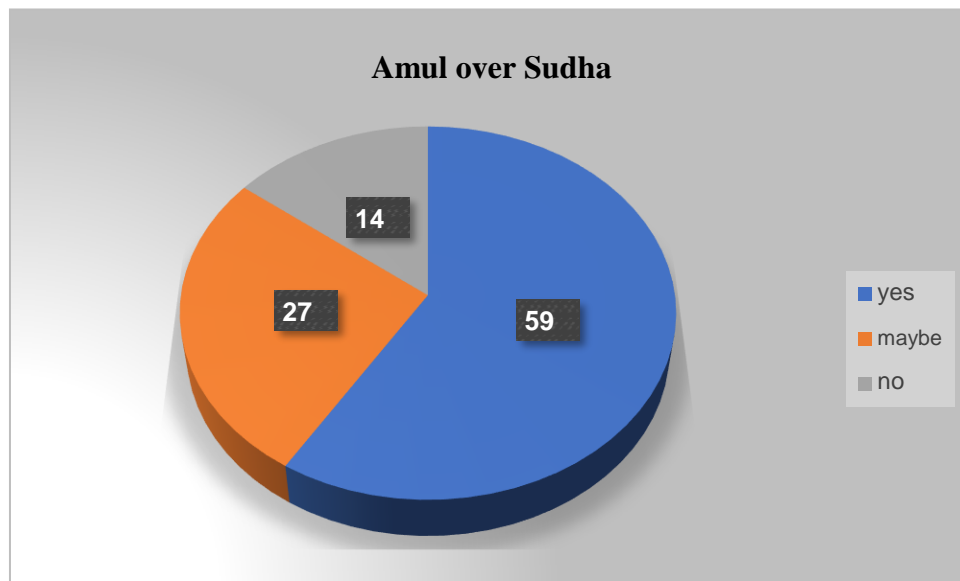


Fig. 22: Usage of Amul milk over Sudha milk

### **Inference**

59% of the sample population says that they would start using Amul milk if the above-mentioned problem of theirs is resolved

Only 14% of the sample population says they won't be using Amul milk

27% of the sample population says that they are not sure as of now if they would be using Amul milk or not.

### **Conclusion**

Most of the respondents agree that they would shift from using Sudha milk and start using Amul milk if the problems are resolved.

## 7. FINDINGS

- Most of the respondents are satisfied with the Sudha milk. Be it with the respect of quality or price or availability, more than 75% of the respondents are fully satisfied with Sudha milk.
- It was observed that all the respondents were using Sudha milk because of its quality, price and availability. It was also seen that availability of Sudha milk was the foremost reason for consuming Sudha milk.
- Through the research it was seen that most of the respondents are willing to use Amul milk but were not using it because of its high price and unavailability.
- It was also seen that unavailability of Amul milk was the foremost reason for the respondents for not using Amul milk.

## 8. SUGGESTIONS

- Amul should focus on advertisement in Bihar so that more and more people can know about it.
- There are very few counters where Amul milk are being sold. The company should focus on adding more sellers.
- The procurement of milk is quite less as compared to Sudha. Procurement of milk is also needed to increased.
- By setting a competitive price, Amul can add more customers. The company should also look in to decrease the price.

## 9. LIMITATIONS

Though the above study was done with complete dedication and honesty but few gaps always prevail between the understanding of the researcher and users. Some of the identified Limitations in the above study are as follows:

### **Limitation of the questionnaire**

- The questionnaire was lengthy and required patience from the side of respondents (which is very rare).
- The questionnaire was not multilingual, it was available in only one language  
i.e. English

### **Limitation of the survey**

- The sample size considered in the study was too small compared to the market size, leading to some sort of sampling error.
- The sampling method used was convenience sampling hence some sort of sampling error may have occurred.
- It is possible that the information supplied by the informants may be incorrect. So, the study may lack accuracy.
- All the Secondary data are required were not available

## 10. CONCLUSION

The Bihar state milk cooperative federation ltd. is a dairy cooperative that was founded in 1983 as a government of Bihar, India, company. It sells its goods under the name "Sudha dairy." The cooperative helps with dairy product sourcing, processing, and marketing. Sudha Dairy has been able to effortlessly grab market share since its beginnings due to the lack of big competition. The quality, pricing, and availability of milk were just a few of the major factors in capturing the market and gaining consumer loyalty.

Amul, a national brand, began operations in Bihar in 2017 with a daily production of 50,000 litres. Amul is still failing to get a major market share in Bihar after three years.

The investigation reveals some of the primary causes behind Amul's failure. The first and most important cause is a lack of supply on the market. In comparison to Sudha milk, Amul milk is not widely available. The price of Amul's milk is on the higher side, and customers are unwilling to pay more. Many individuals are still ignorant that Amul milk is available in the market. Aside from that, client loyalty is evident. Many customers are adamant about not changing their brand even if the price of Amul's milk is lowered.

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## 12. ANNEXURE

### Questionnaire

NAME.....

CONTACT NO.....

1. What is your gender?

- A) Male      B) Female

2. What is your age?

- A) 10-20      B) 21-30      C) 31-40      D) 40+

3. What is your occupation?

- A) Student      B) Employed      C) Business      D) Home Maker

4. Since how many years are you using Sudha milk ?

- A) 1-3Years      B) 4-6Years      C) 7-10Years      D) 10+Years

5. Which type of milk do you usually use?

- A) Standard      B) Toned      C) Cow Milk      D) Gold

6. What are the reasons that make you prefer Sudha milk?

- A) Low Price      B) Better Quality      C) Availability      D) All of the above

7. Do you think the price of Sudha milk is economical?

- A) YES      B) NO

8. Are you satisfied with the quality of the milk?

A) YES                      B) NO

9. Is the quality of Sudha milk better than every other brand available in the market?

A) YES                      B) NO                      C) Neutral

10. What is your perception about Sudha milk?

A) Excellent      B) Good      C) Average      D) Bad

11. Rate Sudha milk out of 5 on the basis of quality.

1              2              3              4              5

12. Rate Sudha milk out of 5 on the basis of price.

1              2              3              4              5

13. Rate Sudha milk out of 5 on the basis of availability

1              2              3              4              5

14. Are you aware of AMUL milk being sold in the market?

A) YES      B) NO

15. Was AMUL milk better than SUDHA?

A) YES      B) NO

16. Rate AMUL milk out of 5 on the basis of quality.

1              2              3              4              5

17. Rate AMUL milk out of 5 on the basis of price.

1              2              3              4              5



18. Rate AMUL milk out of 5 on the basis of availability

1            2            3            4            5

19. Do you think Amul is a better brand than Sudha?

A) YES            B) NO

20. Why do you prefer Sudha milk over Amul milk?

A) Quality            B) Price            C) Availability            D) All of the above

21. Would you start using Amul milk if above issues are resolved?

A) YES            B) NO            C) Maybe

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