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A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS AMUL MILK AND ITS PRODUCTS - HYDERABAD

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Abstract

Consumer behaviour and satisfaction play a vital role in determining the success of a brand or company. It is crucial for organizations to understand consumers' preferences, motivations, and satisfaction levels to develop effective marketing strategies such as pricing, packing, quality and availability. My research focuses on investigating consumer behaviour and satisfaction concerning AMUL milk and its diverse range of products. This study aims to explore the factors that influence consumers' purchase decisions and overall satisfaction with AMUL's offerings. The survey encompasses inquiries of 100 respondents regarding personal information, customer behaviour, and satisfaction with AMUL milk and its products. The findings of this study offer the improvement in Availability, Price, packing, and variants with respect to the consumer behaviour and satisfaction with respect to consumers perception and feedback. The study highlights the significance of brand reputation, perceived quality, and packing design as influential factors in shaping consumer purchasing decisions. Moreover, it underscores the importance of catering to consumers' individual dietary needs and preferences. My findings will help to enhance its market position, establish long-term customer relationships, and drive overall corporate success.

KEYWORDS: Consumer behaviour Consumer satisfaction AMUL milk Customer engagement FMCG

1. Introduction

Customer conduct refers to the study of people, groups, or organizations and the procedures they undertake when selecting, purchasing, using, and disposing of products, services, ideas, or experience. It includes a wide range of elements, such as emotional, social, cultural, and economic factors, that affect consumer decisions. Understanding consumer behavior is

crucial for businesses as it helps them gain perspectives into users' needs, wants, and interests. Companies can produce products that align with consumer desires, develop effective marketing strategies, and improve customer satisfaction by understanding the factors that influence consumer decisions.

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Consumer behavior is influenced by various internal and external factors. Private traits, such as attitudes, beliefs, perceptions, motivators, and personalities, are examples of internal factors. Outside factors encompass social influences, social norms, family dynamics, guide groups, and marketing communications

TYPES OF CONSUMER BEHAVIOUR

1. Routine Response Behavior: This type of behavior occurs when consumers make low-involvement purchase decisions and follow habitual, repetitive buying patterns. They tend to have a strong brand loyalty and may not engage in extensive information search or evaluation of alternatives.

2. Limited Decision Making: In this type of behavior, consumers engage in a moderate level of information search and evaluation before making a purchase decision. They have some familiarity with the product or service but may consider a few alternatives before making a choice.

3. Extensive Decision Making: This type of behavior occurs when consumers face high-involvement and complex purchase decisions. They invest significant time and effort in researching and evaluating various options. Consumers may seek out detailed information, compare features, and weigh the pros and cons before making a final decision.

4. Impulsive Buying Behavior: This behavior involves unplanned and spontaneous purchases made without much thought or consideration. Consumers may be driven by emotions, attractive displays, limited-time offers, or immediate gratification. Impulsive buying behavior is often associated with low-cost products or items of personal indulgence.

5. Dissonance-Reducing Behavior: This behavior occurs when consumers experience post-purchase cognitive dissonance or discomfort after making a significant purchase. They may seek reassurance or validation through information seeking or post-purchase evaluations to reduce this dissonance and confirm the right decision.

6. Socially Influenced Behavior: Consumers are often influenced by social factors such as family, friends, reference groups, or social media. Socially influenced behavior includes seeking opinions, recommendations, and conforming to group norms in purchase decisions.

7. Online Consumer Behavior: With the rise of e-commerce and digital platforms, online consumer behavior has become increasingly important. It involves behaviors specific to online shopping, such as online information search, price comparison, product reviews, and electronic word-of-mouth

2. Review of literature

Pooja A Patel, Nikita R Khatwate, Saptarshi Mukherjee (2020) “Consumer Behavior with respect to consumption of AMUL Milk in Ahmedabad City” Data analysis is done through SPSS. From this research, he concluded that the consumer behavior survey results are some where important to the company for their professional as well as personal growth and development. After understanding about what the consumers actually think about their work and the company, the management can take necessary measures to have a satisfactory and motivated workforce. Experience of the respondents towards AMUL milk was found to be satisfactory because of its good quality, reputation, easy availabilities

Shreya M. Oza (2019) “The Satisfaction Level of Customers of AMUL Milk in Porbandar City”. The main motto behind his research paper is to know how many customers are using AMUL dairy products and out of them how many customers are being satisfied. Under his research methodology, his research plan was Porbandar city and research techniques was questionnaire. For this reason, he had 200 samples. Personal survey is the best method for collecting the reliable data. While buying AMUL Milk, 77% of the total respondents believe that Quality is the most important factor where 5%, 3%, and 15% of the total respondents believe that Price, Package and Brand Name are the most important factors. If the price of AMUL Milk will increase, 60% of total respondents would to buy AMUL Milk. 98% of the total respondents are satisfied with AMUL Milk. ‘AMUL—The Taste of India’ is really true. There are so many customers are satisfied by using AMUL dairy products.

N Ramya, Dr. SA Mohamed Ali (2018) “A study on consumer buying behavior towards AMUL products with special reference to Coimbatore city” The buying behavior is positive which reveals that the buying behavior of the consumers is high. The promotional strategies of the product can be improved to increase the sale of the company as much. Thus the project concludes that the buying behavior of the consumers is positive, so the product has a good reach in Coimbatore city.

Dr. S. P. Savitha (2017) “A study on consumer preference towards ‘AMUL product’ in Madurai city”. India largest food brand trusted AMUL product for its quality and product available at affordable price. AMUL has different type such as

milk, chocolate, milk powder, curd, ice cream etc., AMUL has strong network of over 3million milk producer. AMUL product has a good reputation among the customers in Madurai. AMUL product already enjoying No.1 position in diary industry, this gives a positive stand to further strengthen its position. This research is pertaining to find out the present consumer satisfaction of AMUL product. It was concluded that "AMUL product is the market leader in diary industry".

Mohit Jamwal, Dr. Akhilesh Chandra Pandey (2020) “Consumer Behavior towards cooperative milk societies: A Study on measuring customer satisfaction of ‘Aanchal’ milk (A Member Milk Union of UCDF Ltd.)”. His study attempts to explore the consumer behavior of the customers towards the Aanchal milk daily which is member milk union of Uttarakhand cooperative dairy federation. Customer satisfaction was measured across different attributes of the Aanchal milk and the customer’s preference was checked across different parameters.

Ananda Kumar1 and Dr. S. Babu (2014) “Factors influencing consumer buying behavior with special reference to dairy products in Pondicherry state”. His study is based on Descriptive study and the statistical tools used are Percentage & Weighted Average Method. His study made an attempt to find the factors affecting consumer’s buying behavior, with the focus on dairy products in Pondicherry state. He concluded that Ponlait is the market leader of dairy products in the town of Pondicherry. Ponlait is not only the most highly recalled brand but also a top rated among the other competitive brands like Hatsun, Ruchi, Cavins Milk,

Amul, etc. He said that Product Quality, Availability and Pricing have been regarded as major reasons (top 3 reasons) for preference of dairy brands.

3. Need for the study

To identify and give insights to AMUL INDIA PVT. LTD. for improving their customer satisfaction by studying the gap between the consumer perceptions, Consumer expectation, and challenges faced by the consumers towards the AMUL company and their outlets in Hyderabad region. This AMUL products will comes under the FMCG goods which are necessary to the society and the products must be maintaining standards and AMUL Corporation should maintain a good communication with the customers. To know the consumer behavior such as their preferences, buying patterns, and brand loyalty. To know the significant impact of influencing factors as product, price, place, and promotion. This research provides the insights to reduce the gap between customer expectations, customer perceptions and AMUL Milk and its products.

4. Scope of the study

The Research will explore various factors that contribute to customer satisfaction and loyalty on AMUL Milk and its products, involving taste, availability, Quality, Durability, and variants. This helps to analyze how these factors influence customer perceptions and satisfaction with AMUL Milk and its products. This study will assess the marketing mix strategies by analysing key metrics such as product, price, place, and promotions. This will aim to provide actionable feedback that AMUL can use to improve their product portfolio and alter

to the specific needs and preferences of Hyderabad residents.

5. Objectives of the studyTo acquire the knowledge over FMCG, Retailing, and supply chain management. To study the Hyderabad residents behavior, satisfaction level and the perception on consuming AMUL Milk and other AMUL products. To determine the AMUL Durability, Quality, and availability.

To explore how different elements of the marketing mix influence consumer choices.

- To analyze and provide useful feedback from the consumers that will help in expanding the volume and range of AMUL Milk and its products.
- To know the timely availability of the AMUL Milk and its products over the Hyderabad city.

6. Research methodology

Customer satisfaction with AMUL milk and its products is the primary focus of this research. My report takes into account a wide range of facts and methods. The primary data comes from:

PRIMARY DATA:

Primary data is information that has not been modified from its original form and is collected through an investigation to meet the precise requirements of the problem at hand.

RESEARCH DESIGN:

A research design, also known as a study blueprint, is a crucial framework that guides researchers in collecting and evaluating data during a study. It serves as

a roadmap, outlining the necessary steps to conduct the research effectively.

The data is collected from the desired clients by using random sampling method selection and surveyed the selected clients by providing the Google form link to record their responses as primary data, for the external study I have referred few articles over the Google scholar and Microsoft Edge.

TOOLS USED TO COLLECT THE PRIMARY DATA:

The survey approach is used to acquire primary data through the use of questionnaires, personal observation, and direct contact with customers and retailers. It includes Microsoft excel and Google forms to collect and analyze the data.

METHODS:

Primary data is gathered through a survey using a questionnaire for both exploratory and inferential research.

SAMPLING UNIT:

Participants in the study are defined as customers who are currently using or have previously purchased AMUL milk and its products in Hyderabad region.

SAMPLE SIZE:

The study drew its findings from the responses of one hundred participants who were polled on this particular topic.

SECONDARY DATA:

The term secondary data refers to information that has already been gathered, but was intended for a different purpose. Books, journals, magazines, newspapers, corporation files, the internet, and other forms of publication are mined for secondary data..

7. Limitations

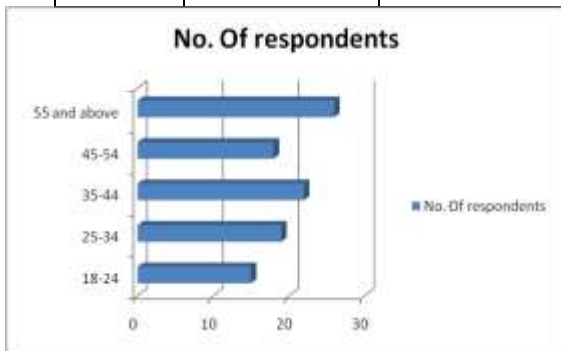
The limitations of the study are limited to some conditions and circumstances:

- The survey only includes a small sample of consumers who consume AMUL milk and its product from Hyderabad region.
- Only 100 participants will be included in the sample due to time and efforts constraints.
- While most respondents may be hesitant to provide information, efforts are made to do so in a systematic way.
- This is limited to FMCG products only.

8. Data Analysis

The ages of the respondents who filled out the survey:

Age group	No. Of respondents	Percentage %
18-24	15	15%
25-34	19	19%
35-44	22	22%
45-54	18	18%
55 and above	26	26%
Total	100	100%



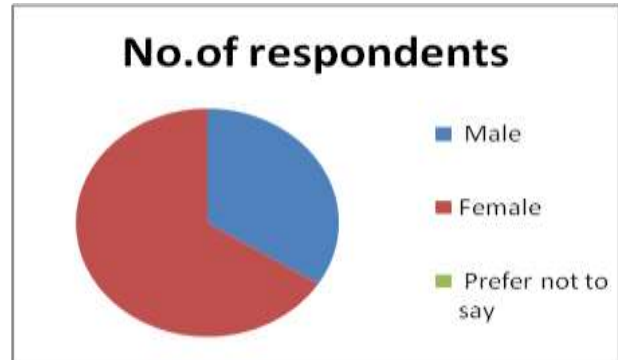
INTERPETATION

From this data, it can be observed that the largest age group among the respondents falls within the 55 and above age range, comprising 26% of the total respondents. This is followed by the 35-44 age groups, which accounts for 22% of the respondents. The 25-34 age groups makes up 19% of the respondents while the 45-54 age groups represent 18%. The smallest age group among the respondents is the 18-24 age groups, with only 15% of the respondents falling within this category.

Gender of the customers who took the survey (2021-23):

Gender	No. respondents	Percentage %
Male	34	34%
Female	66	66%

Prefer not to say	0	0%
Total	100	100%

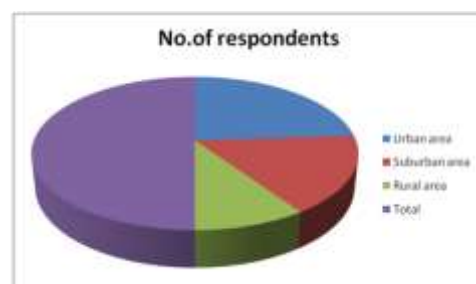


INTERPETATION

From this data, it can be observed that the majority of respondents identified as Female, constituting 66% individuals. The Male respondents accounted for 34% individuals, while 0% respondents chose not to disclose their gender.

Location / Region according to the survey (2021-23):

Location	No. of respondents	Percentage %
Urban area	48	48%
Suburban area	33	33%
Rural area	19	19%
Total	100	100%

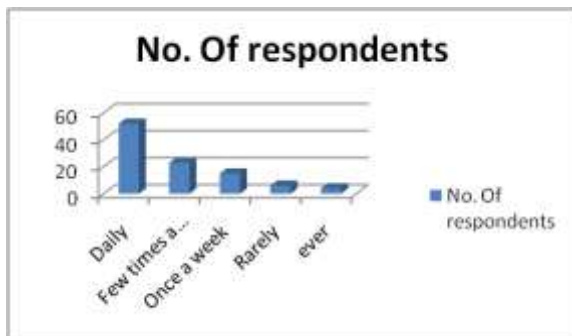


INTREPRETATION

From this data, it can be observed that the majority of the respondents, 48% individuals, live in a city. There is a smaller representation of respondents from suburban areas, with 33% individuals indicating that they live in a suburb. The smallest group of respondents comes from rural areas, with only 19% individuals residing in such regions.

How often do you consume milk and milk products?

Duration	No. Of respondents	Percentage %
Daily	52	52%
Few times a week	23	23%
Once a week	15	15%
Rarely ever	6	6%
ever	4	4%
Total	100	100%



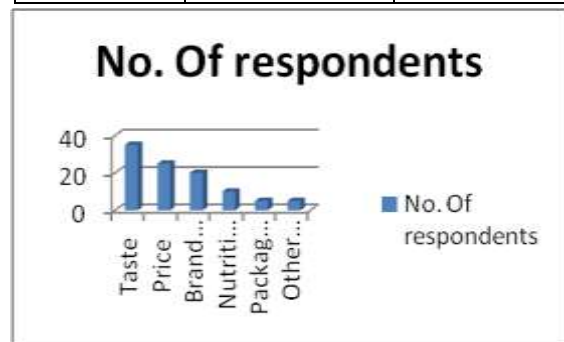
INTREPRETATION

From this data, it can be observed that a significant portion of the respondents, 52%, consume milk on a daily basis.

Additionally, 23% of the respondents reported consuming milk few times a week, while 15% reported using it once a week. Percentage, 6%, indicated that they consume milk rarely, a smaller percentage, 4% consume milk ever.

Factors influence your purchase decision for AMUL milk and its products.

Factors	No. Of respondents	Percentage %
Taste	35	35%
Price	25	25%
Brand reputation	20	20%
Nutritional value	10	10%
Packaging	5	5%
Other (please specify)	5	5%
Total	100	100%



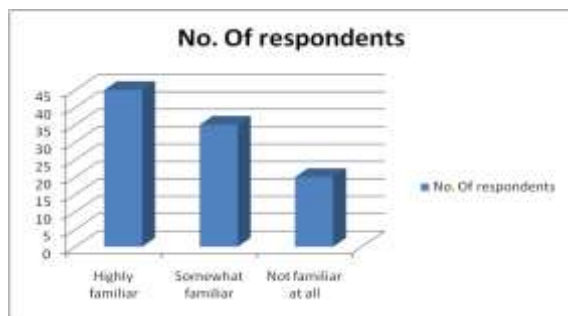
INTREPRETATION

Taste is the most prominent factor influencing purchasing decisions, with 35% of the respondents emphasizing its importance. Price follows closely behind at 25%, Brand reputation holds weight for 20% of the respondent's Nutritional value and packaging each garnered 10% and 5% of the respondents' attention, respectively.

An additional 5% specified other factors, which may vary among individuals.

How familiar are you with AMUL milk and its products?

Response	No. Of respondents	Percentage %
Highly familiar	45	45%
Somewhat familiar	35	35%
Not familiar at all	20	20%
Total	100	100%

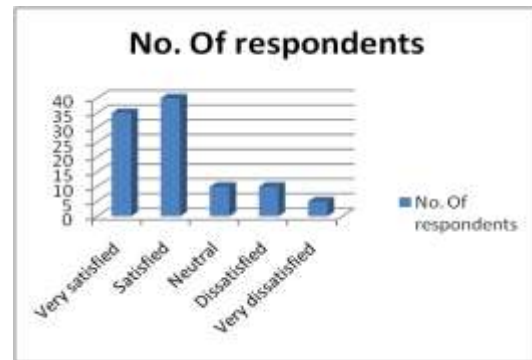


INTREPRETATION

The data indicates the level of familiarity among respondents with a certain topic or concept. It shows that 45% of the respondents are highly familiar; suggesting a significant portion of the group possesses a deep understanding or knowledge of the subject. Another 35% indicated being somewhat familiar, indicating a moderate level of familiarity among this subset. However, 20% of the respondents reported not being familiar at all.

How satisfied are you with the quality of AMUL milk and its products?

Response	No. Of respondents	Percentage %
Very satisfied	35	35%
Satisfied	40	40%
Neutral	10	10%
Dissatisfied	10	10%
Very dissatisfied	5	5%
Total	100	100%

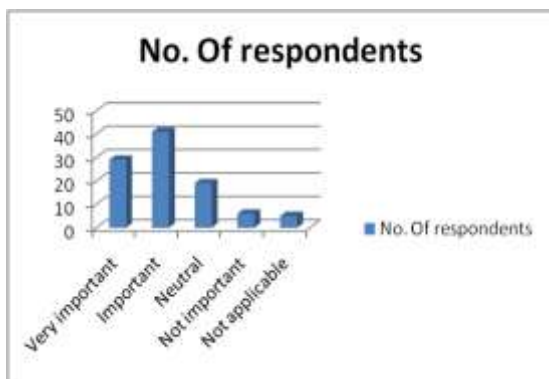


INTREPRETATION

It shows that 35% of the respondents reported being very satisfied; indicating a significant portion of the group experienced a high level of contentment. Another 40% indicated being satisfied, suggesting a majority of respondents were generally pleased. The data also reveals that 10% of the respondents felt neutral, implying a lack of strong positive or negative feelings. However, 10% expressed dissatisfaction, indicating a portion of the group experienced disappointment or dissatisfaction. Lastly, 5% reported being very dissatisfied, suggesting a small but notable group had an extremely negative experience.

How important is packaging design in influencing your purchase decision for AMUL milk and its products?

Rating	No. Of respondents	Percentage %
Very important	29	29%
Important	41	41%
Neutral	19	19%
Not important	6	6%
Not applicable	5	5%
Total	100	100%



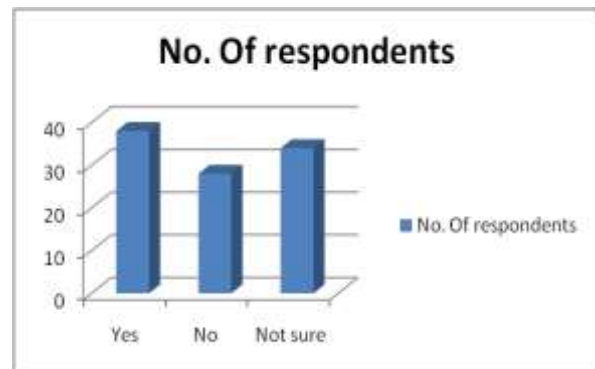
INTREPRETATION

It reveals that 29% of the respondents considered packaging design to be very important;. Additionally, 41% of the respondents rated packaging design as important, indicating that a majority still consider it to be a significant factor. On the other hand, 19% expressed a neutral stance, implying that packaging design may not strongly impact their purchase decision. A smaller proportion of respondents, 6%, indicated that packaging

design is not important to them. Lastly, 5% considered it not applicable, suggesting that packaging design may not be a relevant factor in their decision-making process.

Are you willing to pay a premium price for AMUL milk and its products due to their brand reputation?

Opinions	No. Of respondents	Percentage%
Yes	38	38%
No	28	28%
Not sure	34	34%
Total	100	100%



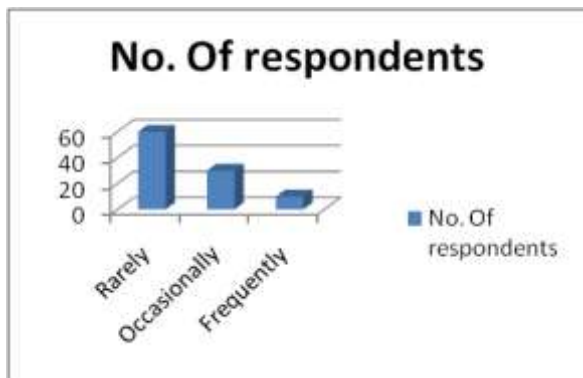
INTREPRETATION

The data reflects the opinions of respondents regarding their willingness to pay a premium price for AMUL milk and milk products based on the brand reputation. It shows that 38% of the respondents expressed a positive inclination, indicating they are willing to pay a higher price for these products due to the brand's reputation. Conversely, 28%

responded negatively, stating that they would not pay a premium price. However, a significant proportion, 34%, expressed uncertainty, suggesting that they are unsure about paying a premium price for AMUL products based on brand reputation.

How often do you switch between different brands of milk and its products, including AMUL?

Response	No. Of respondents	Percentage%
Rarely	60	60%
Occasionally	30	30%
Frequently	10	10%
Total	100	100%



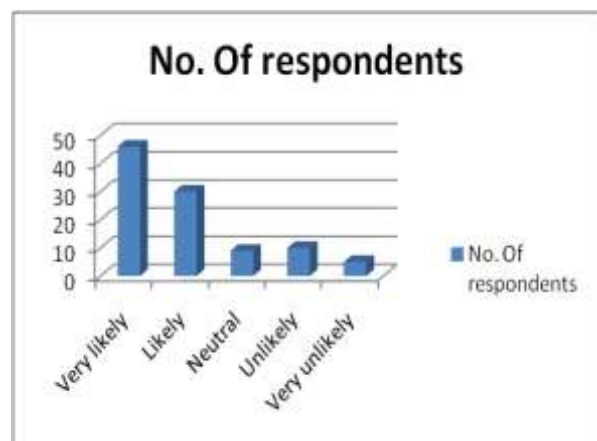
INTERPRETATION

The data provides insights into the frequency at which respondents switch between different brands of milk and milk products, including AMUL. It indicates that a majority of respondents, 60%, reported switching rarely. This suggests that they exhibit brand loyalty or have

found a preferred brand, including AMUL, and are less likely to explore alternatives. Another 30% of respondents indicated switching occasionally, implying they may be open to trying different brands but do not do so frequently. A smaller proportion, 10%, reported switching frequently.

How likely are you to recommend AMUL milk and milk products to others?

Recommended	No. Of respondents	Percentage%
Very likely	46	46%
Likely	30	30%
Neutral	9	9%
Unlikely	10	10%
Very unlikely	5	5%
Total	100	100%



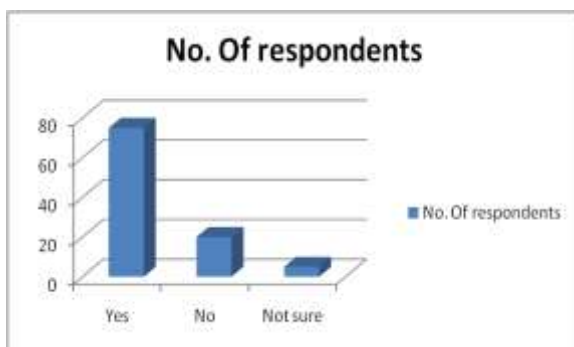
INTERPRETATION

It reveals that 46% of the respondents expressed a high likelihood of recommending, indicating they are very

likely to suggest these products to others. Additionally, 30% stated they are likely to recommend, suggesting a significant portion still holds a positive opinion and willingness to endorse AMUL products. On the other hand, 10% expressed an unlikely stance, implying they are not inclined to recommend. Furthermore, 5% reported being very unlikely to recommend.

Do you believe AMUL milk and milk products meet your nutritional requirements effectively?

Opinions	No. Of respondents	Percentage
Yes	75	75%
No	20	20%
Not sure	5	5%
Total	100	100%



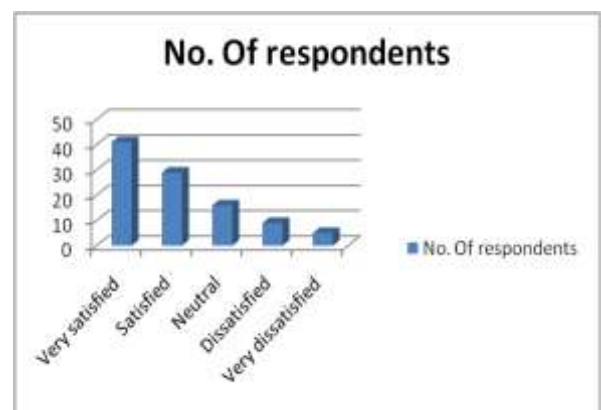
INTERPRETATION

The opinions of respondents regarding whether they believe AMUL milk and milk products effectively meet their nutritional requirements. It shows that a

majority of respondents, 75%, expressed a positive belief, indicating that they perceive AMUL products to effectively fulfill their nutritional needs. However, 20% responded negatively, stating that AMUL products do not meet their requirements effectively. A smaller proportion, 5%, expressed uncertainty.

How satisfied are you with the overall value for money of AMUL milk and milk products?

Responses	No. Of respondents	Percentage
Very satisfied	41	41%
Satisfied	29	29%
Neutral	16	16%
Dissatisfied	9	9%
Very dissatisfied	5	5%
Total	100	100%

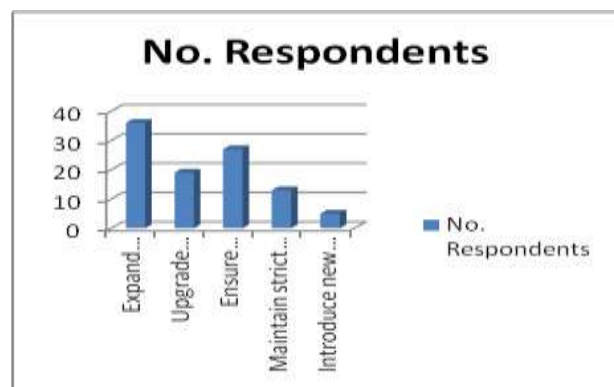


INTERPRETATION

The satisfaction levels of respondents regarding the overall value for money of AMUL milk and milk products. It indicates that 41% of the respondents reported being very satisfied, suggesting a significant portion is highly content with the perceived value they receive for the price paid. Additionally, 29% expressed satisfaction, indicating that a majority of respondents are generally pleased with the value for money. However, 16% responded neutrally, implying a lack of strong positive or negative feelings about the value proposition. On the other hand, 9% expressed dissatisfaction, suggesting that they perceive AMUL products as not providing satisfactory value for the price. Lastly, 5% reported being very dissatisfied, indicating a small but notable group with extremely negative views on the value for money.

Opinions	No. Respondents	Percentage%
Expand product variety for diverse preferences.	36	36%
Upgrade packaging for better appeal and information.	19	19%
Ensure consistent product availability.	27	27%
Maintain strict quality control measures.	13	13%
Introduce new flavors or variants.	5	5%
Total	100	100%

What improvements would you suggest to AMUL for their milk and milk products to enhance custom satisfaction?



INTREPRETATION

Respondents to AMUL for improving customer satisfaction with their milk and milk products. The most common suggestion, with 36% of respondents, is to expand the product variety to cater to diverse preferences. This indicates that customers desire a wider range of options to choose from. The next significant suggestion, with 19% of respondents, is to upgrade the packaging to enhance both visual appeal and information provided. This implies that customers value attractive and informative packaging. Another notable suggestion, with 27% of respondents, is to ensure consistent product availability, indicating that customers expect reliable access to AMUL products. Additionally, 13% of respondents emphasized the importance of maintaining strict quality control measures, indicating that customers prioritize product quality. Finally, 5% of respondents suggested the introduction of new flavours or variants, suggesting that customers appreciate innovation and variety.

9. Findings:

- The study reveals a larger representation of respondents aged 55 and above (26%), while the 18-

24 age group has the smallest representation (15%).

- Female respondents constituted the majority (66%), while males accounted for 34%.
- Urban areas had the highest representation (48%), followed by suburban areas (33%), and rural areas had the lowest representation (19%).
- The majority of respondents (52%) reported consuming milk on a daily basis.
- The most influential factors in purchasing decisions were product quality (35%), followed by price (25%), and brand reputation (20%).
- A significant portion of respondents (45%) reported being highly familiar with AMUL products.
- Overall, the majority of respondents (75%) expressed satisfaction with the nutritional value provided by AMUL products.
- Packaging design was considered important by 70% of respondents, with 38% willing to pay a higher price based on brand reputation.
- Most respondents (60%) reported rarely switching to other brands.
- A large majority (76%) expressed a likelihood of recommending AMUL products to others.
- The majority of respondents (75%) believed that AMUL products effectively fulfill their nutritional needs.
- Satisfaction with the value for money offered by AMUL products was expressed by 70% of respondents.

- Suggestions for improvement included expanding product variety (36%), upgrading packaging design (19%), ensuring consistent availability (27%), maintaining quality control measures (13%), and introducing new flavors or variants (5%).

10. Suggestions

By implementing marketing strategies awareness campaigns to educate the teenagers the importance of consuming milk and milk products to increase the participation and engagement of the age group 18-24. Explore opportunities to diversify the gender representation by implementing clear marketing communication like sms, mails; ads specifically target male individuals to encourage their participation and feedback. Improvement in packing design to make it eco friendly and more visually appealing thereby capturing the attention of a larger segment of respondents who consider packing as an important factor in their purchasing decisions. Provide detailed nutritional information and communicate the benefits of AMUL products to address, emphasizing the value they provide. Expanding the product variety with most customer preferred flavours, by designing the compact variants for the existing products to target the low level customers. Ensuring consistent availability, maintaining quality control measures.

11. Conclusion

The study reveals that Amul products enjoy a high level of consumption compared to other products, indicating their strong popularity among consumers.

This positive buying behaviour signifies a favourable market response and a strong inclination among consumers to purchase Amul products. However, the study suggests that there is room for improvement in the promotional strategies employed by the company to further enhance sales. It emphasizes the importance of implementing effective marketing campaigns to capitalize on the existing success and increase market share in Hyderabad city. Overall, the findings demonstrate that Amul products have established a significant presence and acceptance among consumers in Hyderabad, providing a solid foundation for continued growth and expansion in the market.

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