



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)  
PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS AMUL PRODUCT IN MADURAI CITY

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### Abstract

This study examines the consumer buying behaviour towards products of Amul in Madurai. The main objective of the research is to analyze the factors that influence consumers in purchasing Amul products, such as price, quality, brand image, availability, taste, and promotional activities. The study also aims to understand consumer preferences and satisfaction levels regarding various Amul dairy products. Primary data were collected from consumers in Madurai city through structured questionnaires, while secondary data were gathered from journals, articles, and company reports.

**Keywords:** Consumer Buying Behaviour, Amul Products, Brand Preference, Customer Satisfaction, Dairy Products Market, Madurai.

### Introduction

Consumer buying behaviour plays a crucial role in understanding how individuals select, purchase, and use products to satisfy their needs and preferences. In the competitive dairy market, brands must understand consumer expectations, quality perceptions, and price sensitivity to maintain customer loyalty. Amul is one of India's leading dairy brands, known for its wide range of products such as milk, butter, cheese, ice cream, and other dairy items. Established under the cooperative movement and



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managed by Gujarat Cooperative Milk Marketing Federation, Amul has built a strong reputation for quality, affordability, and availability across the country.

### Objectives of the Study

- To study the consumer buying behaviour towards Amul products in Madurai.
- To identify the factors influencing consumers to purchase Amul products such as price, quality, taste, and availability.
- To analyze the level of consumer awareness about different Amul dairy products.
- To examine the level of customer satisfaction with Amul products.

### Research Methodology

#### Research Design

The research design adopted for this study is descriptive in nature. It is used to understand and analyze the consumer buying behaviour towards Amul products among consumers in Madurai.

#### Source of Data

#### Primary Data

Primary data were collected directly from consumers using a structured questionnaire. The information was gathered from people who purchase Amul products in Madurai.

#### Secondary Data:

Secondary data were collected from various sources such as books, journals, websites, and previous research studies. Information related to Amul was also gathered from company reports and published materials.

#### Sample Size

The sample size for this study consists of 100 respondents selected from consumers in Madurai. These respondents are individuals who purchase and use Amul products.

#### Data Analysis

**Table 1: Table Showing the Age of Respondents**

Age	No of Respondents	Percentage
Below20	30	30
21-30	30	30
31-40	20	20
41-50	10	10
Above50	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

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## Source: Primary Data

### Chart

Age:  
51 responses

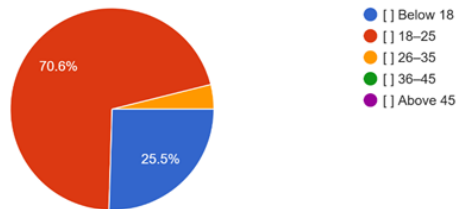


Fig 1: Primary Data

### Interpretation

The above table show that 60% of the response are between 15 to 25 years. And 16% of the response are between 25-30 years. 20% of the response are between 30-40 years. 4% of the response are between 40-50 year.

### Findings of the Study

- Majority of consumers in Madurai prefer Amul products due to their high quality.
- Price is a significant factor influencing the purchase of Amul products, with most consumers finding them affordable.
- Taste and freshness are key reasons for consumer loyalty towards Amul dairy items.
- Availability of products in local stores strongly affects purchasing decisions.

- Promotional activities and advertisements by Amul positively impact consumer awareness and preference.
- Butter, milk, and ice cream are the most frequently purchased Amul products among respondents.

### Suggestions and Recommendations

- Amul should continue maintaining high product quality to retain consumer trust and loyalty.
- Introducing occasional discounts and promotional offers can attract price-sensitive consumers.
- Expanding product availability in more local stores and rural areas of Madurai will increase reach.
- Conducting regular consumer feedback surveys can help understand changing preferences and improve products.
- Enhancing digital marketing and social media campaigns can increase brand awareness among younger consumers.

### Conclusion

The study on consumer buying behaviour towards Amul products in Madurai highlights the significant factors influencing purchase decisions. The research shows that quality, taste, and brand reputation are the primary reasons consumers prefer Amul products. Price and availability also play a key role in shaping buying behaviour, with most



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consumers considering Amul products affordable and easily accessible in local markets. The study indicates that promotional activities and advertising positively impact consumer awareness and product preference. Consumers expressed high satisfaction with Amul products and demonstrated loyalty towards the brand. The findings suggest that continuous focus on product innovation, quality maintenance, and effective marketing strategies will help Amul sustain its strong position in the competitive dairy market of Madurai.

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