A PROJECT REPORT ON "CONSUMER PERCEPTION TOWARDS AMUL PRODUCTS"

Submitted to the

H.K.E.Society's

A V PATIL ARTS SCIENCE & COMMERCE COLLEGE ALAND

By

(B.Com II Year Students)

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Under the guidance of

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2021-22

CERTIFICATE OF COMPLETION

This is to certify that the "A project report on CONSUMER PERCEPTION TOWARDS AMUL PRODUCTS " is based on the project carried out under the guidance of **Prof. Pratibha Rangdal** and is submitted to the Department of Commerce, H.K.E. Society's A V Patil Arts Science & Commerce College Aland.
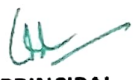
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GUIDE

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DATE: 12/05/2022

PLACE : ALAND

ACKNOWLEDGEMENTS

It is our pleasure to express our sincere gratitude to all those who have given guidance and support in completion of this dissertation report. We wish to express our sincere thanks to **Prof. Pratibha Rangdal,** Head of Department of commerce for her encouragement which helped in accomplishment of this study.

We wish to express our sincere heartfelt gratitude to **Prof. Pratibha Rangdal, HOD** of commerce for the constant guidance and support in all areas. Without her guidance the outcome of this report would not have been so successful.

CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION

Amul means "Priceless" in Sanskrit. The brand name "Amul" from the Sanskrit "Amoolya" was suggested by a quality expert in Anand, variants all meaning priceless is found in several Indian languages.

Amul products have been use in millions of homes since 1946. Amul is an Indian dairy co-operative based at anand in state of Gujarat Indian formed in 1948. It is brand managed by cooperative body, the Gujarat Cooperative Milk Marketing Federation (GCMMF).

Founder Dr. Varghese Kurien, founded 14th December, 1946, C.E.O. R.S.Sodhi, Head quarters anand Gujarat, revenue US $5.9 billion, type of business cooperative society.

Amul butter, amul milk powder, amul ghee, amuls spray, amul cheese, amul shrikhand, amul ice-cream and chocolate, etc. Amul milk have made amul leading food brand in India. Today amul is a symbol of many things of high quality products in India. Amul products sold at reasonable prices of the genesis of vast cooperative network of the triumph of indigenous technology of the marketing of formers organization and of a proven model for a dairy development. The revaluation started as awareness may the formers that grew and matured into a protest movement and determination to liberate them. Over 4 decades ago the life of a formers in Kaira district was like that of his counterpart anywhere also in India.

It was the first time in world that baby food and cheese were made by buffalo milk on a large commercial skill. Another millstone was the completion as a project to manufacture balanced cattle food. The plant was donated by "OXFAM" under the freedom from hunger campaign of the FAO. To meet the requirement for defence kaira union was asked by the GOI (Government Of India) in 1963 to setup a additional drying capacity. A new dairy capable of

producing 40 tons of milk powder and 20 tons of butter in a day was speedily it was declared in 1965.

Now federation in India's largest food products marketing organization. It is state level apex body of a milk cooperative Gujarat, more that 12 district cooperative milk product union are its member, which include 11,132 village societies more that 3.36 million producer member beneficent of the union, 750 employees of marketing arm.

1.2 OBJECTIVES OF THE STUDY

➢ To know consumer perception about the Amul milk its products
➢ To study the satisfaction level of Amul products quality, taste and pricing
➢ To know which advertisement tool is mostly preferred by people
➢ To know the preference of Amul products with comparison to other competitive brand
➢ To know the service level of Amul in Kalaburgi city
➢ To offer suggestions in the light of findings of the study.

1.3 SCOPE OF THE STUDY

This study mainly deals with consumer perception in every business consumer is the most important person to get success in this competitive world an organization must understand the pulse of the consumers.

This study is mainly related with understanding the perception of consumer towards Amul milk and its products.

So this study will help the organization to better understand about the consumer perception which in turns leads to success of the company and over all development of the organization.

This project would be helpful to the understand consumer perception towards Amul products.

1.4 RESEARCH METHODOLOGY

- **RESEARCH DESIGN:**

A research design specifics the methods and procedures for conducting a particular study. It is a map or blue print to specifying the way in which research is to be carried out of the various research designs.

- **SAMPLING:**

The sampling design used was convenience sampling which is a non-probability sampling method. Availability and approachability of the respondents is used as base for sample selection.

Sources and collection of data:

➢ **Primary Data:**

The data collected particularly intended to satisfy the information needs of the current issue. Such information is unique in character and is created in vast number of reviews directed for people.

Data analysis has done with the help of simple statistical formula and the use of average percentage was made for the purpose of analyzing data.

- Questionnaire
- Sample survey
- Communication

The data was collected through above stated tools.

➢ **Secondary Data:**

Any information which has been assembled before for some other design is optional information in the hands of showcasing Research. The information was gathered through:

- Journals
- Website
- Books

Were contributed to Secondary data which helped in completing the Report.

Data analysis:

 The study was conducted through questionnaire and then the data was tabulated by which the graphs were drawn.

Sample Size:

 To sample size of the survey was 50 respondents. The questionnaire contains various types of questions like open ended and closed ended questions.

Area of study:

 The place for conducting field survey method was Gulbarga city and the targeted respondents were Gulbarga city and the targeted respondents.

Statistical tools:

- Graphs
- Statistical calculation
- Questionnaire

1.5 LIMITATIONS OF THE STUDY

 ➢ As project is conducted in summer season so sometimes people are less interested in filling up a questionnaires.
 ➢ A survey was conducted on 50 respondents as a result of this it was not possible to gather most accurate information as the sample size was minimum.
 ➢ Non cooperative approach and rude behavior of the respondents may impact the responses.
 ➢ Over a period of time, there may be basis in the opinions.
 ➢ The study may not be generalized.

1.6 CHAPTER SCHEME

➢ CHAPTER I: This chapter is introduction about topic, its objectives, research methodology, Scope of the study, limitations and chapter scheme.

➢ CHAPTER II: This chapter covers theoretical background of the study

➢ CHAPTER III: This chapter covers company profile

➢ CHAPTER IV: This chapter focuses on data analysis an interpretation of data.

➢ CHAPTER V: This chapter covers finding and suggestion, conclusion.

CHAPTER - 2

THEORETICAL BACKGROUND

INTRODUCTION:

Process of perception is an individual are important factor for analyzing consumer behavior, sensation, organization, interpretation etc. are important steps in the process of perception, similarly, motivation, cess, response and reinforcement are the element of learning.

This chapter deals with these factors in detail and then relates term with consumer behavior.

Perception:

Perception is the process of acquiring, interpreting, selecting and organizing sensory information. This has been deemed as the process by which an individual selects, organizes and interprets stimuli received from the environment into a meaningful and coherent picture. This process is a highly individual and process and two persons who are exposed to identical stimuli can perceive them totally differently based on each person's needs and values.

Definition:

A marketing concept that encompasses a consumer's impression, awareness about a company or its offerings, Consumer perception is typically affected by advertising, revives, public relations, social media, personal experiences and other channel.

A description of a consumer or set of consumers that includes demographic, geographic and psychographic characteristics as well as buying patterns, credit worthiness and purchase history.

2.1 STEPS IN THE PERCEPTION PROCESS

There are three steps in the process of perception;

- ❖ Sensation
- ❖ Organization
- ❖ Interpretation

➢ **Sensation:**

Sensation is the immediate and direct response of the sensory organs to the stimuli. Stimuli's is any unit of input to any of the five senses seeing, hearing, smelling, touching and testing.

Sensory receptors are the five human organs they are (eyes, ears, nose, skin and mouth).

A consumer uses all of these functions either single or combination in the evaluation and use of mouth consumer products. Sensitivity refers to the experience of sensation.

Sensitivity to stimuli depends on the quality of the receptive organs of each person and also the intensity of the stimuli to which this person is exposed.

For example, the person living near railway line for a long time may get so much used to the noise of the train movements that he may not even perceive the train movement, although it may produce a loud noise, similarly fishermen used to the smell of fish all the time may not even perceive the fish smell in the market.

➢ **Organization:**

A person wills always categories the sensed stimulus by categorizing it with similar object categories in the person's memory. People do not experiencethe numerous stimuli they selected from the environment as separate as and discrete sensations.

They trend to organize them into a groups and perceive them as unified objects, for example, the sensation of eating a pizza will generate perceptions in the mind of the consumer, who identifies all the ingredients of sensation like task, smell, touch etc. compares these perceptions with his earlier memories and then classifies it as a specific type similar to or different from the pizzas he has eaten earlier.

➢ **Interpretation;**

This is the final step of attaching meaning to the stimuli's forming an impression as to the stimulus forming an impression as to the whether it is an object of liking and of what value this object could be of. The interpretation of stimuli is also uniquely individual, since it is

based on what individual will expect in the light of their previous experience on the number of and also the motives and interest at the time of perception.

In the case of the pizza example as above, at this stage the consumer judges whether the pizza tasks good and whether it is better or worse than the earlier experience.

2.2 FACTORS AFFECTING PERCEPTION:

There are three factors which affects the perception of any stimulus-stimulus characteristics, context and consumer characteristics.

➢ **Stimulus Characteristics:**

These Characteristics comprise of the nature of information from the environment like products, brand, shops, marketing people, friends, family etc. consumer perceive a stimulus differently depending on its characteristics. Both sensory characteristics and the stimulus content will affect such perception. The characteristics is considered as sensory if it stimulates one or more of the sensory organs, strong sensory characteristics like bright colors, loud noise, strong smell, etc. attract more attention.

Getting attention is important because the customer falls a large number of advertisements in his daily life and the marketer has to attract attention of the customer in this culture,incorporating new elements in advertisements, attractive packaging design, point of purchase displays etc.

Sensory elements like unity of product design (how all the elements of the design are unified as though they belong together) and how they blend with the typically design of the product category will determine the consumers aesthetic response. This has on important influence on the product preference. This is the reason many markets spend huge amounts to ensure that the consumers have a good aesthetic response.

➢ **Context:**

This is the setting in which the stimulus is received while perceiving the stimulus; the consumers are influenced by the environment in which they receive this stimulus. This includes social, cultural and organizational contexts. This has been proven in many blind task studies of beer taste. Most consumers associate the task with the brand name and even when the bottle of their brand contains some other beer, they tend to pick favorite brand label as tasty. The task perception is influenced by the context the brand name provides.

  ➢ **Consumer characteristics:**

Consumer characteristics affect to the perception especially when have some prior experience with the stimuli such previous knowledge and feelings become expectations, i.e. they start believing what this stimulus will result it. The consumer will when end up seeing what he expects to see. The consumer who goes to restaurant about which he has heard excellent recommendations will end up liking the restaurant the much more than another consumer who might have heard criticism about the same restaurant. The principle underlying this is that, the expectations bias the perception process of an individual.

2.3 SELECTION IN THE PERCEPTUAL PROCESS

Each individual in today's world get a huge amount of information every day and it is essential for being selective at each step of the perception process. They ignore some stimuli and some interpretation of stimuli. There are four processes by which the individual manages this selection-selective exposure, selective attention, selective interpretation and selective blocking.

  • **Selective Exposure:**

A consumer is exposed to a large number of marketing communication every day and only a few of these communications achieve actual exposure, depending on the needs and interest of the consumer at that point of time consumers look out for some selected advertisements. Some selected shelf displays in a store, listen to some sales people depending on what they are planning to purchase.

Consumers not interested in a product will totally skip the advertisements of such products. This selective exposure is also known as get keeping consumers are becoming more and more selective as the advertising clusterincreases. The usage of interest where in the consumer is able to selectively collect the data pertinent to his need requirement in a more efficient manner is becoming more popular in this regard.

- **SelectiveAttention:**

Even when the consumer is forced to look at an advertisement about a product which is of no interest to him/her the consumer may still ignore it.

A person's interest may be initially attracted by the stimulus characteristics but beyond initial attention the consumer's further processing of this information from the stimulus depends on the personal interest in the featured product or service. There are three (3) things which make a person more likely to pay extra attention to a stimulus such as an advertisement personal selling, sales promotion and publicity.

1. **Something that relates to a current need:**

   If you are planning to buy a stereo system, you are more likely to notice ads for stereo systems or displays of stereo systems in an electronic shop.

2. **Something that we expect to see:**

   People are more likely to notice something that they expect to see, if you enter a bookshop which also stocks music CDs, chances are that you may not notice the music, since you will be expecting to see only books.

3. **Something that relates to a current need:**

   People are more likely to notice something which differs from the ordinary for example, an ad which is in bold print or a TV commercial that is bolder than normal is bound to attract more attention.

Making use of this principle, some advertisers choose media which are of specialized will fit in. For example, the computer, laptops are advertising in computer related sections of the

newspaper or magazine. Even on the internet, customer specific banner ads are placed in related websites, such selective placement of ads benefit both the marketers and consumers, since the marketers get better attention and consumers are saved from the entire cluster.

- **Selective Interpretation:**

    Consumers tend to interpret the information in the stimulus selectively. Alter an important purchase; the consumers tend to look for ads of the brand bought by them which will reinforce the wisdom of their decision.

    Consumers also need to distort any negative information that might threaten their ego. This phenomenon is called perceptual distortion or perceptual defense. Perceptual distortion is the process by which the consumers distort the incoming information whether it is done intentionally or unintentionally, individual will see what they want to see and what they expect to see.

- **Selective Blocking:**

    Consumers tend to protect themselves from being bombarded with by simply 'tanning out' blocking such stimuli from conscious awareness people skipping the TV commercials while watching their favorite programs by tanning to other channels is an example of such selective blocking.

2.4 PERCEPTUAL PROCESS AND MARKETING STRATEGY

    Practically all the elements of marketing communications get affected by the perceptual process of the consumer, most important of which are – product design, brand names, packing design, in store displays, print ads and also TV commercials. There are some special areas of marketing strategy where in the consumer perceptual process has been significant effect. There are as under;

- **Price Perception:**

    The price/quality relationship refers to the perception by most consumers that a relatively high price is a sign of good quality. The belief in this relationship is most important

with complex products that are hard to test and experiential products that cannot be tested until used (such as most services). The greater the uncertainty surrounding a product the more consumers depends on the price/quality hypothesis and the more of a premium they are prepared to pay. There are many cases where in some products were perceived as low quality when the price was lowered. However excessive reliance on the price/quantity relationship by consumers may lead to the raising of prices on all products and services, even those of low quality relationship by consumers may lead to rising of prices on all products and services to no longer apply. Premium pricing (also called prestige pricing) is the strategy of pricing at or near the high end of the possible price range; people will buy a premium prices product because;

1. They believe the high price is an indication of good quality.
2. They believe it to be a sign of self worth "they are worth it". It authenticates their success and status-It is a signal to others that they are a member of an exclusive group.
3. They receive flawless performance in this application – the cost of product malfunction is too high to buy anything but the best example, heart pall maker.

The term goldilocks pricing is commonly used to describe the practice of providing a "gold-plated" version of a product at a premium price, in order to make the next-lower priced opinion look more reasonably priced, for example, encouraging customers to see business-class airline seats as good value for money by offering an even higher priced first-class option. Similarly, third-class railways carriages in Victorian England are said to be having been built without windows not so much to punish third-class customers (for which there was no economic incentive) as to motivate those who could offeredsecond-class seat to pay for them, instead of talking the cheaper option. This is also known as a potential result of price discrimination.

Consumers will always have a reference price in their mind about each product, at the time of purchase. If the actual price is lower than the reference price the product is perceived as good value for money. Another important aspect of consumer psychology is that there is a 'band' or 'latitude' of price, i.e. the maximum and minimum level of price in the consumer's

mind about the product, which he/she wishes to purchase. If the actual price is within this band, the consumer will purchase the product. If it is more than the maximum level, the consumer may perceive it to be too high and reject the product purchase.

CHAPTER – III
COMPANY PROFILE

3.1 AMUL STORY:

The Kaira district co-operative milk producer's union ltd. Anand registered December 14th, 1946. Similar milk union came up in other districts of Gujarat too. They formed the Gujarat Co-operative Milk Marketing Federation ltd. in 1973. Milk producers had to travel long distance to deliver milk to the only dairy Polson dairy in Anand often milk went sour, especially in the summer season, as producers had to physically carry milk in individual containers. This middlemen/agent decided the prices and the off take from formers by the seasons.

Kaira district Gujarat on January 04, 1964 called by shri morarji desai (who later become the prime minister of India) under the advice from sardar vallabhai patel (who later became the first home minister of free India). They advised the farmers to form a co-operative and supply directly to the Bombay Milk Scheme of selling into Polson (who did same but gave low prices to the producers). Thus the Kaira and process milk in the district of Kaira Milk collection was marginal farmers who would deliver 1-2 liters of milk per day. The first modern dairy of the Kaira Devi union was established at Anand (which popularly come to be known as AMUL dairy often its brand name.

India now has 103000 village milk co-operatives with 115 lack farmer members. These concerned efforts in dairy development have made India the largest producer of milk in the world today.

Gujarat Co-operative Milk Marketing Federation:

Gujarat Co-operative Milk Marketing Federation (GCMMF) is India's largest food products marketing organization. It is a state level apex body of milk co-operative in Gujarat, which aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money.

Gujarat Co-operative Milk Marketing Federation Markets and manages the Amul brand GCMMF is the marketing entity for products of all union in state Gujarat. It has 19 affiliated dairy plants, 42 regional distributor centers in India, serves over 500,000 retail outlets and experts to more than 15 countries.

The keys to retaining their competitive advantage lies in keeping focused on the basis of business principles-1.

➢ Be customer driven

➢ Adopt quickly to the changing environment

➢ Anticipate change and act today to meet tomorrow challenges

BOARD OF DIRECTORS

Gujarat co-operative Milk Marketing Federation Limited, Anand, India registered under Gujarat co-operative societies Act-1961.

Dr. Varghese. Kurien (Founder)

Mr. R. S. SODHI (Managing Director)

Chairman – Ramsingh paramar

Registrar –

Sri R. M. Joshi (Co-operativeSocietyGujratState, Gandhi Nagar)

Auditors –

S. R. Batliboi& Co. (Chartered Accountant)

The list of all Chairmen of various Co-operatives is given on next page.

Bankers –

Bank of Baroda, State Bank of India
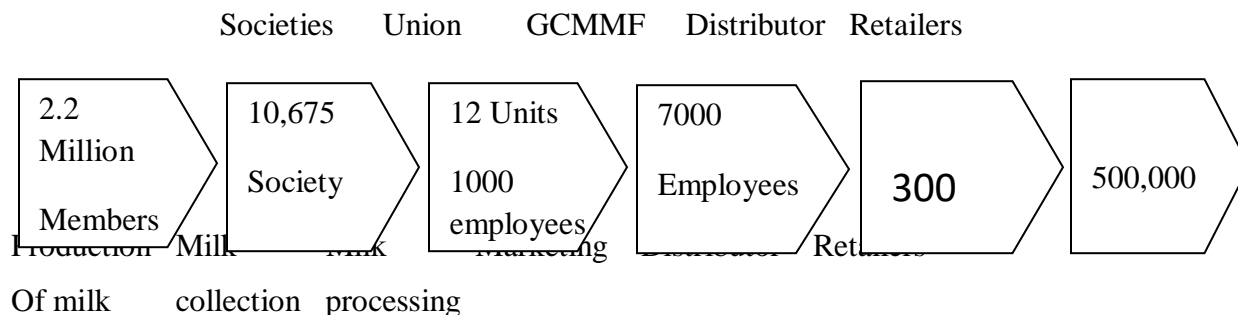
Kaira District Central Co-operative Bank Ltd.

The Gujarat co-operative Milk Marketing Federation:

> **Value chain:-**

Farmer's village co-operative member

| | Societies | Union | GCMMF | Distributor | Retailers |

| 2.2 Million Members | 10,675 Society | 12 Units 1000 employees | 7000 Employees | 300 | 500,000 |

Production Milk   Milk   Marketing   Distributor   Retailers

Of milk   collection   processing

GUJARAT CO-OPERATIVE MILK MARKETING FEDERATION:

GCMMF is in India's largest food products marketing organization. It is a state level apex body of milk co-operative in Gujarat which aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money.

Year of Establishment	1973
Members	18 district co-operative milk producer union
No. of producers members	3.6 million
No. of village societies	18,549
Total milk handling capacity per day	30 million liter per day
Milk collection (Total 2016-17)	6.44billions liters
Milk collection (daily average)	17.65 million liters
Milk drying capacity	150 metric tons per day
Cattle feed manufacturing capacity	7800 mts Per day
Sales turnover	Rs.27,043(US $4.1 billion)

Products	All over products are manufactured in ISO & HACCP

Basic Information:

Company name   : AMUL INDIA (Gujarat Co-operative Milk
                                                Marketing Federation)

Business Type   : Manufacturer

Product/Service   : Infant milk food, skimmed milk powder, butter,
                                                Chees spreads, ghee, condensed milk, chocolate,
                                                Malted milk food, bread spreads, fresh milk,
                                                UHT milk, Ice-cream.

Company Address   : Amul dairy road, Gujarat, India

No. of total employees   : 750 employees

Legal representative/   : R.S Sodhi
Business owner/CEO

Main Market   : North America, South America, Western Europe
                                                Eastern Europe, Southeast Asia, mid east.

Total annual sales   : 57000 million (900$)
 (2016-17)

No. of R & D staff : Above 100 people

Contract manufacturing : OEM service offered

GCMMF (Gujarat Co-operative Milk Marketing Federation)

- Member unions : A profile
- Amul Dairy Anand : 12.50 llpd
- Sabar dairy : 8.00 llpd
- Baroda dairy : 4.00 llpd
- Panchamint dairy, Godhra : 2.00 llpd
- Rajkot dairy, Rajkot : 1.00 llpd
- Dudh dhara dairy, Bharuch : 0.60 llpd
- Cheese plant, khatraj : 2.00 llpd
- Mother dairy, Gandhinagar : 10.00 llpd
- Dudhasagar dairy, Mehsana : 16.50 llpd
- Banas dairy, palanpur : 10.50 llpd
- Sumul dairy, Surat : 5.50 llpd
- Uttam dairy, Ahmedabad : 8.50 llpd
- Vasudhara dairy, Valsad : 3.00 llpd
- Vidhya dairy, Anand : 1.00 llpd

llpd = Lac Liter Per Day = 0.1 million

AMUL :- The Taste of India

AMUL

Type	:	Co-operative
Founded	:	1946
Industry	:	Dairy
Company	:	Gujarat Co-operative Milk Marketing Federation (GCMMF)
Brand	:	Amul
Base line/Slogan	:	The taste of India
Employees	:	3.23 million milk producers

Amul (Anand milk producers union ltd) formed in 1946, is a dairy co-operative movement in India. It is a brand name managed by an apex co-operative organization. Gujarat Cooperative Milk Marketing Federation ltd(GCMMF) which today is jointly owned by some 2.6 million milk producer in Gujarat.

Amul is the biggest cooperative movement in India (GCMMF) ltd which produce or delicious from cheese to chocolates.

Amul sourced from the sanskrit word Amoolya menas priceless. And as the name suggested it has made invaluable contribution towards satisfying its customers' needs for excellent milk and milk products. The Amul pattern has established itself as an appropriate model for rural development. Amul has spurred the white revolution of India, which has made India the largest producers of milk in the world.

- **Organization Structure:-**

It all started in December 1946 with a group of farmers keen to free themselves from intermediaries, again access to markets and there by ensure maximum returns for their efforts.

Based in the village of Anand, the Kaira district milk cooperative union (better known as Amul) expanded exponent. It joined hands with other milk cooperatives and the Gujarat network now covers 2.12 million farmers 10411 village level milk collection centers and fourtan district level plants (union) under the overall supervision of the GCMMF.

There are similar federations in other states right from the beginning, there was recognition that this initiative would directly benefit and transform small farmers and contribute to the development of society.

There are similar federations in other states right from the beginning, there was recognition that this initiative would directly benefit and transform small farmers and contribute to the development of society.

Markets, then and even today are primitive and poor infrastructure. Amul and GCMMF acknowledged that development and growth could not be left to market forces and that proactive intervention was required. Two key requirements were identified.

The first, that sustained growth for the long term would depend on matching supply and demand. It would need heavy investment in the simultaneous development of suppliers and consumers.

Second, that effective management of the network and commercial viability would require professional managers & technocrats.

To implement their vision while retaining their focus on farmers a hierarchical network of cooperatives was developed which today forms the robust supply chain behind GCMMF's endeavors. The vast and complex supply chain stretches from small suppliers to large fragmented markets.

Management of this network is made more complex by the fact that GCMMF is directly responsible only for a small part of the chain with a number of third party players (distributor retailers and logistics support providers) playing large roles.

Managing this supply chain efficiently is critical as GCMMF's competitive position is driven by low consumer prices supported by a low cost system.

- **Managing the supply chain:-**

    Even through the cooperative was formed to bring together formers, it was recognized that professional managers and technocrats would be required to manage the network effectively and make it commercially viable.

- **Co-ordination:-**

    GCMMF and the unions play a major role in this process and jointly achieve the desired degree of control.

Buy in form the union is assured as the plans are approved by GCMMF's board. The board is drawn from the heads of all the unions, and the boards of the unions comprise there by creating a situation of inter locking control.

Federation handles the distribution of end products and co-ordination with retailers and the dealers. The union co-ordination ate the supply side activities.

- **Technology and initiatives:-**

GCMMF's technology strategy is characterized by four distinct components new products, process technology and complementary assets to enhance milk production and e-commerce.

Few dairies of the world have the wide variety od products produced by the GCMMF network, village societies are encouraged by through subsidies to install chilling units. Automation in processing and packaging areas is common as is HACCP certification. Amul actively pursues developments in embryo transferred and cattle breeding in order to improve cattle quality and increases in milk yields.

GCMMF was one of the first FMCG (Fast Moving Consumer Goods) firm in India to employee internet technologies to implement B2C commerce.

Today customers can orders a variety of products through the internet and be assured of timely delivery with cash payment upon receipt.

Another e-initiative underway is to provide farmers access to information relating to markets, technology and best practices in the dairy industry through net enabled kiosks in villages.

- **Awards:-**

  ➢ Ramkrishna Bajaj National Quality Award-2003

  ➢ Amul-The taste of India (GCMMF) Receives International

  ➢ CIOIOO Award for resourceful

- ➢ Rajiv Gandhi National Award

- ➢ The Vikas Ratna Award

- ➢ Amul wins world dairy innovation Award-2014

- **Amul ice-creams:-**
  - ➢ Royal treat Range (Butterscotch, Rajbhog, Malai kulfie

  - ➢ Nut-o-Mania Range (Kaju Draksh, Kesar pista)

  - ➢ Nature's treat (Alphanso mango, fresh litchi, Shai Anjir,

  - ➢ Fresh strawberry, Black currant, satra mantra, fresh pinaple)

  - ➢ Sundae Range (Mango, Black currant, Sundale magic, double sundae)

  - ➢ Assorted Treat (Chocobar, Dollies, frostik, tricone, ice candies, chococrunch, megabite)

  - ➢ Utterly delicious (Vanila, Strawberry, Chocolate, Chocochips, Cake magic)

- **Chocolate and Confectionary:-**

  - ➢ Amul milk and chocolate

  - ➢ Amul fruit and nut chocolate

- **Health Beverage:-**
  - ➢ Amul Shakti White milk food
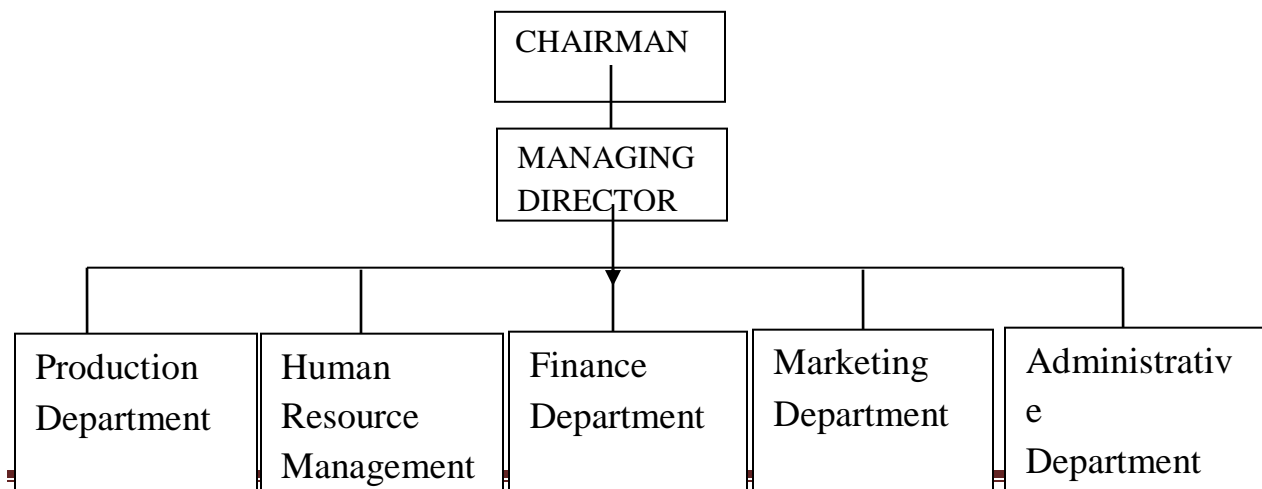
ORGANIZATIONAL STRUCTURE OF AMUL COMPANY

Organizationstructure is thestructure of AmulCompany which is to identify the functions of company.

Mainly the organizations structure is totally based and the activity goes on with different departments.

The different departments mainly concern with production department, human resource development, Administrative department, sales department, purchase department and research and development department are the main department where entire functioning of company is depend and the entire business is set by the functions of each different department.

- ➤ Production Department
- ➤ Human resource Departement
- ➤ Finance Departement
- ➤ Marketing Departement

ORGANIZATION STRUCTURE OF AMUL COMPANY

```
                    ┌──────────────┐
                    │   CHAIRMAN   │
                    └──────┬───────┘
                    ┌──────┴───────┐
                    │  MANAGING    │
                    │  DIRECTOR    │
                    └──────┬───────┘
   ┌──────────┬──────────┼──────────┬──────────┐
┌─────────┐┌─────────┐┌─────────┐┌─────────┐┌──────────────┐
│Production││ Human   ││ Finance ││Marketing││Administrativ │
│Department││Resource ││Department││Department││e             │
│         ││Management││        ││         ││Department    │
└─────────┘└─────────┘└─────────┘└─────────┘└──────────────┘
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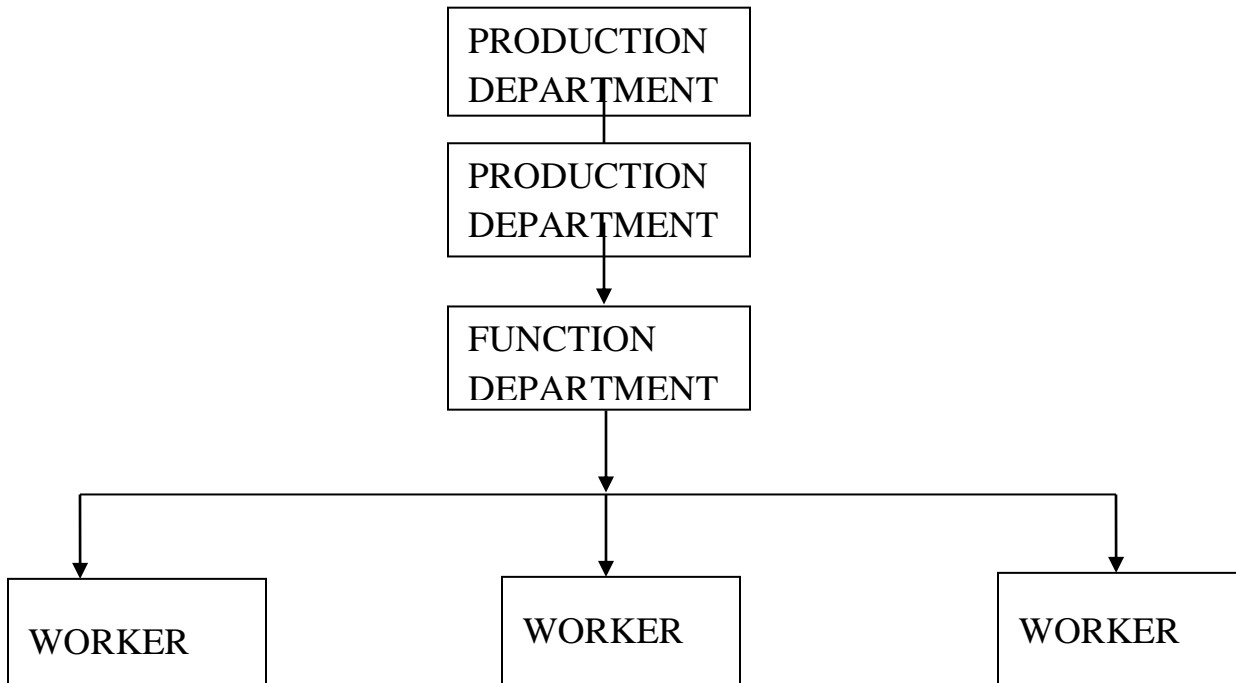
- **Production Department:-**

Production department is a department in which manufacturing process goes on where different kinds of goods are produced depending upon the customer needs and wants the producers are manufactured and produced.

To gain and to increases the profit of the business organization should sell goods and services before doing so the organization has to produce goods and services.

ORGANIZATION SRTUCTURE OF PRODUCTION DEPARTEMENT OF AMUL COMPANY

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        ┌─────────────────┐
        │  PRODUCTION     │
        │  DEPARTMENT     │
        ├─────────────────┤
        │  PRODUCTION     │
        │  DEPARTMENT     │
        └────────┬────────┘
                 ▼
        ┌─────────────────┐
        │  FUNCTION       │
        │  DEPARTMENT     │
        └────────┬────────┘
    ┌────────────┼────────────┐
    ▼            ▼            ▼
┌────────┐  ┌────────┐  ┌────────┐
│ WORKER │  │ WORKER │  │ WORKER │
└────────┘  └────────┘  └────────┘
```

- **Functions of production department:-**

➢ The production department has main activity to collect milk and check it among different according to guaranty distributors it among different sections and manufactured product.

➢ To measure the financial soundness, production efficiency, employees and workers attitude etc.

➢ The main function of production department is to produce different kinds of products.

- **Human Resource Department:-**

Human Resource Management means employing people, developing their resources, utilizing maintaining and compensating their service in tune with the job and organizational requirements with a view to contribute to the goals of the organization individuals and the society.

ORGANIZATION STRUCTURE OF HUMAN RESOURCE DEPARTMENT OF AMUL COMPANY

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        ┌─────────────────────┐
        │  HUMAN RESOURCE     │
        │  DEPARTMENT         │
        └─────────────────────┘
                  │
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        ┌─────────────────────┐
        │  HUMAN RESOURCE     │
        │  MANAGER            │
        └─────────────────────┘
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┌──────────┐ ┌──────────────┐   ┌──────────────┐
│ WELFARE  │ │ RECRITMENT   │   │ TRAINING     │
│ MANAGERS │ │ AND SELECTION│   │ MANAGER      │
│          │ │ MANAGER      │   │              │
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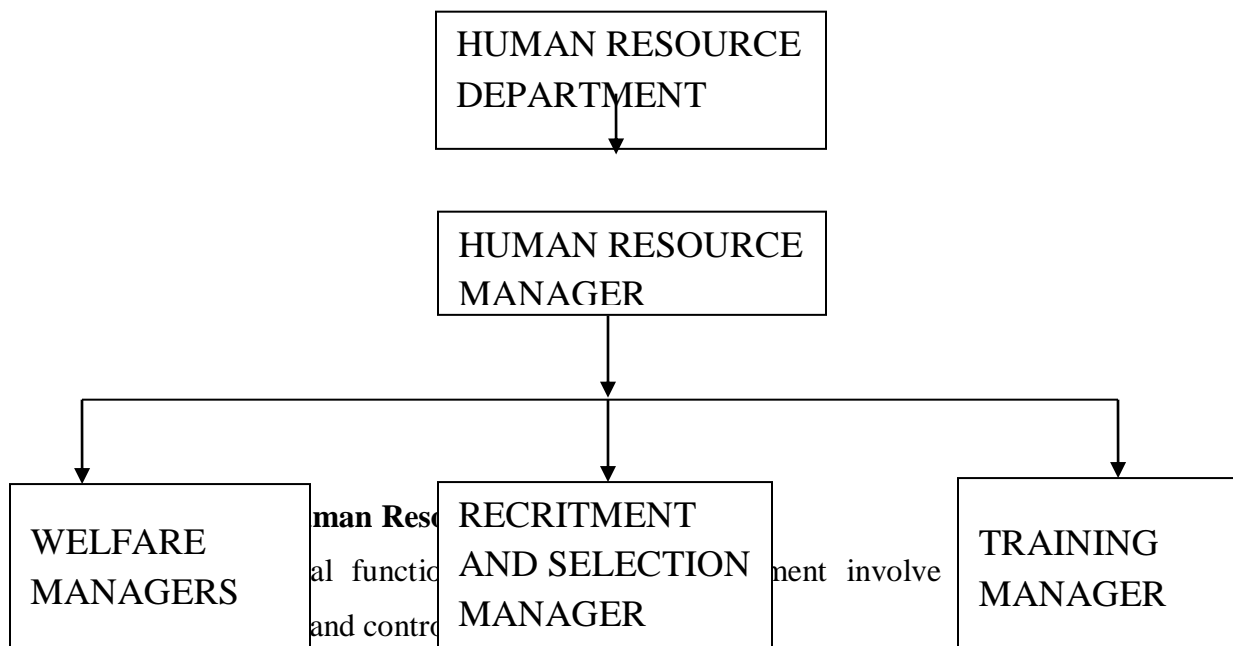
> ➤ Operating function is mainly related with personnel management, employment, development, compensation and relation.

> ➤ All the function are interacted with managerial functions.

- **FINANCIAL DEPARTMENT**

    Financial department is concern with mainly with funds and utilizations of funds into various requirements of producing and manufacturing processing of different product of Amul.

ORGANIZATION STRUCTURE OF FINANCE DEPARTMENT OF AMUL COMPANY

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            ┌─────────────────┐
            │ FINANCE         │
            │ DEPARTMENT      │
            └────────┬────────┘
                     │
            ┌────────▼────────┐
            │ FINANCE         │
            │ MANAGER         │
            └────────┬────────┘
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     ┌───────────────┼───────────────┐
     │               │               │
┌─────────┐    ┌─────────┐    ┌─────────┐
│ASSISTANT│    │ASSISTANT│    │ASSISTANT│
└─────────┘    └─────────┘    └─────────┘
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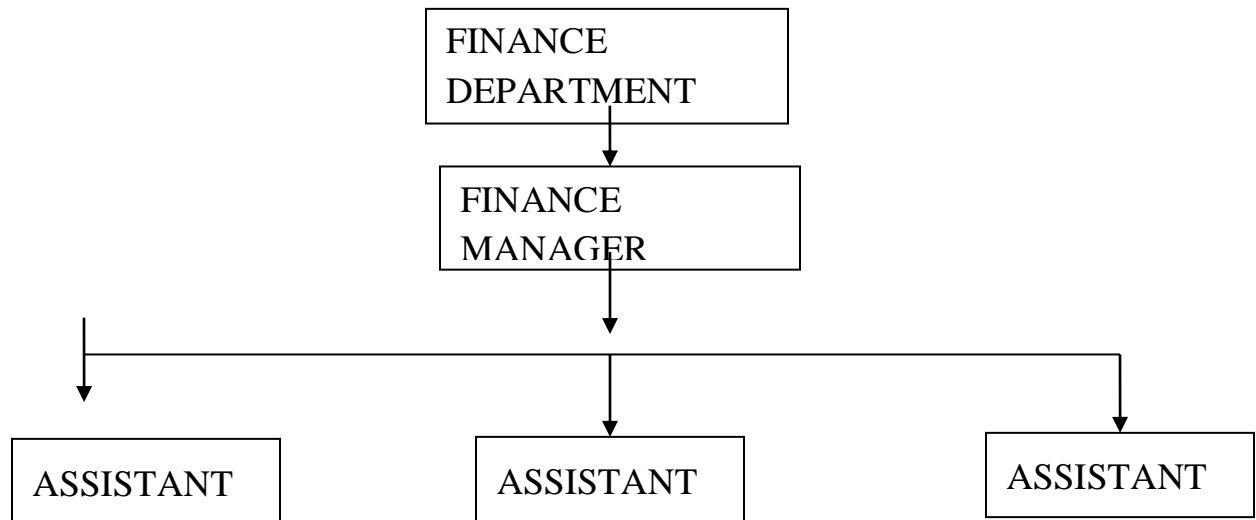
- **Functions of Finance Department:-**

    > ➤ To control and plan the finance function of the business.

    > ➤ To maintain trail balance.

    > ➤ To provide finance to all other department.

    > ➤ To increase inflow and decrease/reduce outflow.

- **Marketing Department:-**

Marketing is a comprehensive term and it includes all resources and set activities to direct and facilitate the flow of goods and services from producers to consumers.

Marketing is the process of buying and selling of goods in order to fulfill the requirements of consumers.

ORGANIZATION STRUCTURE OF MARKETING DEPARTMENT OF AMUL COMPANY

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              ┌──────────────────┐
              │  MARKETING       │
              │  DEPARTMENT      │
              └────────┬─────────┘
                       │
              ┌────────▼─────────┐
              │  MARKETING       │
              │  MANAGER         │
              └────────┬─────────┘
         ┌─────────────┼─────────────┐
 ┌───────▼──────┐      │      ┌───────▼──────┐
 │ MARKETING    │      │      │ MARKETING    │
 │ MANAGER      │      │      │ MANAGER      │
 └──────┬───────┘      │      └───────┬──────┘
        │              │              │
 ┌──────▼──────┐ ┌─────▼──────┐ ┌─────▼──────┐
 │ ASSISTANT   │ │ ASSISTANT  │ │ ASSISTANT  │
 └─────────────┘ └────────────┘ └────────────┘
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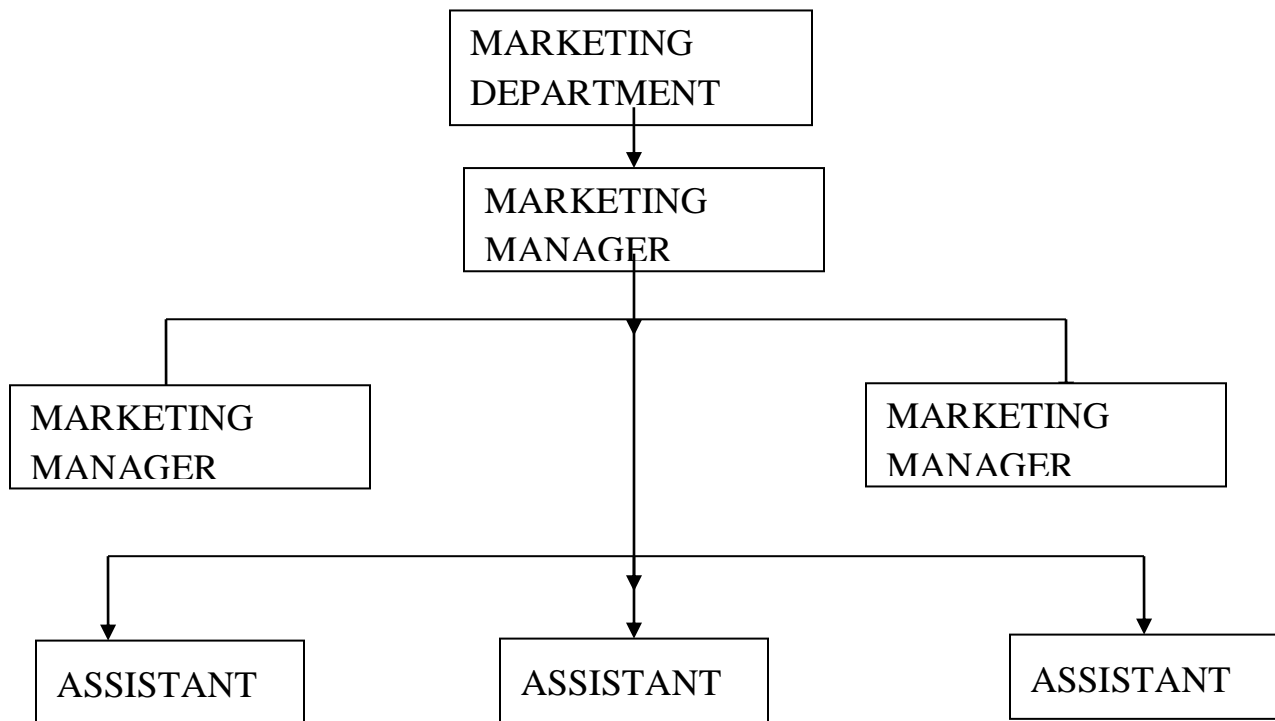
By means of marketing functions, markets can direct the firm response to an ever-changing market environment and orient all parts or all activities of business towards the creation of satisfied customers.

Marketing mainly depend upon the customer satisfaction towards the product and services.

3.2 PRODUCT PROFILE:

- **Manufacture unit main unit in Gujarat**

Bread Spreads:

Amul Butter

Utterly Butterly Delicious

Amul Lite

The low at Fat Bread Spread

Powder Milk:

Amul Spray Infant Milk Food

Still, Mother's Milk is Best for your baby

Amul Instant Full Cream Milk Powder

A dairy in your home

Sagar Skimmed Milk Powder

Which is especially useful for diet preparations or for use by people on low calorie and high protein diet.

Sagar Tea Coffee Whitener

Amulya Dairy Whitener

The Richest, Purest Dairy Whitener

Fresh Milk:

Amul Fresh Milk

This is the most hygienic milk available in the market. Pasteurized in state-of-the-art processing plants and pouch-packed for convenience.

Amul Gold Milk

AmulTaaza

Slim and Trim

Fresh Cream

Chocolate Milk

Flavoured Milk

Gouda Cheese

Cheese:

Amul Pasteurized Processed Cheese

100% Vegetarian Cheese made from microbial rennet

Amul Cheese Spreads

Tasty Cheese Spreads in 3 great flavors.

AmulEmmental Cheese

The Great Swiss Cheese from Amul, has a sweet-dry flavor and hazelnut aroma

Amul Pizza Mozzarella Cheese

Pizza cheese...makes great tasting pizzas!

3.3 DEALER PROFILE:

- **Amul product in Kalaburagi**

The sales and distribution of Amul products in Kalaburagi is undertaken by Mr.Girish.B.H.

He had established his business (Amul outlet) in the year 1970 with an initial investment of Rs.15000/-

He deals with various Amul products right from milk to chocolates to ice-cream etc.

He does work of both retailing and wholesaling. He distributes Amul products to Kalaburagi, Raichur and Bidar districts.

- **Location**

The Amul outletin Kalaburagi is located shop no 1-366 1st Floor near station bazaar, Kalaburagi-585103.

- **Retailers**

Few of the retailers to which this agency distributes Amul products are;

➢ Raj (General store) in Kalaburagi

➢ Karnataka Bakery in Kalaburagi

Distribution channel of Amul Dealer in Kalaburagi city

Departmental Stores	630
General stores	191
Medical Stores	88
Hotels and Restaurants	38
Bakery's	85
Traders	78
Ice-cream parlors	35
Juice parlors	14
Sweet house	09
Milk parlors	02

MISSION STATEMENT – 2020

"We shall develop, processing, marketing and retail network including 1500 Anand COCO stores so that we can procure 16,00,000 liter milk per day from a million producers directly, and market fresh milk and quality value- added products so as to achieve a turnover of Rs.3230 crore."

VISION STATEMENT

"To be leader in dairy and food industry by always delighting consumers and meaningfully serving all stakeholders, through continuous investment in quality manpower, product innovation and sustainable process optimizatio

CHAPTER – IV

DATA ANALYSIS AND INTERPRETATION

Para narrating the intention of project work.

       The present study aims to analysis and interpret the data to evaluate the consumer perception towards Amul products. The researcher has formulated relevant questionnaire which aims to gauge out or ascertain consumer perception towards Amul products comprising milk and milk products ice-cream, ghee and chocolates etc. for this purpose questionnaire has been formulated and same is executed to the questionnaire through personal interview method.

Table 4.1: Age of the respondent

Age	No of respondents	Percentage
18-30	24	48
31-40	14	28
41-50	6	12
Above 50	6	12
Total	**50**	**100**

Source: Field Investigatio

Interpretation:

     It is found from the present study that 24 respondents belongs to the age group between 18-30 which contribute 48%; 14 respondents belongs to age group between 31-40; which contribute 28% and 6 respondents belongs to be age category between 41-50 which contribute 12% and remaining 6 respondents are constituting 12 % of the age group of above 50.

Chart 4.1: Age wise classification of respondents
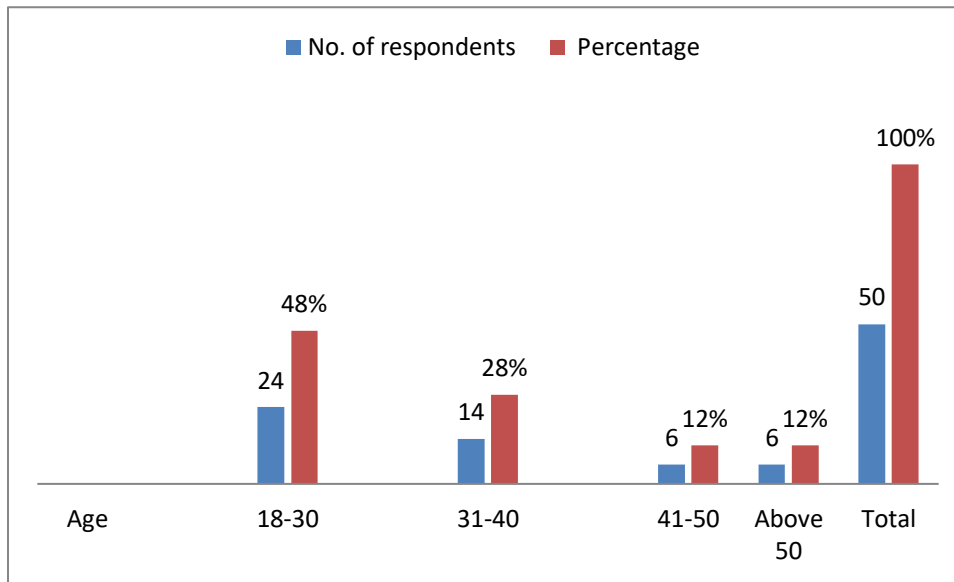
Table 4.2: Qualification of the respondents

Qualification	No of respondents	Percentage
Graduate	15	30
Post Graduate	17	34
SSLC	11	22
Other	7	14
Total	**50**	**100**

Source: Field Investigation

Interpretation:

Table no 4.2 reveals the information about qualification wise classification among 50 respondents, 15 respondents were qualified graduates which constitutes 30%; as like 17 respondents were qualified post-graduates which constiutes 34%; 11 respondents are were

qualified SSLC which contributes to 22% and remaining 7 respondents were constitute 14% belongs to other group.

Chart 4.2: Qualification wise classification of respondent
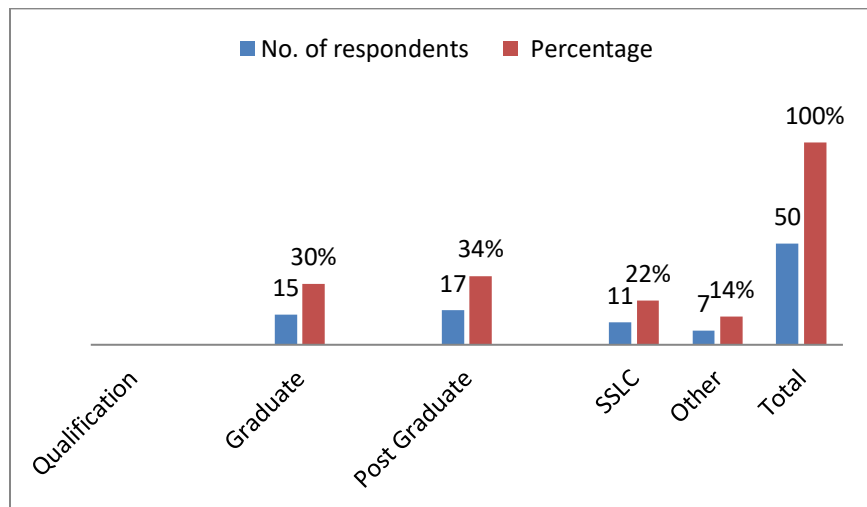
Table 4.3: Gender of the respondent

Gender	No of respondents	Percentage
Male	21	42
Female	29	58
Total	50	100

Source: Field Investigation

Interpretation:

From the above table presents the information about gender wise classification of respondents in that 22 respondents of 50 belongs to the male group which contributes 42% and remaining 29 respondents were belongs to the female group which contribute 58%.

Chart 4.3: Gender wise classification of respondents
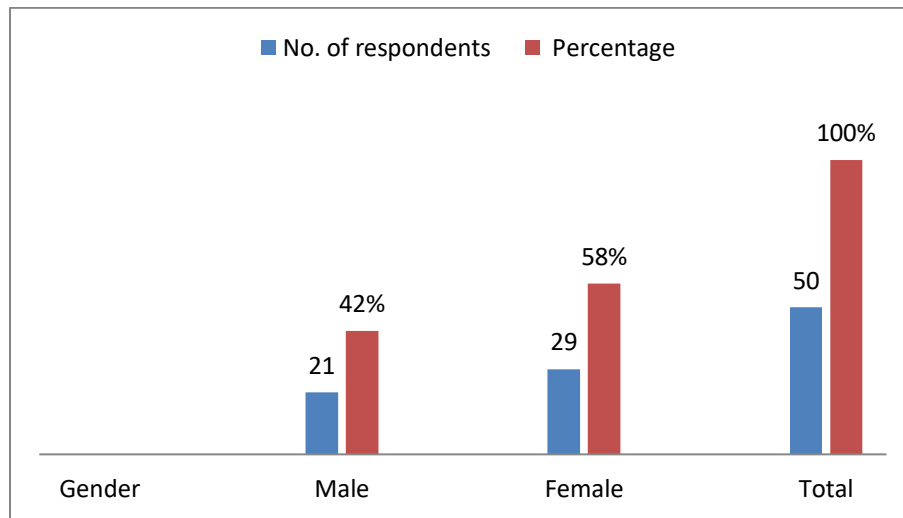
Table 4.4: Occupation of the respondent

Occupation	No of respondents	Percentage
Business man	3	6
Govt. Servant	7	14
Agriculture	7	14
Other	33	66
Total	**50**	**100**

Source: Field Investigation

Interpretation:

From the above table, it is found that 3 respondents are business men which constitutes 6% ,7 respondents are government servants which constitutes 14%, 7 respondents are farmers which constitutes 14%, 33 respondents are other which constitute 66% .

Chart 4.4: Occupation wise classification of respondents
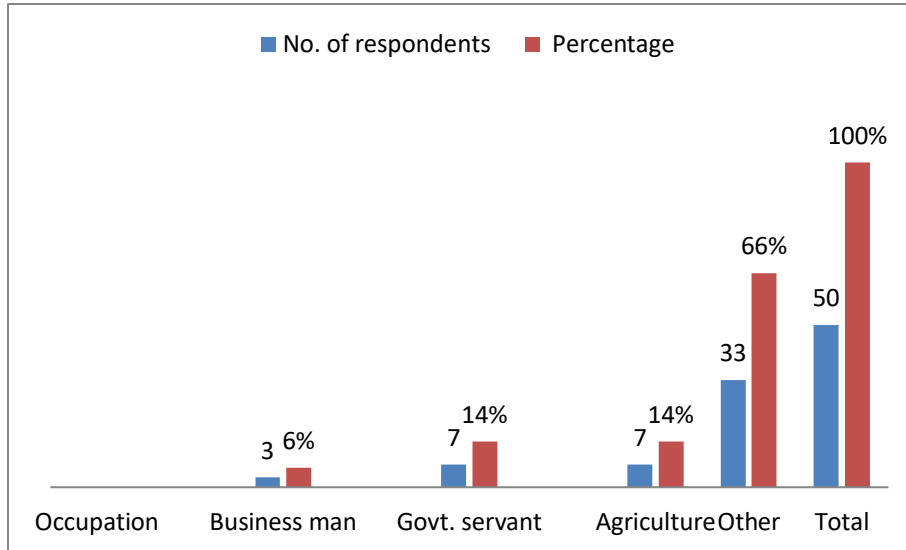
Table 4.5: Religion of the respondent

Religion	No of respondents	Percentage
Hindu	44	88
Muslim	4	8
Christian	0	0
Other	2	4
Total	**50**	**100**

Source: Field Investigation

Interpretation:

The above table explain the information about religion wise classification of respondents in that 44 respondents were Hindu which constitutes 88%, 4 respondents are Muslim which constitutes 8%, no respondents are Christian and remaining 2 respondents are from other religion which constitutes 4%.

Chart 4.5: Religion wise classification of respondents
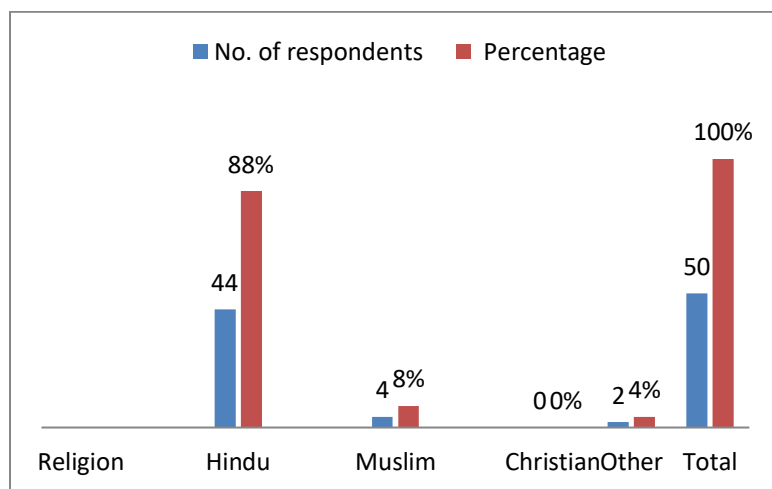
Table 4.6: Awareness of Amul products among respondents

Particulars	No of respondents	Percentage
Yes	41	82
No	9	18
Total	50	100

Source: Field Investigation

Interpretation:

The above table explains that, 41 respondents were aware about Amul products which constitute 82%, remaining 9 respondents were unaware of Amul products which constitutes 18%.

Chart 4.6: Awareness of Amul products among respondents
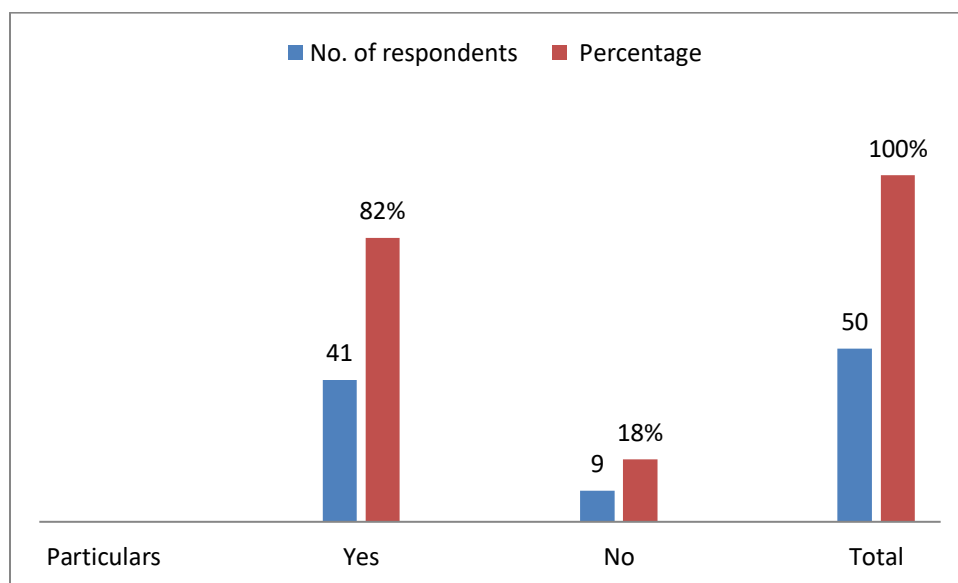
Table 4.7: Most preferred Amul products by the respondents

Particulars	No of respondents	Percentage
Milk	9	18
Ice-creams	28	56
Chocolate	6	12
Other	7	14
Total	**50**	**100**

Source: Field Investigation

Interpretation:

Above table reveals the information about the distribution of respondents on the basis of types of amul products mostly used. 9 respondents use milk which constitutes 18%, 28 respondents use ice-creams which constitutes 56%, 6 respondents use chocolates which constitutes 12% and remaining 7 respondents use other products.

Chart 4.7: Most preferred Amul products by the respondents
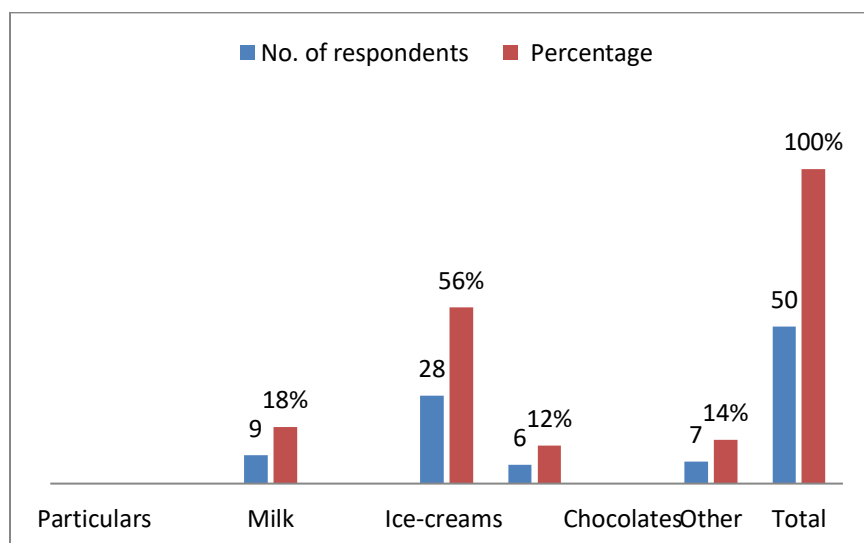
Table 4.8: Which channel influence the most to buy Amul products

Sources	No of respondents	Percentage
Advertisement	25	50
Samples	6	12
Friends	16	32
Magazine	3	6

Total	50	100

Source: Field Investigation

s

Interpretation:

From the above table, it was found that 50% of respondents were influenced by advertisement, 12% of respondents were influenced by samples, 32% of respondents were influenced by friends and 6% of respondents are influenced by magazine.

Chart 4.8: Which channel influence the most to buy Amul products
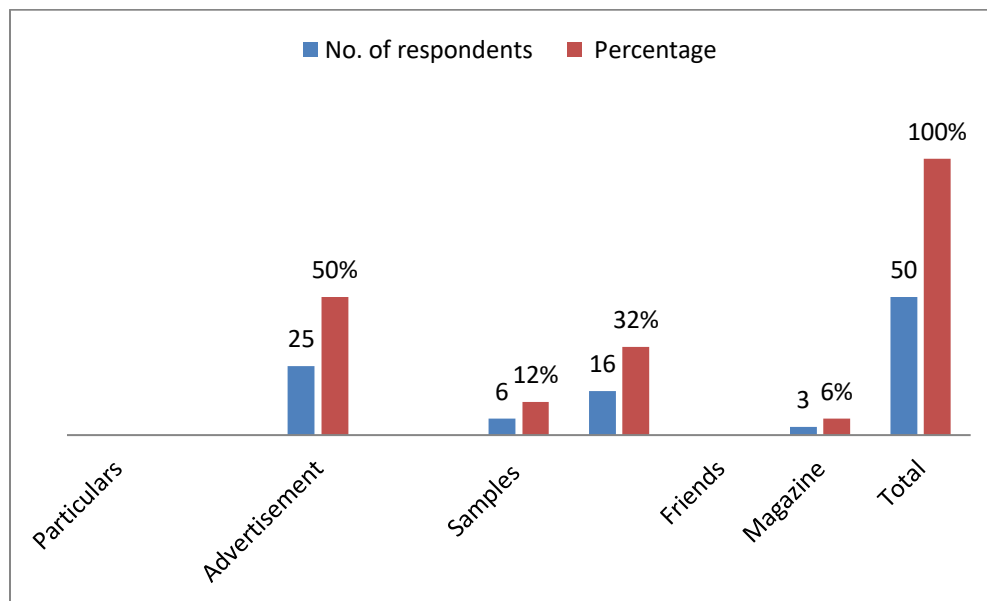
Table 4.9: Attributes influenced respondents to buy Amul products

Particulars	No of respondents	Percentage
Price	5	10
Quality	17	34
Taste	21	42
Packaging	7	14

Total	**50**	**100**

Source: Field Investigation

Interpretation:

From the above table, it was found that 5 respondents influenced by the price which constitutes 10%, 17 respondents influenced by quality which constitutes 34%, 21 respondents influenced by taste which constitutes 42% and remaining 7 respondents were influenced by packing which constitutes 14%.

Chart 4.9: Attributes influenced respondents to buy Amul products
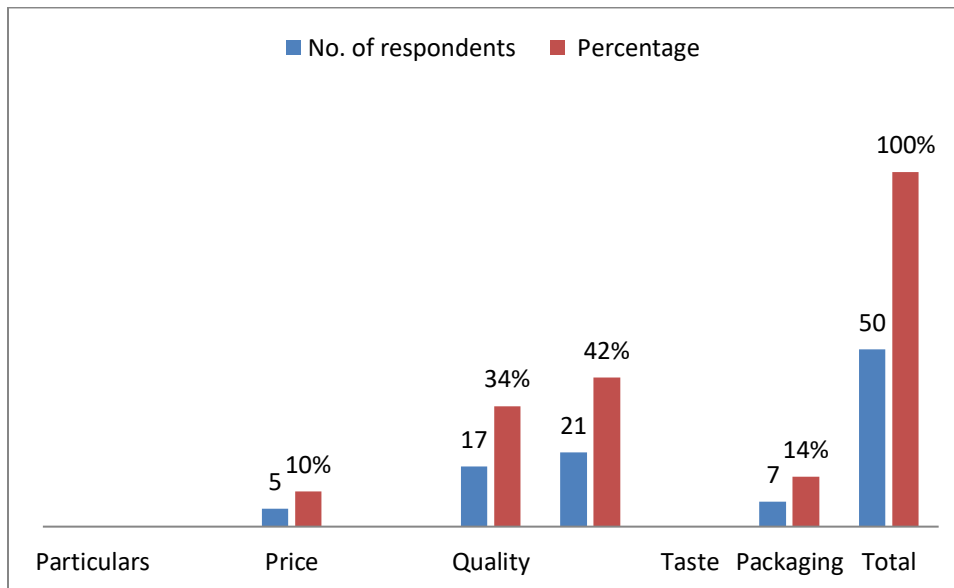
Table 4.10: Quantity of milk consumed by the respondents in a day

Particulars	**No. of respondents**	**Percentage**
Below 1 ltr.	29	58
1-2 ltr.	13	26

2-3 ltr.	6	12
3 ltr. And above	2	4
Total	**50**	**100**

Source: Field Investigation

Interpretation:

From the above table, it was found that 58% of respondents were consuming below 1 ltr, 26% of respondents were consuming 1-2 ltr, 12% of respondents were consuming 2-3 ltr and 4% of respondents were consuming 3 ltr and above.

Chart 4.10: Quantity of milk consumed by the respondents in a day
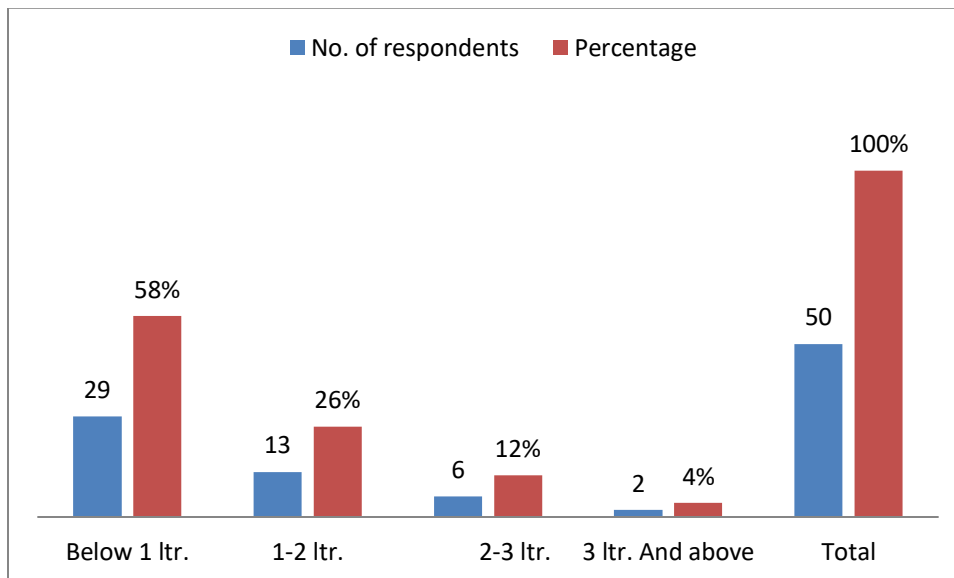
Table 4.11: Most preferred ice-cream brand

Particulars	No. of respondents	Percentage
Amul	29	58

Nandini	10	20
Arokya	3	6
Arun	8	16
Total	**50**	**100**

Source: Field Investigation

Interpretation:

From the above table, it was found that 58% of respondents were preferred amul, 20% of respondents were preferred nandini, 6% of respondents were preferred arokya and 4% of respondents were preferred arun.

Chart 4.11: Most preferred ice-cream brand
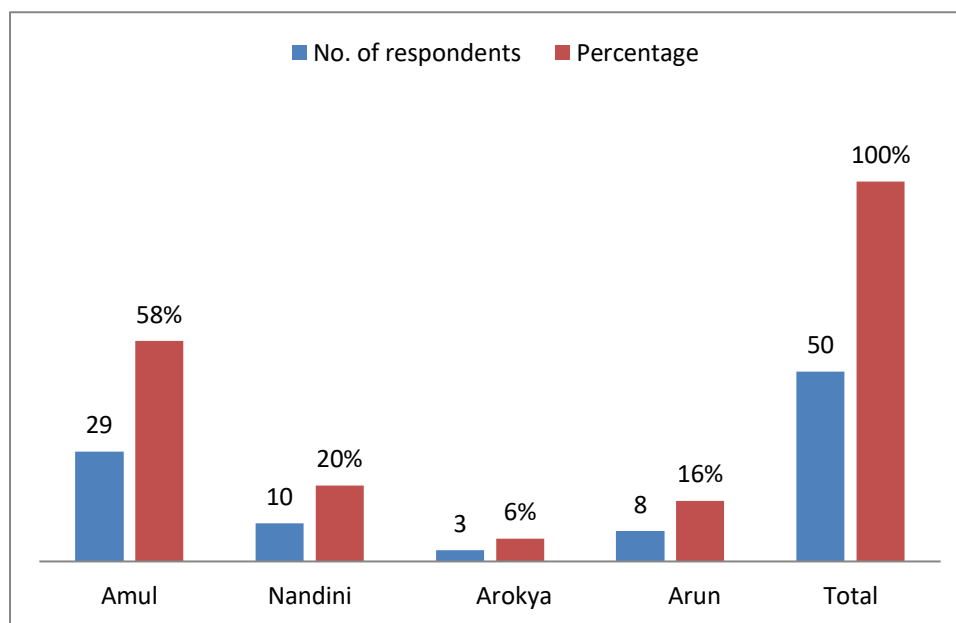
Table 4.12: Opinion about taste of Amul products

Particulars	No. of respondents	Percentage
Good	16	32

Better	9	18
Best	20	40
Not bad	5	10
Total	**50**	**100**

Source: Field Investigation

Interpretation:

The above table reveals the information that, 32% of respondents were said good, 18% of respondents were said better, 40% of respondents were said best and 10% of respondents were said not bad.

Chart 4.12: Opinion about taste of Amul products
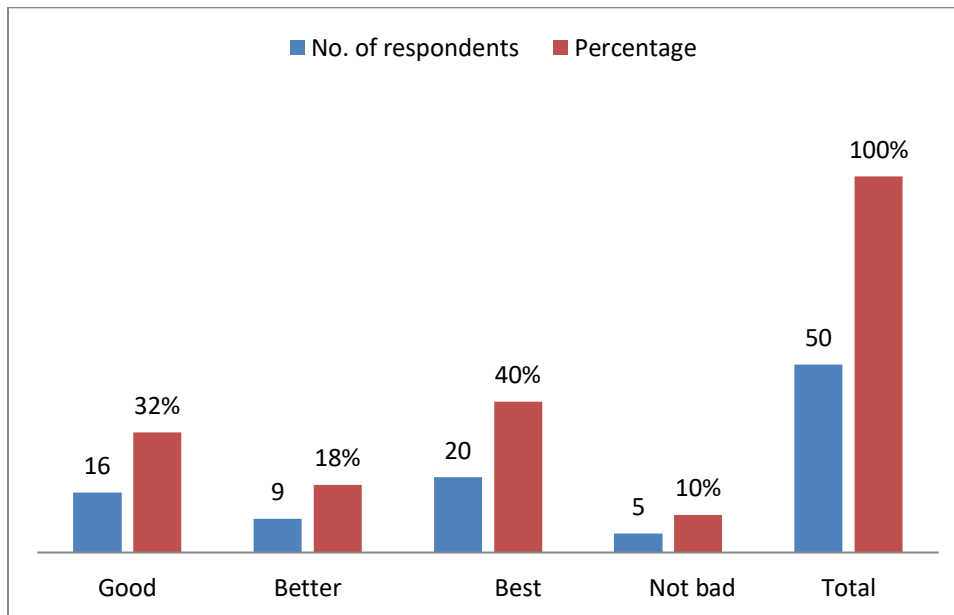
Table 4.13: Flavor of ice-cream respondents usually prefer

Particulars	No. of respondents	Percentage

Chocolate	14	28
Strawberry	12	24
Butter scotch	17	34
Other	7	14
Total	**50**	**100**

Source: Field Investigation

Interpretation:

From the above table, it was found that 28% of respondents were said chocolate, 24% of respondents were said strawberry, 34% of respondents were said butter scotch and 4% of respondents were said other.

Chart 4.13: Flavor of ice-cream respondents usually prefer
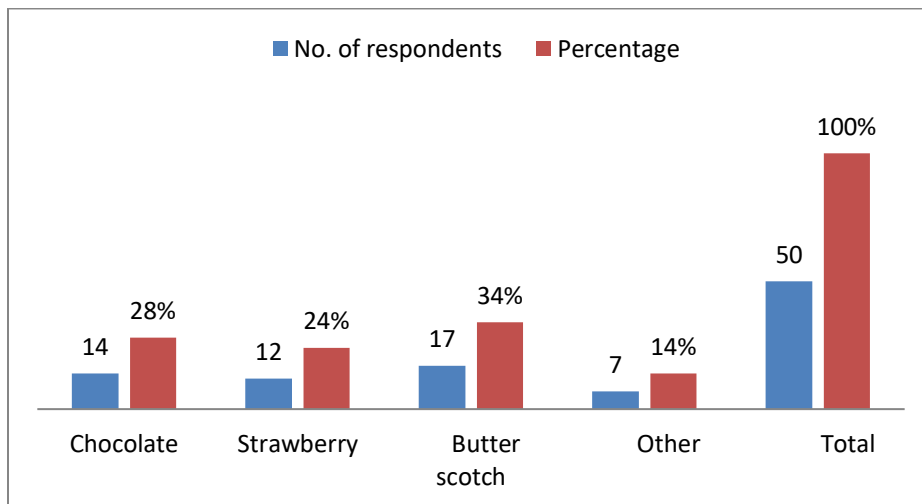
Table 4.14: Varieties of Amul ice-creams preferred by the respondents

Particulars	No. of respondents	Percentage
Cups	18	36
Cones	19	38

Sticks	8	16
Other	5	10
Total	**50**	**100**

Source: Field Investigation

Interpretation:

From the above table, it was found that 36% of respondents were preferred cups, 38% of respondents were preferred cones, 16% of respondents were preferred sticks and 10% of respondents were preferred other.

Chart 4.14: Varieties of Amul ice-creams preferred by the respondents
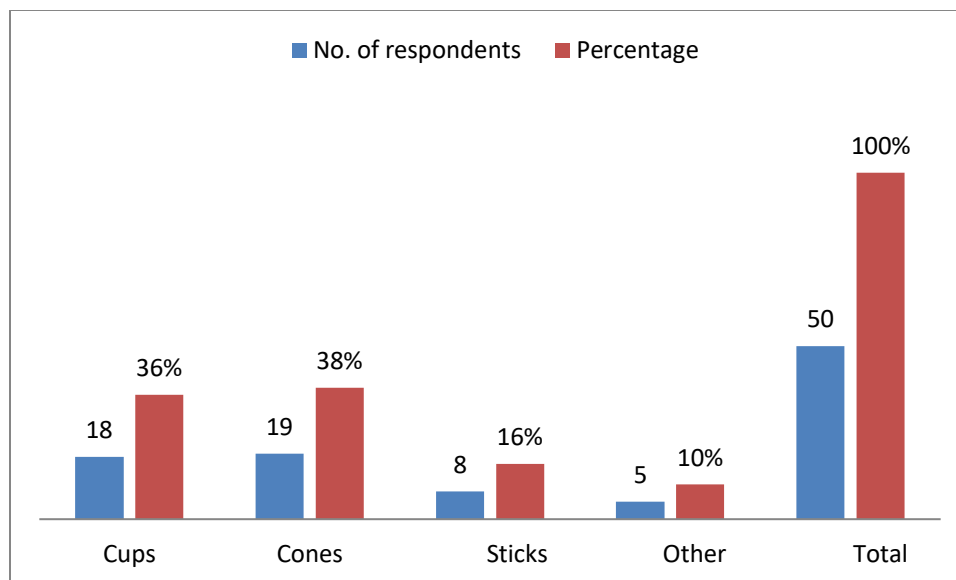
Table 4.15: Amul milk and products preferred by the respondents

Particulars	No of respondents	Percentage

Yes	36	72
No	14	28
Total	**50**	**100**

Source: Field Investigation

Interpretation:

From the above table it is clear that, 36 respondents said yes which constitutes 72%, and remaining 14 respondents said no which constitutes 28%.

Chart 4.15: Amul milk and products preferred by the respondents
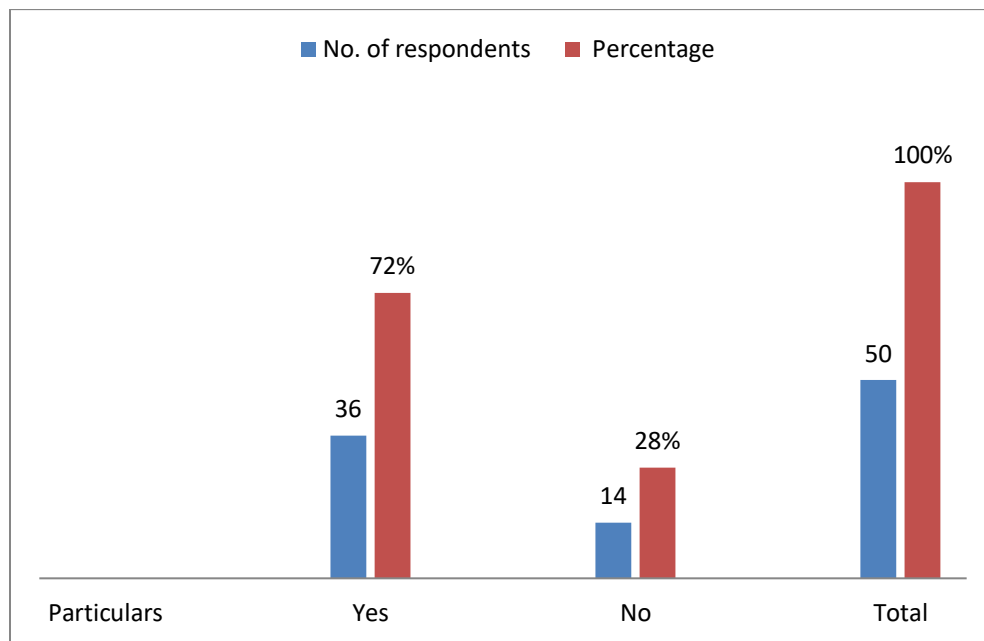
Table 4.16: The best competitors of Amul products according

to the respondents

Particulars	No. of respondents	Percentage
Arokya	9	18
Nandini	19	38
Dodla	4	8
Arun	18	36
Total	**50**	**100**

Source: Field Investigation

Interpretation:

From the above table, it was found that 18% of respondents were said arokya, 38% of respondents were said nandini, 16% of respondents were said dodla and 36% of respondents were said arun.

Table 4.16: The best competitors of Amul products according to the respondents
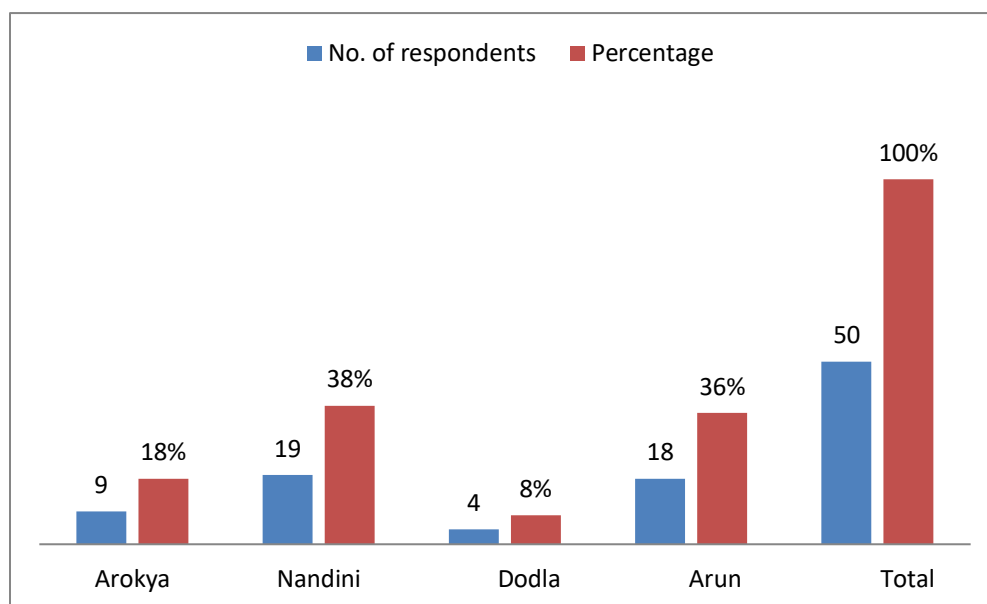
Table 4.17: Consumer opinion about problems regarding to Amul products

Particulars	No. of respondents	Percentage
Yes	12	24
No	38	76
Total	**50**	**100**

Source: Field Investigation

Interpretation:

From the above table it is clear that 12 respondents said yes which constitutes 24%, 38 respondents were said no which constitutes76%.

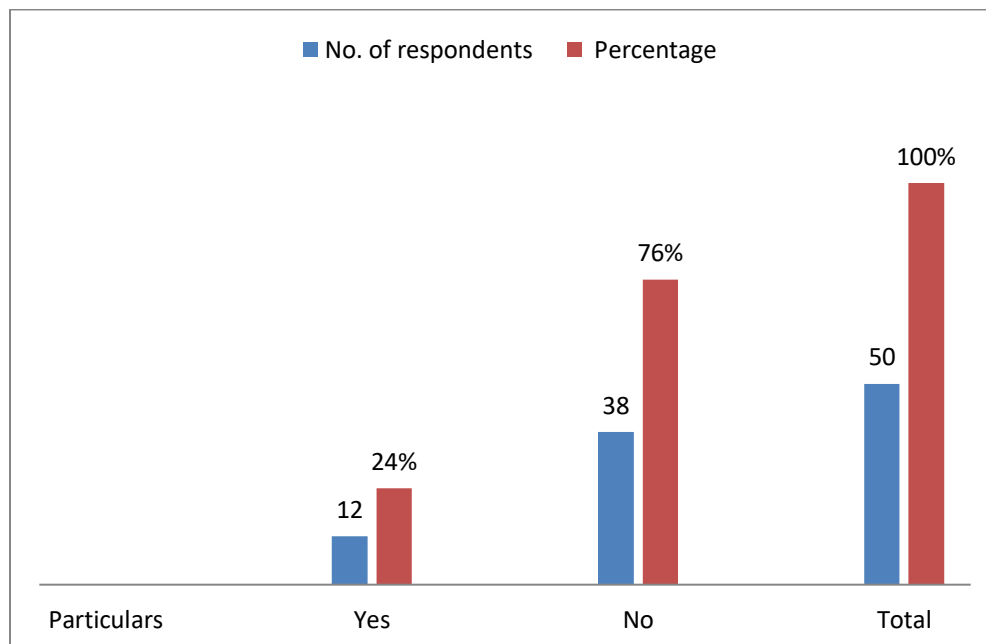**Table 4.17: Consumer opinion about problems regarding to Amul products**

Table 4.18: Level of satisfaction about the price of Amul products

Particulars	No. of respondents	Percentage
Satisfied	22	44
Fully satisfied	14	28
Not satisfied	14	28
Total	**50**	**100**

Source: Field Investigation

Interpretation:

From the above table shows that 44% of respondents were satisfied, 28% of respondents were fully satisfied and 28% of respondents were not satisfied about the prices of the amul products.
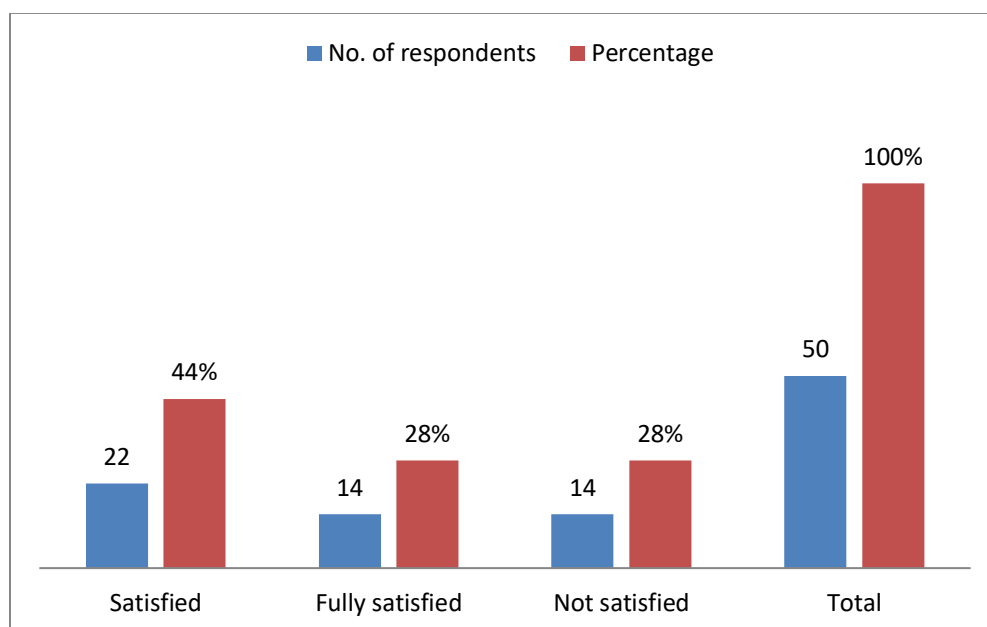
Table 4.18:Level of satisfaction about the price of Amul products

Table 4.19: Would you like to suggest your family/friends to buy Amul products.

Particulars	No. of respondents	Percentage
Yes	42	84
No	8	16
Total	**50**	**100**

Source: Field Investigation

Interpretation:

From the above table it reveals the information about the respondents' opinion on the suggestion to buy Amul products. 42 respondents said yes to suggest buying Amul products to their family and friends which constitutes 84%, and remaining 8 respondents said no which constitutes 16%.

Chart: 4.19:Would you like to suggest your family/friends to buy Amul products.
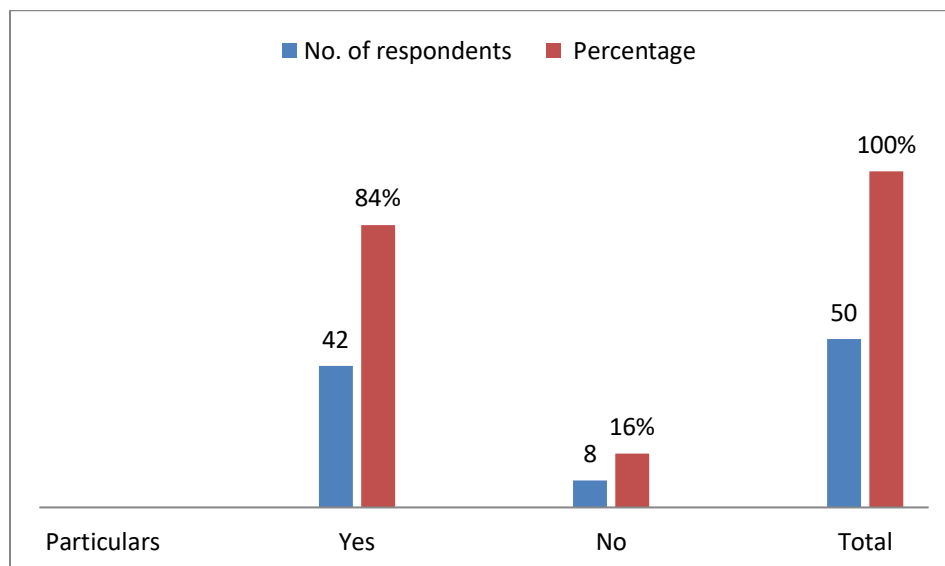
CHAPTER - V

FINDINGS, SUGGESTION AND CONCLUSION

5.1 FINDINGS:

The following were the findings observed during the course of the study;

➢ It is found from the study that, 24 respondents who contribute 48% lays in the age group of 18-30 and constantly using the Amul products, even the list percentage of users are 6 respondents who do not use Amul products constantly.

➢ Education plays an important role to understand the product deeply so, it is found the highest respondents who use the Amul products are 17 falls under the category of Post graduates and second highest falls under the category of graduates.

➢ It is found that, the highest percentage of the respondents occupations fall under the category of the occupation and the lowest respondents are businessman who uses the Amul products.

➢ It is observed that, the highest respondents are Hindu and they are highest users the Amul products as which may require for fulfilling their customer and traditions, the lowest user falls under the category of others who does not uses the many products.

➢ It is clear from the study that, the highest percentage of respondent's only ice-creams because of taste and least users are 145 who uses different products of Amul.

➢ The attributes of products places an important role in buying behavior of customers shows that, maximum respondents are 27 who focus on the taste which made them to buy the lowest respondents are 7 who are focusing on the way packaging which attracted to buy the product.

➢ It is show that, the highest number of respondents are 36 who prefer to buy the Amul products to ensure repeat purchase due to the taste quality and the suggest other to buy it.

➢ It is observe that, the Amul and Nandini are oldest and well known brand in India the Nandini product are giving tough competition to the Amul products.

➢ It is found in that, 28% of respondents are not satisfied with price level of Amul products.

➢ As we can see in that, 18% of respondents not satisfied with the distribution of Amul products.

5.2 SUGGESTIONS:

• It can be suggested that, the Amul has to take certain measures to design and implement awareness to attract the consumers who falls in the age group of 41-50 and 50 above so that even they cultivate the habit using products regularly thus it enable to enhance the customer base.

- It is better for Amul Company to develop the advertisement campaigns targeting illiterate and educates respondents to infuse the sense of awareness about the Amul products.

- The effort should be made to enhance the sales milk and chocolates as it is present many respondents have shown their implementation only towards ice-cream of Amul towards milk and chocolates.

- The Amul company has to create certain new modify and attractive products that the customer can easily buy.

❖ Price restructuring strategy:

> The company should think over the policy of restructuring of milk and milk product to generate additional customer as means to ensure survival and growth.

❖ Quality enhancement strategy:

> It is suggested that the Amul has to still increase quality of high standard to ensure repeat purchase.

❖ Product innovation strategy:

> To compare in this competitive market, product innovation a sure way to keep ahead of competitors hence, it is desirable for Amul to design and introduce new variety of existing products.

❖ Distribution enhancement reach strategy :

> The amul has to expand its distribution so that, the product can reach the end users easily.

5.3 CONCLUSION:

The survival of the fittest principle remaining valid for milk and milk products industry hence it is better for Amul to be adapt in adapting suitable marketing philosophy to stay ahead of compotators, to be specific product innovation, price restructuring, quality improvement and distribution reach enhancement strategy have to be marshaled appropriately.

ANNEXURE

QUESTIONNAIRE

Name: _____

Address: _____

1. Age of the respondent:

   a) 18-30 ☐ b) 31-40 ☐

   c) 41-50 ☐ d) Above 50 ☐

2. Qualification of the respondent:

   a) Graduate ☐ b) Post Graduate ☐

   c) SSLC ☐ d) Other ☐

3. Gender of the respondent:

   a) Male ☐ b) Female ☐

4. Occupation of the respondent:

   a) Business Man ☐ b) Govt. Servant ☐

   c) Agriculture ☐ d) other ☐

5. Religion

   a) Hindu ☐ b) Muslim ☐

   c) Christian ☐ d) Others ☐

6. Are you aware of Amul procuts?

a) Yes ☐   b) No ☐

7. How many products of Amul are you aware?

a) 1-5 ☐   b) 5-10 ☐

c) 11-15 ☐   d) above 15 ☐

8. Which type of Amul products you mostly preferred?

a) Milk ☐   b) Ice-creams ☐

c) Chocolates ☐   d) Other ☐

9. How you influenced to buy Amul products?

a) Advertisement ☐   b) Samples ☐

c) Friends ☐   d) Magazine ☐

10. Which attributes influenced you to buying Amul products?

a) Price ☐   b) Quality ☐

c) Taste ☐   d) Packaging ☐

11. Since how long you are using Amul products?

a) 1 years ☐   b) 2 years ☐

c) 3 years ☐   d) above 3 years ☐

12. How Much milk you consume in a day?

a) Below 1 Ltr. ☐   b) 1-2 Ltr. ☐

c) 2-3 Ltr. ☐   d) 3 Ltr and above ☐

13. Which brand of pouch milk preferred in your home?

a) Amul ☐   b) Nandini ☐

c) Arokya ☐ Dodla   ☐

14. Which brand of ice-cream mostly you preferred?

a) Amul ☐   b) Nandini ☐

c) Arokya ☐ Arun   ☐

15. What is your opinion about taste of Amul products?

a) Good ☐   b) Better ☐

a) Best ☐   b) not bad ☐

16. Which flavor of ice-cream does you usually preferred most?

a) Chocolate   b) Strawberry   ☐

   c) Butter scotch   ☐   d) other   ☐

17. What varieties of Amul ice-cream do you preferred?

   a) Cups   ☐   b) Cones   ☐

   c) Sticks   ☐   d) other   ☐

18. Do you prefer Amul milk and products?

   a) Yes   ☐   b) No   ☐

19. If yes, Please specify the reason

_____

20. If No, Please specify the reason

_____

21. Who are the best competitors of Amul products according to you?

   a) Arokya   ☐   b) Nandini   ☐

   c) Dodla   ☐   d) Arun   ☐

22. Whereas Amul products are easily available near to your home?

   a) Yes   ☐   b) No   ☐

23. Is there any problem regarding the Amul Products?

   a) Yes   ☐   b) No   ☐

24. If Yes, Please specify the problem

_____

25. Are you satisfied about the prices of Amul products?

   a) Satisfied   ☐   b) Fully satisfied   ☐

   c) Not satisfied   ☐

26. What is your opinion about distribution of Amul products?

   a) Good   ☐   b) Better   ☐

   c) Best   d) not bad ☐   ☐

27.Would you like to suggest your family/friends to buy Amul products?

    a) Yes   ☐   b) No   ☐

28. Would you like to give any suggestion please specify?

_____

_____

                              Thank you,

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A PROJECT REPORT ON "E- COMMERCE INDUSTRY"

Submitted to the

H.K.E.Society's

A V PATIL ARTS SCIENCE & COMMERCE COLLEGE ALAND"

By
(B.Com III Year Students)

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Head

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2021-22

CERTIFICATE OF COMPLETION

This is to certify that the "A project report on E- Commerce Industry " is based on the project carried out under the guidance of **Prof. Pratibha Rangdal** and is submitted to the Department of Commerce, H.K.E. Society's A V Patil Arts Science & Commerce College Aland.

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ACKNOWLEDGEMENTS

It is our pleasure to express our sincere gratitude to all those who have given guidance and support in completion of this dissertation report. We wish to express our sincere thanks to **Prof. Pratibha Rangdal**, Head of Department of commerce for his encouragement which helped in accomplishment of this study.

We wish to express our sincere heartfelt gratitude to **Prof. Pratibha Rangdal, HOD** of commerce for the constant guidance and support in all areas. Without her guidance the outcome of this report would not have been so successful.

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E-Commerce Industry

E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. The term was coined and first employed by Dr. Robert Jacobson, Principal Consultant to the California State Assembly's Utilities & Commerce Committee, in the title and text of California's Electronic Commerce Act, carried by the late Committee Chairwoman Gwen Moore (D-L.A.) and enacted in 1984. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry.

Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business.

E-commerce businesses may also employ some or all of the followings:

- Online shopping for retail sales direct to consumers via Web sites and mobile apps, and conversational commerce via live chat, chatbots, and voice assistants;

- Providing or participating in online marketplaces, which process third-party business-to-consumer (B2C) or consumer-to-consumer (C2C) sales;

- Business-to-business (B2B) buying and selling;

- Gathering and using demographic data through web contacts and social media;

- Business-to-business (B2B) electronic data interchange;

- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters);

- Engaging in pretail for launching new products and services;

- Online financial exchanges for currency exchanges or trading purposes.

E-commerce offers consumers the following advantages:

- Convenience. E-commerce can occur 24 hours a day, seven days a week.

- Increased selection. Many stores offer a wider array of products online than they carry in their brick-and-mortar counterparts. And many stores that solely exist online may offer consumers exclusive inventory that is unavailable elsewhere.

E-commerce carries the following disadvantages:

- Limited customer service. If you are shopping online for a computer, you cannot simply ask an employee to demonstrate a particular model's features in person. And although some websites let you chat online with a staff member; this is not a typical practice.

- Lack of instant gratification. When you buy an item online, you must wait for it to be shipped to your home or office. However, retailers like Amazon make the waiting game a little bit less painful by offering same-day delivery as a premium option for select products.

- Inability to touch products. Online images do not necessarily convey the whole story about an item, and so e-commerce purchases can be unsatisfying when the products received do not match consumer expectations. Case in point: an item of clothing may be made from shoddier fabric than its online image indicates.

The Indian e-commerce industry has been on an upward growth trajectory. The online retail market in India is estimated to be 25% of the total organized retail market and is expected to reach 37% by 2030. By 2034, it is predicted to surpass the United States to become the second largest e-commerce market globally.

A young demography, increasing internet and smartphone penetration, and relatively better economic performance are some key drivers of this sector. Each month, India adds approximately 10 million daily active internet users- the highest rate in the world; number of smartphones per 100 people has risen from 5.4 in 2014 to 26.2 in 2018. According to 2019 data, it was estimated that one in every three Indians shopped using a smartphone.

In order to tap onto the large market, the e-commerce industry has also seen an increase in innovation across platforms, and ancillary segments such as logistics. The market has become conducive grounds for testing various business models such as inventory, social networks, aggregator, and e-commerce marketplace model, among many others.

Further, out of nearly 100,000 pin codes in India, online retailers deliver to 15,000 to 20,000 pin codes. The e-commerce trend is gaining major popularity even in the tier-2 and tier– 3 cities as they now make up nearly half of all shoppers and contribute three of every five orders for leading e-retail platforms. The average selling price (ASP) in tier-2 and smaller towns is only marginally lower than in tier-1/metro cities.

Electronics and apparel make up nearly 70% of the e-commerce market, when evaluated against transaction value. Other upcoming categories are baby products, furnishing, personal care, food and groceries.

Four Traditional Types of Ecommerce Business Models

If you're starting an ecommerce business, odds are you'll fall into at least one of these four general categories.

Each has its benefits and challenges, and many companies operate in several of these categories simultaneously.

Knowing what bucket your big idea fits in will help you think creatively about what your opportunities and threats might be.
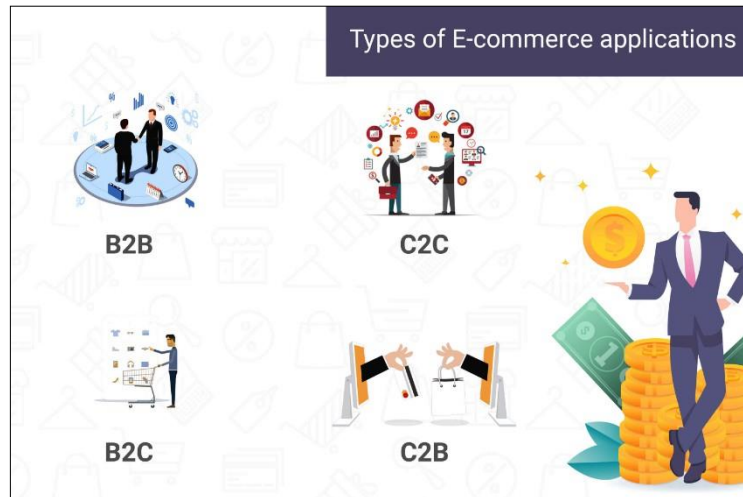
1. B2C – Business to consumer.

B2C businesses sell to their end-user. The B2C model is the most common business model, so there are many unique approaches under this umbrella.

Anything you buy in an online store as a consumer — think wardrobe, household supplies, entertainment — is done as part of a B2C transaction.

The decision-making process for a B2C purchase is much shorter than a business-to-business (B2B) purchase, especially for items that have a lower value.

Think about it: it's much easier for you to decide on a new pair of tennis shoes than for your company to vet and purchase a new email service provider or food caterer.

Because of this shorter sales cycle, B2C businesses typically spend less marketing dollars to make a sale, but also have a lower average order value and less recurring orders than their B2B counterparts.

And B2C doesn't only include products, but services as well.

B2C innovators have leveraged technology like mobile apps, native advertising and remarketing to market directly to their customers and make their lives easier in the process.

For example, using an app like Lawn Guru allows consumers to easily connect with local lawn mowing services, garden and patio specialists, or snow removal experts.

Additionally, home service businesses can use Housecall Pro's plumbing software app to track employee routes, text customers, and process credit card payments on the go, benefitting both the consumer and business alike.

2. B2B – Business to business.

In a B2B business model, a business sells its product or service to another business. Sometimes the buyer is the end user, but often the buyer resells to the consumer.

B2B transactions generally have a longer sales cycle, but higher order value and more recurring purchases.

Recent B2B innovators have made a place for themselves by replacing catalogs and order sheets with ecommerce storefronts and improved targeting in niche markets.

In 2020, close to half of B2B buyers are millennials — nearly double the amount from 2012. As younger generations enter the age of making business transactions, B2B selling in the online space is becoming more important.

3. C2B – Consumer to business.

C2B businesses allow individuals to sell goods and services to companies.

In this ecommerce model, a site might allow customers to post the work they want to be completed and have businesses bid for the opportunity. Affiliate marketing services would also be considered C2B.

Elance (now Upwork) was an early innovator in this model by helping businesses hire freelancers.

The C2B ecommerce model's competitive edge is in pricing for goods and services.

This approach gives consumers the power to name their price or have businesses directly compete to meet their needs.

Recent innovators have creatively used this model to connect companies to social media influencers to market their products.

4. C2C – Consumer to consumer.

A C2C business — also called an online marketplace — connects consumers to exchange goods and services and typically make their money by charging transaction or listing fees.

Online businesses like Craigslist and eBay pioneered this model in the early days of the internet.

C2C businesses benefit from self-propelled growth by motivated buyers and sellers, but face a key challenge in quality control and technology maintenance.

Five Value Delivery Methods for Ecommerce Innovation

If your business model is the car, then your value delivery method is the engine.

This is the fun part — where you find your edge. How will you compete and create an ecommerce business worth sharing?

Here are a few of the popular approaches taken by industry-leaders and market disruptors.

1. D2C – Direct to consumer.

By cutting out the middleman, a new generation of consumer brands have built loyal followings with rapid growth.

Online retailers like Warby Parker and Casper set the standard for vertical disruption, but brands like Glossier are showing us how D2C can continue to be an area for innovation and growth.

2. White label and private label.

To "white label" is to apply your name and brand to a generic product purchased from a distributor.

In private labeling, a retailer hires a manufacturer to create a unique product for them to sell exclusively. With private labeling and white labeling, you can stay lean on your investments in design and production and look for an edge in technology and marketing.

3. Wholesaling.

In a wholesaling approach, a retailer offers its product in bulk at a discount.

Wholesaling is traditionally a B2B practice, but many retailers have offered it to budget-conscious consumers in a B2C context.

4. Dropshipping.

One of the fastest growing methods of ecommerce is dropshipping.

Typically, dropshippers market and sell items fulfilled by a third party supplier, like AliExpress or Printful. Dropshippers act as a middle man by connecting buyers to manufacturers. Easy-to-use tools allow BigCommerce users to integrate inventory from suppliers around the world for their storefronts.

5. Subscription service.

As early as the 1600s, publishing companies in England used a subscription model to deliver books monthly to their loyal customers. With ecommerce, businesses are going beyond periodicals and fruit of the month clubs. Today, virtually every industry has seen the arrival of subscription services to bring convenience and savings to customers.

OBJECTIVE OF ANALYSIS

The major objectives of the project work on E-commerce industry are: -

- To understand about E-commerce and its role in the economy

- To understand the types of E-commerce and its functioning

- To understand the influence of the coronavirus pandemic on the E-Commerce Industry with respect to the consumers perspective.

- To understand major academic disciplines contributing to e-commerce research

- To understand about the growth prospects of E-commerce

<u>CHALLENGES IN ANALYSIS</u>

There were few challenges that were been faced during the project work on the E-commerce Industry: -

- One of the major challenges during the analysis was the collection of primary data (original data) related to the study.

- Searching the accurate data related to the study was another challenge.

- Knowing the appropriate perspective and the preparation of questionnaire was also one of the challenges.

- Studying the impact of covid on e-commerce was a challenge in terms getting the data.

ANALYSIS

The Covid19 pandemic also known as the coronavirus pandemic emerged in Wuhan of China and was given an account of to the WHO (World Health Organization) on 31st December 2019. On 30th January 2020, Public Health Emergency was announced as a global concern. Covid-19 name was given to this disease on 11th February 2020. This disease plays with the immunity of the human beings, Low immunity individuals are directly affected by this.

The pandemic of Covid-19 is a major pitfall not only for the human's health or life or the economic conditions but also on the overall structured society which is not to be changed to an another extend now. Various new things are introduced during this pandemic some of which were their before but still were unknown which now have developed a new scenario.

The National Emergency have not spare anyone each and every sector, each and every section is being affected by it whether rich or poor. One of the sectors being affected is the E-Commerce. The Transactions of Buying and Selling that is the business transaction via the route of internet led to the evolution of E-Commerce or broadly as Electronic Commerce. E-Commerce involves dealing with all sort of goods and services over the internet. It is also known as the Internet Commerce because of the way of its functioning online.

The taste, preferences, demand, needs of the consumers are now being shifted from luxury to the basic ones, from the ones with the most comfort to the ones with the need of just survival. All this had call for the economizing of all the resources of the economy. There is a rise in the trust and demand for the E-Commerce industries in order to be safe, secure and main motive of survival led to this increase.

Understanding of the change in the consumers perspective towards the E-Commerce is really important not only for the businesses to increase their market share but this time also for the social well-being.

The Coronavirus disease led to the social distancing which is why the traditional way

of shopping is being neglected in this phase. As going to a crowded place for shopping

can make you purchase Covid-19 people avoid going that way rather prefer the convenient and safer option of online shopping.

Methodology

This paper used a survey of 67 people on their perspective as a consumer involved in online shopping. 9 Questions were asked to them for a clearer picture of the viewpoint changes of consumer during the pandemic of covid-19 towards E-Commerce.

The Thought process of the world is now changed with the covid19 pandemic which also bought a change in the lifestyle of people as they are trying to adjust with the new normal and all this led to give a push to E-Commerce industry as well. Covid19 provided E-Commerce with a new environment so as to expand their footprints with quite a few challenges to overcome like productivity or the supply chain effectiveness. Social distancing gave a positive impact on the E-commerce industries growth.

The following Table 1 shows the revenue earned by the companies in the Quarter 1 of the previous and current year that is 2019 and 2020 has witness an increase even though the economy is facing a downfall.

S.No.	Company	Revenue 2019 (Q1)	Revenue 2020 (Q1)	Increase
1	Amazon (USA)	59.7 Billion US dollars	75.45 Billion US dollars	15.75 Billion US dollars
2	Alibaba (China)	93,498 Million Yuan	1,14,314 Million Yuan	20,816 Million Yuan
3	Rakuten (Japan)	113.9 Billion Yen	140 Billion Yen	26.1 Billion Yen

Table 1

The paper studied the perspective of 67 people out of which 70.1% are females and 29.9% males. 11.9% people are below the age of 20 years, 41.8% between 20-30 years, 28.4% between 30-40 years and 17.9% are above 40 years. The survey had 17.9% Respondents of business class, 20.9% of service sector, 44.8% students and 16.4% home makers. According to the family income of the respondents 1.5% had below 10k, 10.4% between 10k-20k, 16.4% between 20k-30k, 22.4% between 30k-40k and 49.3% above 40k.

The following Table 2 shows the first two questions asked to the respondents according to which 73.1% people prefer online shopping and 46.3% people faced problems while shopping online during covid19.

S,No.	Question	Yes	No
1	Do you Prefer Online shopping?	73.1%	26.9%
2	Did You face any problem with respect to the supply of the products while shopping online during covid-19?	46.3%	53.7%

Table 2

Further the respondents were asked regarding the change in the frequency of their purchasing online during covid19.The graph 1 represents that 37.3% ensured that it has increased whereas 6% shopped online for the first time, 29.9% said there is decrease in their online purchases and 26.9% believed that there is no change.

During Covid-19 your online purchases are-
67 responses

Increased
Decreased
No change
First Time Shopped Online
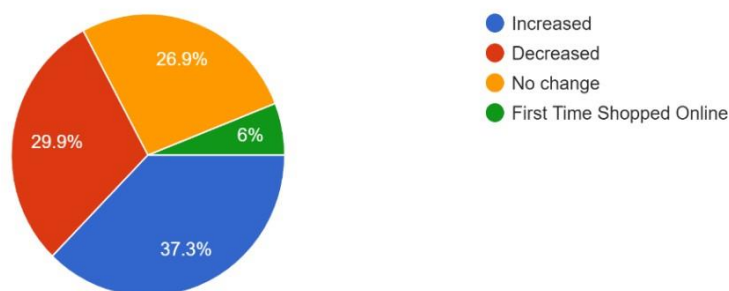
Graph 1

Another aspect that was covered was related to the problem's consumers faced while shopping online due to coronavirus breakdown. The Graph 2 represent that 71.4% faced the issue of late delivery, 23.2% found the hike in prices, 3.6% believed that their product is not available online and 1.8% received defective product.
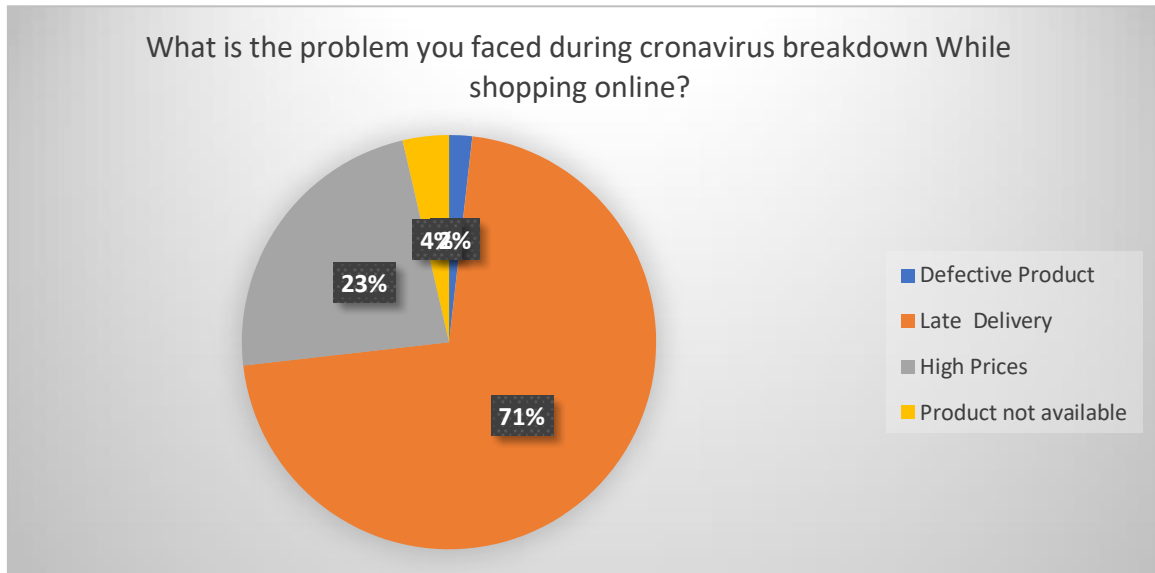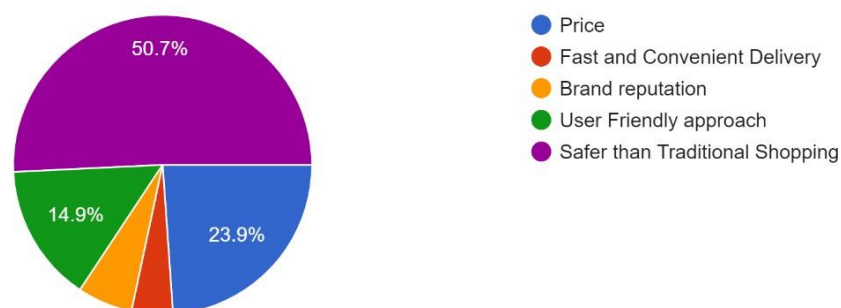

Graph 2

The respondents were also asked about the element which influenced them to make an online purchase. The graph 3 represents that 50.7% found it safer than traditional shopping, 4.5% found it fast and convenient and 6% were attracted by the Brand reputation.
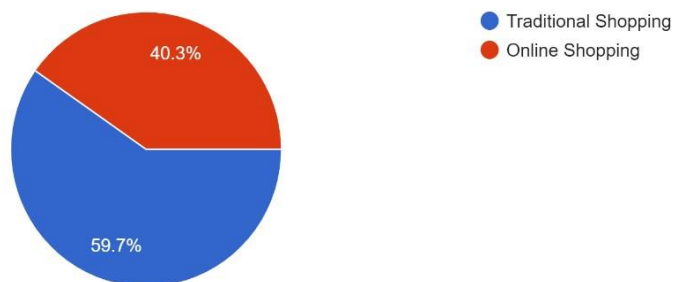

Graph 3

The respondents were asked about their preference during and after covid19 which has shown a significant difference. Graph 4 shows their preference during covid19 and graph 5 shows their preference after covid19.

During Covid-19 you prefer more of:-
67 responses

- Traditional shopping
- Online Shopping

67.2%

32.8%
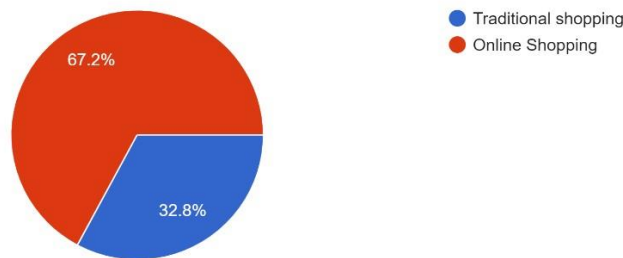
Graph 4

After Covid-19 you would prefer more of:-
67 responses

- Traditional Shopping
- Online Shopping

40.3%

59.7%

Graph 5

This shows how much e-commerce is evolving even during covid19 pandemic as people are preferring it more these days, whereas after all this clears more people will be opting for traditional shopping. One of the reasons for this difference can be the social distancing which is to be followed during these days.

The E-Commerce is now being opted more than ever it has shown a growth in the frequency and number of purchases during the pandemic times. As people now wanted a new and safer way for engaging, entertaining and saving themselves.

The graph 6 shows the ratings of consumers according to their experience before covid19. According to which 35.8% rated 4 whereas 3% rated 1 and 3.9% as 5.

Rate your overall Experience of Online Shopping Before Covid-19:-
67 responses
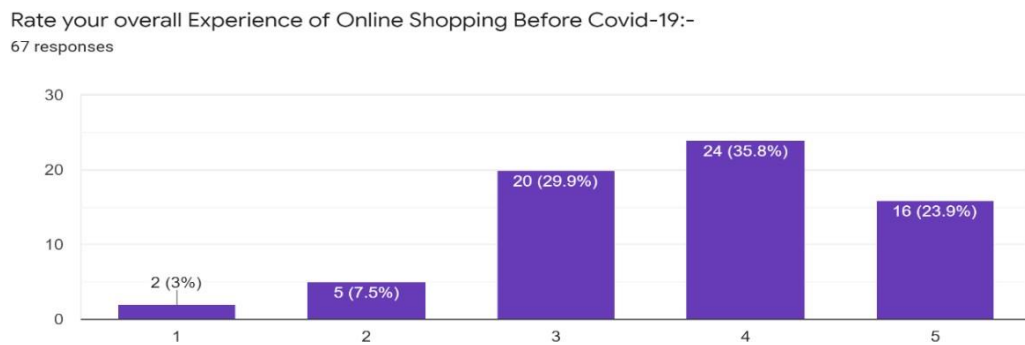
Graph 6

The graph 7 shows the ratings of consumers according to their experience during covid19. According to which 41.8% rated it as 3, 11.9% as 5 and 4.5% as 1.

Rate your overall experience of online shopping During Covid-19:-
67 responses
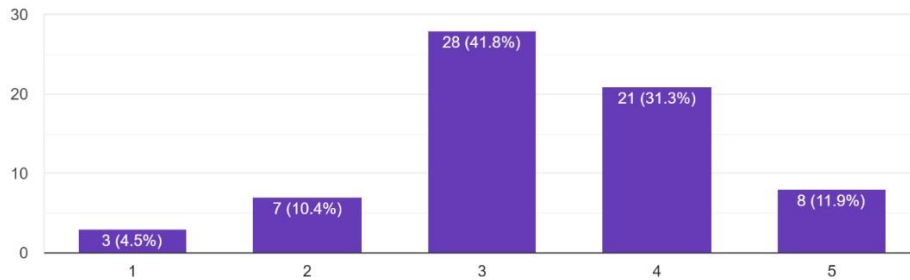
Graph 7

The Commanders of E-Commerce needs to figure out the ways and means of not only surviving but staying ahead for whole of the community. This pandemic led people to get engaged with technology to deeper extend and so it paved a way for the E- Commerce growth as well. Electronic Commerce is Intensified by Covid19.

INDIAN E-COMMERCE INDUSTRY REPORT
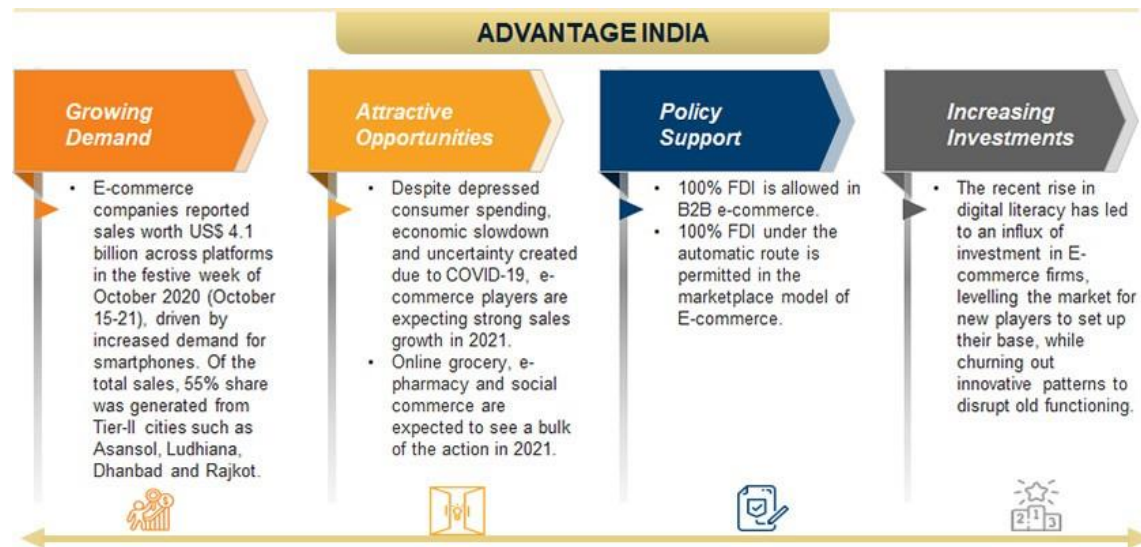
Introduction

E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US$ 200 billion by 2026 from US$ 38.5 billion as of 2017. Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration. As of September 2020, the number of internet connections in India significantly increased to 776.45 million, driven by the 'Digital India' programme. Out of the total internet connections, ~61% connections were in urban areas, of which 97% connections were wireless.

Market Size

The Indian online grocery market is estimated to reach US$ 18.2 billion in 2024 from US $1.9 billion in 2019, expanding at a CAGR of 57%. India's e-commerce orders volume increased by 36% in the last quarter of 2020, with the personal care, beauty and wellness (PCB&W) segment being the largest beneficiary.

Propelled by rising smartphone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected to grow to US$ 200 billion by 2026 from US$ 38.5 billion in 2017. Online retail sales in India is expected to grow 31% to touch US$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

In India, smartphone shipments reached 150 million units and 5G smartphone shipments crossed 4 million in 2020, driven by high consumer demand post-lockdown.

In festive season CY20, the Indian e-commerce GMV was recorded at US$ 8.3 billion, a significant jump of 66% over the previous festive season. Similarly, the Indian e-commerce market recorded ~88 million users in festive season CY20, a significant jump of 87% over the previous festive season.

Investments/ Developments

Some of the major developments in the Indian e-commerce sector are as follows:

- In February 2021, Flipkart partnered with Maharashtra State Khadi & Village Industries Board and Maharashtra Small Scale Industries Development Corporation to bring local artisans and small and medium businesses into the e-commerce ecosystem.

- In February 2021, Zomato entered into an agreement with the Ministry of Housing and Urban Affairs (MoHUA) to introduce 300 street food vendors on its portal.

- In February 2021, Flipkart Wholesale, the digital B2B marketplace of Flipkart Group will offer grocery on its app with an aim to provide kiranas and small retailers one-stop access to a wide selection of products.

- In February 2021, Udaan, a B2B e-commerce firm, announced to expand its warehouse capacity (by 5x) to 50 million sq. ft. across several states in the next 7-8 years.

- In January 2021, Flipkart introduced SuperCoin Pay to strengthen its SuperCoin rewards programme by allowing customers to pay through SuperCoins at >5,000 retail outlets across the country.

- In January 2021, The Khadi and Village Industries Commission (KVIC) unveiled eKhadiIndia.com, an e-commerce portal, which will comprise >50,000 products, ranging from apparel to home décor.

- In January 2021, the B2B e-commerce platform, Udaan raised US$ 280 million (~Rs. 2,048 crore) in additional financing from new investors—Octahedron Capital and Moonstone Capital. Prior to this, in October 2019, the company raised US$ 585 million (~Rs. 4,280 crore) from Tencent, Altimeter, Footpath Ventures, Hillhouse, GGV Capital and Citi Ventures. It is likely to deploy the latest fund towards continued market creation of B2B e-commerce in India and digitise more small businesses across the country.

- Flipkart partnered with PayTM for its annual Big Billion Days Sale event in October 2020, offering customers the convenience of making payments directly through the latter's application with the bonus of receiving PayTM cashbacks over and above Flipkart discounts.

- Infibeam Avenues signed a contract with Oman's second-largest bank, the Bank of Muscat, to process the bank's online card transactions of various payment networks through its digital payment solution—CCAvenue Payment Gateway Service in November 2020.

- In November 2020, Amazon India announced collaboration with Hindustan Petroleum Corporation Limited. Under this partnership, customers will be able to book and pay for their LPG cylinders until the delivery.

- In November 2020, Reliance Retail Ventures Ltd. (RRVL), a subsidiary of Reliance Industries (RIL), acquired a minority stake of Urban Ladder Home Decor Solutions Pvt. Ltd. for Rs. 182.12 crore (US$ 24.67 million).

- In November 2020, Flipkart acquired Scapic, an Augmented Reality (AR) firm, to boost user experience.

- In November 2020, Amazon India has opened 'Made in India' toy store, in line with the government's 'Atmanirbhar Bharat' vision. The store will allow

thousands of manufacturers and vendors to sell toys driven by the Indian culture, folk tales and toys that promote creative thinking and are locally crafted & manufactured.

Government initiatives

Since 2014, the Government of India has announced various initiatives, namely Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of such programs will likely support growth of E-commerce in the country. Some of the major initiatives taken by the Government to promote E-commerce in India are as follows:

- As of February 15, 2020, the Government eMarketplace (GeM), listed 1,071,747 sellers and service providers across over 13,899 product and 176 service categories. For the financial year 2020-21, government procurement from micro and small enterprises was worth Rs. 23,424 crore (US$ 3.2 billion).

- In a bid to systematise the onboarding process of retailers on e-commerce platforms, the Department for Promotion of Industry and Internal Trade (DPIIT) is reportedly planning to utilise the Open Network for Digital Commerce (ONDC) to set protocols for cataloguing, vendor discovery and price discovery. The department aims to provide equal opportunities to all marketplace players to make optimum use of the e-commerce ecosystem in the larger interest of the country and its citizen.

- National Retail Policy: The government had identified five areas in its proposed national retail policy—ease of doing business, rationalisation of the licence process, digitisation of retail, focus on reforms and an open network for digital commerce—stating that offline retail and e-commerce need to be administered in an integral manner.

- The Consumer Protection (e-commerce) Rules 2020 notified by the Consumer Affairs Ministry in July directed e-commerce companies to display the country of origin alongside the product listings. In addition, the companies will also have

to reveal parameters that go behind determining product listings on their platforms.

- Government e-Marketplace (GeM) signed a Memorandum of Understanding (MoU) with Union Bank of India to facilitate a cashless, paperless and transparent payment system for an array of services in October 2019.

- Under the Digital India movement, Government launched various initiatives like Umang, Start-up India Portal, Bharat Interface for Money (BHIM) etc. to boost digitisation.

- In October 2020, Minister of Commerce and Industry, Mr. Piyush Goyal invited start-ups to register at public procurement portal, GeM, and offer goods and services to government organisations and PSUs.

- In October 2020, amending the equalisation levy rules of 2016, the government mandated foreign companies operating e-commerce platforms in India to have permanent account numbers (PAN). It imposed a 2% tax in the FY21 budget on the sale of goods or delivery of services through a non-resident ecommerce operator.

- In order to increase the participation of foreign players in E-commerce, Indian Government hiked the limit of FDI in E-commerce marketplace model to up to 100% (in B2B models).

- Heavy investment made by the Government in rolling out fiber network for 5G will help boost E-commerce in India.

Road Ahead

The E-commerce industry has been directly impacting micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in E-commerce sector will also boost employment, increase revenues from export, increase tax collection by ex-chequers, and provide better products and services to customers in the long-term. Rise in smartphone usage is expected to rise 84% to reach 859 million by 2022.

E-retail market is expected to continue its strong growth - it registered a CAGR of over 35% to reach Rs. 1.8 trillion (US$ 25.75 billion) in FY20. Over the next five years, the Indian e-retail industry is projected to exceed ~300-350 million shoppers, propelling the online Gross Merchandise Value (GMV) to US$ 100-120 billion by 2025.

According to Bain & Company report, India's social commerce gross merchandise value (GMV) stood at ~US$ 2 billion in 2020. By 2025, it is expected to reach US$ 20 billion, with a potentially monumental jump to US$ 70 billion by 2030, owing to high mobile usage.

SUGGESTIONS

- ✓ Close existing digital divides among individuals, for example by expanding affordable and quality broadband to rural and underserved areas, enhancing financial inclusion, and fostering trust and the acquisition of skills to participate in e-commerce.

- ✓ Foster e-commerce participation by the most vulnerable, for example by introducing community-based delivery programmes for elderly and reserved delivery slots. Ensure that vulnerable consumers are protected from unfair business practices and unsafe products.

- ✓ Support the creation of innovative e-commerce business models, ensuring that regulatory frameworks remain flexible enough to accommodate combinations of online and offline business functions. Reduce regulatory uncertainty and promote transparency through information sharing.

- ✓ Ensure that SMEs can participate in e-commerce, for example by providing policy, regulatory or financial incentives for sales diversification and establishing a level playing for SMEs relying on the services of online platforms.

- ✓ Reduce bottlenecks in the enabling environment for e-commerce, including areas such as connectivity, trade, logistics and postal services.

CONCLUSION

E-Commerce industry is that force which cannot be ignored by any element of the economy. Coronavirus pandemic proved that one of the major tools that can help consumers during crisis is e-commerce. In order to maintain social distancing and self-quarantine the consumers have become more reliable on the e-commerce industry.

In the questionnaire the respondents were asked to rate their experience of online shopping before covid19 and also during covid19.

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A PROJECT REPORT ON "CUSTOMER SATISFACTION AT HERO KAILASH MOTORS"

Submitted to the

H.K.E.Society's

A V PATIL ARTS SCIENCE & COMMERCE COLLEGE ALAND

By

(B.Com II Year Students)

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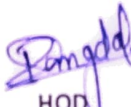A V Patil Arts Science & Commerce College Aland"

2021-22

CERTIFICATE OF COMPLETION

This is to certify that the project report on "CUSTOMER SATISFACTION AT HERO KAILASH MOTORS " is based on the project carried out under the guidance of **Prof. Ambresh** and is submitted to the Department of Commerce, H.K.E. Society's A V Patil Arts Science & Commerce College Aland.

SUBMITTED BY : *(B.Com II Year Students)*

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ACKNOWLEDGEMENTS

It is our pleasure to express our sincere gratitude to all those who have given guidance and support in completion of this dissertation report. We wish to express our sincere thanks to **Prof. Ambresh**, Lecturer, Department of commerce for his encouragement which helped in accomplishment of this study.

We wish to express our sincere heartfelt gratitude to **Prof. Ambresh** of commerce for the constant guidance and support in all areas. Without his guidance the outcome of this report would not have been so successful.

CONTENTS

CHAPTER.NO	CHAPTER NAME
1.	**INTRODUCTION**
2.	**THEORETICAL BACKGROUND**
3.	**COMPANY PROFILE**
4.	**ANALYSIS AND INTERPRETATION OF DATA**
5.	**FINDINGS, SUGGESTIONS AND CONCLUSION**
	BIBLIOGRAPHY
	ANNEXURE

INTRODUCTION

The project is found on analysing consumer approval with Hero MotoCorp Ltd. In recent years, companies.. The weight is how to keep customer's then attract new customers. It is trouble-free to focus for fresh clients and then keep old patrons. Therefore, companies are tough to center this aspect of patron satisfaction.

The trade of a manufactured goods doesn't finish with the sale transaction, but the point at which the novel marketing concept begins. The seller must see if customer's is fulfilled with that particular product / service If there is cognitive difference in the mind of the clients, then it is an adequate amount to lose a client. With this in mind, firms be give extra value to buyer satisfaction.

The work of this project was carried out to locate away if a client is happy or unhappy, moreover to determine the point of customer pleasure and offer this reaction to company. The initial chapter of the task involves gathering information from clients to interpret the characteristics accordingly to whom the buyer sense satisfied or dissatisfied.

This in a row is composed when preparing the prepared survey. The feedback form consist of open question. survey is intended in such a mode to facilitate a user feels capable of responding. The in sequence collected The outcome are designed and suggested to decide troubles that are phase.

NEED FOR THE STUDY:

Market begins without identify need's consumer's split within satisfys their wanted. Objectives of marketers attracts fresh customer's by promise with superior worth and keeps regular customer's by delivery of satisfactions based-upon the preferences on save them.

customer's regards with advanced in today's markets, the satisfaction level is based-upon their first choice must be eagerly studies. The 2-wheeler industry have been rapidly expands. The time while possesses a 2-wheeler was notice as lavishness. Now-days, it is analysis as more necessity purpose.

OBJECTIVES OF THE STUDY

- To determine customer's level of satisfactions in Hero MotoC0rp Ltd.
  To knows the factor which influencies on following transaction examine of Hero MotoC0rp Ltd.
- For measuring whether the dealers render after-sale service, how better the consumer's is satisfied within it.
  To recognize whether all problems are resolved completely at check location.
- For knowing whether a vehicle is transport on instant at service's stations.
- To understand 2-wheeler sector's in India.

SCOPE OF THE STUDY:

- These revise help the organisations for increasing services and product's quality foundation procession corporation.
  The range is extremely restricted because attitude of public change based to time. This study is conducted for twelve weeks.
  The study was restricted for minimum areas. that could not results inaccurate about Kailash Motors, Bidar.

RESEARCH METHODOLOGY:

Research is the arrangement structures with strategies for investigation conceived for answers to researched questionnaires with control1ed be composed since which basis by on top of reveal information in the primary data and secondary data.

METHODOLOGY STUCTURE AND RESEARCH

Research Region	:	Bidar Research Approach	:	Survey system
Sampling procedure	:	Random sampleContact technique	:	Personal
Sample Component	:	Users of HERO BIKES Research Instruments	:	Questionnaires
Sample size	:	50		

RESEARCH DESIGN:

The lessons commence to way in the following deal service and customer's satisfaction in the direction of Hero MotoC0rp Ltd. (Kailash Motors, Bidar)

RESEARCH PROCEDURE:

The questions are arranged for the studies in the structure and disguise within nature.
It consist of various choice and short question.

DATA:

Informations which. through the facilitate of questionaire system with convention diverse bikes possessor Hero MotoC0rp Ltd. The data has collected from 50 customers, in the topic of basic random sampling.
Secondary data is composed form the company annual-reports, journal, publication, broachers and websites etc.

SAMPLE DESIGN:

The sample unit confined to ending consumer of products i.e. Hero MotoC0rp Ltd.
Owners knows there satisfaction levels based on performances of motors and services.

SAMPLE UNIVERSE:

The assessment was done in Kailash Motors, Bidar according to my convenience it is not gives the exact result of Karnataka or India.

PERIOD OF STUDY:

Study is done during the year 2018.

SAMPLE PROCEDURE:

The sample-size is 50 consumer's only. The illustration consists of Businessman, Doctors, Engineers, Officers and Contractors etc. The analysis was analyised in-form an consultation surrounded by accidentally special sample of 50 regulars of Hero MotoC0rp Ltd customer's model amount form the trader casual.

ANALYTICAL METHOD:

Basic percentages methods have to use for identifying purpose.

DESCRIPTIVE STUDIES:

In descriptive studies, when a research person is awareness to knows the character of sertain grouping as era, sex, educational levels, employment of incomes, the   expressive revise is necessary. Descriptive study are well structure. therefore, it necessary that pollster objectives of a study to answer under investigation.

LIMITATIONS OF THE STUDY

- Few customer's refuse to coperate and does not dis-close their genuine option.
- Customer's data is more confidential, so organisation doesn't dis-close it properly.
- Source of data is collects from customer's and dealers' only.
- Respondent's might answer for influences or bias.
  Make of appointment to   Management personel is tough work, because of busyschedu1ed.
  Even through vary commencing the people.
  Time been a limited factors which has not for sufficients to make opinion from majorities of users, which form fraction of universally sample.
- The samples which drawn are purpose on studies doesn't represent the whole sector.

CHAPTER SCHEME:

The project includes the following chapters

Chapter -1: Introduction

In this first chapter we have to study of Introduction, Industry profile and Company profile : Promoters , Vision , Mission & Quality policy, Product / Services profile , areas of operation , infrastructure facilities , competitor's information , SWOT Analysis , Future growth and prospects and Financial Statement.

Chapter-2: Conceptual background and Literature

Theoretical background of the study , Literature review with research gap (With minimum 20 literature reviews).

Chapter-3: Research Design

Statement of the problem, Need for study , Objective, Scopes of the study , Research methodology , Hypotheses, Limitations , Chapter scheme .

Chapter-4: Analysis and Interpretation

Analysis and interpretation of the source – collected with relevant tables and graphs .Results obtained by the using statistical tool must be included.

Chapter-5: Findings, Conclusion and Suggestions

Summary of finding, Conclusions and Suggestion / Recommendation

THEORETICAL BACKGROUND OF THE STUDY

INTRODUCTION TO CUSTOMER SATISFACTION:

DEFINITION:

Cocotte, Woodruff and Jenkins (1987) define Customer Satisfaction "conceptualized as a sensation residential by an estimate of experience".

In a general concurrence Kotler "customer pleasure is the intellect of pleasure of a person as a effect of the comparison among the supposed performance of a product in family element to his opportunity".

"the deliver of goods or services that meet the customer's potential in conditions of eminence and service, in relative to the worth paid".

If the presentation match the hope, the customer's is pleased. If the pieces go beyond prospect, the customer's is more satisfied and joyful. If the services do not meet the outlook, the customers is not pleased. Satisfactions is the sentiment of happiness of a person of frustration deriving from the comparison among the supposed performance of a product (result) in family member to its expectations. The connection among customer satisfaction and customer loyalty is relative.

MEANING:

Customer satisfaction is commercial phrase, it calculate the provide by a gather buyer hope. It is deliberate a type routine pointer within company piece of four tables of the reasonable score sheet.

In a aggressive market where the trade has been finished for the customer, customer fulfillment is seen solution feature of isolation and gradually more becomes means part of commerce approach. Customer satisfactions force the sensation of the classified sector.

Customer satisfaction is high presentation companies have residential main beliefs and strategies to reach customer satisfaction. This object present construction develop the superiority response qualifications and the chance to services supply public sector in defenseless community are personal.

You are pleased with obtain or not. If you don't, you're not Customers repeatedly recognize it as significant as the core product or service accessible by their organisation. examine what implies 3rd diverse anglas, viewpoint of an organisation that wants to appreciate and compute how satisfied the customer is he receives from it. The second is summit of observation of a invited to get advice in selling.

Customer satisfaction has happen to the many important goals set for product services. The satisfaction survey is becoming the main tool for evaluating this portion of customer service. Customer satisfaction surveys provide a snapshot of customers' opinions about the product. "One of key goals of organizations is that customers and families are satisfied their experience in visiting their customers.The purpose of an organization is to

calculate, examine and report the measure to which they achieve this goal within of your organization.

Customer satisfaction survey can help identify customs to recover the product. Because customers actively appraise what happen to them during the customer service experience, customer satisfaction is double: "an needle of product value and a quality product constituent". The decision of customer's is very personal: it stand on sensitivity that the answer responds to the "individual needs" of the clients, fairly than to a universal code of norms. When customers positively recognize reasons, statement, compassion and decision, they will respond more positively to the product.

Customer satisfaction investigation can show that a practice focuses on quality and improvement of the recent service. In the end, with customer's satisfaction inspection, they help produce improved worth products and happier customers. lastly consider the problem from position vision of clients participating in surveys, including selling regulars and associate with universal community.

The outline suggests that people living in hard locality can be maintain during customer satisfaction tactic to develop into sanction people whose educated perspective authority judgment as regards are presented.

MEASURING CUSTOMER SATISFACTION:

Customer GrievancesCustomer Focus Customer Feedback Customer Property
Special requisite of CustomerTimely Supply

IMPORTANCE:

It expenses at slightest 7 period most to locate fresh customer and then keep the offered. A fulfilled custome'r counts 6-8 nation year, while a dis-satisfied customer's informs 15-16.

Regulars who include the ability to file a maintain have a 95% chance of continuing to do dealing with you.
Company can increase profits any-where from 27% to 120% while retaining only 6% most of their thrilling customers.

Pleased customer's are 7 time extra likely to use these services and congratulate satisfied customer's.
- Customer's has terrible sympathetic with you and doesn't protest have only 37% option of long-term to do trade with you.
-

FACTORS:

1. Services of quality.
2. The method service reserved its guarantee.
3. Reliability of service.
4. Appreciative of the workers.
5. The method of services handle any trouble openness of staff.
6. How sensitive employees were to needs.
7. Speed of enquiries.
8. Creature set aside learned of progress.

INDUSTRY PROFILE

The Indian two-wheeled vehicle brings the highest volume among all other subdivision of automotives diligence. The two-wheeled vehicle is a very diverse motor vehicle devise to outfit a different purpose option. The displacement to the intensity of extended distance, cruising, includes race and off road. The motorcycle is a connected social movement like union a moto-rcycle union and attending a motorcycle rally. In 1895, Hildebrand and Wolfmuller become the initial motor-cycle of production of sequence, and will be called Motor. In 2014,3 best motorcycle producers in world for an amount were Honda, Yamaha, both are from JAPAN and Hero Motocorp Ltd (INDIA).

India is the subsequent biggest product of 2 wheels, segment of 2 wheels contribute the main volume among all segments, in the automotives commerce. The industry is rising to 30% each year, sell 2-wheeled vehicles in the 2008-2009 period was 785.7548, which was an advance of 12%. The Indian 2-wheeler industry is 54 years old, Bajaj automobile begin importing scooter import and view in 1948. Until the 1980s here be just 3 main motorcycle products in India such as RAJDOOT, ESCORT & ENFIELD. And the 2-wheel marketplace was release manufacturers.

While the segments can generally be integrated addicted 3 sub-segment through motorcycles, mopeds and scooters and several stages induce in Indian market, a mixture of two-wheeled segment mainly because the organisations has a strange relationship through the famous firm (Japanese). Except that the best component of corporation is currently establishing a 100% subsidiary during India and the expected growth is larger then 17% achievement in precedent 10 years.

Mainly of growth trade came mainly from 100cc Indo-Japanese motorcycles, which believe that oil is reliable and suitable for a brisk road. The scooter is available in fast stages, and are more evident individually than an improved decision that provides manageability and fashionable engines, through the city's consumer during class, scooty televisions have a dominant advertising allocation. By selling additional then 3 million bicycles in India .

TWO WHEELER AND IT'S ROLE IN INDIAN CONTEXT:

The 2-wheeler diligence currently plays vital responsibility in the Indian wealth, with an yearly revenue of Rs. 10000 crore single that at present transport.

The 2-wheeler trade essentially includes motor-cycles, scoters and mopeds. Mopeds are basic basic products intended for low / middle income groups, offering companies. This category is subjugated through TVS SUZUKI, which today has a 50% main competitors in section contain KINETIC ENGG, BAJAJ AUTO and HERO MOTORS.

Scoters, which set. However, it faces hard opposition of LML the domain of this class has decreased unpaid the modify in customers preferences.

Motorized scooters that also grow at a speedy rate are ever more supposed as superior choice offering urban comfort and style to town customer's. This class, the TVS scooty has leading market divide up.

With a revenue of additional than 3.5 million vehicle, India is following 2-wheeler marketplace in earth. The vehicle becomes a necessary element for everyday life. With accelerate business and commercial motion liberalize environment, however, partial purchase control and the more price of automobiles, most middle-class automobile user desire 2-wheeled vehicles. through sale of more one million vehicle's, India is next 2-wheeler promote about 51% of market in Asia, India, and added key with shares of 18%, 10%, 9% and 5% respectively

MOTORCYCLES GROWTH:

Not surprisingly, tries to come into the motorbike advertise to acquire element of cake.

Hero Motocorp Ltd is undisputed director with a 38% stake, followed next to comprise announce tactics for production of motorcycles, which will probably hit the market after that year. The clash should be fierce, except the buyer will real the biggest beneficiary.

Hero Motocorp is at the moment the world's biggest manufacturer of 2-wheeled vehicles. The corporation have benefit starting the transform in demand for the bike, as it spotlight on product segment. With petroleum effectiveness and driving relieve as the more imperative promotion points, HMC be clever to look large market and strong sales growth, yet past its disconnection since the main Japanese HONDA.

The upcoming year will observe a growing rivalry appropriate to equality of product and their price. The only differentiating elements willpower exist the technology, the quality, the diversity of product and the relationships. Everything bringing door. currently the consumer is RE.

Hero Motocorp Ltd (Hero Honda Motors Ltd) is the major maker of 2-wheeled vehicles base in India. In 2000, the company reached converted place of creature the leading 2-wheel built-up band "World No. 1" in 2-wheeler business in provisions of sales per unit in schedule year. Hero Motocorp Ltd. carry on hold until today

.

Hero Motocorp Ltd benefit from the enormous value of the brand in the motor-cycle sector.

COMPANY PROFILE

Hero Motocorp Ltd (previously Hero Honda Motors Ltd) is the planet biggest two-wheel producer base in India. In 2000, the company achieve desirable place of individual the major 2-wheel built-up corporation in India and also the "Number 1 in the world" in 2-wheel group sales per schedule. Hero Motocorp Ltd. Launched on August 17, 2011, it is headquartered in New-Delhi, India and continue on the way to grip this position to date.

In the present day, each instant bicycle sell in the dominion is Hero bike. each 30 seconds somebody in India buy the best-selling Hero bike.

Hero Motocorp has 3 developed vegetation based in Dharuhera, Gurgaon in Haryana and Haridwar in Uttarakhand. Together, preserve make 3 million bicycles a year. more than 3,100 dealers throughout India. Hero Honda have a buyer faithfulness course from the time when 2000, the Hero Honda permit series.

The company believed it have returns of $ 12 billion a capacity of 12 million 2-wheelers for 2017-18. along through the fresh country wherever they can nowadays market there 2-wheelers after Honda, Hero Motocorp plans to get 10% of its profits worldwide markets and plans to start sale in Nigeria between the finish of 2012 and the beginning. 2013. In addition, to fulfill the new request of half a decade, the company operates in agreement "Respect for the individual" and "The three joys", shopping, The happiness the Sale and Joy Create.

Hero is a world leader thanks to its excellent workmanship, proven track record, widespread seller system, capable deliver sequence and world-class products with state-of-the-art technology, Japan. collaboration and promise are manifest at the maximum stage of customer satisfaction this helps strengthen your leadership position.

Hero is the variety. The business of the production of two-wheeled bicycles initially in progress in the 40s and today has become the biggest maker of cycles in world. Hero, is a first name identical with 2-wheels in India today. The Munjals rotate their steels, produce critical components for the free wheel and have diversify into unusual design projects for similar products. The philosophy of Hero Group is to give outstanding shipping to the ordinary man at reasonably price and offer movement. The idea of the Hero collection is to construct permanent interaction through everybody (customer's, worker's, retailers and sellers). The Hero collection the passion to set superior values the of engineering main, the lifestyle and the customs of teamwork.

President and General manager's of engines. He led an association between the Munjal relatives and his engine company. HM's statement meaning is that we constantly strive to attain a synergy among expertise, will meet the aspirations company. to the client. In this mode, we maintain maximum values of ethics and social responsibility, in products and processes and expand team that maintain to brilliance in fresh . This association become single of the nearly all booming combined ventures in India in 1999, when HMC's announcement caused HM's collection cost to fall 30% on the same day. Munjal devise some new strategic decisions, since input components a greater HM.

PROMOTERS / DIRECTORS:

Founder Director and Chairman – Dr. Brijmohan Lall Munjal Managing Director and CEO – Mr. Pawan Munjal

BOARD OF DIRECTORS:

Name of the Directors	Nature of the Office
Mr. Toshiaki Nakagawa	Joint Managing Director
Mr. Sunil Kant Munjal	Non Executive Director
Mr. Suman Kant Munjal	Non Executive Director
Mr. Takashi Nagai	Non Executive Director
Mr. Paul Edgerley	Non Executive Director
Mr. Yuji Shiga	Non Executive Director
Mr. Pradeep Dinodia	Director
Gen. (Retd) V.P. Malik	Director
Mr. Analjit Singh	Director
Dr. Pritam Singh	Director
Mr. M. Damodaran	Director
Mr. Ravinath	Director
Dr. Anand C. Burman	Director

VISION MISSION AND QUALITY POLICY

VISION:

The history Hero Honda begin with easy idea: the idea of portable phone India with power, determined by its two-wheeled vehicle. The new identity of Hero Motocorp Ltd. Company reflect its pledge to offering first category mobility solution converted focus on mounting the company's incidence in the overall arena.
• To survive world's biggest seller of 2-wheeled vehicles with yearly sales level of extra than million motorcycles by 2030.

MISSION:

Hero MotoCorp's commitment is be transformed into a worldwide company that meets the mobility requirements and ambition of it's customer's, establishing benchmarks in conditions of knowledge, method and superiority guarantee its customer's defend their brands will provide an attractive surroundings for its employees to appreciate their true potential. It resolve carry on to focus on creating rate and lifelong associations along co-workers.

QUALITY POLICY:

Superiority in excellence is the essential worth of the Hero Motocorp beliefs.

We strive to realize tall superiority in the whole thing, especially services that gather and exced customers' increasing aspiration through:
• Modernization in products, process and services.

• Constant progress in our whole superiority administration systems.

• Teamwork and duty.

• Integrate protection and fitness troubles in all our tricks.

PRODUCTS / SERVICES

Hero MotoC0rp Ltd offers wide pick of 2-wheeler products that contain Motorcycle and Scoters, and has a locate the industry principles across all the promote segments.

Bike Category – 100cc

Pleasure Maestro Splendor Plus Splendor NXG Splendor Pro Passion Pro Passion XPro HF Dawn
HF Deluxe

Bike Category – 125cc
Glamour
Super SplendorIgnitor
Glamour PGM FI

Bike Category – 150cc
Achiever Karizma Karizma ZMRImpulse
Hunk

AREAS OF OPERATION:

Hero MotoC0rp Ltd. has 3 built-up undergrowth stand in Dharuhera, Gurgaon in Haryana and Uttarakhand. mutually these plants are bright to produce 3.5 million. Hero MotoC0rp Ltd has vast sales and repair network with more than 3,000 dealer and check spot all over India
Headquarter

Hero Motocorp Ltd.
34, Community Centre, Basant Lok, Vasant Vihar, New Delhi – 110057, India.

ZONAL OFFICES:

EAST ZONE:

West BengalBihar Jharkhand Kolkata Orissa
Patna Bhuvaneshwar

WEST ZONE:

Mumbai Pune Raipur Gujarat Rajasthan Goa Amritsar ChandigarhGurgaon

NORTH ZONE:

New DelhiLucknow Jaipur Kanpur GhaziabadHaridwar Dharuhera

SOUTH ZONE:

Bangalore Chennai Kerala HyderabadTelanganaMysore MangaloreKalaburgi Bidar

INFRASTRUCTURE FACILITIES

The Kailash Hero Motocorp Ltd. Showroom has high-quality and relaxed seating facility & with air conditioning waiting hall.

The showroom has excellent heart and outdoor design.

And also available good and large parking space facilities.

The showroom has high-quality spares parts and service department.

The showroom has electronically network, and available Wi-Fi facilities.

The showroom allocated cabins to lower and higher level managers separately.

COMPETITORS INFORMATION

1. **HONDA**
2. **BAJAJ**
3. **TVS**
4. **SUZUKI**
5. **YAMAHA**
6. **MAHINDRA**
7. **KAWASAKI**
8. **ROYAL ENFIELD**
9. **MOTOR LML (Lohia Machinery Limited)**
10. **OTHERS**

SWOT ANALYSIS

STRENGTHS:

No. 1 biggest Company in 2- Wheelers in Indian MarketHuge Brand Equity
Well-built Brand Image Excellent Distribution Wide Variation in Products Awards and Recognition
Brilliant Allotments Over 3000 Dealer-ships and check point

WEAKNESSES:

Strong CompetitionLack of Innovation
Explore & growth is not Secure to the Hero Producing Flora Publics are not
Memorable with Latest Logo of Hero MotoC0rp

OPPORUNITIES:

Growing Industry

2-Wheeler Segment is on top of the majority Rising Trade

Sell Aboard of Motorbikes is Imperfect i.e. Untouched Worldwide Market

The Hero MotoC0rp Preserve Exploit on its Higher Division Channel to support

Advertising of more Motor-cycle

THREATS:

Honda is the Cut Throat Competitor for the Hero Motocorp Betterment of Public Transport will Change 2-Wheeler Sales Tough Contest from India as healthy as Worldwide Brand Conviction on Supervision Policies & Increasing Petroleum Price

FUTURE GROWTH AND PROSPECTS
FUTURE GROWTH:

The Firm aims of achieve revenue of $12 Billion and Volumes of 12 Million 2- wheelers by 2017-2018.
Hero MotocC0rp hope to reach 10% of their income as of International markets.
Hero MotoC0rp has achieved a earnings of 29,000 million rupees in the ancient times year and expects to realize a turnover of 60,000 crores by 2020.
When they go from beginning to end new markets by 2050, the country must constrain humanity encompassing 611 million vehicles on the public mode.
Hero MotoC0rp is now absolutely gratis of all sell overseas limitations it have to look in the preceding days, which we keep in mind to be HERO HONDA days of its past Honda Japan promoters.
To assemble the new require, the group would manufacture its 4th factory in South and its fifth fix in India

FINANCIAL STATEMENT OF KAILASH MOTORS, BIDAR

Particulars	March 2015	March 2016	March 2017
Total Income			
Income	33,00,000	32,00,000	40,00,000
Excise duty	-	-	-
Net sale	33,00,000	32,00,000	40,00,000
Other income	50,000	80,000	80,000
Total	33,50,000	32,80,000	40,80,000
Expenditure			
Raw material	28,00,000	28,00,000	32,00,000
Cost of employment	70,000	80,000	1,00,000
Admin and selling expenses	4,000	7,000	9,000
Other manufacturing Expenses	5,000	8,000	10,000
Fuel cost	20,000	20,000	40,000
Miscellaneous expenses	36,000	38,000	50,000
Adjustment of stock	-5,600	-1,300	-2,400
Depreciation	10,000	11,000	18,000
Operating profit	29,39,400	29,62,700	34,24,600
Total expenses			
Profit	26,000	1,37,000	2,36,000
Tax rate	8,20,000	5,11,000	5,58,000
Interest	25,000	55,000	1,80,000

4.DATA ANALYSIS AND INTREPETATION

FOR WHAT PURPOSE YOU BUY HEROBIKE?

| PARTICULARS	RESPONDENTS	PERCENTAGE
OFFICAL	15	30
BUSINESS	19	38
HOUSEHOLD	13	26
ANYOTHER	3	6
TOTAL	**50**	**100**
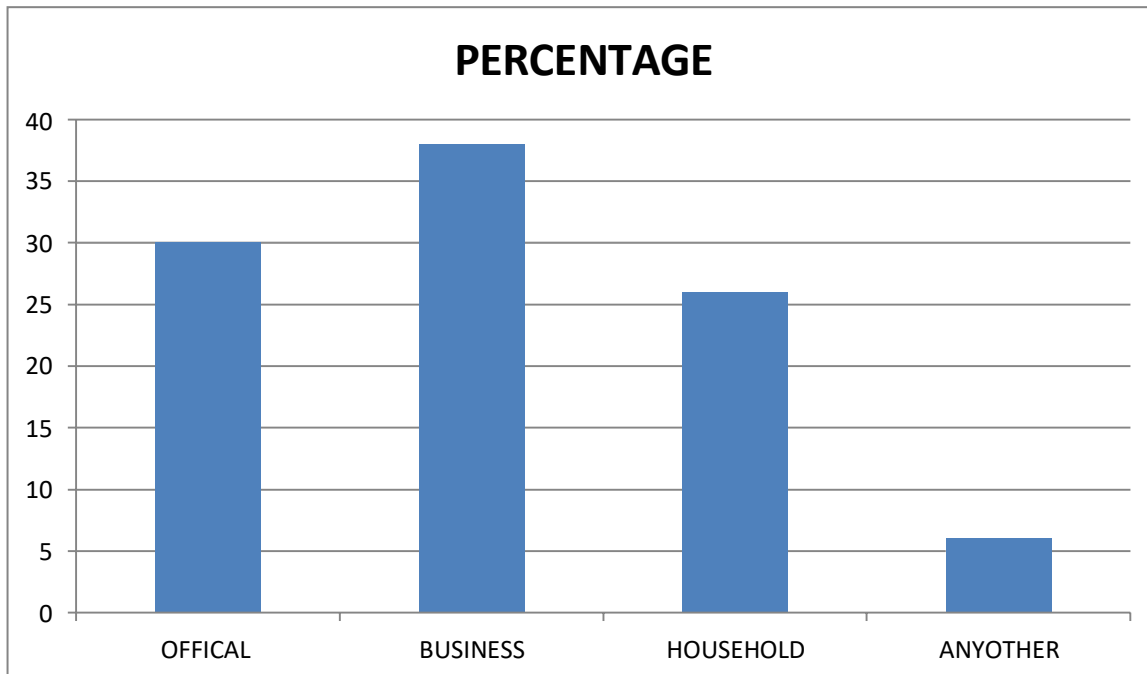
INTERPETATION: Above the table shown that for what purpose you buy Herobike respondents isresponded official is 30%, Business is 38%,Household is 26% and any other is 6%.

HOW DO YOU COME TO RECOGNIZE ABOUT HERO MOTO CROP?

| PARTICULARS	RESPONDENTS	PERCENTAGE
TV ADVERTISEMENT	12	24
NEWS PAPERS	27	54
FRIENDS	5	10
OTHERS	6	12
TOTAL	**50**	**100**
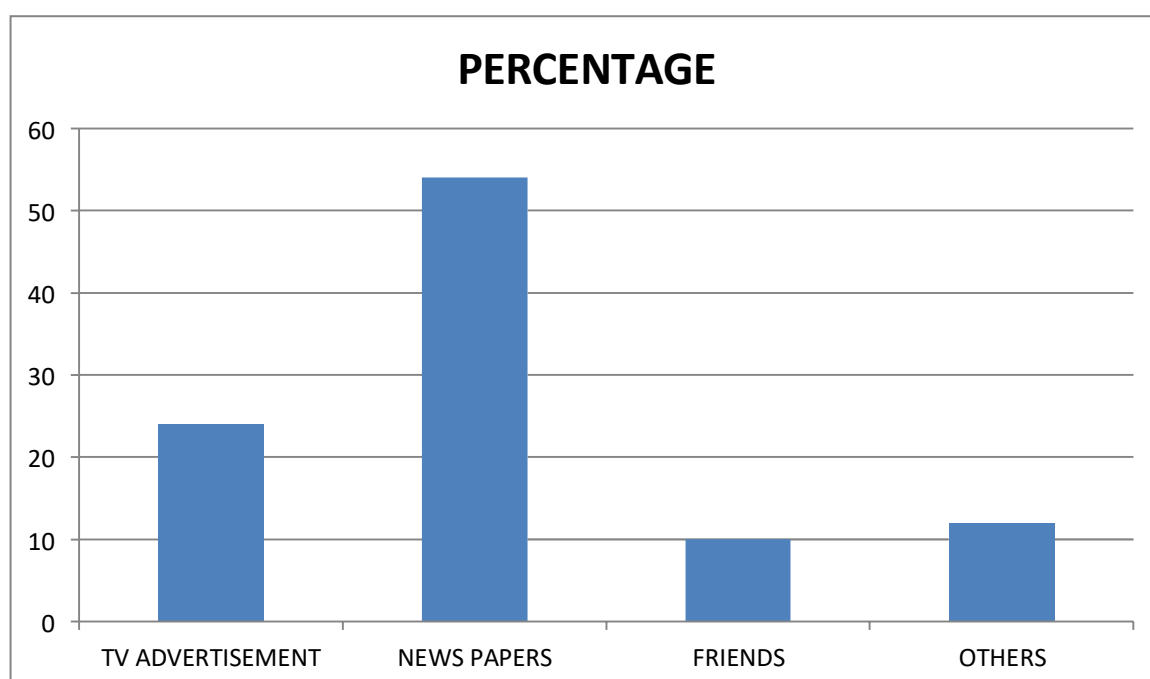
INTERPETATION: Above the table shown that how do you come to recognize about hero moto croprespondents is responded TV advertisement is 24%,News paper is 54% ,Friends is 10% and Others is12%.

HOW DO YOU RATE THE BODY FASHION,DESIGN AND LOOK OF HEROMOTOR BIKE?

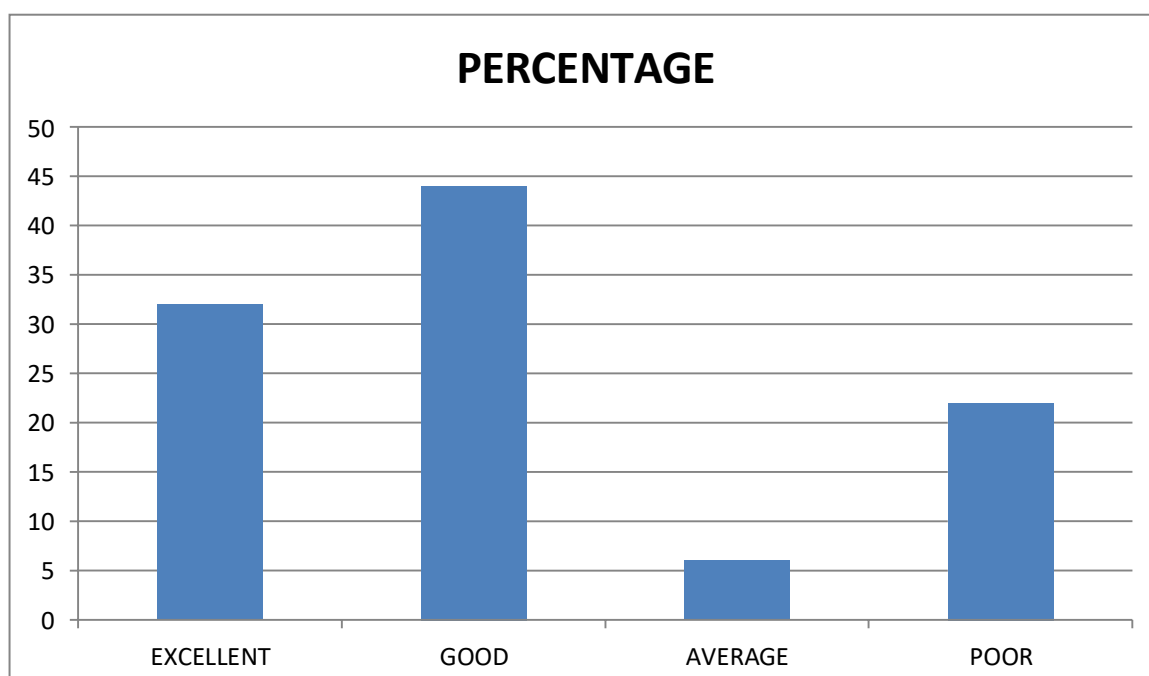| PARTICULARS	RESPONDENTS	PERCENTAGE
EXCELLENT	17	34
GOOD	16	32
AVERAGE	10	20
POOR	7	14
TOTAL	**50**	**100**
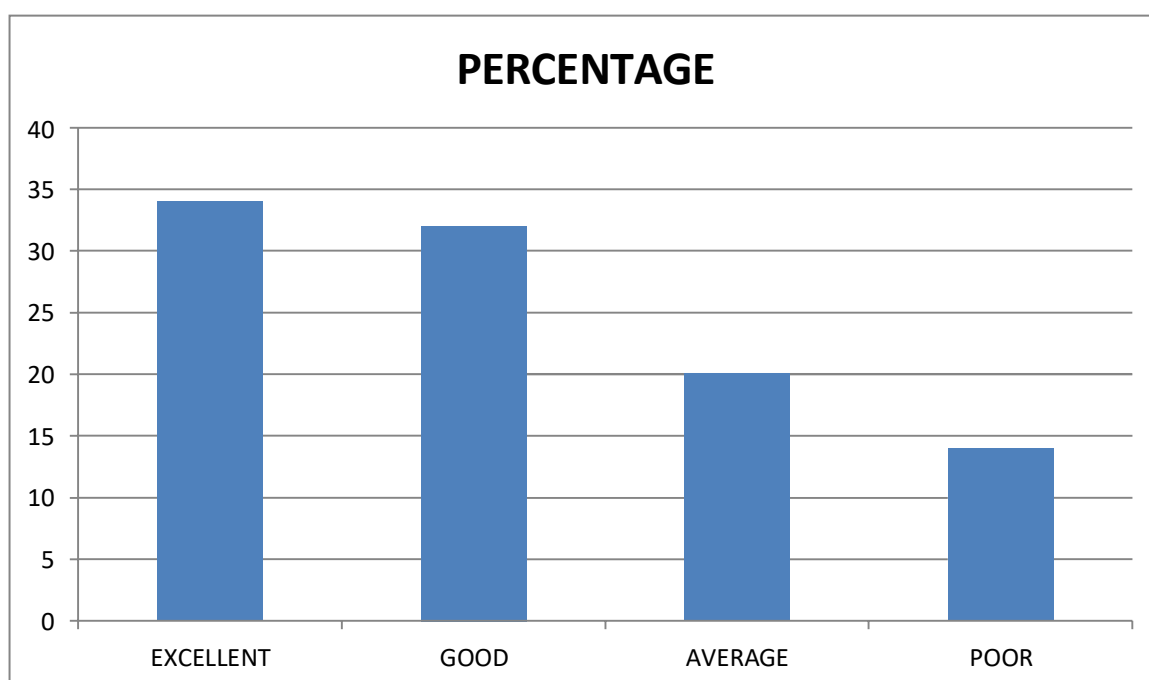
PERCENTAGE

INTERPETATION: Above the table shown that how do you rate the body fashion,design and look of heromotor bike respondents is responded Excellent is 34%,Good is 32%,Average is 20% and Poor is14%.

HOW DO YOU RATE THE PRE SALES SERVICEOFFER BY HERO MOTORCORPORATION LTD?

| PARTICULARS	RESPONDENTS	PERCENTAGE
EXCELLENT	16	32
GOOD	22	44
AVERAGE	3	6
POOR	11	22
TOTAL	**50**	**100**

PERCENTAGE

INTERPETATION: Above the table shown that how do you rate the pre sale service offer by Hero motors corporation ltd respondents is responded Excellent is 32%,Good is 44%,Average is 6% and Poor is 22%.

DOES THE WORTH OF HERO MOTOR CORPORATION SUITS YOURBUDGET?

PARTICULARS	RESPONDENTS	PERCENTAGE
YES	28	56
NO	22	44
TOTAL	**50**	**100**
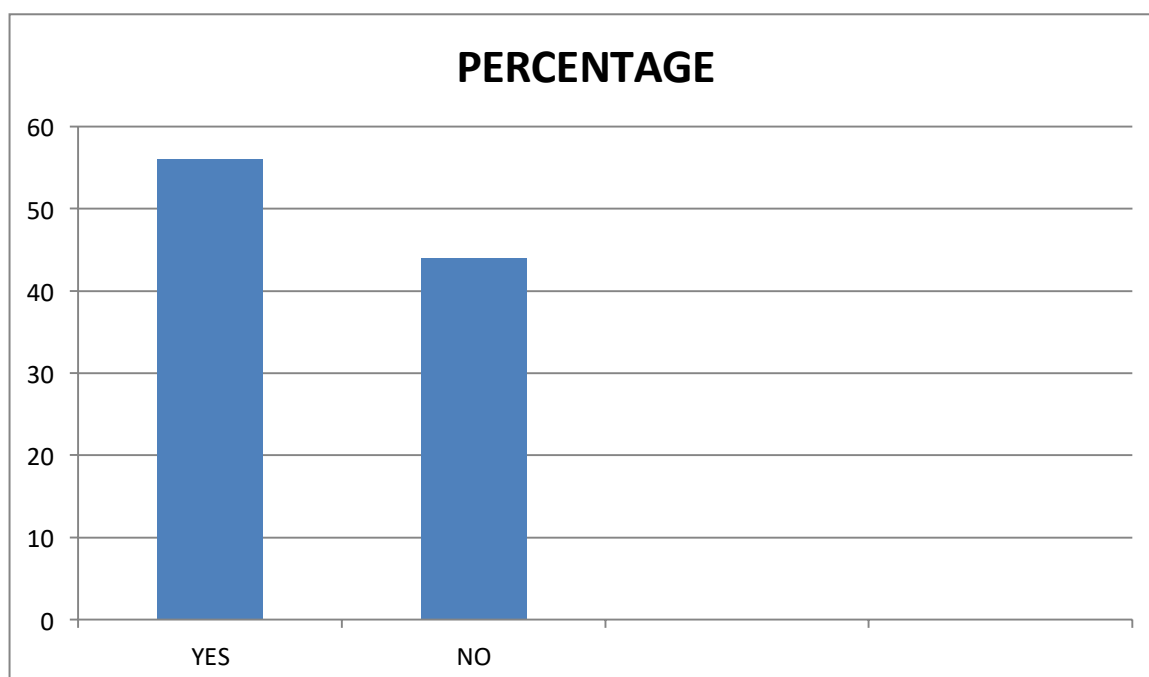
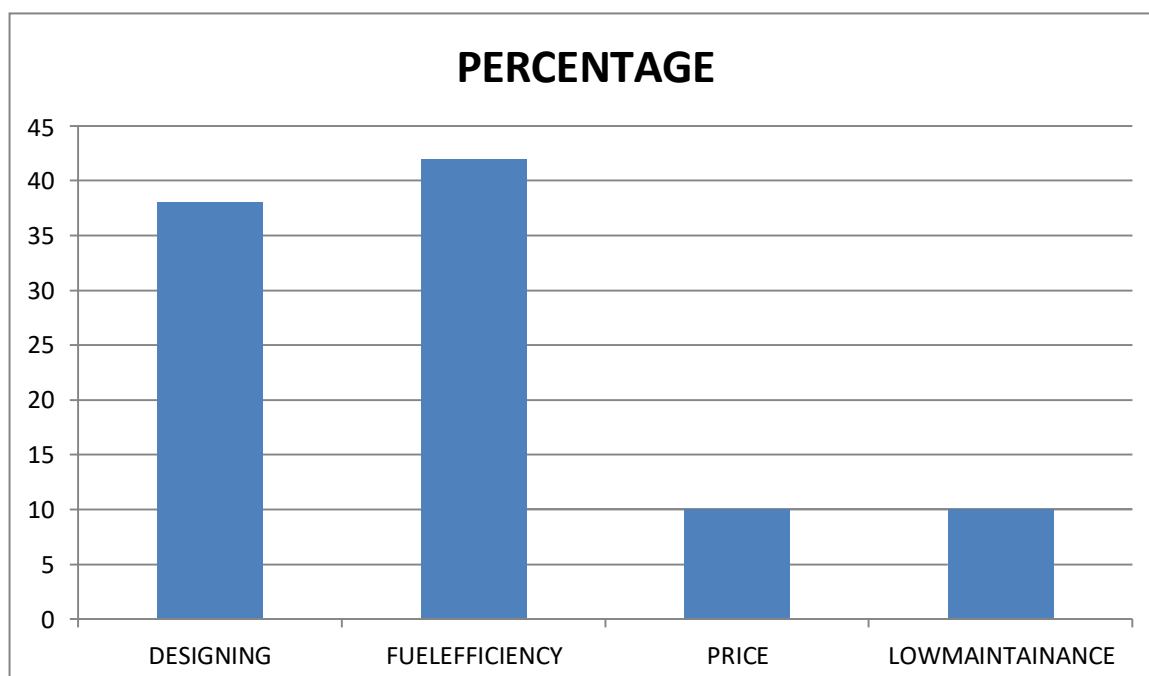**INTERPETATION:** Above the table shown that does the worth of hero motors corporation suits yourbudget Yes is 56% and No is 44%.

WHICH QUALITY OF THE HERO BIKE ATTRACTS YOU THE MOST?

| PARTICULARS	RESPONDENTS	PERCENTAGE
DESIGNING	19	38
FUELEFFICIENCY	21	42
PRICE	5	10
LOWMAINTAINANCE	5	10
TOTAL	**50**	**100**

INTERPETATION: Above the table shown that which quality of the hero bike attract you the most.Designis 36%,Fuelefficiency is42%,Price is 10%and Lowmaintainance is5%

HOW WOULD YOU RATE THE FOLLOWING SALE SERVICE OF HEROMOTO CORP LTD?

PARTICULARS	RESPONDENTS	PERCENTAGE
COMPLETELY SATISFIED	18	36
SATISFIED	16	32
FAIR	4	8
DIS-SATISFIED	7	14
COMPLETELY DIS-SATISFIED	5	10
TOTAL	50	100
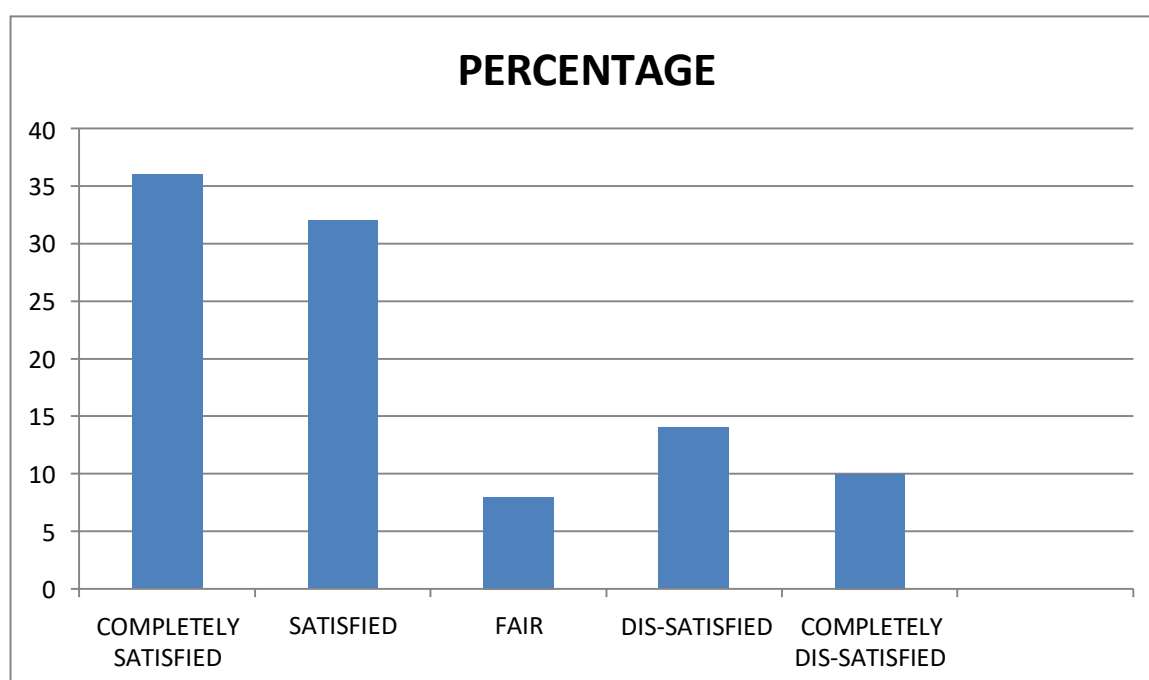
INTERPETATION: Above the table shown that How would you rate the following sale services of Hero MotoCorpLtd CompletelySatisfied is 36%,Satisfied is 32%,Fair is 8%,Dis-Satisfied is 14% and CompletelyDis-Satisfied is 10%

DO YOU FIND THE INFORMATION FROM THE SERVICE CONSULTANT ONTHE SERVICES TO BE CARRY OUT?

PARTICULARS	RESPONDENTS	PERCENTAGE
COMPLETELY	17	34
ADEQUATE	25	50
PARTIALL	3	6
TOTAL	**50**	**100**

PERCENTAGE
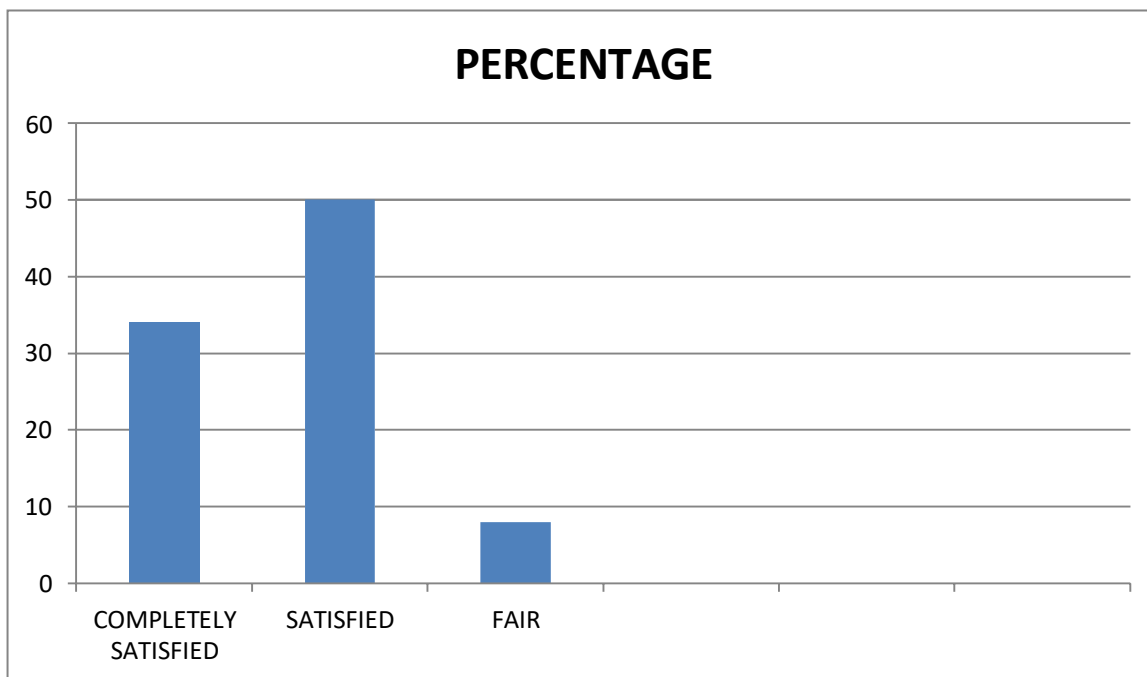
INTERPETATION: Above the table shown that Do you find the information from service consultant on theservices to be carry out Completely is 34%, Adequate is 50% and Patrtiall is 6%

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WHETHER THE DEALER IS PROVIDING 3 TIMES FREE SERVICE OR NOT?

PARTICULARS	RESPONDENTS	PERCENTAGE
YES	27	54
NO	23	46
TOTAL	**50**	**100**
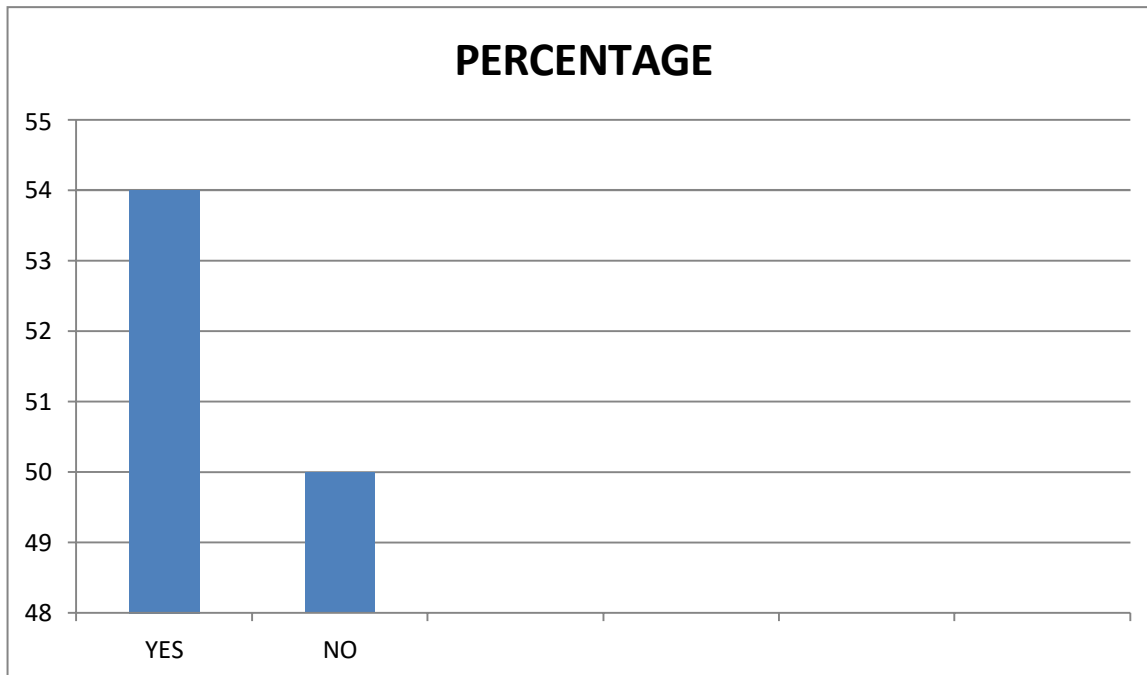
INTERPETATION: Above the table shown that Whether the Dealer is Providing 3times free service or notYes is 54% and No is 46%

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HOW WAS THE CO-OPERATION OF THE STAFF DURING SERVICES?

PARTICULARS	RESPONDENTS	PERCENTAGE
EXCELLENT	16	32
GOOD	20	40
FAIR	13	26
BAD	1	2
TOTAL	**50**	**100**
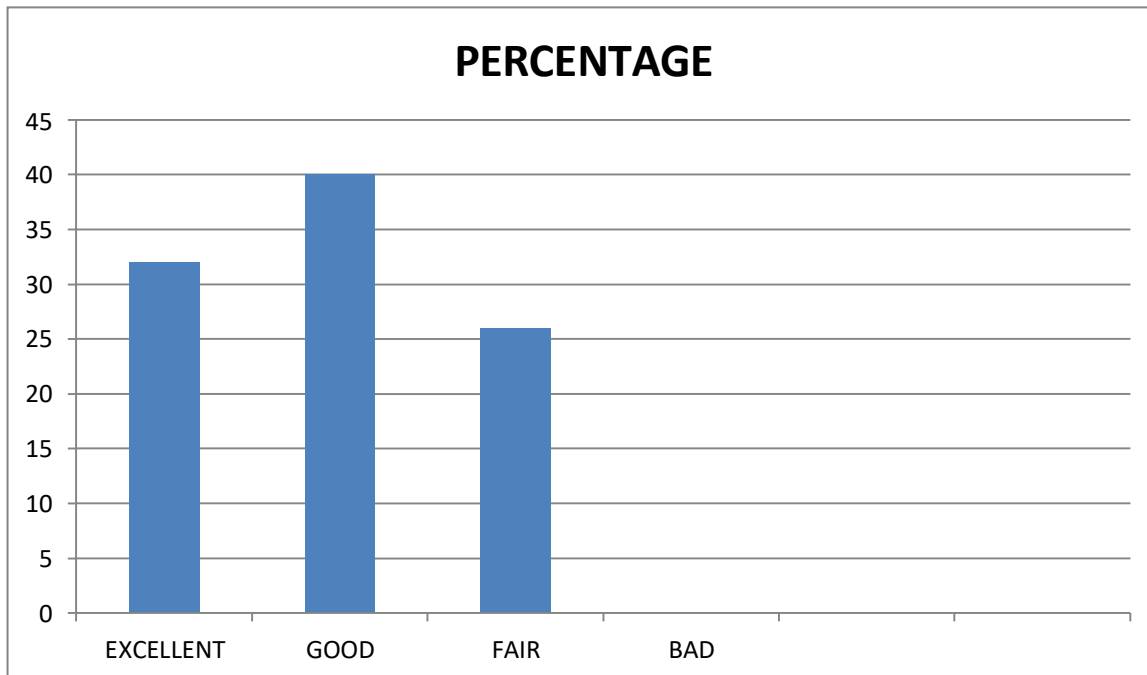
INTERPETATION: Above the table shown that How was the Co- operation of the staff during services

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THROUGHTOUT SERVICING OF VEHICLE THE ENTIRE YOUR COMPLAINTS BE ADDRESSED APPROPRIATE?

PARTICULARS	RESPONDENTS	PERCENTAGE
YES	22	44
NO	28	56
TOTAL	**50**	**100**

PERCENTAGE
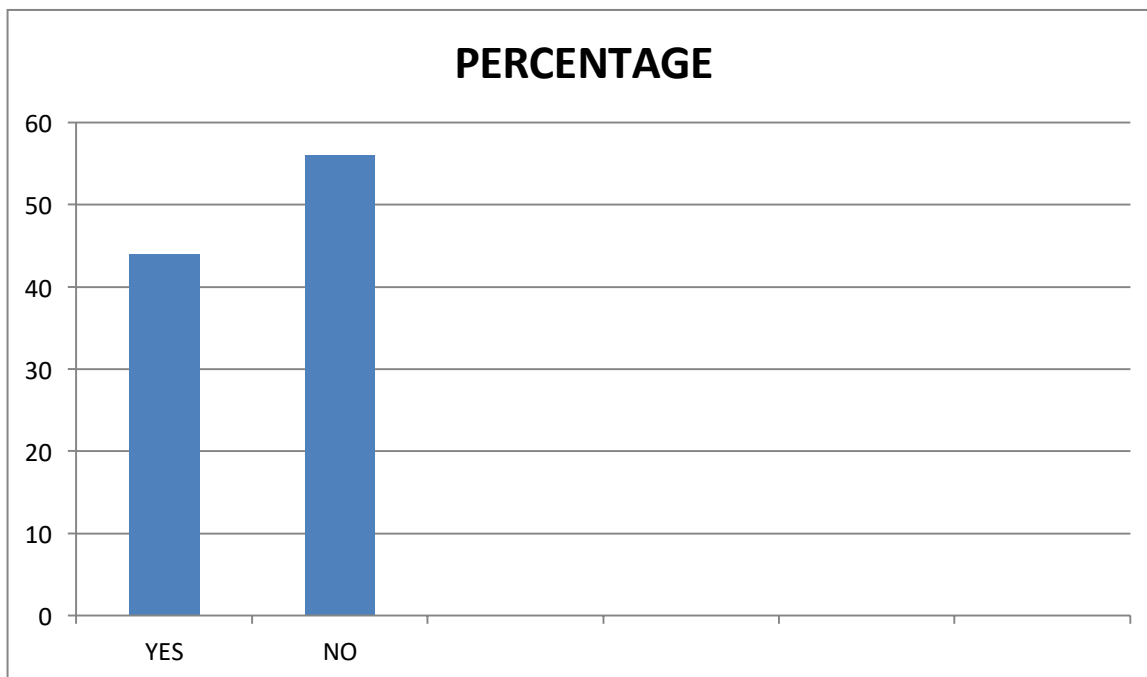
INTERPETATION: Above the table shown that Throughout servicing of vehicle the entire your complaintbe Addressed appropriately Yes is 44% and No is 56%

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WHICH FACTOR YOU WILL BELIEVE MAINLY WHILE GIVE VEHICLEFOR SERVICE AT HERO MOTOCORPLTD?

PARTICULARS	RESPONDENTS	PERCENTAGE
GOODSERVICE	19	38
TIMELYDELIVERY	12	24
STAFF BEHAVIOUR	12	24
AVAILABILITY OF SPAREPARTS	0	0
OTHERS	7	14
TOTAL	**50**	**100**

PERCENTAGE
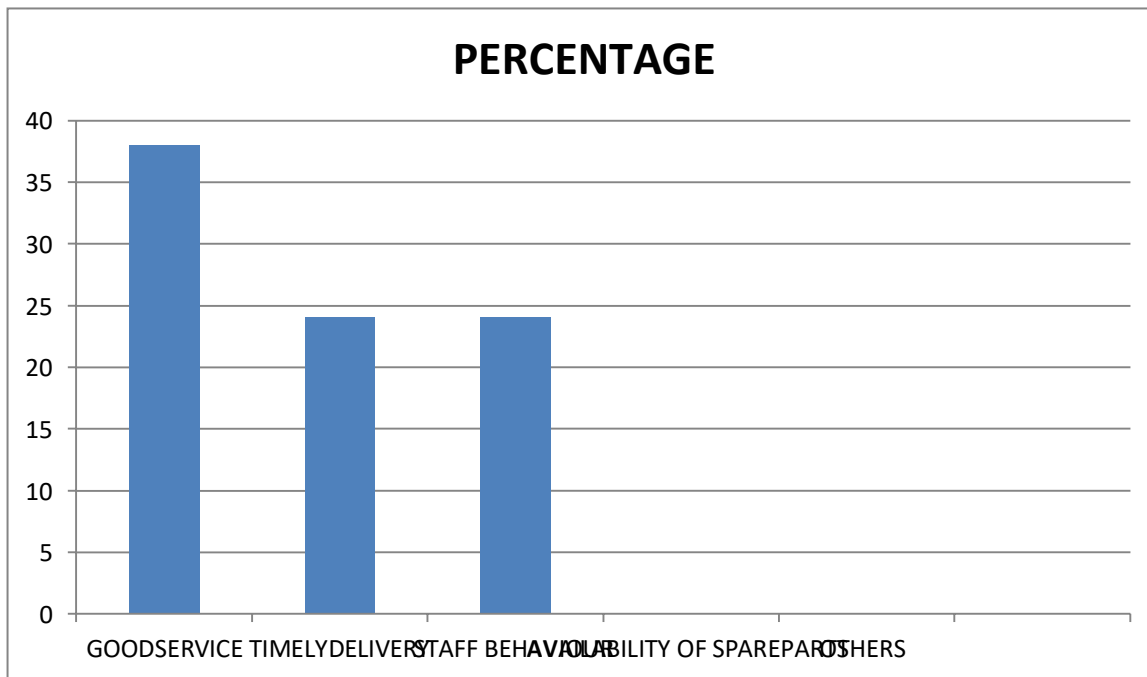
INTERPETATION: Above the table shown that Which factor you will believe mainly while give vehicle for service at HeroMotoCorp ltd Goodservice is 38%,Timelydelivery is 24%,Staff behavior is 24%
,Availability of spareparts is 0% and Others is 14%

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DID THEY DELIVER YOUR VEHICLE ON TIME?

PARTICULARS	RESPONDENTS	PERCENTAGE
YES	27	54
NO	23	46
TOTAL	**50**	**100**
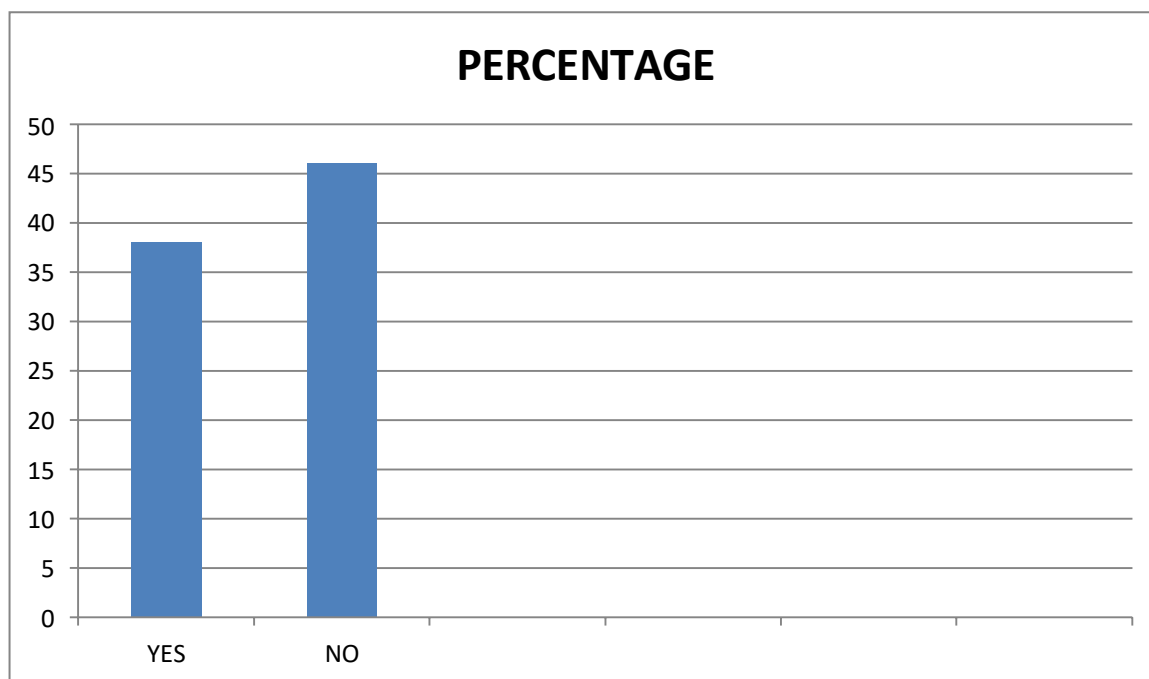
INTERPETATION: Above the table shown that did they deliver your vehicle on time Yes is 54%and No is46%

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SUMMARY OF FINDINGS:

More number of purchaser are professionals and production people using the Hero MotoC0rp Ltd bikes.

- 94% of customer's acquire new bikes merely.
  Nearly about 86% of the consumers consider cost a of vehicle is reasonable.
- Brand icon Hero is better in market later than divide with Honda, 72% peoples have liked the variety "HERO".
  Excellence, Prices, product and Fue1 effectiveness is being paid like import in satisfactions level.
- Hero MotoC0rp India's Number 1 2-wheeler company has position expansion of 11.38% in May 2013 comparative to May 2012.
- Understanding abilities of customer's need and wants, maintenance cost is 1owest.
- The purchase of consumer's are influence by friends and family.
  63% of respondent felt that all over performances of vehicle is good, 9% and 22% of respondent felt that presentation of vehicles is brilliant and okay.

SUGGESTIONS AND RECOMMENDATIONS:

Customers Satisfaction is for diverse people at different circumstances.

Hero MotoCorp desires to provide more consequence in their service parts its contain suitable service, and service quality.

Hero motors wants to export market within increase and enlarge extra support for several designs like sport bike and gear-less scooter.

To give better service to customers at work shop and increase places for parking. To create vehicle extra hard work within and Improvement comfortness vehicle.

☐ Engine capability must boost, these direct to raise mileage and pick-up.

Skilled with experience person must be supply at examine centre, so problem of automobile must be determined entirely.

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CONCLUSION:

Customers Satisfaction is the tool of marketing with a exact charge extra help. It is supposed by customer's significant as prime your organisation recommend.

"The worldwide business surroundings is energetic with a single important issue of building a competitive edge by creating and retaining with huge no of customers than their goods and services every organization is therefore sized of task establishing sustaining its worth to the customer, who as been unpredictabled by competition".

Then every busines is building efforts attain customers loyalty.

In short it is total organizational culture with brand equity, which face challenge. So their is persistent effort between organizations to maintain existence in the marketplace, and therefore in order to the sustain solid opposition the companies take-up market explore recurrently to make out modify requirements and partiality of the customers.

This may help in re-frame of the policies in providing satisfy the customer by callous boundary tools to retain him for a life-time.

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ANNEXURES
QUESTIONNAIRE

Dear Sir,

I am …………………………………..student of ………………………………………………………… conducting a survey on Customer Satisfaction towards Hero MotoCorp Ltd.Please give your precious feedback regarding Hero Motors.

Name:……………………………

Address:…………………

…………

1. For what purpose you buy Hero bike?
   a) Official   b)Business   c)Household   d)Any other

2. How do you come to recognize about Hero MotoCorp?
   a) TV advertisement b)Newspaper   c)Friends   d)Others

6. Which quality of the Hero bike attract you the most?
   a.Designing   b)Fuel efficiency   c)Price   d)Low maintainance

7. How would you rate the following sale services of Hero MotoCorp Ltd?
   a. Completely Satisfied   b) Satisfied   c) Fair   d) Dis-Satisfied
   e) Completely Dis- Satisfied

   4. How do you rate the pre sale service offer by Hero MotoCorp Ltd? a)Excellent b)Good
   c) Average   d) Poor

3. How do you rate the body fashion, design and look of Hero Motorbike? a)Excellent
   b)Good   c) Average   d) Poor
4. Does the worth of Hero MotoCorp suits your budget?a)Yes b)No
8. Do you find the information from service consultant on the services to be carry out?
   a)Completely   b)Adequately   c)Partiall

   9. Whether the Dealer is Providing 3 time free Services or not?a)Yes b)No

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10.   How was the Co-operation of the staff during services? a)Excellent b)Good   c)Fair   d)Bade)Very bad

13. Did they deliver your vehicle on time?a)Yes   b)No

11. Throughout   servicing   of   vehicle   the entire your complaints be Addressedappropriately?

a.Yes   b)No

12. Which factor you will believe mainly while give vehicle for Service at HeroMotoCorp Ltd?
a.Good service   b)Timely Delivery   c)Staff   Behavior
d)Availability of spare parts   e)Others

13. How they are providing services of your Bike at Hero MotorCorp Ltd? a)Cheap   b)Moderate   c)Costly

14. Do you desire to prefer for future paid services at Hero MotorCorp Ltd?a)Yes   b)No

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