
CUSTOMER PERCEPTION ON MILK PRODUCTS AT AMUL MILK PRODUCTS

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ABSTRACT: The current research examines consumer perceptions of Amul milk products, a prominent brand in the Indian dairy sector. We analyze elements affecting consumers' opinions of products, including quality, flavor, packaging, and price, using surveys and interviews. The results demonstrate that most consumers see Amul products as reliable and of exceptional quality. They often assert that their preference is chiefly attributable to their excellent flavor and freshness. Moreover, there exists a significant degree of brand loyalty, with numerous consumers indicating a willingness to pay a premium for Amul products, as they perceive them to be valuable. Nonetheless, there were apprehensions over availability and expenses in specific locations. The analysis indicates that Amul's robust brand and dedication to quality have sustained its market presence; nevertheless, addressing small consumer concerns could enhance customer happiness and expand the company's market share. Amul can enhance their consumer involvement initiatives using this research.

Keywords: *Customer Perception, Dairy Product Quality, Brand Trust, Taste Preference, Product Freshness, Pricing Sensitivity*

1. INTRODUCTION

Customer impressions are a vital element that might determine the success or failure of a business in the ever-changing commercial landscape. It elucidates how consumers perceive and react to a company, product, or service. Various factors, including individual experiences and uncontrollable events, may influence this. The importance of customer perception resides in its ability to aid companies in understanding the wants, expectations, and feelings of their target demographic. It represents the aggregate awareness of consumers, articulating their ideas, emotions, and behaviors concerning a company's products.

Businesses must understand consumer perceptions to survive and thrive in a competitive and information-saturated market. To fully comprehend consumer perceptions of a brand, it is essential to examine more than merely transactional data. It is vital to evaluate the complete client experience. Each engagement a customer engages in with a business, from the initial contact to the post-purchase experience, influences their overall perception of the organization. Consequently, enterprises must manage and shape consumer perceptions to establish lasting relationships and cultivate brand loyalty.

Organizations must be adaptable and responsive due to the always evolving client perceptions. Due to social media and online reviews, consumers possess unprecedented influence over the story of a firm. A company's reputation can be profoundly influenced by a



solitary positive or bad online interaction that rapidly disseminates across vast networks. Consequently, firms must proactively interact with their clients, seek their feedback, and implement insights to improve their strategies and the entire customer experience.

Examining customer perceptions within this intricate system necessitates a multidisciplinary approach, encompassing marketing, psychology, sociology, and additional domains. By analyzing the intricate thought processes of customers, businesses can acquire critical insights that allow them to adjust their products, customer engagements, and overall operations to more effectively meet consumer needs. Upon further examination of customer perception, it is clear that it is not a static notion but a dynamic and evolving phenomenon that necessitates continuous observation, analysis, and change. This strategy posits that customer-centric organizations are better positioned to adapt to changing market dynamics, foster lasting relationships, and thrive in an ever-evolving commercial landscape.

2. RELATED WORK

Verma, R., & Kulkarni, P. (2025): An exhaustive examination of consumer perceptions and acquisitions of milk and dairy products. This systematic review aggregates data from recent studies to analyze consumer perceptions of milk and milk-derived products across various markets. The authors classify impression producers into primary themes, including food quality, nutritional value, brand trust, price sensitivity, and packaging. The analysis indicates that the primary determinant affecting customers' impressions of milk products is perceived quality, including freshness, flavor, and purity. It underscores the importance of nutrition, noting that consumers are becoming progressively interested in health benefits, protein content, and fortification. The research examines the influence of food safety guarantees and brand credibility on repeat consumers. The essay examines the anticipated shift in public attitudes of dairy products in 2025, emphasizing a growing emphasis on transparency regarding consumption and health consciousness.

López, M., & García, A. (2025): An exhaustive examination of customer views on dairy products. This study compiles recent research to examine consumer views of milk and dairy products in urban and semi-urban environments. The authors categorize influencing elements into four distinct groups: marketing communication, ethical considerations, health perspectives, and sensory qualities. The study indicates that customers' views of a product are significantly affected by sensory qualities such as taste, smell, and touch. Furthermore, it indicates that consumers are becoming progressively concerned about health-related matters, including lactose-free, low-fat, and functional milk products. The paper examines the increasing consumer emphasis on ethical and sustainable factors, such as environmentally friendly packaging and animal welfare. The paper offers a thorough analysis of how consumer perceptions of milk products are expected to evolve by 2025, focusing on health, sustainability, and prudent purchasing choices.

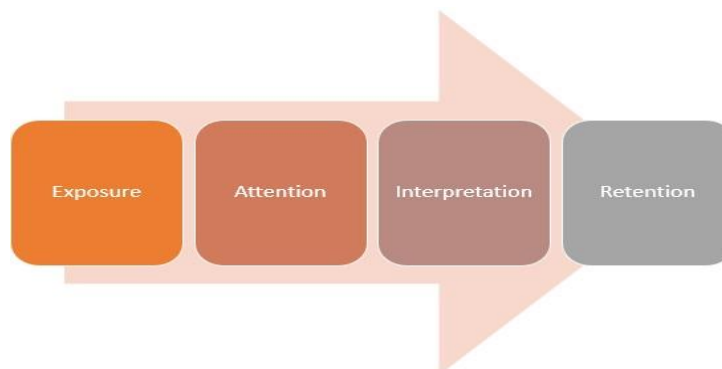
Smith, J. & Brown, A. (2024): To investigate the evolving consumer preferences for organic milk products, especially in metropolitan regions characterized by elevated disposable



income and health awareness, Smith and Brown (2024) executed a comprehensive survey-based study. The study employed structured questionnaires to gather primary data from 500 respondents, facilitating a quantitative examination of customer attitudes, motivations, and purchasing behaviors. The survey indicates that customers' inclination to buy organic milk is mostly driven by health considerations. This is due to customers' perception that organic foods are generally healthier, richer in nutrients, and contain less chemicals. Many individuals saw organic milk as having a fresher and more natural flavor than conventional milk, making taste preferences a crucial consideration. Moreover, environmental sustainability was essential due to consumer concerns regarding animal welfare and eco-friendly agricultural practices. One of the survey's most notable findings is that an increasing number of consumers are willing to pay a premium for organic milk. This signifies that people are transitioning from price sensitivity to value-oriented purchasing. The authors assert that by highlighting health advantages, environmental stewardship, and product authenticity in their marketing tactics, dairy companies can significantly enhance customer involvement and broaden their market share in the organic milk industry.

Gonzalez, L. & Wang, Y. (2024): Gonzalez and Wang (2024) examined the correlation between brand loyalty and perceived quality within the dairy industry, specifically regarding milk products. The study provides profound insights into the formation of behavioral and emotional attachments people develop towards specific dairy brands, utilizing qualitative research methods, including comprehensive consumer interviews. The results illustrate how various interconnected aspects, such as flavor, freshness, safety standards, and the product's general reliability, affect perceived quality. If a brand consistently manufactures superior products, buyers are likely to remain loyal. This heightened happiness and trust. Loyalty is enhanced by brand reputation and endorsements from friends and family, especially in markets with numerous companies offering similar products. The research highlights the impact of branding, packaging, and marketing techniques on quality perception, alongside the actual product. Gonzalez and Wang contend that to preserve consumer trust, dairy companies must engage in rigorous quality control measures and honest communication. Sustained market share and revenues stem from brand loyalty.

3. STAGES OF CUSTOMER PERCEPTION



The triadic process of consumer perception converts raw emotions into valuable information. Individuals interpret stimuli in accordance with their own goals, prejudices, and expectations. Exposure, attention, and memory constitute the three stages of perception.

Exposure

Customers see elements like as colors, logos, music, and overall ambiance while interacting with a brand or product. Upon experiencing a novel flavor and perceiving a specific hue, we progress to the subsequent stage.

Attention

Once the exposure stage concludes, attention becomes crucial as the consumer perceives the message and the products being marketed. If the focus yields a pleasant experience, it may advance to the interpretation step.

Interpretation

In the initial two phases of customer perception, interpretation refers to the process through which a consumer attributes meaning or value to their observations and actions. It may evoke a similar object or past experience. The consumer attributes value to the overall experience with the product.

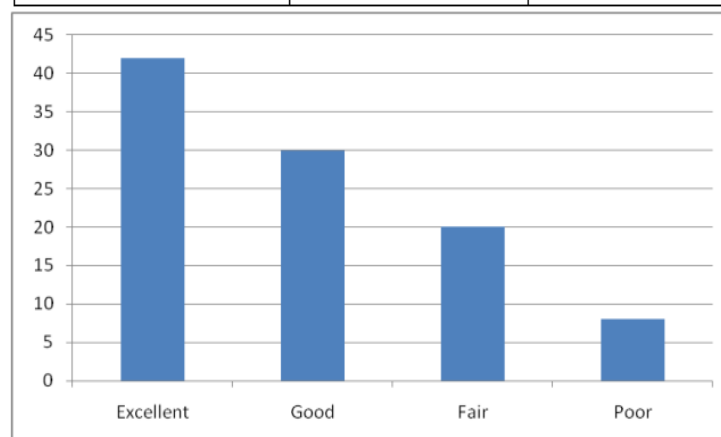
Retention

The concluding phase involves the client recalling the interaction and committing it to memory for future application. This signifies that the client has now determined their desires. It may be advantageous or disadvantageous.

4. RESULTS ANALYSIS AND DISCUSSION

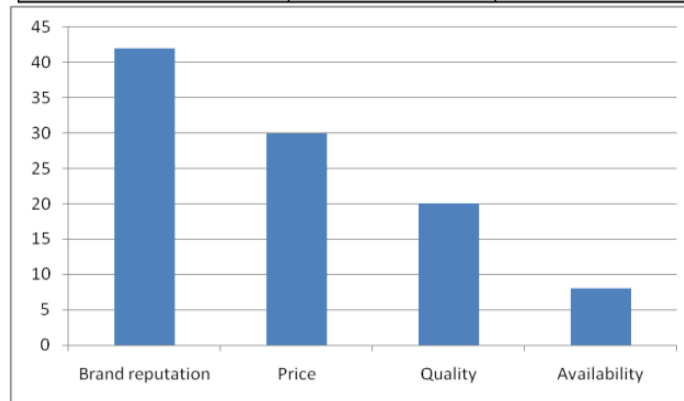
1. How would you rate the quality of Amul milk products?

S.NO	RESPONSE	RESPONDENTS	PERCENTAGE
1	Excellent	42	42%
2	Good	30	30%
3	Fair	20	20%
4	Poor	8	8%
Total		100	100%



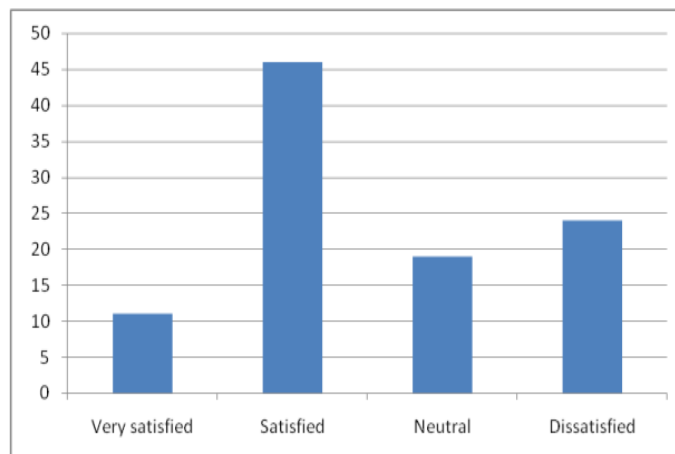
2. What motivates you want to get Amul milk products?

S.NO	RESPONSE	RESPONDENTS	PERCENTAGE
1	Brand reputation	42	42%
2	Price	30	30%
3	Quality	20	20%
4	Availability	8	8%
Total		100	100%



3. What extent are you satisfied with the packaging of Amul milk products?

S.NO	RESPONSE	RESPONDENTS	PERCENTAGE
1	Very satisfied	11	11%
2	Satisfied	46	46%
3	Neutral	19	19%
4	Dissatisfied	24	24%
Total		100	100%



DISCUSSION:

The survey results reveal that 72% of respondents rated their experience as "Excellent" or "Good," indicating a predominance of favorable attitudes among participants. Nonetheless,



28% of respondents characterized their experience as "Fair" or "Poor," signifying opportunities for enhancement.

The study reveals that 72% of consumers value price and brand reputation, suggesting both elements substantially impact purchasing decisions. Nonetheless, as demonstrated by their reduced percentages of 20% and 8%, respectively, quality and availability are of lesser importance.

The study revealed that 57% of respondents expressed being "Satisfied" or "Very satisfied," signifying a favorable experience with the product or service. Nevertheless, the 43% of respondents who are "Neutral" or "Dissatisfied" suggests that improvements can be made to enhance overall satisfaction.

5. CONCLUSION

In conclusion, a company's success is significantly influenced by client perception. Customer loyalty and purchase decisions are profoundly affected by their opinions of a firm, its products, and the whole customer experience. Favorable perceptions can enhance revenue, fulfill consumer expectations, and promote favorable word-of-mouth regarding the organization. Conversely, adverse perceptions may damage a company's reputation and sales. Organizations aspiring to thrive in today's competitive market must understand and manage consumer perceptions effectively. By continually providing superior products and services, attentively considering customer feedback, and adapting strategies to meet their needs, businesses can foster positive perceptions that lead to enduring success and sustainability. A customer-centric strategy that emphasizes fulfilling and surpassing client expectations is the most effective means to cultivate a robust and positive perception of your organization, hence facilitating its growth.

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