



An Indepth Study on Customer Awareness and Satisfaction Survey of Amul Flaavyo-Probiotic Yoghurt

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ABSTRACT

Since long ages milk and milk product have been consumed by human. It is everyday part of human diet. For this necessary product India is the largest produce around glob. In India the wave of white revolution is generated by Farmers, they made a co-operative organization named Amul which is jointly own by 2.8 million milk producer. Today the seed become giant tree. In present Amul is the major food brand in India and world's prime Pouched Milk Brand around 40 products are there under umbrella of Amul. As per market trend Amul is now focusing on functional food. Amul's new innovation in 2011 is probiotic yoghurt, named Flaavyo. Flaavyo is natural flavored yoghurt. it contain vitamins and live probiotic bacteria. So as new candidates it is necessary to make unique place in the market, and at last marketer want to know what is the actual scenario is, and that is why this study took place for Amul's probiotic Flaavyo.

Keywords : Amul, Yoghurt, Functional food, Probiotic

INTRODUCTION:

Before 9000–7000 BC milk and milk product is having consumed by people of [Southwest Asian](#) civilization. even some sources are saying "Abraham enjoyed his long life and fertility by regularly consuming yoghurt". Today milk is part of human diet. India is the largest producer of milk in world; approx 108.5 million tons (NDDDB). The organization which symbolizes 'taste of India' is the largest cooperative organization in India which is jointly owned by several 2.8 million milk producers in [Gujarat](#). During the financial year 2010-11, GCMMF registered impressive top line growth of 22.1%, achieving turnover of Rs. 9774 cores.(37th annual General meeting of GCMMF, 21st June 2011).Till the date Amul has introduced more than 40 milk and milk products in Indian market. Now Amul is concentrating on functional food; initially in 2007 Amul has launched Probiotic ice cream, then in Probiotic series Amul has launched Probiotic lassi and curd, and this year, 2011 Amul has launched Probiotic yoghurt with the brand name of Flaavyo. India has a long belief in using foods for their health-promoting or functional properties, influenced by Ayurvedic medicine (FAO, 2004). So now a day's marketers are pinching this inherent psychology of An Indian. Flaavyo itself is a unique product which is flavored yoghurt with vitamins and which contain live Probiotic microorganisms. Generally Probiotic organism are beneficiary bacteria for our intestinal normal flora (intestinal friendly bacteria) which improve our digestive system.

I. RESEARCH METHODOLOGY

Research in common phraseology refers to "systematized effort to gain new knowledge."(Redman and Mory) Some people think research as a movement, a movement from the nameless to known.

A) PROBLEM DEFINATION:

This probiotic Product contains vitamins and health benefits but as functional food, to be accepted by market is a really important factor for marketer. So they want to know awareness and satisfaction of product in the mind set of consumer. And that is why this study came in picture.

B) OBJECTIVE OF STUDY:

- To know post product launch customer satisfaction and awareness.
- To know awareness of customer about Probiotic product.
- Customers satisfaction level with various parameters.
- To understand problems of consumer regarding Flaavyo.

C) SCOPES OF STUDY:

this study deals with various aspects of Probiotic yoghurt so our study would help AMUL for betterment of knowledge regarding the consumer's awareness, satisfaction and Probiotic food. This study can be used for further research of functional foods.

D) SAMPLING PLAN:

The type of sampling used is judgmental convenient sampling out of universe 200 respondents are selected for survey. Sampling is done at the Amul APO (Amul preferred outlet). Primary Data was collected through structured questionnaires

E) TOOLS USED:

we have used SPSS (Statistical Package for Social Science) for analysis by graphical method, frequency table, hypothesis testing & various statistical tests.

F) LIMITATION OF STUDY

a) PERSONAL BIAS:

Some respondents may have had personal bias due to which they may not have given the correct information and due to which the right conclusion may not be have been derived at.

b) AREA:

The area was limited only to Ahmadabad, The result may have varied, if it was conducted somewhere else.

c) SAMPLE SIZE:

The Sample size taken is only 200; which may not result in very accurate results.

d) TIME LIMIT:

The time limit taken for conducting the research was very less it could also be one of the limitations of the study.

FINDINGS AND ANALYSIS:

1. SEX OF RESPONDENTS:

Table 1: Sex & age of Respondents

MALE	125	62.5%
FEMALE	75	37.5%

2. AGE OF RESPONDENT

Table 2:Age of respondents

BELLOW12YEAR	7	3.5%
12-21 YEAR	17	8.5%
21-30 YEAR	94	47%
30-41 YEAR	45	22.5%
ABOVE 41 YEAR	35	17.5%
Total	200	100.0%

3. HAVE YOU EVER HEARD OF FLAAVYO?

This question is to check whether respondents are aware about product or not, as stated earlier flavor is flavored yoghurt, and it is niche product for Indian market, sample of 200 people were asked have they ever heard of Flavor, and their answer is tabulated below.

Table 3: have you ever heard of Flaavyo?

	Frequency	Percent	Valid Percent	Cumulative Percent
YES	136	68.0	68.0	68.0
NO	64	32.0	32.0	100.0
Total	200	100.0	100.0	

68% customers are aware about product and 32% customers are not aware about the product or not even heard the name so overall awareness of Probiotic Flaavyo is towards positive.

4. WHAT DO YOU ASSOCIATE FLAAVYO WITH?

This question is to judge, peoples view or how they see the product.

Flaavyo is flavored yoghurt, and it is niche product to our culture, people have much perception about the product, so how people perceive is crucial factor for marketer.

Table 4: what do you associate Flaavyo with?

		Fre-quency	Percent	Cumu-lative Percent
Valid	FLAVOURD CURD	43	21.5	31.6
	SUBSTITUTE TO IC	20	10.0	46.3
	PROBIOTIC RODUCT	43	21.5	77.9
	NATURL PRODUCT	14	7.0	88.2
	FROZEN YOGURT	13	6.5	97.8
	CANT SAY	3	1.5	100.0
	Total	136	68.0	
Total		200	100.0	

By this analysis we can infer that,31%people says it is flavored curd, 31%people says that this product is Probiotic, 14.7% people says it is the substitute of ice cream,10% people say it is natural product and other, 9.6% people say it is frozen yoghurt, 2% population is not clear about the product. So majority of people are saying that the product is flavored curd and Probiotic

Cross tabulation of Age vs. how people associate Flaavyo.

Table: 5 Cross tabulation of Age vs. how people associate Flaavyo.

		flavored curd	substitute to ice-cream	Probiotic product	natural product	frozen yogurt	can't say	total
What is your age?	Bellow12	2	4	0	0	0	0	6
	12-21	5	4	3	3	0	0	15
	21-30	17	6	24	7	5	1	60
	30-41	10	6	9	2	5	2	34
	above	9	0	7	2	3	0	21
Total		43	20	43	14	13	3	136

By the cross tabulation we come to know that age group 21-30yr associate Flaavyo with Probiotic product and they are aware about product and its Probiotic benefits. Other age group associates Flaavyo with flavored curd because lake of awareness about Probiotic, they are also confused about few characteristics of product.

5. ACCORDING TO YOU WHAT IS YOGHURT?

Though we consume Curd as Eveready part of diet but Yoghurt is new to Indian culture and how people see yoghurt is the critical question for Flaavyo, to know it, I gave several option related to Amul's product. Table: 6 According to you what is yoghurt?

	frequency	percent	cumulative percent
CURD	43	21.5	21.5
FLAVORED CURD	80	40.0	61.5
SWEETENED CURD	38	19.0	80.5
SUBSTITUTE TO ICE CREAM	11	5.5	86.0
SIMILAR TO LASSI	7	3.5	89.5
CAN'T SAY	19	9.5	99.0
OTHER	2	1.0	100.0
TOTAL	200	100.0	

40% people believe that yoghurt is flavored curd, 21.5% says it is curd and 19% says it is sweetened curd. 5.5% people say it is substitute to ice-cream, 3.5% says it is similar to lassi and finally 9% can't say anything. So till people believe that Yoghurt and Curd is same product.

6. ACCORDING TO YOU WHAT IS PROBIOTIC PRODUCT?

Generally Probiotic food is bacterial cultured product, which replace intestinal harmful bacteria flora. And ultimately it improves digestion and immune system. So this question is to know respondents level of knowledge about Probiotic.

Table 7: According to you what is Probiotic product?

	Frequency	Percent	Cumulative Percent
NATURAL	45	22.5	22.5
HEALTHY	70	35.0	57.5
IMPROVES DIGESTION	50	25.0	82.5
LIVE BACTERIA CULTURE	35	17.5	100.0
Total	200	100.0	

According to 17.5% of respondents Probiotic products are live bacterial culture, 25% respondents tick on- it improve digestion, 22.5% respondents says it is natural product, 35% respondents says that Probiotic products are healthy, So by this we can conclude majority of respondents are not clear about Probiotic product

7. LEVEL OF AWARENESS ABOUT PROBIOTIC PRODUCT

As per observation and Answers of respondents, I judge them on the basis of level of awareness of Probiotic.

Table 8: Level of awareness about Probiotic product

	Frequency	Percent	Valid Percent	Cumulative Percent
FULLY AWARE	57	28.5	28.5	28.5
PARTIALLY AWARE	45	22.5	22.5	51.0
CONFUSED	39	19.5	19.5	70.5
NOT AWARE	59	29.5	29.5	100.0
Total	200	100.0	100.0	

According to observation and interview of respondents by researcher, the data had been collected. 28% of respondents are fully aware about Probiotic product and its benefit, 22.5% of respondents are partially aware about Probiotic product, 19% are not clear about concept or confused, Approx. 30% are not aware about Probiotic

8. HAVE YOU TRIED AMUL FLAAVYO?

This question is to know, out of sample how many respondent have tried Amul Flaavyo.

Table 9: Have you tried Flaavyo?

	Frequency	Percent	Valid Percent	Cumulative Percent
YES	131	65.5	65.5	65.5
NO	69	34.5	34.5	100.0
Total	200	100.0	100.0	

Out of 200 respondents 65.5% (131 respondents) have tried Flaavyo and 34.5% (39 respondents) have not tried Flaavyo.

Cross tabulation of customer have heard of Amul Flaavyo and purchase of Amul Flaavyo

Table 10: Cross tabulation of customer have heard of Amul Flaavyo and purchase of Flaavyo

Count			
Have you ever heard of Amul Flaavyo?	Have you tried Amul Flaavyo?		Total
	YES	NO	
YES	131	5	136
NO	0	64	64
Total	131	69	200

Out of 200 samples 136 have heard about Flaavyo, 64 have not heard about Amul Flaavyo, 131 have tried Amul Flaavyo, So I can conclude that approx. all the aware customers are buying.

Hypothesis:

Ho: Customers Level of awareness about probiotic product and customers purchase of Amul Flaavyo are independent of each other

H1: Customers Level of awareness about probiotic product and customers purchase of Amul Flaavyo are independent of each other

Table: 11 chi square test

Chi-square tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson chi-square	40.433a	3	.000
Likelihood ratio	41.100	3	.000
Linear-by-Linear Association	35.229	1	.000
N of Valid Cases	200		

Interpretation:

In this case $\alpha = .05$ and p value is smaller than α so we reject the null hypothesis (ho)

And accept the alternate hypothesis; customers Level of

awareness about probiotic product and customers purchase of Amul Flaavyo are independent of each other.

Cross tabulation and bar chart of customers level of awareness vs. trying of Amul Flaavyo shows that

9. SATISFACTION WITH VARIOUS PARAMETERS:

All the data is gathered in likurt scale so it is as

- | |
|---|
| 1. Highly dissatisfied 2. Dissatisfied 3. Neutral 4. Satisfied 5. highly dissatisfied |
|---|

Null Hypotheses (Ho): There is no significant difference between the calculated sample mean and hypothesized populations mean (4) In other words, we hypothesize that the customers are satisfied with the price of Flaavyo

Ho: $x = \mu = 4$

Alternative Hypothesis (H1): There is significant difference between calculated mean and hypothesized population mean. In other words, the customers are not satisfied with the price of Flaavyo

H1: $x \neq \mu$

Significance level: 0.05

Table 12: satisfaction with various parameters

	Hypothesis	One sample Test Sig.	Mean	Result
Price	Ho: $x = \mu = 4$ & H1: $x \neq \mu$.406	4.0615	H0 is accepted
Quality	Ho: $x = \mu = 4$ & H1: $x \neq \mu$.000	3.5615	H1 is accepted
Quantity	Ho: $x = \mu = 3$ & H1: $x \neq \mu$.000	3.3231	H1 is accepted
Test	Ho: $x = \mu = 4$ & H1: $x \neq \mu$.000	3.5923	H1 is accepted
Availability	Ho: $x = \mu = 3$ & H1: $x \neq \mu$.001	2.6692	H1 is accepted

Result:

1. Price: Hypothesis H0 is accepted and Alternative hypothesis H1 is rejected and it can be said that there is no significant difference between calculated mean and hypothesized mean. In other words, customers are nearest by strongly agree with statement price of Flaavyo is satisfactory.

2. Quality: Hypothesis H1 is accepted and null hypothesis is rejected and it can be said that there is significant difference between calculated mean and hypothesized mean. In other words, customers are not satisfied with the quality of the product. From the mean 3.56 & t value I can say that customers are between neutral and satisfied level.

3. Quantity: Hypothesis H1 is accepted and null hypothesis is rejected and it can be said that there is significant difference between calculated mean and hypothesized mean. In other words, customers are not satisfied with the Quantity of the product. From the mean 3.32 & t value we can say that customers are between neutral and satisfied level.

4. Taste: Hypothesis H1 is accepted and null hypothesis is rejected and it can be said that there is significant difference between calculated mean and hypothesized mean. In other words, customers are neutral about product

From the mean 3.59 & t value I can say that customers are between neutral and satisfied level

5. Availability: Hypothesis H1 is accepted and null hypothesis is rejected and it can be said that there is significant difference between calculated mean and hypothesized mean. In other words, customers are neutral about product. From the

mean 2.66& t value we can say that customers are between dissatisfied and neutral level

10. HAVE YOU MADE REPEATED PURCHASE?

Table 13: Have you made repeated purchase?

	Frequency	Percent	Valid Percent	Cumulative Percent
YES	78	39.0	60.0	60.0
NO	52	26.0	40.0	100.0
Total	130	65.0	100.0	
Total	200	100.0		

Out of 100% respondents 60% buy Amul Flaavyo repeatedly and others didn't due to dissatisfaction or some other reason.

Cross tabulation of First time trial vs. repeated purchase

Table 14: Cross tabulation of First time trial vs. repeated purchase

	Repeated purchase		total
	yes	No	
First time trial	78(60%)	52(40%)	130(100%)

Respondents who had Tried First time out of them 60% are purchasing repeatedly, while 40% respondents are not purchasing repeatedly.

11. DO YOU HAVE ANY PROBLEM REGARDING PRODUCT?

Table 15: Do you have any problem regarding product?

	Frequency	Percent	Valid Percent	Cumulative Percent
Expired	6	3.0	6.1	6.1
Water separation	43	21.5	43.9	50.0
Puffed cup	18	9.0	18.4	68.4
Sour Taste	29	14.5	29.6	98.0
Other	2	1.0	2.0	100.0
Total	98	49.0	100.0	
Total	200	100.0		

Out of 100% respondents;44% are saying they have problem of water separation,29% have problem of sour taste,18.4% have problem of puffed cup, 6.1% are saying they get expired product.

12. WHAT DO YOU LIKE MOST ABOUT FLAAVYO?

Table 16: What do you like most about Flaavyo?

	Frequency	Percent	Cumulative Percent
TASTE	43	21.5	33.1
HEALTH BENEFITS	39	19.5	63.1
VALUE FOR MONEY	14	7.0	73.8
NATURAL FRUIT PRODUCT	29	14.5	96.2
OTHER	5	2.5	100.0
Total	130	65.0	
Total	200	100.0	

33.1% respondents are saying that they like taste. 30% respondents are saying that they like health benefits more, 22.3% respondents are saying that they like the natural fruit product, 10.8% respondents are saying that they like attribute of value for the money.

II. FINDINGS

By looking all the aspects of research we found that

1. The sample size was 200, out of sample 62.5% are males while 37.5% are females.
2. Ag group 21-30 is highest purchaser with the frequency of 47% because of awareness of product.
3. Out of 200 respondents 68% are aware about product while 32% respondents are not aware about the product
4. People are associating Flaavyo with flavored curd-31.6%, and probiotic product-31.6%, substitute of ice cream14.7%, then comes natural product-10.3%, and frozen yoghurt 9.6%.
5. People's knowledge about probiotic product is different (17.5% live bacterial culture, 25% people says it improve digestion, 22.5% people says it is natural product, 35% healthy) but fully aware-28.5% and partially aware-22.5 people know the health benefit in it and they are highest purchaser.
6. About all people who actually know Flaavyo are purchasing and at least try ones.
7. In general peoples are satisfied with price but in quality, and taste is towards neutral to satisfy. Availability of Amul Flaavyo is not satisfactory. Peoples are dissatisfied with the availability. Due to in sufficient availability of different variants people cannot get enough flavors which they like.
8. People who purchase first time 60% out of them purchasing repeatedly,
9. Biggest problem of people are water separation-43.9% and sour taste-29.6%, due to lake of optimum temperature maintained product
10. About Flaavyo peoples are saying they like the taste-33.1% and health benefits-30% the most.

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