

**COMPREHENSIVE ANALYSIS OF AMUL
BAKERY PRODUCTS IN ANAND AND
VIDYANAGAR CITIES**

A PROJECT REPORT

Submitted by

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**MASTER OF BUSINESS ADMINISTRATION
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**UNDER THE GUIDANCE
OF**

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CERTIFICATE

This is to certify that the project entitled “**Comprehensive Analysis of Amul Bakery Products in Anand and Vidyanagar Cities**” of M.B.A (International Agribusiness) embodies bonafide research work carried out by **Ms. Gadhavi Monaben Dhirubhai** under my guidance and supervision and that no part of this project work has been submitted for any other degree. The assistance, guidance and help received during the course of investigation have been fully acknowledged.

Place: IABMI, Anand

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Date: / /

Advisor

DECLARATION

I hereby declare that the project entitled “**Comprehensive Analysis of Amul Bakery Products in Anand and Vidyanagar Cities**” submitted for the M.B.A (International Agribusiness) degree is my original work and this has not formed the basis for the award of any degree, associate ship or other similar titles.

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COMPREHENSIVE ANALYSIS OF AMUL BAKERY PRODUCTS IN THE ANAND AND VIDYANAGAR CITIES

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ABSTRACT

The bakery industry in India is the largest of food industry with an annual turnover of about ` 4,000 crore. Market for bread segment has increased with a growth rate of 6.0% during the period 2004-05 to 2009-10. The sector is predominated by the unorganised sub sector accounting for about 85 per cent. The per capita consumption of bread in the country is 2 kg per annum. The Product variation involves 85% of milk bread, 10% of brown bread, 3% of fruit bread, and 2% of nutritional and other speciality. Major players for bread production in the country are Britannia and Modern Industries Ltd.

Amul has started producing bakery products in the year 2008. Organized companies which produce bakery products are very less in number. Amul Dairy's turnover of bakery products is about ` 2 crore per annum. Initially the product has been launched in Anand and Kheda districts. The response of the people and potential for the product in the Anand and

Vidyanagar twin cities has been quite encouraging and seems to help the company in enhancing the future prospects.

The basic objective of this study was to know the buying behavior and consumption pattern of the Amul Bakery products in Anand and Vidyanagar twin cities. The company also wanted to know the awareness level of the people about the products which helps to know the popularity and the status of the product in the competitive environment.

The buying behavior and consumption pattern of respondents in Anand and Vidyanagar twin cities are affected by the factors like availability, price, taste, freshness and brand. The respondents purchase the bakery products which are easily available and have good quality. There are respondents who prefer Amul bakery products because of the taste, freshness and brand. The consumption pattern shows that respondents mainly purchase the products as per their family size and the most preferable size for bread and bun is of medium size pack.

It was observed in the study that 38.5% and 34% of the, respondents, in the Anand and Vidyanagar twin cities respectively prefer Amul bakery products followed by Real and Everfresh. Some 97% and 99.7% of the respondents in the Anand and Vidyanagar twin cities, respectively, purchase their bakery products from the place where product are easily

available. About 80% respondents from Anand and 67.5% from Vidyanagar purchase Amul bakery products to try out. Single most factor for purchasing bakery products is availability for most of the brands in Anand and Vidyanagar twin cities.

Number of family members and income level of the family were observed the most important factors for consumption pattern in Anand and Vidyanagar twin cities in case of all the brands. Most of the respondents preferred 200g and 400g pack size to purchase bread and bun, the most important items in the bakery products category.

It is concluded that the consumers in Anand and Vidyanagar twin cities have high level of awareness about the Amul Bakery products and the brand is mostly recognizable by the consumer, which is reflected from the fact, as revealed in the study, that 90.5% and 87.5% of the respondents were aware about the Amul bakery products in Anand and Vidyanagar twin cities, respectively. The major source of information about bakery products was observed to be the advertisement, shop keeper and friends. The company's strong distribution network including high number of outlets seems to go a long way in achieving the faster growth apart from successfully competing with the key players while expanding market domain beyond the company's existing limited territory in the bakery products.

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NOMENCLATURE

Bn	Billion
Crs	Crores
CSO	Central Statistic Organisation
g	grams
GCMMF	Gujarat Co-Operative Milk Marketing Federation
i.e	that is
Kg	Kilo Grams
MT	Metric Tonne
NDDB	National Dairy Development Board
No.	Number
P. A.	Per Annum
%	Percentage

I. INTRODUCTION

1.1 Background

Amul Dairy is India's biggest dairy and it is a co-operative dairy so its motto is to help farmers. Amul has started recently manufacturing and marketing of Bakery products such as sandwich bread, whole wheat bread, fruit bread, milk bread, multi grain bread, bun, bhaji pav, pizza base, cookies etc. As Amul has a good and developed distribution network, marketing of bakery products is quite easy for the company but still Amul has launched these products in the Anand and Kheda district only. Now from this year they have started expansion of the market and slowly they are launching bakery products to the other regions of Gujarat which is nearer from Anand and also a good consumer of bakery products.

1.2 Company Profile

An Overview of Kaira District Co-Operative Milk Producer's Union

India is a country mainly dependent on agriculture with cattle rearing as an integral part of their livelihood. Nearly 70 % of the people depend on agriculture and cattle rearing. So dairy industry is the best suited for growth of India.

In this manner, the co-operative unions were formed at the village and district levels to collect and sell milk on a co-operative basis, without the intervention of Government. *Dr. Varghese Kurien father of white revolution* showed main interest in establishing unions and he received support from Mr. Tribhovandas Patel who educated the farmers about the co-operative unions at the village level. The Kaira district milk producers union was thus established in Anand and was formally registered on 14

December 1946. Since all the milk was sold in Anand through a co-operative union by farmers, it was commonly resolved to sell the milk under the brand name AMUL. Dr. Rajendra Prasad who was the first president of independent India laid the foundation stone for AMUL on 12/09/1948. Late Shri. Jawaharlal Nehru, the then prime minister of India, inaugurated it on 31/10/1955.

In the initial stage only 250 litres of milk was collected on an everyday basis. However, with the growing awareness of the benefits of the co-operative ness, the collection of milk has increased considerably. Today, Amul collects about 12 lakhs litres of milk every day. Since milk is a perishable commodity, it became difficult to preserve milk for a longer period. Moreover, when the milk was to be collected from the far off places, there was a fear of spoiling of milk. To overcome the problem the union thought out to develop chilling units at various junctions, which would collect the milk and could chill it and thus able to preserve it for a longer period. Thus, today Amul has more than 150 chilling centres in various villages. Milk is collected from almost 1273 societies.

The Kaira District Co-operative Milk Producer's Union Ltd. selected the brand name "AMUL" for its product range, in 1955. AMUL word is derived from Sanskrit word "AMULYA" and it means that priceless, invaluable and precious.

From the late fifties Kaira Union has been investing heavily in schemes to improve the milk yield in animals. The union has built up a full-fledged infrastructure for breeding animals and ensuring animal health care. Semen from high pedigree bulls is being made available. An efficient insemination service was also put into place through village society workers. A mobile veterinary service rendered animal health care at the

door step of the farmers. The veterinary first aid programme organized by the union through trained village society workers was probably the first of its kind in India.

Today, twelve dairies are producing different products under the brand name AMUL. AMUL Dairy has become no. 1 dairy in Asia. It has become a symbol of many things such as:

- Of high-quality products sold at reasonable prices.
- Of the genesis of a vast co-operative network.
- Of the triumph of indigenous technology.
- Of the marketing shrewdness of a farmers organization of a proven model for dairy development.

1.2.1 Mile Stones

- 1929 Shri. Pestanji Edalji Dalal started Polson Dairy.
- 1945 Government of Bombay established Bombay Milk scheme.
- 1946 Meeting of Kaira District farmers were arranged by Shri. M. Desai to organize co-operative society for milk.
- 1946 Union gets registered (certificate no. p.330/1946)
- 1954 Foundation stone laying ceremony was performed by Dr. Rajendra Prasad, the President of India.
- 1954 Opening ceremony the dairy was performed by Prime minister of India Shri. Jawaharlal Nehru.
- 1964 Cattle feed factory was started at Kanjari Village.

- 1973 Production of high protein food and chocolate started at Mogar Complex.
- 1976 Production of Nutramul started at Mogar.
- 1981 Second plant of cattle food factory started at Kanjari.
- 1992 The foundation stone of the New Dairy Plant (Amul – 3) was laid by Dr. V. Kurien the chairman of National Dairy Development board
- 1994 The new cheese plant was established at Khatraj and chocolates plant established at Mogar with the help of NDDB.
- 2001 Amul Launch the new flavoured milk. This flavoured milk available in four Different tests.
- 2003 For expanding the market Amul launch the “Snowball” pizza and flavoured Lassie.
- 2004 Amul keeps on achieving new highs in this competitive world. It has launch Chocozoo [Chocolate], Munchtime [Gathiya]. Amul also started the new Satellite dairy at Pune and Colcutta. This will help Amul in expanding milk marketing in other state.
- 2008 Amul is going to launch the new product named AMUL Milk Shakes in three flavours i.e. Banana, Mango, Strawberry.
- 2008 Amul has started Amul Bakery products at Mogar plant.
- 2010 Amul has Collaboration with Anand Kiran Oil Company and start to market ANAND Edible Oil for only who gives milk to AMUL.

1.2.2 Logo of the AMUL

Anand Milk Union Limited



Symbol of Amul is a ring of four hands, which are coordinated each other. The actual meaning of this symbol is coordination of hand of different people by whom this union is now at top.

- **First hand** is for the farmers (producers), without whom the organization would do not existed. Farmers are the inspiration of the AMUL – the taste of India.
- **Second hand** is for the representatives of processors by whom the raw milk processed into different finished products.

- **Third hand** is for marketers without whom the product would have not been able to reach to the customer.
- **Fourth hand** is for customers without whom the organization could not carry on because they are the people who consume the product. The union of *Amul* would not have been the second biggest successful company in the world without the coordination of the above four hand.

1.2.3 Mission & Vision of AMUL

1.2.3.1 Mission of Amul

- The main mission of Amul is to help farmers. Farmers were the foundation stone of Amul.
- The system works only for farmers and for consumers, not for profit.
- The main aim of Amul is to provide quality products to the consumer at minimum cost.
- The goal of Amul is to provide maximum profit in terms of money to the farmers.

1.2.3.2 Vision of Amul

- Vision of *Amul* was to provide and vanish the problems of farmers (milk producers) of their livelihood.
- The Amul's apparition was to run the organization with the co-operation of four hands which are - the farmers, the representatives, the marketers and the customers.

Table 1.1 Amul at a Glance

Name	Kaira District Co-Operative Milk Producer Union Ltd.
Registration Date	14 th December 1946
Form of Organisation	Co-operative form registered under Kaira co-operative society act 1912
Bankers	The Kaira District Central co-op Bank Ltd. Axis bank Bank of Baroda State Bank State Bank of Saurashtra Oriental Bank of Commerce
Initial Promoter	Shri Tribhuvandas K. Patel Shri Sardar Vallabhbhai Patel Shri Morarjibhai Desai Dr. Vargnese Kurien
Office Time	10.45 am to 5.45 pm
Shifts	Three shifts First 8.30 am to 4.30 pm Second 4.30 pm to 12.30 pm Third 12.30 pm to 8.30 am
Total Manpower	Around 1400
Village Co-operative Societies:	1273

Total No. Of Society Members:	6,15,415
Certificates	ISO 9001: 2000 Certificates. ISO 2000: 2005 Certificates. ISO 22000 ISO 14000 HACCP
Board of Directors	<ul style="list-style-type: none"> ▪ Ramsingh P. Parmar Chairman ▪ Rajendrasingh Parmar Vice Chairman ▪ Shivabhai M. Parmar Member ▪ Maganbhai G. Zala Member ▪ Navinbhai R. Patel Member ▪ Pravinbhai F. Solanki Member ▪ Pravinbhai M. Patel Member ▪ Bhaijibhia A. Zala Member ▪ Somabhai R. Solanki Member ▪ Raijibhai D. Patel Member ▪ Madhuben D. Parmar Member ▪ Suryaben B. Patel Member ▪ Ranjitbhai K. Patel Individual Member ▪ Rahulkumar Shrivastav MD (KDCMPU) ▪ Shri. M. N. Buch NDDB ▪ Shri. R.S.Sodhi MD(GCMMF) ▪ District Govt. of Gujarat
Amul Plants	<ul style="list-style-type: none"> ▪ Mogar plant ▪ Khatraj plant ▪ Anand plant ▪ Kapadvanj, Undel, Balasinor (chilling centre)

(Source: Amul Dairy)

1.3 Eye Catching Features of Amul

1.3.1 Milk Procurement:

Milk procurement has reached to 2974 lakh kgs, i.e. 9 % rise in milk procurement.

1.3.2 Production & Sales

Union have received 7.6 % more milk than last year cheese production and sales has grown the growth 23 %. Over the previous year powder production has increased 21 % the union produced over 1100 MT of chocolate and over 2800 MT Nutramul. Cattle feeds have produced are 4000 tons.

The union has achieved highest turnover of ₹ 709 corers during the year. Union has achieved growth of 18 % this year.

1.3.3 Export

Export market has grown by more than so Nutramul, butter, ghee; Milk powder and processed cheese have been exported. Amul products have also entered new market at China, Hong Kong, Maldives and Mauritius.

1.3.4 Amul Research and Development Centres (ARDA)

ARDA was created for research and development activity. It provides Artificial insemination facility and it also engages in improving animal health and production of livestock.

1.3.5 Performance of Primacy Co-operative Societies

Almost all the societies have equipped with electronic milk tester, electronic weighting scales, automatic milk collection centres and working in fully computerized environment.

1.3.6 Dairy Demonstration Farm (DDF)

Union implemented dairy demonstration farm project in the year 2004. The project has been encouraging the farmers to establish medium sized cattle holding which consist of high yielding animals and modern aids for higher production of milk.

1.3.7 Services offered by Amul

- Medical facilities for the cattle of farmer.
- Cattle feeding.
- Artificial insemination cattle breeding
- Free animal vaccination
- Farmer education program.

In this matter of progress Amul has acquired a closed dairy in Pune and it is activated. Amul has also started this type dairy in Calcutta. Both are producing and selling liquid milks and their sales have crossed 2 lakh liters per day.

1.4 Industry Profile

India is having world's second largest population and that's why it is also have a market potential for the food products. Bakery products are becoming source of food as more working people and mainly more working women who prefer ready to eat food more due to lack of time and also awareness about ready to eat food has increased due to good literacy level. So bakery industry is growing at a faster rate in the India.

The bakery industry in India is the largest of food industry with an annual turnover of about ₹ 4,000 crore. The unorganised sector accounts for about 85 per cent. The per capita consumption of bread in the country is 2

kg per annum. In terms of sales volume bread and biscuits account 82% of total bakery market. (Mayawati Govt. makes Guj bakers eat bitter bread, Ila Parikh & Vinay Umarji / Mumbai/ Ahmedabad February 01, 2008).

The bread market has a business volume of ₹15 bn. The bread industry has a production of approximately 27 lakh tonnes. Market for bread segment is increases with the growth rate of 6.0% during the year 2004-05 to 2009-10. Product variation involves 85% of milk bread, 10% of brown bread, 3% of fruit bread, and 2% of nutritional and other speciality (ministry of food processing industry). This segment is characterized by high level of fragmentation, and high margin. The major factors for growth in this segment are brand loyalty, volume, distribution network. Major players for bread production are Britannia and Modern Industries Ltd. Now a day's low margin in these products is due to increase in the price of raw materials like sugar, vegetable oil etc.

The per capita bread consumption in Denmark stands at 70 kg, the Dutch 59 kg and the Germans 61 kg, 20 kg in the US and India has just only 2 kg of per capita consumption which is very less as compare to other countries of the world.

Amul has started producing Amul Bakery products in the year 2008 organized companies who produces bakery products are very less in number. Amul Dairy's turnover of Amul bakery products is about ₹ 2 crores per year. Different products variant in bakery products are Sandwich Bread, Whole Wheat Bread, Fruit Bread, Bun, Bhaji pav, Pizza Base, Cookies.

Table 1.2 Amul Bakery Products with Available Pack Size

Variants	Pack Size
Sandwich Bread	200g, 300g, 400g, 600g, 800g
Whole wheat Bread	200g, 400g
Fruity Bread	100g, 200g
Bun	100g, 200g, 400g
Bhaji Pav	200g , 400g
Pizza Base	175g
Milk Bread	200g
Amul cookies	350g, 900g

1.5 Objectives

- To study the buying behaviour of bakery products in Anand and Vidyanagar cities.
- Consumption pattern of bakery products in Anand and Vidyanagar cities.
- To know the awareness about the Amul bakery products in Anand and Vidyanagar cities.

II. REVIEW OF LITERATURE

Amul is India's largest dairy in dairy sector in India. Amul has diversified their business in many food segments apart from dairy business like Amul has started chocolate manufacturing, margarine, *ganthiya*, ready to eat pizza etc. Now slowly it has entered in the bakery segment. Amul has started to manufacture bread, bun, cookies, pizza base etc as a part of bakery products. Amul has many categories of bread like sandwich bread, whole wheat bread, fruit bread, milk bread and multigrain bread.

A study conducted by Small Industry Service Institute, Agra (2006) revealed that the Bakery Industry in India is the largest of the food industries with an annual turnover of about ₹ 3000 crores. India is the second largest producer of biscuits after USA. The biscuit industry in India comprises of organized and unorganised sectors. Bread and Biscuits form the major baked foods accounting for over 80% of total bakery products produced in the country. The quantities of bread and biscuits produced are more or less the same. However, value of biscuits is more than bread. The study has been concluded that the industry has traditionally been and largely continues to be in the unorganized sector contributing over 70% of the total production. Bakery products once considered as sick man's diet have now become essential food items of the vast majority of population. Though bakery industry in India has been in existence since long, real fillip came only in the later part of 20th century. The contributing factors were urbanization, resulting in increased demand for ready to eat products at reasonable costs etc.

In the report of "Bread Brands Establishing in Semi Urban, Rural Area" by Joe C Mathew New Delhi (2005, Oct 29) it was observed that the

branded breads are much penetrated to the semi urban and rural area as they have established their network. The study has been concluded that the industry has been started the manufacturing of branded bread by giving contracts to the small manufacturer who are producing the breads for the branded producers. The organised sector in this industry consist of around 1800 small scale industries, 25 medium scale industries and around 2-3 large scale industries.

All India Bread Manufacturer's Association (AIBM, 2008) in its survey revealed that the bread market has a business volume of ₹ 15 bn. The bread industry has a production of approximately 27 lakh tonnes. Market for bread segment is increases with the growth rate of 6.0% during the year 2004-05 to 2007-08. Product variation involves 85% of milk bread, 10% of brown bread, 3% of fruit bread, and 2% of nutritional and other speciality (Ministry of Food Processing Industry). Per capita consumption of India is 1.5 kg to 1.8 kg per annum. Southern states lead with 32% consumption while North, West and East stand for 27%, 23%, 18% respectively.

Table 2.1 Overview on Bakery Industry

Large Scale Manufactures	2
Medium Scale Manufacture	25
Small Scale Manufacture	1,800
Unorganized – Single Store Breaker	75,000
Organized Sector Production – Bread	1,500,000 MT
Organized Sector Production – Cake and Pastries	424,000 MT
Total organized Sector Production	1,924,000 MT
Estimated Unorganized Sector Production	2,352,000 MT
Total Production of Bread, Cake and Pastries	4,276,000 MT
Per capita Consumption of Bread	2.3 kg/year
Growth Rate in Production	3 % P.A

(Source- All India Bread Manufacturer's Association)

Table 2.2 Statement about Industry

No of factories	970
Productive capital	₹ 871 Cr
Employees	41530
Gross output	₹ 4343 Cr
Net value add	₹ 597 Cr

(Source- Central Statistic Organization)

CSO data corresponds to the NIC industry code 1541 which includes bread, biscuits and other bakery product manufacturing unit's registered under the Factories Act, 1948.

Omega Analytics in a study on “Market Potential for Bakery Ovens in India”, (2003) found that the higher income levels, increasing urbanization and favourable demographics are the key drivers of higher bakery product consumption in India. A trend towards higher urbanization is clearly visible. Stagnant growth in the agricultural economy and considerably better employment prospects in the urban centric manufacturing and service economies is driving increasing migration to urban areas. Sales of bakery products which are considered convenience foods are expected to benefit considerably from this trend. Population profile will shift towards a higher working age group (15-60) which is also the segment with the highest per capita consumption of bakery products.

A report on “Bakery Products Market in Western Europe” 2009 has concluded that the total West European Bakery Products Market was worth Euros 98.4 billion in 2008 and the top-10 West European companies supplied 23.0% of this market. This total market is forecast to grow at an average annual rate 0.37% during the year 2008 -2011 period.

Business Line Hindu Publication (23 Dec, 2007) has published a comment by Mr. Binu Verghese director Marketing and Business Development of south and west Asia AB Mauri it revealed that “ AB Mauri Plans ₹ 5 crores Campaign to Promote Bread Consumption” here, the per capita consumption of bread is 2 kg a year as against an European average of 200 kg . Even our neighbouring country Sri Lanka’s per capita consumption is 23 kg low consumption mainly to the myth that one eats bread only when he is not well. “We want to break that attitude and prove that bread is an alternative even for a healthy person.” A study conducted by the company, in India revealed that no one generally goes to a shop to buy just bread. “When one goes to buy vegetables or groceries he picks up a loaf of bread along the way when he or she sees that at the cash counter.” Going by the available statistics, the overall market size for bread in India is a little over 36 lakh loaves a day, and only a third of this is from the organised sector. “However, the market is growing at 12 per cent.”

III. METHODOLOGY

3.1 Research Methodology

3.1.1 Nature of Data

- **Primary Data**

Through personal interview of the respondent who are purchasing bakery products.

- **Secondary Data**

From published Govt. and Non Govt. reports and websites.

3.1.2 Research Instrument

Semi structured questionnaire was used for the respondent of bakery products. (Annexure I).

3.1.3 Sampling Area

Anand and Vidyanagar Cities.

3.1.4 Sampling Techniques

Convenience sampling technique was used for data collection.

3.1.5 Sampling Unit

Customers using bakery products.

3.1.6 Sample Size

400 respondents (200 respondents from Anand city and 200 respondents from Vidyanagar city.)

3.1.7 Analytical Tools

After compiling, the data were analyzed using graphical and tabular methods.

3.2 Limitations of the Study

- Time constrain is the major limitation as the project involved primary survey of Amul bakery products.
- The data obtained through secondary research may be outdated.
- Sample taken from given area may not represent the whole availability of population of bakery products.
- Small sample size may not be true representative of the whole population/universe.
- Respondents may be biased while answering the questions.

IV. RESULTS AND DISCUSSION

4.1 BUYING BEHAVIOR OF AMUL BAKERY PRODUCTS IN ANAND AND VIDYANAGAR CITIES

4.1.1 Educational Level of Respondents

Table No 4.1.1 Educational Level of Respondents

Educational Level	Anand	Vidyanagar
S.S.C.	5	20
H.S.C.	27	22
Graduate	127	119
Post graduate	41	39

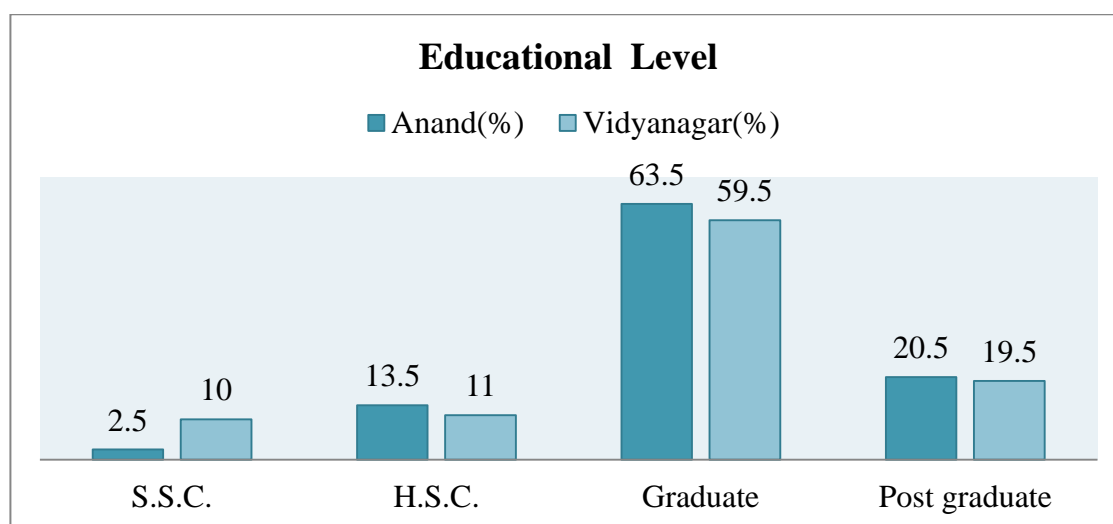


Fig 4.1.1 Educational Level of Respondents

Some 63.5% and 59.5% of the respondents in Anand and Vidyanagar cities respectively are graduates so they have a good knowledge about bakery products. There is good number of people having post graduate level of education in the both cities is 20.5% and 19.5% respectively as compared to H.S.C and S.S.C level education as a result of relatively

more higher educational level people are more aware about bakery products in the study area.

4.1.2 Profession of Respondents

Table No 4.1.2 Profession of Respondent

Profession	Anand	Vidyanagar
Service	141	120
Business	48	70
Labour	8	4
Farmer	3	6

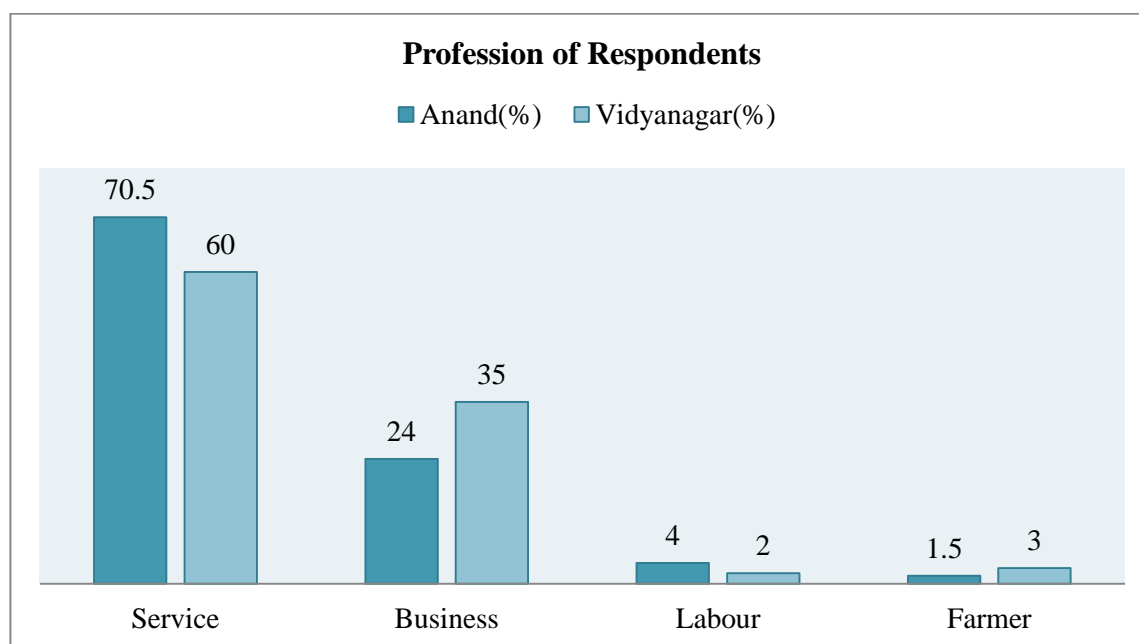


Fig 4.1.2 Profession of Respondents

As shown above in the figure 4.2, 70.5% and 60% of the respondents in Anand and Vidyanagar cities, respectively, are working people doing services. There is good strength of people having their own business they are 24% and 35% in Anand and Vidyanagar cities, respectively. But very less number of peoples is doing labour work and farming as profession

for their livelihood. So most of people are aware about the information of bakery products.

4.1.3 Number of Times Purchase of Bakery Products by Respondents

Table No 4.1.3 Frequency of Purchase of Bakery Products by Respondents

Number of Time Purchase	Anand	Vidyanagar
Daily	17	11
Weekend	88	65
Occasionally	60	80
Rarely	35	44
Never	0	0

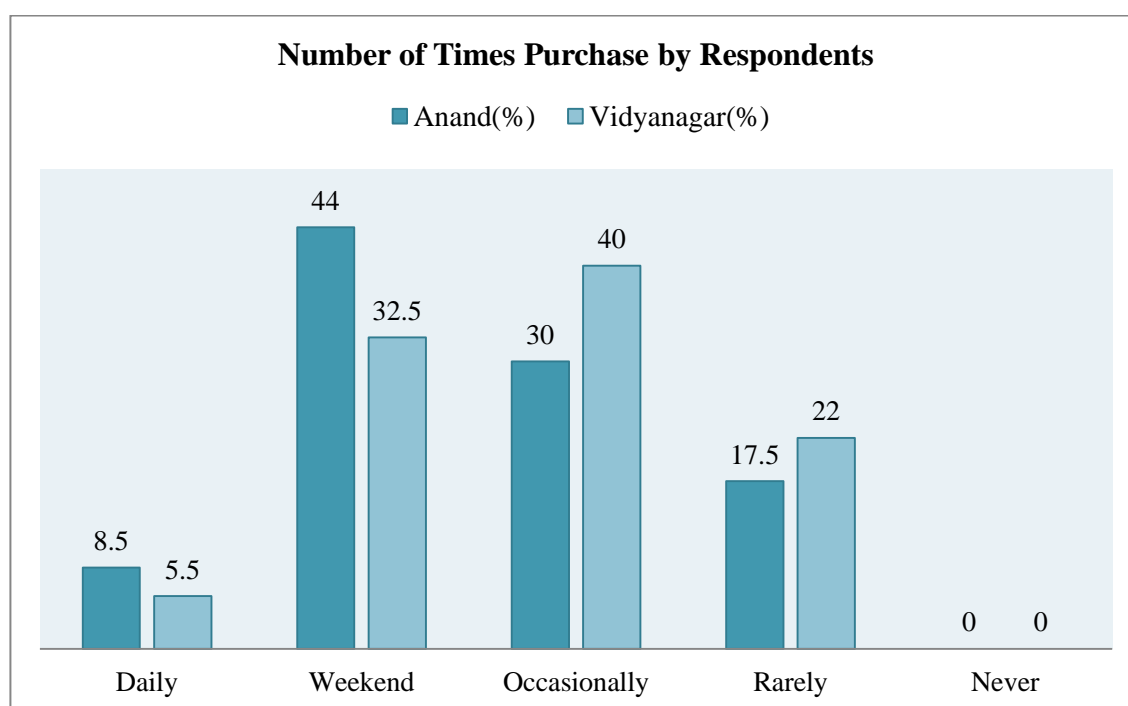


Fig 4.1.3 Frequency of Purchase of Bakery Products by Respondents

Some 44% and 32.5% of the respondents in Anand and Vidyanagar cities, respectively, purchase bakery products at weekend. The reason behind weekly purchase seems that most of the respondents are doing service for

their livelihood and it leads to higher and regular income of the family which lead to increase consumption of bakery products. Some of the respondents also purchase bakery products occasionally are 30% and 40%, respectively in Anand and Vidyanagar cities. The respondents who purchased bakery products rarely constitute 17.5% and 22% in Anand and Vidyanagar cities, respectively; they buy when they need them for some special reason. But there are very less no of people in both the cities who purchase the bakery products daily. As people of Anand and Vidyanagar cities do not consider the bakery products as their staple food.

4.1.4 Brand Preference of the Respondents

Table No 4.1.4 Brand Preference of the Respondents

Brand Preferred	Anand	Vidyanagar
Amul	77	68
Abad	6	12
Diwan	3	0
Everfresh	32	27
Harish	14	0
Modern	7	12
Mongenias	1	0
Real	45	32
Sadashiv	2	0
Super	12	27
Mazda	1	22

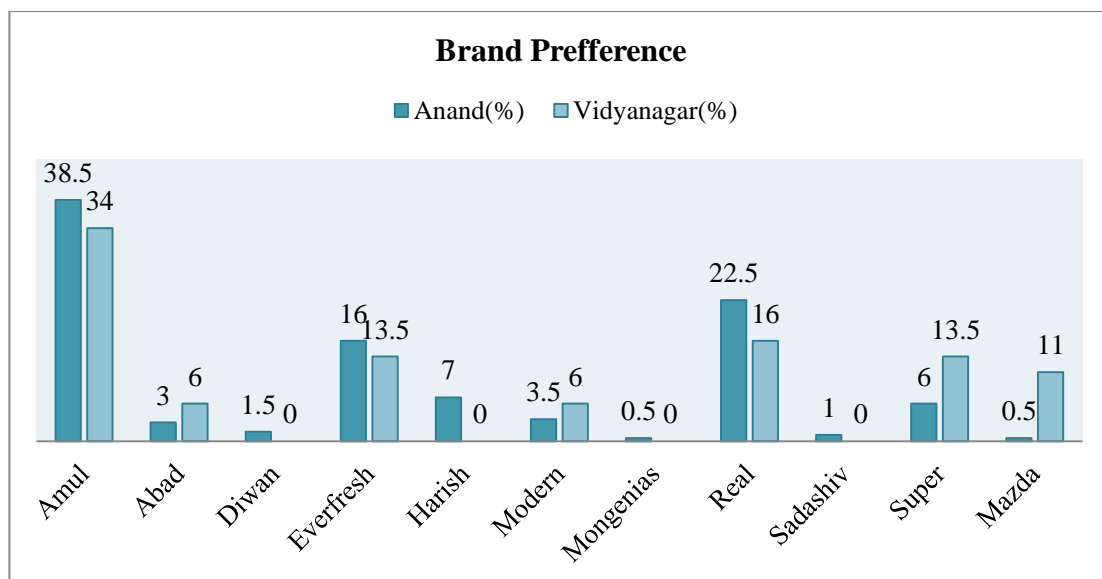


Fig 4.1.4 Brand Preferences of the Respondents

Eleven brand studied in the study show that Amul brand is preferred by most of the respondents of Anand and Vidyanagar cities (38.5% and 34% respectively) followed by Real (22.5% and 16% respectively), Everfresh (16% and 13.5% respectively), and Super (6% and 13.5% respectively).

Most of the people of Anand and Vidyanagar preferred Amul as their preferred brand for purchase of bakery products mainly bread and bun. It is because people can conveniently get their required bread and bun during purchase of milk so they don't have to go to another shop for the purchase of a single product. So it's become easy for people to purchase bread and /or bun simultaneously with the milk. There are people in good number who prefer the brand of real and ever fresh also. Even real and ever fresh also have a good distribution network. Mazda is one of the local brand is quite popular in Vidyanagar.

4.1.5 Changing Brand by the Respondents

Table No 4.1.5 Changing Brand by Respondents

Changing Brand	Anand	Vidyanagar
Yes	114	124
No	86	76

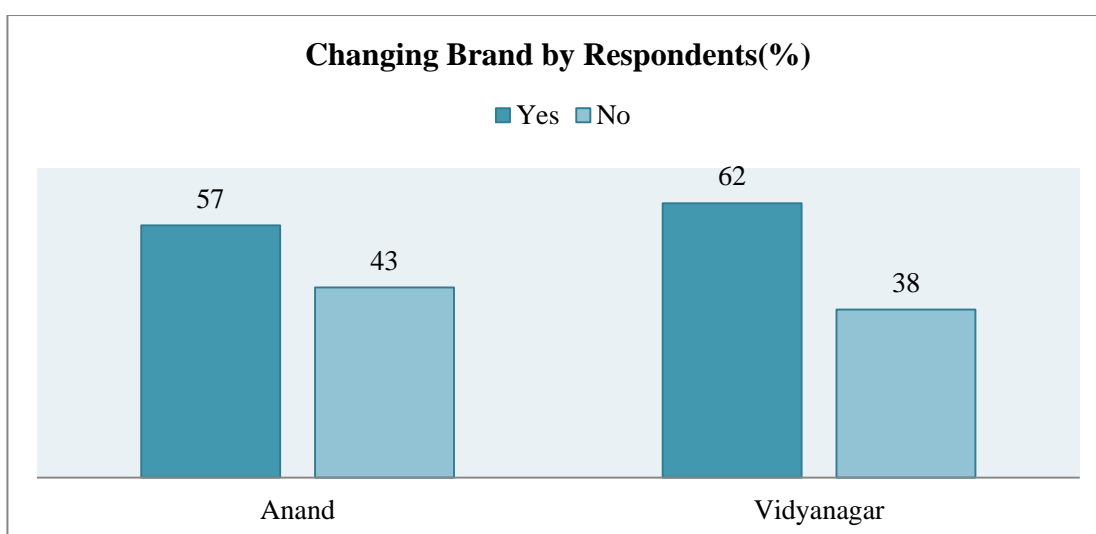


Fig 4.1.5 Changing Brand by Respondents

Some 57% and 62% of the respondents in Anand and Vidyanagar cities respectively change their brand of bakery products for some reasons. But about 43% and 38% of the respondents in Anand and Vidyanagar cities, respectively do not change their brand at all. They just stick to their preferred brand only. These are the brand loyal customers for the brand they purchase.

4.1.6 Reasons for Changing the Brands

Table No 4.1.6 Reasons for Changing Brand by Respondents

Reasons of Changing Brand	Anand	Vidyanagar
Try out New Brand	53	54
Available at Low Price	36	35
Good Quality	25	35

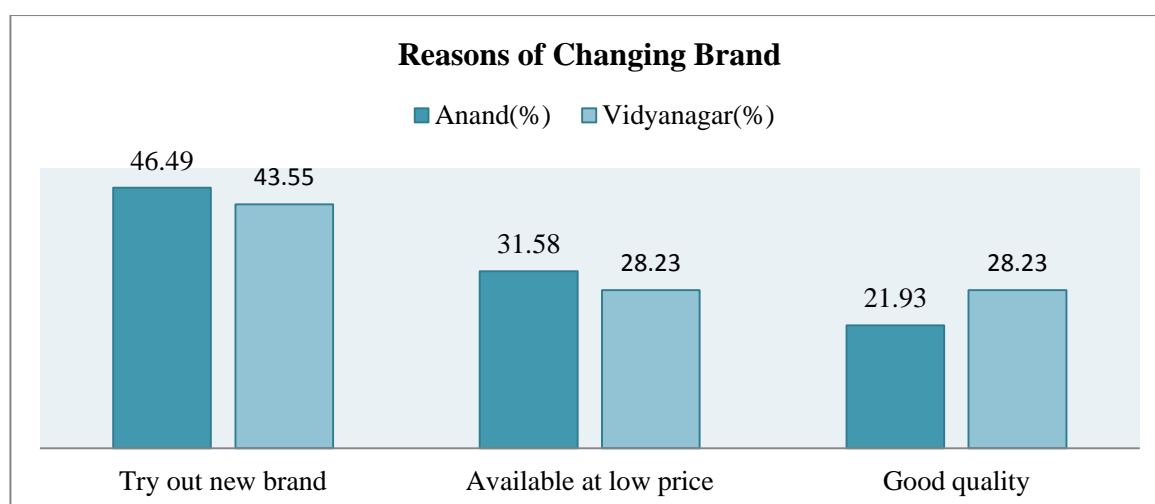


Fig 4.1.6 Reasons for Changing the Brand.

There are 46.49% and 43.55% of the respondents in Anand and Vidyanagar cities, respectively, change their brand to try out new brand and to check the taste, freshness and other characteristics of new brand. There are many respondents who are changing their brand if the other brand is available at low price than their present brand, they account for 31.58% and 28.23%, respectively, of total respondents, surveyed in Anand and Vidyanagar. It's very difficult to stay in the market with good quality and low price. In this dynamic competitive environment people can immediately shift from one brand to another if they got better quality with competitive price, some 21.93% and 28.23%, respondents, in Anand

and Vidyanagar cities, respectively, where observed to have changed the brand on a result of good quality and available in low price.

4.1.7 Purchasing Place of Bakery Products

Table No 4.1.7 Purchasing Place of Bakery Products of Respondents

Purchasing Place	Anand	Vidyanagar
Bakery shop	124	144
Company outlet	66	49
Mall	9	2
Store(other)	1	5

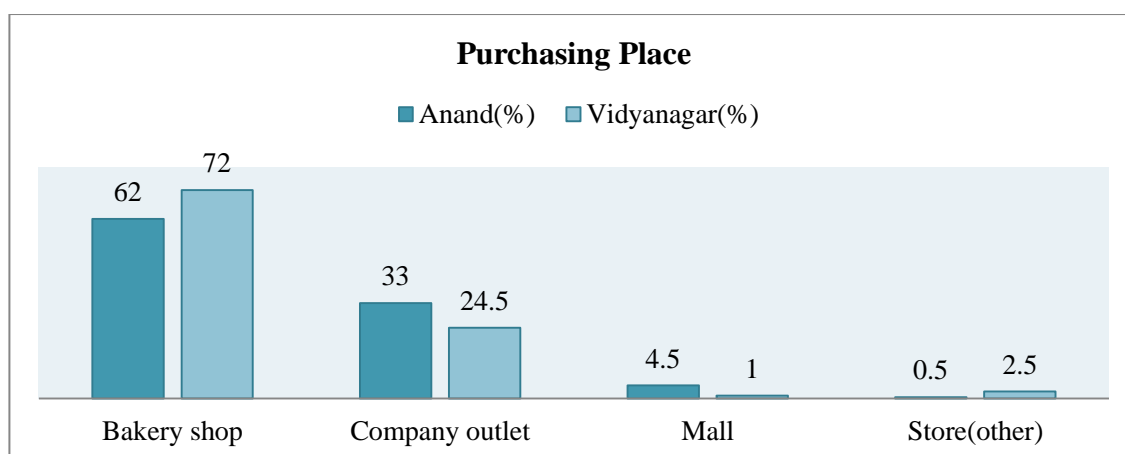


Fig 4.1.7 Purchasing Place of Bakery Products of Respondents

Bakery shop is the most preferred place for consumers to purchase the bakery products. Some 62% and 72% of the respondents in the Anand and Vidyanagar cities, respectively, purchase the bakery product from the bakery shop. There are many respondents who are purchasing from company outlets and they constitute 33% and 24.1%, respectively, for Anand and Vidyanagar cities. But, as Anand and Vidyanagar cities don't have well developed mall culture the respondents who purchase from the mall are very less in the number.

4.1.8 Reasons for Purchase from Specific place

Table No 4.1.8 Reasons for Purchase from Specific place

Reasons of Purchasing	Anand	Vidyanagar
Easily availability	194	199
Getting at scheme	1	0
Getting at credit	5	1

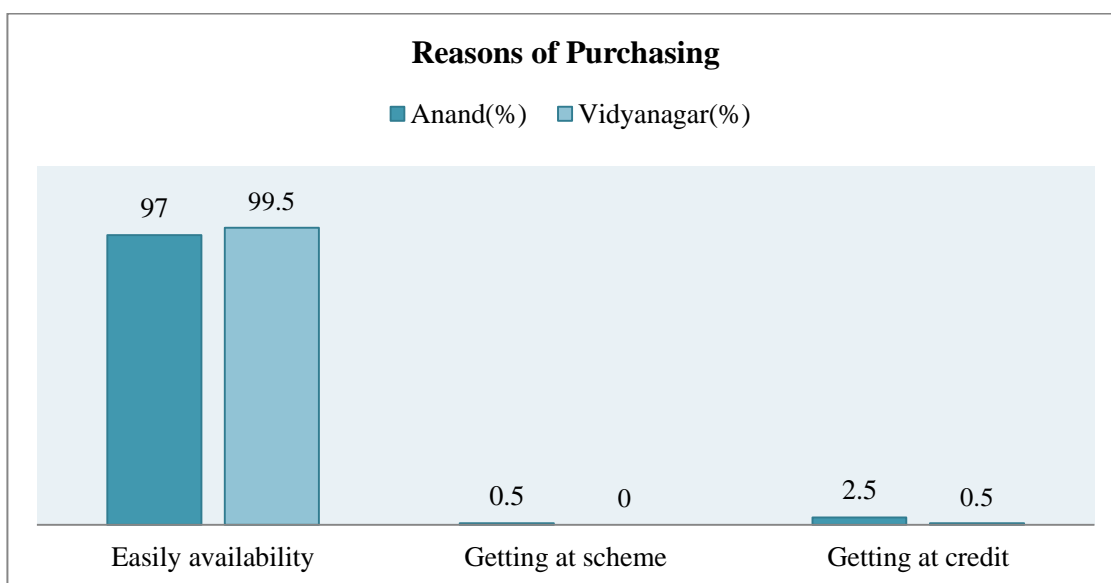


Fig 4.1.8 Reasons for Purchase from Specific Place

The main reason for the respondents to purchase their bakery products from the place from where they have been purchasing for some time is the availability. Some 97% and 99.5% of the respondents and individuals results easy purchase their bakery products from the place which they feel is convenience to them apart from availability. The products are easily available from that place so they easy and mostly from that place. Otherwise, there are not much schemes available or products are not available on credit. Amul has a very well developed distribution network for milk and other products and the company is using the same network for the bakery products also. The company is also increasing its network

by sell up bakery products through medical stores as also provision stores in the similar or way on other companies do in the survey area.

4.1.9 Purchasing Amul Bakery Products

Table No 4.1.9 Purchasing Amul Bakery Products

Purchasing Amul Bakery Products	Anand	Vidyanagar
Yes	160	135
No	40	65

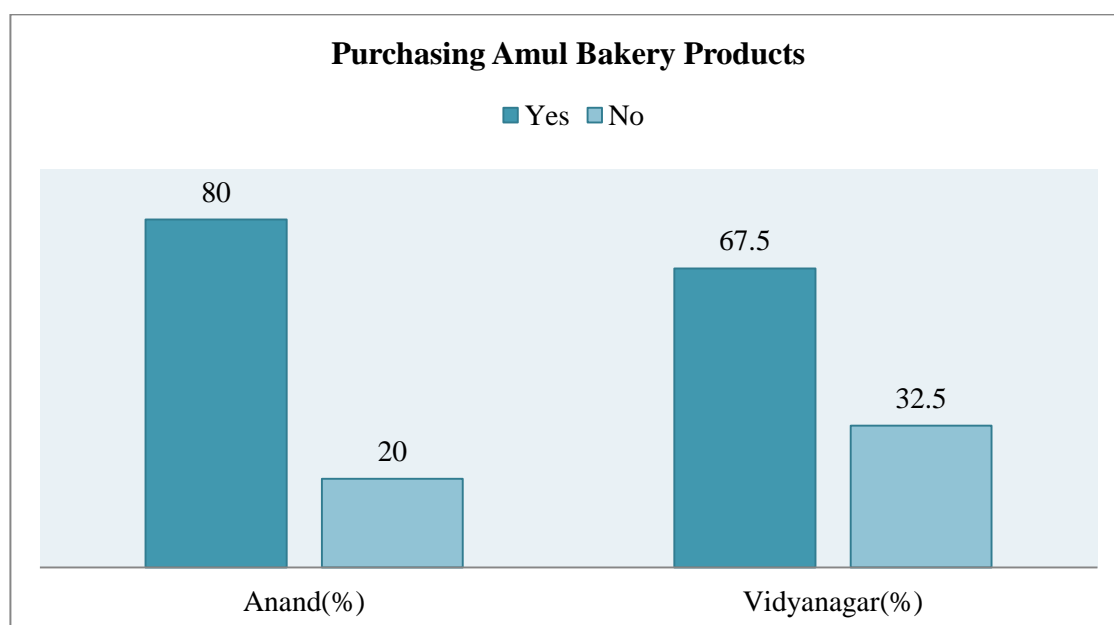


Fig 4.1.9 Purchasing Amul Bakery Products

Some 80% and 67.5% of the respondents in the Anand and Vidyanagar cities, respectively, have purchased Amul bakery products at least once to try out the bakery products. Only few respondents i.e 20% and 32.5% of the respondents in Anand and Vidyanagar cities, in the same order reported, that they have not purchased Amul bakery products any time. It is also because some of the respondents are not aware about Amul bakery products. This is so because when they were asked after being aware

about Amul bakery products they were ready to purchase and try out atleast once the products. But still there are some people who are not ready to purchase the Amul bakery products even though they are aware about Amul bakery products because they have faced some problems. Major problems faced seem to be more sweetness of Amul bread and buns and an impression, albeit not established, that Amul bread and buns are relatively costlier.

4.1.10 Single Most Factor about the Preferred Brand to Purchase in Anand City

Table No 4.1.10 Single Most Factor about the Preferred Brand to Purchase in Anand City

Particulars	Price	Availability	Taste	Freshness	Brand
Amul	3	16	27	17	14
Real	2	20	14	8	1
Everfresh	2	12	11	6	1
Super	2	4	3	3	0
Modern	1	4	2	0	0
Abad	2	4	0	0	0
Diwan	1	0	0	2	0
Sadashiv	0	1	0	1	0
Harish	1	4	6	3	0

As shown in the figure 4.1.10, respondents purchase their bakery products by considering some most favourable factors in their mind. During the study it was found that the factor is different for different customer as per their preferred brand. As shown in the chart, the Amul products is mostly purchased by the respondent who likes their taste apart from this customers also consider the availability, freshness and brand as

the factors influencing to purchase of the Amul bakery products. Price is not the important factor for purchase of Amul bakery product.

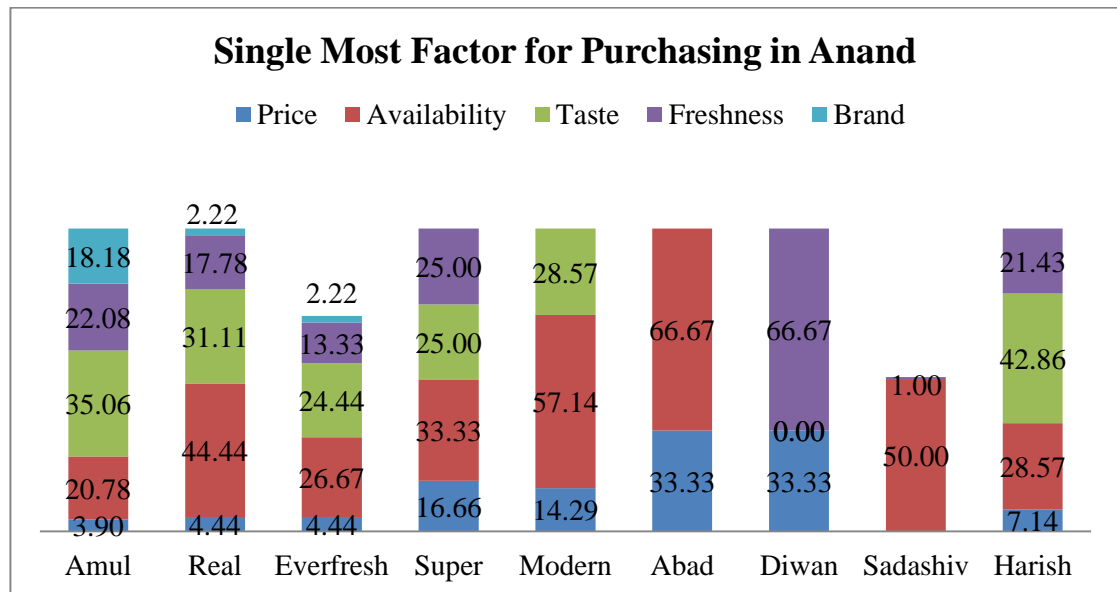


Fig 4.1.10 Single Most Factors about the Preferred Brand to Purchase in Anand City

For Real the availability is the most important factor followed by freshness and taste, for the purchase of the Real bakery products. Everfresh is also quite popular brand in the customers due to its availability, freshness and taste. Other brands are purchased by the respondent mainly because of their availability.

4.1.11 Single Most Factors about the Preferred Brand to Purchase in Vidyanagar City

Table No 4.1.11 Single Most Factors About The Preferred Brand to Purchase in Vidyanagar City.

Particulars	Price	Availability	Taste	Freshness	Brand
Amul	9	12	20	11	16
Abad	4	2	2	4	0
Everfresh	3	5	12	7	0
Real	5	7	12	7	1
Super	5	11	7	4	0
Modern	1	6	2	3	0
Mazda	1	4	12	5	0

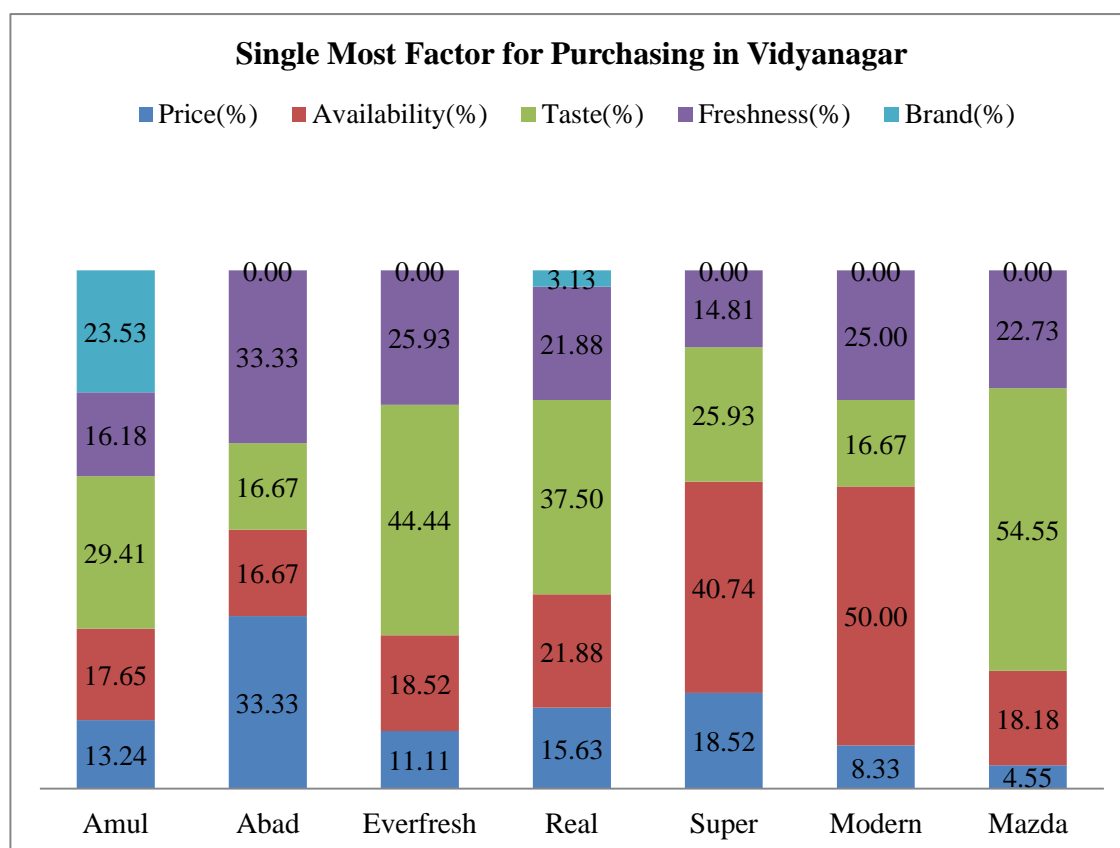


Fig 4.1.11 Single Most Factors about the Preferred Brand to Purchase in Vidyanagar City

As shown in the figure 4.1.11, In the Vidyanagar, the Amul brand is preferred by the respondent by considering taste and brand as Amul. Availability, freshness and price are also at the same level considered by the respondent to choose their bakery products. Real brand is purchased by the respondent by considering the taste as their most influencing factor. For all other brands also availability, freshness and the taste are the most considerable factor to choose their preferred brand of bakery products.

4.1.12 Respondent's Rating for the Different Brands in the Anand city

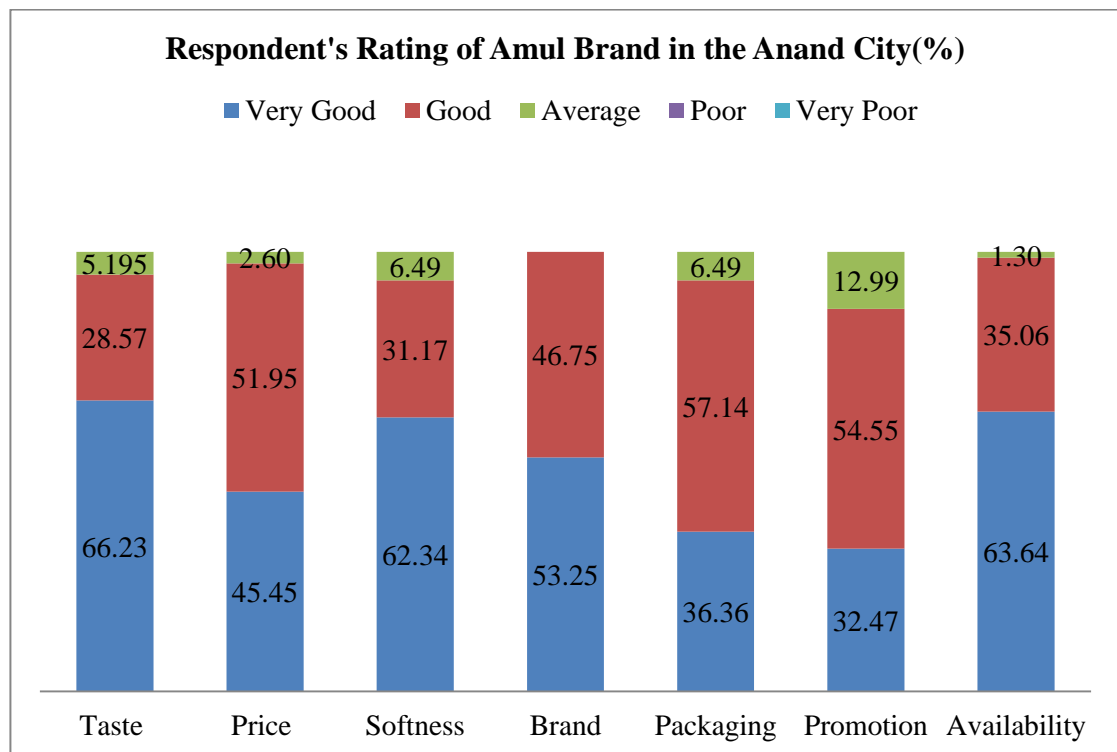


Fig 4.1.12 Respondent's Rating for Amul Brand in the Anand City (%)

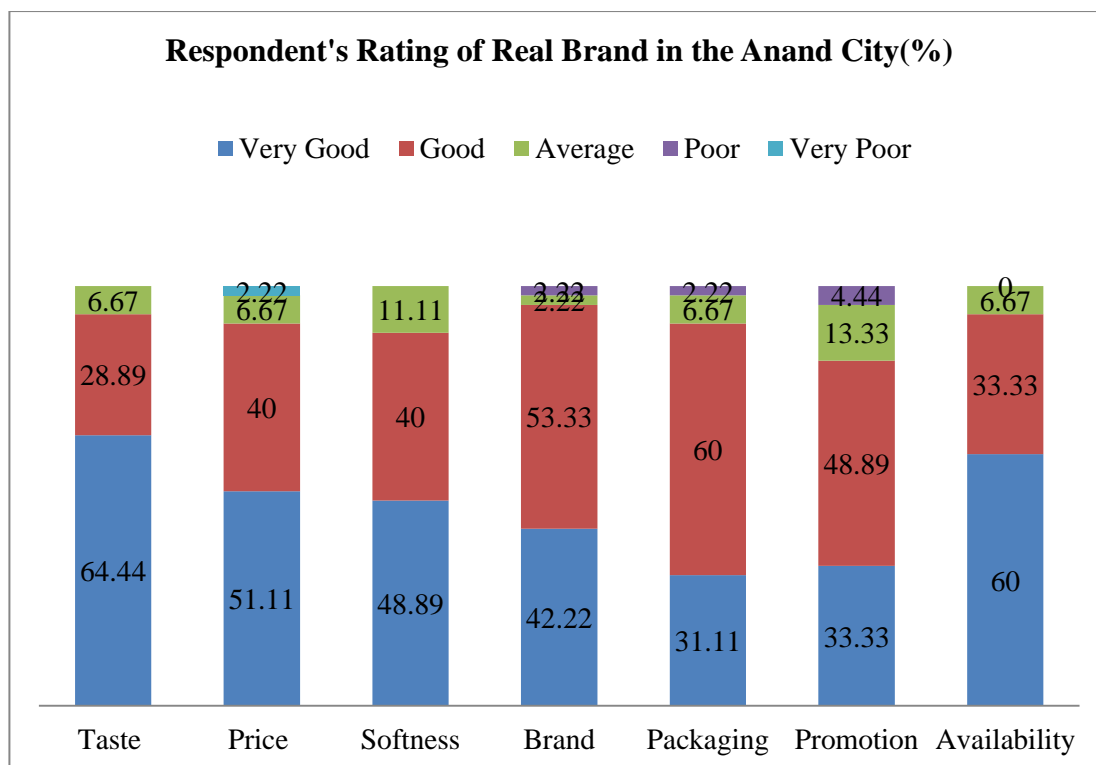


Fig 4.1.13 Respondent's Rating for Real Brand in the Anand City (%)

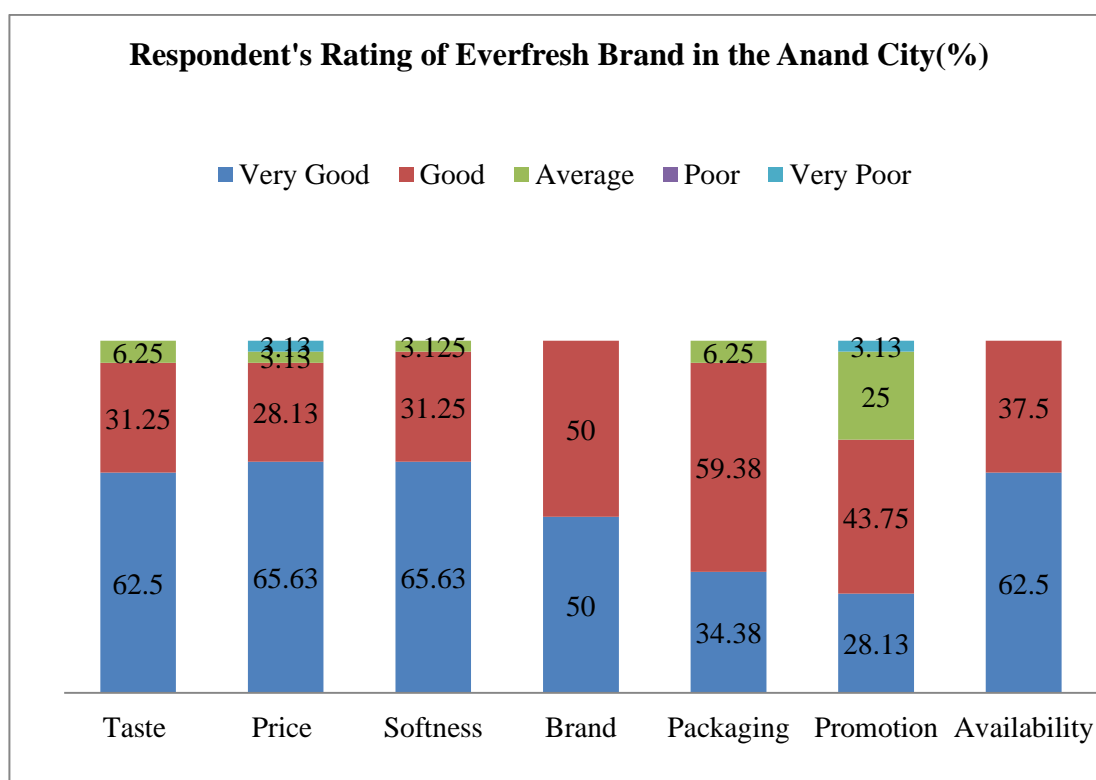


Fig 4.1.14 Respondent's Rating for Everfresh Brand in the Anand City (%)

As shown in the figure numbers 4.1.12, 4.1.13 and 4.1.14, most of the respondents from Anand city preferred to purchase bakery products by considering taste, softness and availability as their most important constituting selection criteria. The criteria like price and brand also affect the respondents buying behaviour. The criteria like packaging and promotion are not considered as more important for selection of bakery product's brand. There are negligible responses for the criteria which are poor to very poor.

4.1.13 Respondent's Rating for the Different Brands in the VidyanagarCity

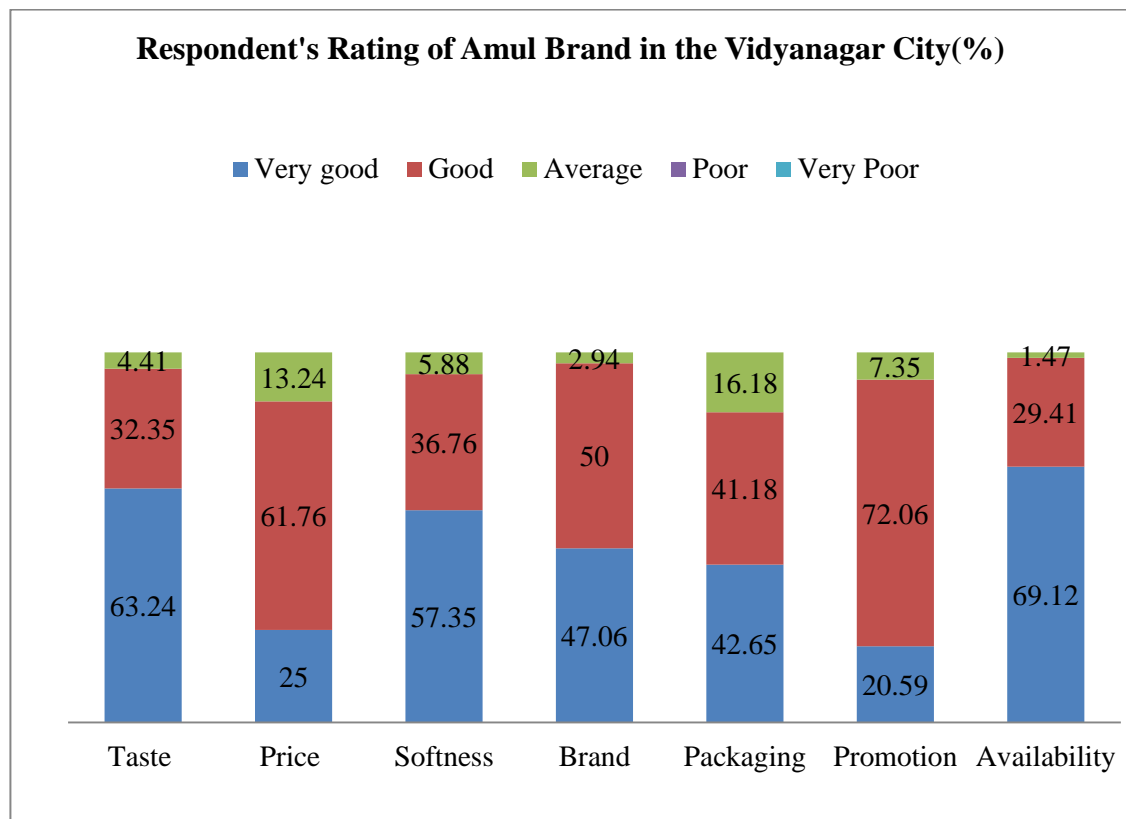


Fig 4.1.15 Respondent's Rating for Amul Brand in the Vidyanagar City (%)

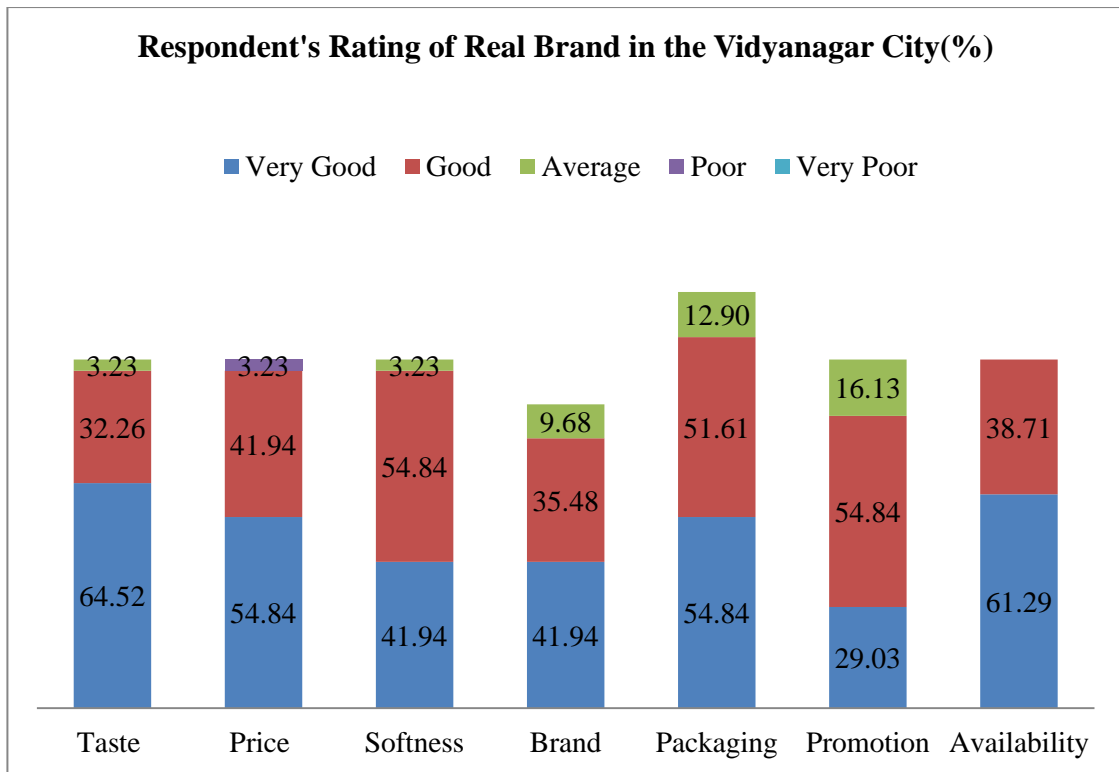


Fig 4.1.16 Respondent's Rating for Real Brand in the Vidyanagar City (%)

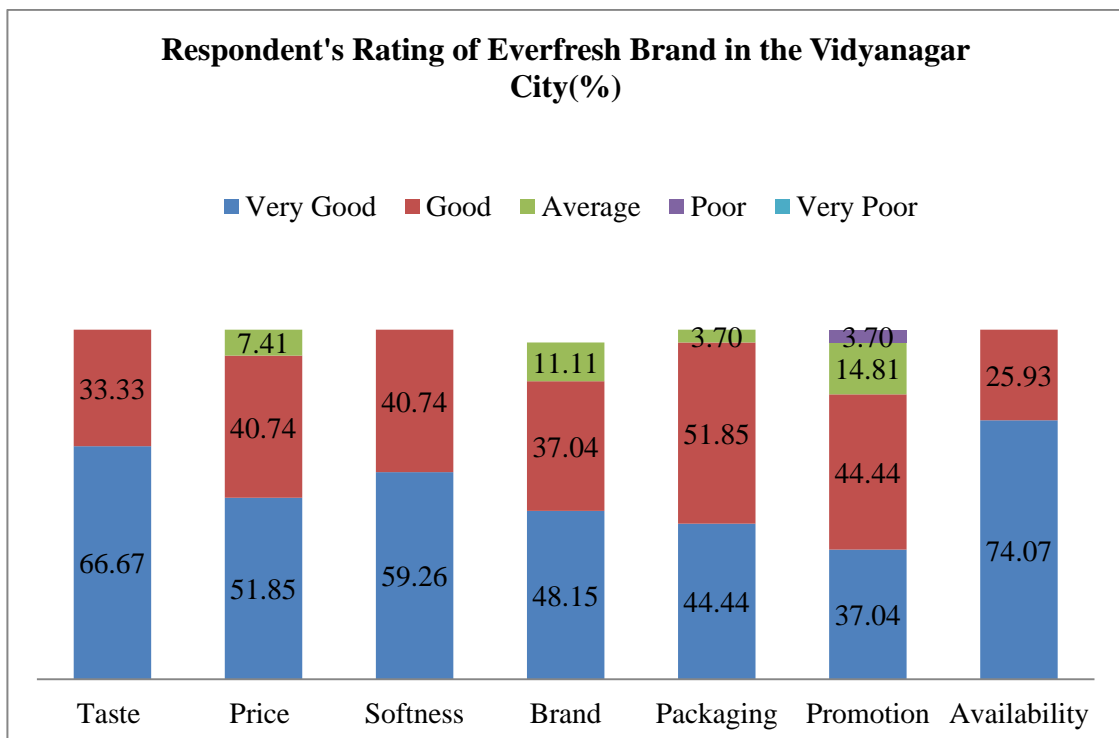


Fig 4.1.17 Respondent's Rating for Everfresh Brand in the Vidyanagar City (%)

As shown in the figure 4.1.15, 4.1.16 and 4.1.17, Most of the respondents in Vidyanagar city prefer to purchase bakery product by giving more importance to the factors like taste, softness and availability. Respondents give preference to the criteria like brand and price also. They give less preference to the packaging and promotional activities.

4.2 CONSUMPTION PATTERN OF THE BAKERY PRODUCTS OF THE PEOPLE OF ANAND AND VIDYANAGAR CITIES

4.2.1 Number of Family Members in the Family in Anand City (%)

Table No 4.2.1 Number of Family Members in the Family in Anand City

Range	Numbers of Family Members
2-3	36
4-5	114
6-7	41
8-9	7
10-11	2

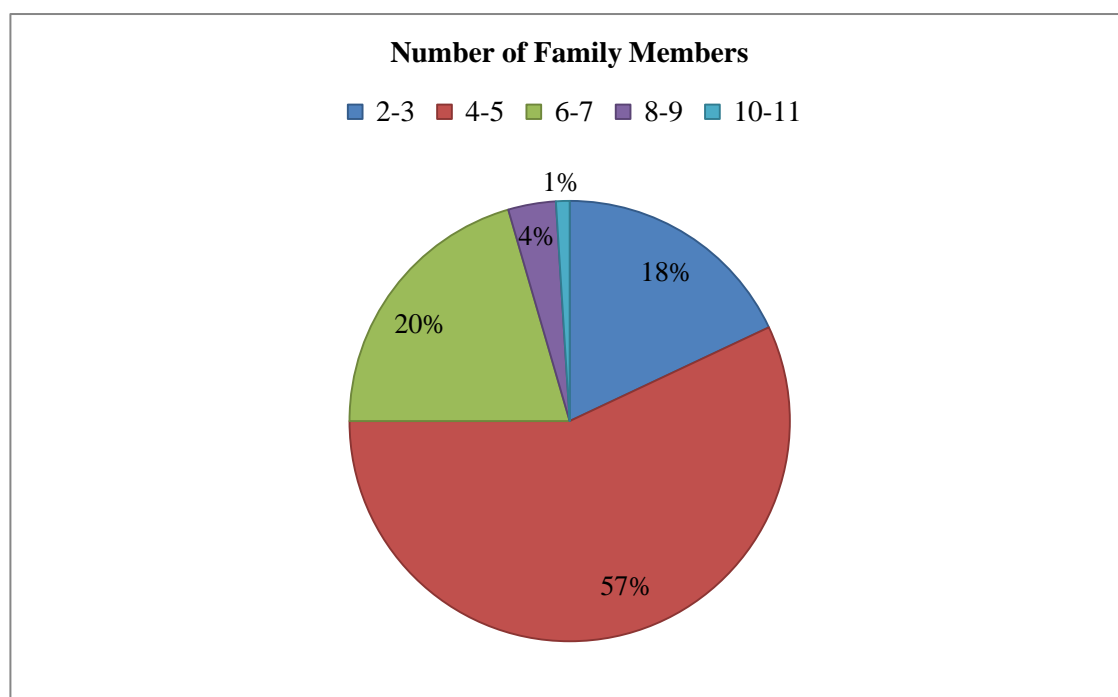


Fig 4.2.1 Numbers of Family Members in the Family in Anand City

As, mainly now a days, in the cities, nuclear families are growing at the faster rate. About 57% of the respondents reported that their family size in the range of 4-5 members, while 20% and 18%, respectively, reported 6-7 and 2-3 members.

4.2.2 Income of the Respondents in Anand City(%)

Table No 4.2.2 Income of the Respondents in Anand City (%)

Income (In ₹)	No.of Respondent
1000-10000	60
11000-20000	92
21000-30000	27
31000-40000	4
41000-50000	7
More than 50000	10

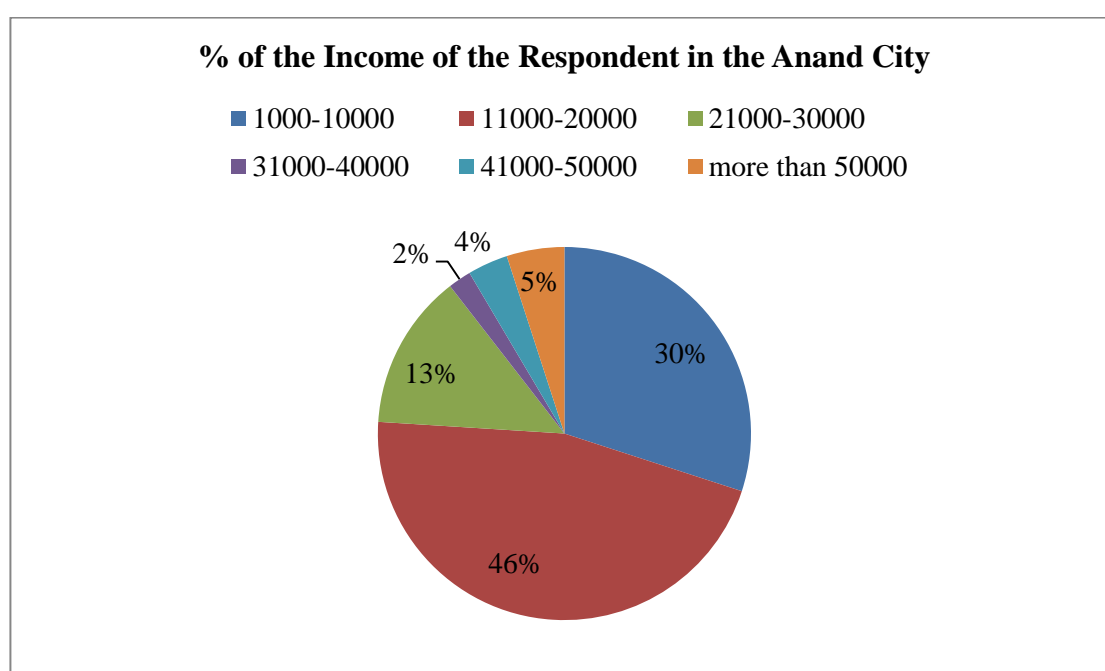


Fig 4.2.2 Income of the Respondents in Anand City (%)

Some 46% of the respondents were observed to have their income in the range of ₹11000-₹20000 in the Anand city. The other respondents having income of ₹1000-₹10000 are 30% in the Anand city. There are good numbers of respondents who are having their income of ₹21000-₹30000. but few respondents were observed to have their income above ₹40000 per month.

4.2.3 Purchase of Amul Bakery products in accordance with pack size in Anand city (%)

Table No 4.2.3 Purchase of Amul Bakery Products in Accordance with Pack Size in Anand City (%)

Particu lars	s.b	w.w.b	f.b	milk bread	bun	bhaji pav	multigrain bread	pizza	coo kies
100g	0	0	26	0	15	0	0	0	0
200g	18	28	40	16	24	22	0	0	0
300g	15	0	0	0	0	0	0	0	0
400g	29	52	0	0	24	47	0	0	0
600g	25	0	0	0	0	0	0	0	0
800g	9	0	0	0	0	0	0	0	0
250g	0	0	0	0	0	0	2	0	0
175g	0	0	0	0	0	0	0	15	0
350g	0	0	0	0	0	0	0	0	11
900g	0	0	0	0	0	0	0	0	0

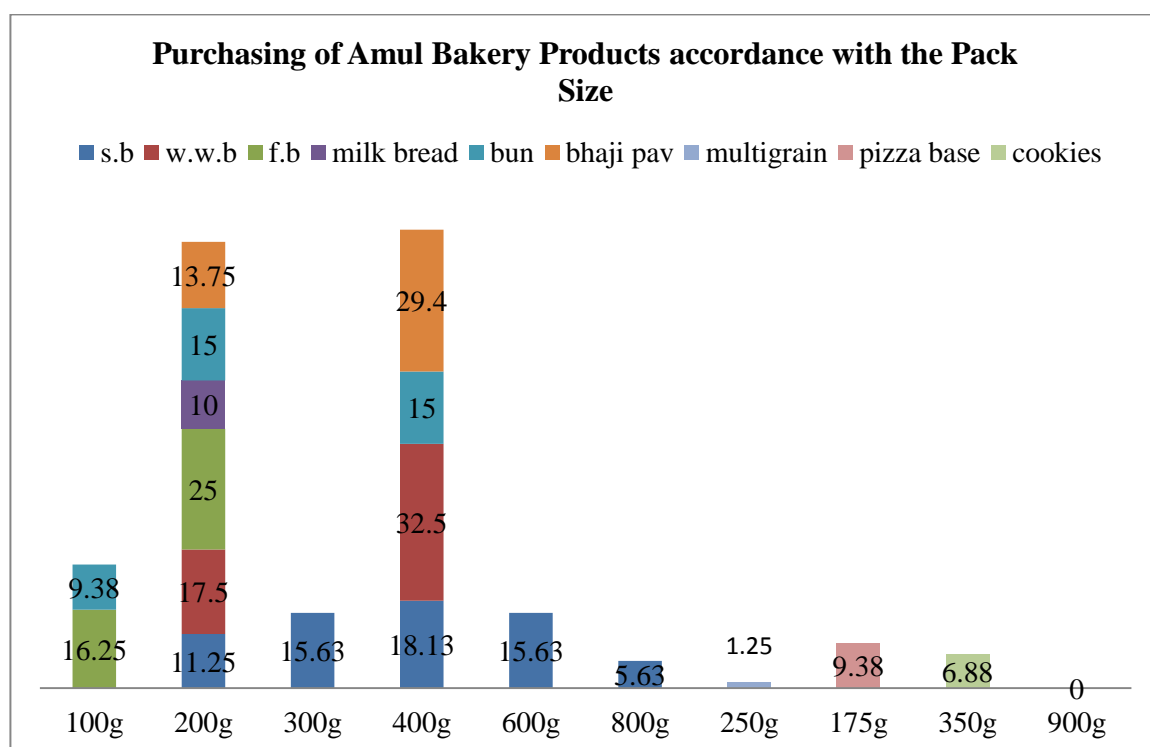


Fig 4.2.3 Purchase of Amul Bakery products in accordance with Pack Size in Anand City (%)

As shown in figure 4.2.3, pack size of the Bakery products are selected as per the requirement of the family which mainly depends on the family size of the respondent. If the family size is large the requirement for big pack is higher and if family size is small the requirement also less. As shown earlier in the fig 4.18, the family size that there are smaller and medium size families are observed in Anand city so most preferred pack size for the bakery products are 200g and 400g for the most of the families.

As shown in the chart sandwich bread is purchased in the bigger pack as compare to its smaller pack more generally 400g and 600g is more preferred by the respondent of medium size family. Even 200g pack size also has good preferred number of respondent who have small family size. But the biggest pack of 800g is not much preferred. Only few respondents who have large family size only preferred the big size pack of sandwich bread. Similar was the scenario for the whole wheat bread and fruit bread.

For the pack size of bun and bhajipav also the respondents prefer mostly 200g and 400g pack size as per their family requirement. For bhajipav, as it is used mainly for dinner, the respondent's prefer large pack of 400g as compared to small pack size.

For the pizza base and cookies also small size pack is preferred more by the respondents.

4.2.4 Number of Family Members in the Family of Vidyanagar City's Respondents

Table No 4.2.4 Number of Family Members in the Family of Vidyanagar City's Respondents.

Range (Numbers of Family Members)	Number of respondents
2-3	36
4-5	131
6-7	25
8-9	7
10-11	2

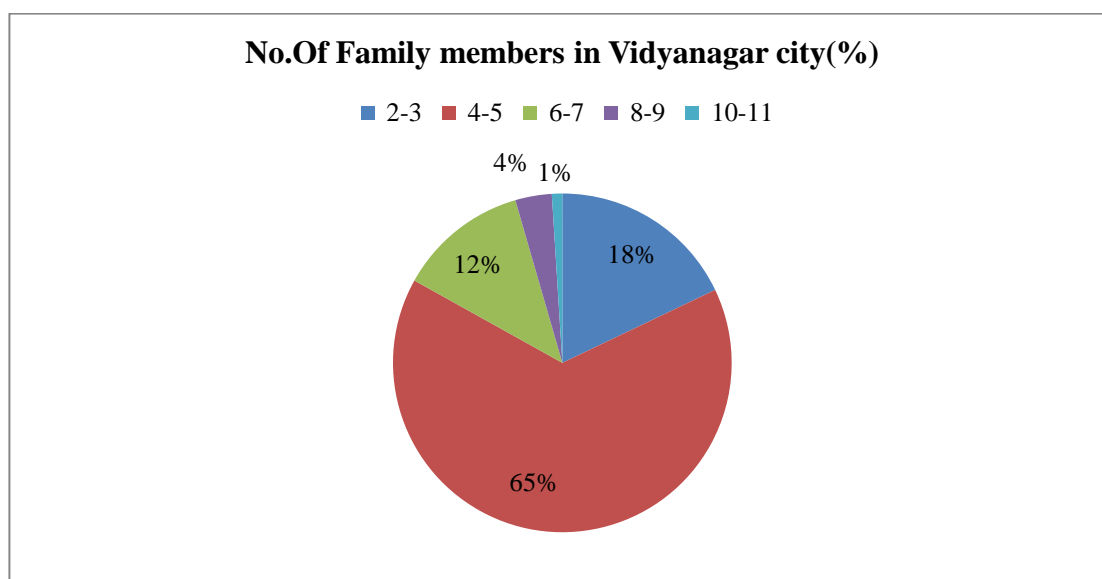


Fig 4.2.4 Number of Family Members in the Family of Vidyanagar City's Respondents

About 65% of the respondents reported their family size in the range of 4-5 members, while 12% and 18%, respectively, reported 6-7 and 2-3 members. The respondents have family size of 8-9 and 10-11 constitute for 4% and 1% respectively, in the Vidyanagar city.

4.2.5 Income of the Respondent in the Vidyanagar City

Table No 4.2.5 Income of the Respondent in the Vidyanagar City (%)

Income	Number of Respondent
1000-10000	36
11000-20000	104
21000-30000	40
31000-40000	15
41000-50000	5
more than 50000	1

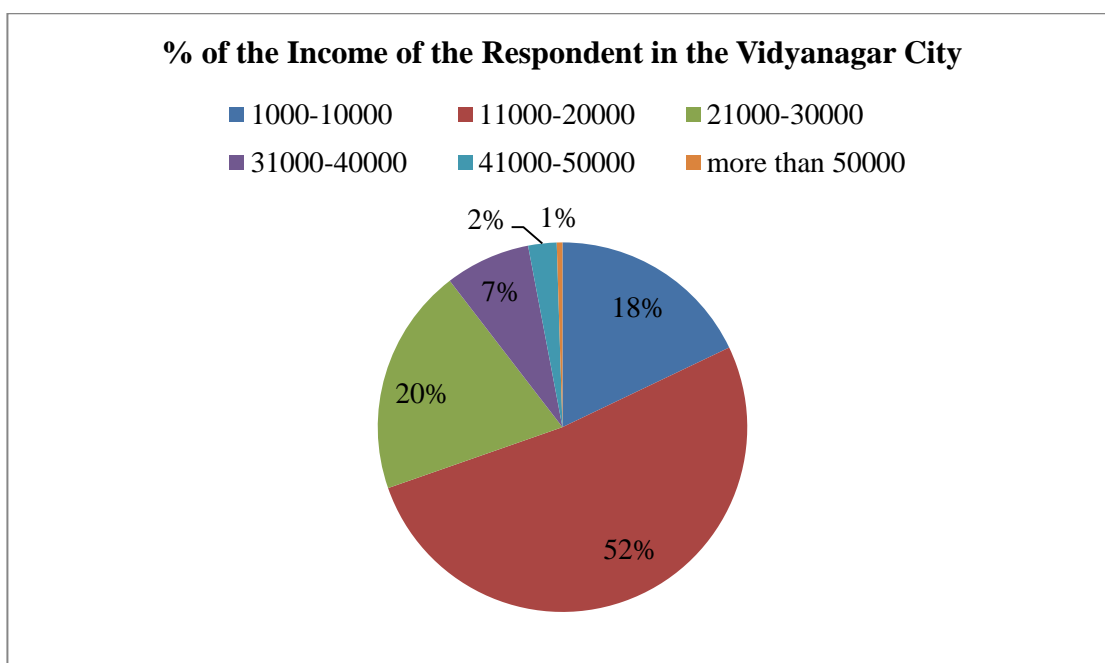


Fig 4.2.5 Income of the Respondent in the Vidyanagar City (%)

As shown in the figure 4.22, the respondents were observed to have income in the range of ₹ 11000-₹ 20000 are 52% as compared to other income groups in the Vidyanagar city. In the Vidyanagar city the respondents have income in the range of ₹ 21000-₹ 30000 are 20%. The respondents were observed to have income higher than ₹ 40000 were few. Income is directly affected the consumption pattern as well as the buying behaviour of the respondents.

4.2.6 Purchasing of Amul Bakery Products Accordance with Pack Size in Vidyanagar city (%)

Table No 4.2.6 Purchasing of Amul Bakery Products accordance with the Pack Size (%)

Particulars	s.b	w.w.b	f.b	milk bread	bun	bhaji pav	multigrain bread	pizza base	cookies
100g	0	0	21	0	22	0	0	0	0
200g	19	33	36	18	29	41	0	0	0
300g	11	0	0	0	0	0	0	0	0
400g	23	26	0	0	8	29	0	0	0
600g	9	0	0	0	0	0	0	0	0
800g	3	0	0	0	0	0	0	0	0
250g	0	0	0	0	0	0	10	0	0
175g	0	0	0	0	0	0	0	17	0
350g	0	0	0	0	0	0	0	0	13
900g	0	0	0	0	0	0	0	0	1

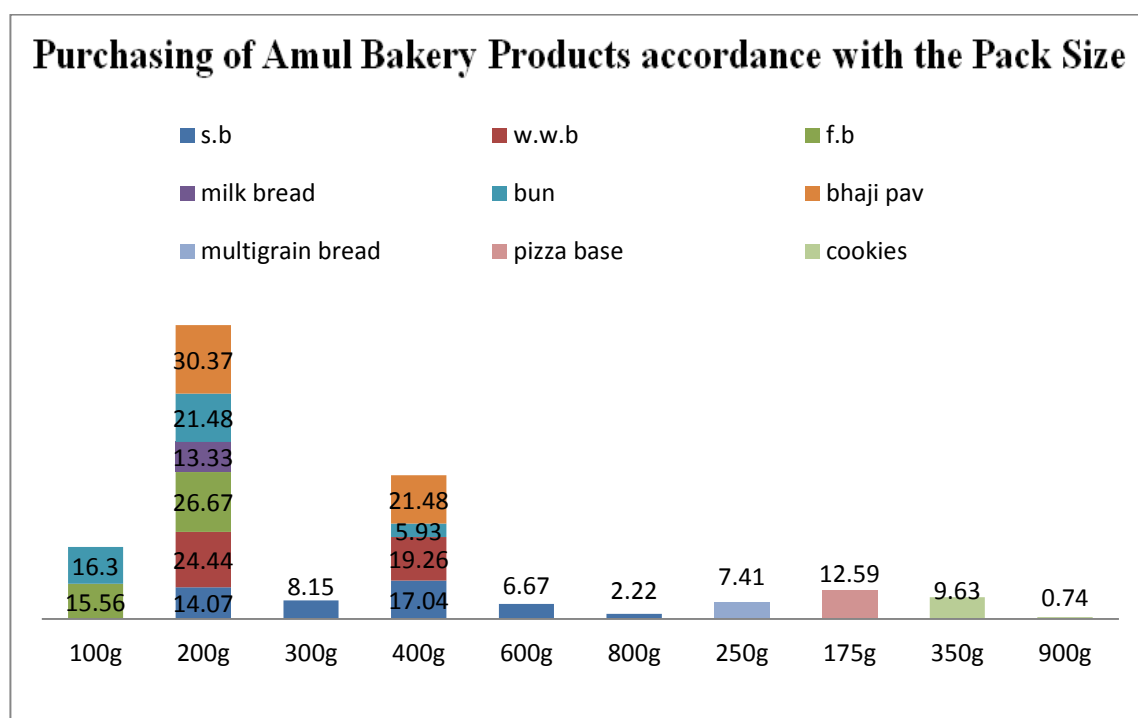


Fig 4.2.6 Purchasing of Amul Bakery Products Accordance with the Pack Size (%)

It has been found through the study that, the respondents of Vidyanagar city prefer 200g and 400g pack size of sandwich bread more as compare to large sizes like 600g and 800g pack size. For the whole wheat bread and the fruit bread also the scenario is mostly similar. As fruit bread is preferred for breakfast the pack size available are 100g and 200g so the respondent observed to have big family size prefer 200g pack and small families prefer 100g pack size as per their needs.

It seems from the study that, the buns are mostly purchased in the 200g pack size from the respondents and for the bhajipav the respondents prefer large size i.e 400g pack size it may be because the respondents used bhajipav mainly for dinner.

4.3 AWARENESS ABOUT THE AMUL BAKERY PRODUCTS IN THE ANAND AND VIDYANAGAR CITIES

4.3.1 Awareness among the People about Amul Bakery Products in the Anand and Vidyanagar Cities

Table No 4.3.1 Awareness among the People of the Anand and Vidyanagar Cities about Amul Bakery Products

Awareness	Anand(%)	Vidyanagar(%)
Yes	90.5	87.5
No	9	12.5

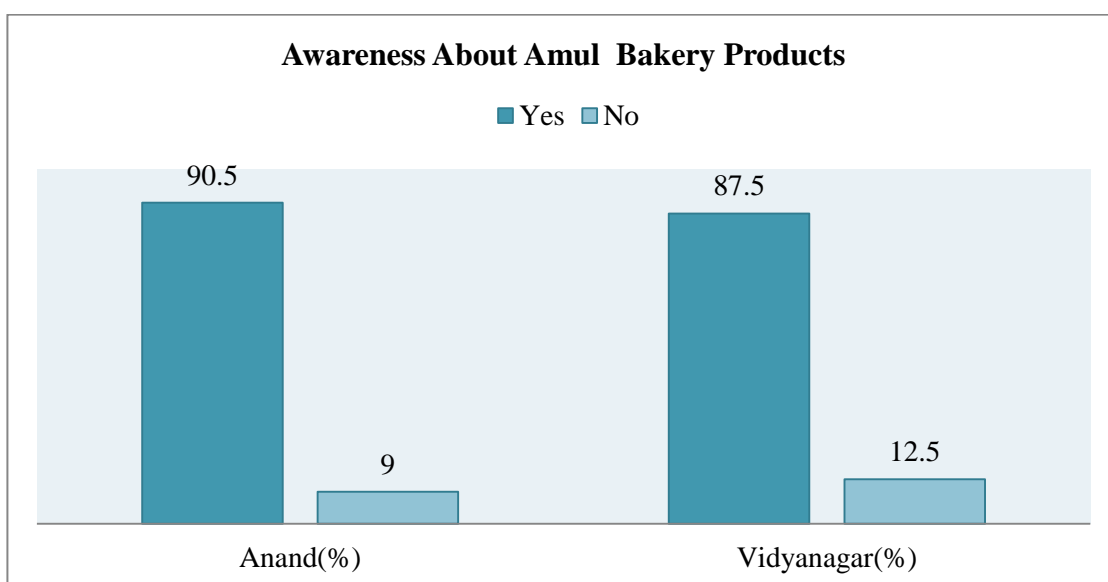


Fig 4.3.1 Awareness among the People of Anand and Vidyanagar Cities about Amul Bakery Products

Awareness about Amul Bakery products is 90.5% and 87.5%, respectively, in the Anand and Vidyanagar cities, which is very high. The main reason behind this seems to be in both the cities is the large number of company outlets. Amul is also promoting their products outside the outlet so that people are aware about the Amul bakery products.

4.3.2 Source of Information about Amul Bakery Products in the Anand and Vidyanagar Cities

Table No 4.3.2 Source of Information about Amul Bakery Products

Particular	Amul(%)	Vidyanagar(%)
Advertisement	40.33	40
Shop keeper	37.02	31.43
Friends	22.10	27.43
Others	0.55	2.29

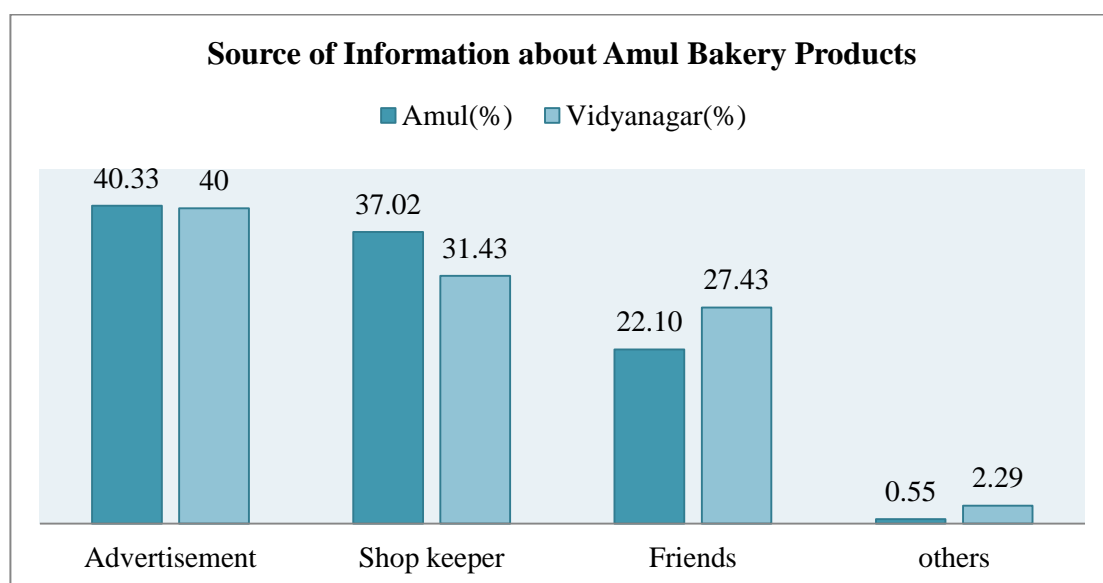


Fig 4.3.2 Source of Information about Amul Bakery Products

As shown in the above chart, most of the people of Anand and Vidyanagar cities are aware about the Amul Bakery Products. Highest source of information about Amul Bakery products was observed Advertisement (40.33% and 40%) followed by shop keeper (37.02% and 31.43%), friends (22.10% and 27.43%) and others (0.55% and 2.29%) in the Anand and Vidyanagar cities, respectively.

4.4 Miscellaneous

4.4.1 Problem Faced by the Customers

- Sweet taste of bread and bun of Amul is not preferable as compare to other brands.
- Less availability of bakery products at Amul Outlet.
- Sometimes packing date is not printed properly.
- Customers are thinking that price is comparatively high as compare to other brands.
- Customers Expect 24 hrs. facilities from the Amul outlet stores.
- Problems of freshness related with time span.

V. SUMMARY AND CONCLUSIONS

Amul is the India's first ranked dairy and it has started the diversification of the business. As a part of diversification Amul has started the manufacturing of the bakery products like bread, bun, pizza base, cookies etc. These all products are available in the different sizes of packing and Amul has launched these products in the Anand and Kheda districts only as a pilot project. As bakery products are launched in the limited areas only company wants to know the response of the product in these areas.

The basic objective of this study was to know the buying behavior and consumption pattern of the Amul Bakery products in Anand and Vidyanagar twin cities. The company also wanted to know the awareness about the products which helps to know the popularity and the status of the product in the competitive environment. This project has been carried out in the Anand and Vidyanagar twin cities of Gujarat state. The sample size for project was 400 respondents using bakery products.

The educational level in the Anand and Vidyanagar is very good. About 63.5% and 59.5 % of the respondents are graduate in the Anand and Vidyanagar, respectively. Whereas, 20.5 % and 19.5% of the respondents are post graduate in the same order in both the cities. While 70.5% and 60% of the respondents were engaged in the service in Anand and Vidyanagar, respectively. About 24% and 35% of the respondents were observed to have their own business in both the cities, respectively. Most of the respondents about 46% and 52% of the Anand and Vidyanagar cities, respectively, are middle class families having income between ₹ 11000-₹ 20000 per month. There are good number of respondents belonging to upper middle class families in both the cities and their per

month income was observed between ₹ 21000- ₹ 30000 and ₹ 31000- ₹ 40000.

It has been observed that 38.5% and 34% of the respondents of Anand and Vidyanagar cities prefer Amul brand as their preferred brand. Real and Everfresh brands are also having good preference as compared to other brands. 57% and 62% of the respondents of Anand and Vidyanagar cities change their brands for one or other reason respectively. About 47% and 44% of respondents changed their brands to try out new brands in the Anand and Vidyanagar cities, respectively. Bakery shop is the preferred place for purchasing the bakery products. Some 62% and 72% of the respondents in the Anand and Vidyanagar cities were found to have purchased the products from bakery shop. About 97% and 99.5% of the respondents purchase their preferred brand products of bakery products because they were easily available to them. Most of the respondents 80% from Anand and 67.5% of Vidyanagar were purchased Amul Bakery products. The pack size of the 200g and 400g is the most preferable size for most of the respondents of both the cities.

The study has found that awareness about the Amul bakery products was 90.5% and 87.5% in Anand and Vidyanagar twin cities respectively. The most of the respondents were aware about Amul bakery products through the advertisement done outside the company outlet followed by shopkeeper and friends.

Amul bakery products were widely preferred by the respondents in Anand and Vidyanagar twin cities. Amul has a good number of company outlets in both the cities and products are also available at the provision stores and even medical stores also. Most of the respondents preferred 200g and 400g pack sizes for the bread and bun, respectively. Quite a

large number of respondents were aware about the Amul bakery products. Advertisements and the shopkeeper were observed as the main source of the information for the respondents in both the cities.

It is concluded that the buying behavior of customers were influenced by the factors like availability, taste, softness and brand in Anand and vidyanagar twin cities. Consumers in Anand and Vidyanagar cities have high level of awareness about the Amul bakery products and the brand is mostly recognizable by the consumer, which is reflected from the fact, as revealed in the study, that 90.5% and 87.5% of the respondents were aware about the Amul bakery products in Anand and Vidyanagar cities, respectively. The major source of information about bakery products was observed to be the advertisement, shop keeper and friends. The company's strong distribution network including high number of outlets seems to go a long way in achieving the faster growth apart from successfully competing with the key players while expanding market domain beyond the company's existing limited territory in the bakery products.

These all above study will help the company for future prospective of the Amul bakery products and also launching of the products in other areas also. The study shows the future trend and positive demand of the product in other areas of the country. This study will also help the company to know the potential and the response from the consumers for their product in Anand and Vidyanagar twin cities.

Suggestions

- Amul has created good popularity in the household customers presently but now they can target the bulk purchaser of bread and bun like *bhajipav vala*, restaurants, and canteens.
- Amul can increase promotional activities for bakery products so that people who are not aware can also be aware about the product and become the customer of Amul.
- Amul can do promotional activities to create brand image as a bakery product in the mind of customers that though prices are high as compare to other brands but quality is premium.
- Amul can start extensive distribution network so that products should be available more easily.

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APPENDIX I

Survey Form

Date:

Name of respondent:

Address:

Ph. No-

1. How Many members are there in your Family?

2. Education Qualification:

- ☐ Less than 10th std
- ☐ H.S.C. or less than H.S.C
- ☐ Graduate
- ☐ Double Graduate

3. What is the profession to earn livelihood or income for your family?

- ☐ Business
- ☐ Self employed/service
- ☐ Labour
- ☐ Farmer

4. Income of your Family?

5. Do you purchase the bakery products?

- ☐ Yes ☐ No

6. If yes, how many times in a week?

- ☐ Daily ☐ Weekends ☐ Occasionally ☐ Rarely ☐ Never

7. Which are the bakery products you are purchasing in routine?

8. Which Brand of bakery products do you know?

☐ Amul ☐ Real ☐ Ever fresh ☐ Super
☐ Modern ☐ Abad ☐ Others

9. Which Brands of bakery products you are purchasing in routine?

- i.
- ii.
- iii.
- iv.
- v.

10. Rate your preferred brand on the following criteria: _____

(write your brand)

Taste :	Very Good	1	2	3	4	5	Very Poor
Price :	Very Good	1	2	3	4	5	Very Poor
Softness:	Very Good	1	2	3	4	5	Very Poor
Brand:	Very Good	1	2	3	4	5	Very Poor
Packaging:	Very Good	1	2	3	4	5	Very Poor
Promotion:	Very Good	1	2	3	4	5	Very Poor
Availability:	Very Good	1	2	3	4	5	Very Poor

11. Would you like to change the brand which you are currently using?

☐ Yes ☐ No

12. Yes, then Why?

☐ Try out new Brand
☐ Available at less price
☐ Good Quality

13. From where do you purchase the products?

☐

- ☐ Bakery shop
- ☐ Company outlet
- ☐ Mall
- ☐ Other

14. Why you preferred to purchase the bakery products from that shop only?

- ☐ Getting at Scheme
- ☐ Easily available for domestic use
- ☐ Getting at credit

15. Are you aware about the Amul's Bakery products?

- ☐ Yes
- ☐ No

16. If Yes, than how do you able to know about amul's bakery products?

- ☐ Advertisement
- ☐ From shop keeper
- ☐ Friends
- ☐ Other

17. Do you have purchase Amul bakery products any time?

- ☐ Yes
- ☐ No

18. If yes, than which products and in what quantity?

Sandwich Bread whole wheat Bread Fruit Bread		Bun	Bhaji Pav
<input type="checkbox"/> 200g	<input type="checkbox"/> 200g	<input type="checkbox"/> 100g	<input type="checkbox"/> 200g
<input type="checkbox"/> 300g	<input type="checkbox"/> 400g	<input type="checkbox"/> 200g	<input type="checkbox"/> 400g
<input type="checkbox"/> 400g		<input type="checkbox"/> 400g	
<input type="checkbox"/> 600g			
<input type="checkbox"/> 800g			
<input type="checkbox"/> 175g pizza base			
<input type="checkbox"/> 200g milk bread			
<input type="checkbox"/> 250g multi grain			
<input type="checkbox"/> 350g Amul cookies			



900g Amul cookies

19. what is the single most important factor for you to choose the bakery product: (please tick one only)

Brand Factor	Price	Availability	Taste	freshness	Brand
Amul					
Real					
Ever Fresh					
Super					
Modern					
Abad					
Other(specify)					

20. If no than why are you not purchasing Amul's product?

21. Problem faced by customer: