AMUL PREFERRED OUTLETS (APOS) SATISFACTION TOWARDS SERVICES OFFERED BY VASUDHARA DAIRY – STAFF SOCIETY

ABSTRACT

The Indian dairy industry is responsible for the world's largest milk production, with key players including Amul, Mother Dairy, and others. Amul Parlours are special establishments where the complete line of Amul goods are kept and sold. Understanding the constraints and challenges faced by Amul parlour owners is vital for the improvement of Amul. This paper examines the satisfaction of Amul Preferred Outlets (APOs) owners with the services provided by Vasudhara Dairy - Staff Society. Primary data were gathered with the help of a questionnaire. A sample size of 98 from three districts (Valsad, Navsari, and Dang) was selected for this study. The results of the study show that APO owners usually have no problems with placing orders or receiving them on time. However, there is room for improvement in terms of lowering the number of broken products delivered, ensuring accurate product lists, delivering products in case of emergency, and handling orders that are ignored. It was observed that APO owners express interest in new product categories such as ready-to-eat, ready-to-cook, non-dairy beverages, protein-enriched products, and dairy-based desserts.

Keywords-Amul Preferred Outlets, Vasudhara Dairy, Amul Products, Dairy Industry, Supply Chain Management

INTRODUCTION

India has the biggest dairy industry in the world, producing 23% of the world's milk. The sector directly supports over 8 crore farmers and makes up 5% of the country's GDP. India's dairy business has expanded dramatically over the last ten years thanks to a number of government initiatives. The country produced 209.96 million tonnes (MT) of milk in 2020–21 compared to 146.31 million tonnes (MT) in 2014–15, growing at a CAGR of 6.2%(IBEF,2022).The dairy sector in India has always been highly competitive. Among the leading companies in India's dairy market are Amul, Mother Dairy, Orissa State Cooperative Milk Producers Federation, Dudhsagar Dairy, Aavin, and Kwality Limited.India saw a continuous increase in milk production between 2016 and 2023. The amount increased from 165.4 million tonnes in 2016–17 to 176.3 million tonnes in 2017–18 and then to 187.7 million tonnes in 2018–19. With 198.4 MT in 2019–20, 210.0 MT in 2020–21, and 221.1 MT in 2021–22, the rising trend persisted. The amount of milk produced reached 230.6 million tonnes by 2022–2023, continuing its steady upward trend over that time (NDDB, 2024).

Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), with an annual turnover of US$ 6.2 billion (2021–22), is the largest food product marketing organization in India. It purchases over 26.3 million liters of milk a day from 3,64 million milk producer members, 18 member unions that cover 33 districts, and 18600 village milk cooperative organizations. The biggest dairy exporter from India, GCMMF, is recognized internationally as a "Trading House" and is present in many nations, including the USA, the Gulf States, Singapore, the Philippines, Japan, China, and Australia. For 16 years running, it has been the recipient of the APEDA Award for Excellence in Dairy Product Exports; in 2009–10, it was awarded the "Golden Trophy" in recognition of exceptional achievement (Amul—The Taste of India, 2024).

Amul Parlours are special Amul establishments where the complete line of Amul goods are kept and sold. The stores are dispersed throughout 100 to 300 square feet in areas with heavy pedestrian traffic, such as marketplaces, prestigious schools, hospitals, bus and train stations, municipal corporation gardens, etc. The franchisee will either buy or rent a prebuilt shop or space in a desirable area. The franchisee is expected to cover all setup costs for the store, which, depending on the format, might range from Rs. 1.50 lacs to Rs. 6.00 lacs. This includes the cost of the furnishings and equipment only. Amul wholesale wholesalers will provide the parlour with inventory, and the franchisee will receive the retail profit (Amul—The Taste of India, 2024).

This study examines the supply chain challenges faced by Amul's preferred outlets, such as transportation, delivery of damaged products, equipment services, and payment issues. According to Ashutosh Chaturvedi (2016), the main factors impacting the dairy industry's businesses are accessibility, service frequency, cost, flavor, and advertising. The perishable nature of milk and its derivatives emphasizes the crucial role of an efficient supply chain in the dairy industry's success. Understanding the problems and constraints experienced by dairy retailers is vital for product distribution. The primary challenges encountered by Amul parlours include limited space for construction, difficulties in recruiting employees, and a lack of awareness about dairy policies relating to Amul parlour operations (Modh and Mishra, 2016). Merchants expect additional promotional activities from the companies to boost revenue and attract new customers by raising awareness about the purity and nutritional value of their products (Navyasree et al., 2022).

Scope of Study

In today's competitive market, every company aims to provide top-notch service to its customers. To stay ahead, it's crucial for companies to figure out how to provide the best service compared to their competitors. Analyzing the effectiveness of their supply chain is key to understanding retailer and customer satisfaction. This study helps companies figure out where they stand in the market and allows them to compare themselves with their competitors. The purpose of the study was to assess the levels of satisfaction of the owners of Amul preferred outlets (APOs) with the services provided by the Vasudhara Dairy Staff Society in three districts: Valsad, Navsari, and Dang. These data reveal the difficulties that the owners of APOs have faced and their recommendations for enhancing the supply chain.

Objectives of Study

- To understand Amul Preferred Outlets (APOs) service needs and problem.
- To study satisfaction level of Amul Preferred Outlets (APOs) service.

MATERIAL AND METHODS

Source of Data

Primary data were gathered with the help of schedule and Secondary data were collected from government publications, websites, journals, articles, etc

List 1. Research Design

Type of Research	Descriptive
Sampling Method	Non- Probability Sampling
Sampling Technique	Purposive sampling
Nature of Data	Primary Data
Study Area	Navsari, Valsad, Dang
Sample Unit	Amul Preferred Outlets
Sample size	98
Research Instrument	Semi-structured Schedule
Tools for Analysis	Tabular Analysis, Graphical Method, WAM

RESULTS AND DISCUSSIONS

In a survey of 98 respondents, various aspects of customer satisfaction with Vasudhara's services were assessed. The predominant issue identified was the receipt of damaged products, with 68.36% of respondents reporting this concern. Among those who received damaged products, 32.65% encountered challenges with obtaining replacements. Moreover, 16.32% of respondents indicated instances where their orders were disregarded. Approximately half of the respondents (50%) disclosed that accurate information regarding product availability in stock was not provided. Furthermore, nearly all respondents (96%) experienced delays in product delivery as per the stipulated schedule. Approximately 54% of respondents expressed doubts about Vasudhara's capacity to facilitate emergency product delivery. Additionally, 66% of respondents expressed satisfaction with the equipment services provided by Vasudhara. Notably, no issues regarding payments were reported.

Table 1. Survey report

Particular	Frequency(n=98)	Percent (%)
Delivery of damage product	67	68.36
Replacement of damaged products (out of n= 67)	32	32.65

Sometimes order is ignored or no response	16	16.32
Accurate details regarding the availability of the product in stock	49	50
Timely delivery of product as per schedule	94	96
Capability of Vasudhara to provide emergency delivery of product	53	54
Equipment services	65	66
Payment Issue	0	0

Table 2. Preferred delivery frequency for non-frozen dairy products by Amul Parlour owners per week.

Particular	Frequency(n)	Percentage (%)
1	20	20.4
2	75	76.5
3	3	3.06
Total	98	100

The provided data presents the preferred frequency of non-frozen dairy product deliveries per week among a sample of 98 respondents. Of these, 20 respondents, constituting 20.4% of the total, indicated a preference for weekly deliveries (option 1). The majority, comprising 75 respondents (76.5% of the total), expressed a preference for bi-weekly deliveries (option 2). A minority of 3 respondents, representing 3.06% of the total, articulated a preference for thrice-weekly deliveries (option 3). Notably, the responses from all 98 participants collectively account for 100% distribution across the specified delivery options.

The weekly monetary expenditure on procuring dairy(non-frozen) products.

The table illustrates the distribution of respondents based on their weekly monetary expenditure on procuring dairy (non-frozen) products, with the unit being the Indian rupee (₹). Among the 98 respondents surveyed, 55 individuals reported spending between ₹ 0 and ₹ 5000 weekly on such products. Additionally, 26 respondents indicated an expenditure range of ₹ 5001 to ₹ 10000 per week. Moreover, 12 respondents reported spending between ₹ 10001 and ₹ 30000 weekly. Only one respondent reported an expenditure range of ₹ 30001 to ₹ 70000 per week, while four respondents stated an expenditure exceeding ₹ 70001 weekly. This data provides an overview of the weekly monetary expenditure patterns of the surveyed population when acquiring dairy (non-frozen) products in Indian rupees.

Table 3. Monetary expenditure on procuring dairy(non-frozen) products

Particular	**0-5000**	**5001-10000**	**10001-30000**	**30001-70000**	**above 70001**	**Total**

Frequency	55	26	12	1	4	98

Table 4. Preferred delivery frequency for non-frozen dairy products by Amul parlour owners per week.

Particular	Frequency(n)	Percent (%)
One in week	3	3.06
Twice in week	18	18.36
Thrice in week	71	72.44
Fourth times in week	6	6.12
Total	98	100

The data represents the desired frequency of non-frozen product deliveries per week among 98 respondents. Among them, 3 respondents (3.06%) prefer to receive deliveries once a week, while 18 respondents (18.36%) opt for twice-weekly deliveries. The majority, comprising 71 respondents (72.44%), prefer to receive deliveries three times a week. Six respondents (6.12%) indicate a preference for four deliveries per week. Overall, the data encompasses the preferences of all 98 respondents, with each option contributing to 100% of the distribution.

Table 5. The weekly monetary expenditure on procuring dairy(frozen) products.

Particular	**0-5000**	**5001-10000**	**10001-30000**	**30001-70000**	**Total**
Frequency	34	47	15	2	98

The provided data outlines the distribution of respondents based on their weekly monetary expenditure on procuring a list of frozen dairy products. Among the 98 respondents surveyed, 34 individuals reported spending between ₹ 0 and ₹ 5000 weekly on such products. Additionally, 47 respondents indicated an expenditure range of ₹ 5001 to ₹ 10000 per week. Furthermore, 15 respondents reported spending between ₹ 10001 and ₹ 30000 weekly. Only two respondents reported an expenditure range of ₹ 30001 to ₹ 70000 per week. This data offers insights into the weekly monetary expenditure patterns of the surveyed population when acquiring frozen dairy products.

Table 6. Examination of new product categories that APOs owner would like to see in their outlet

Categories of product	**Frequency(n)**	**Percentage (%)**
Ready to eat	15	15.3

Ready to cook	16	16.3
Non-dairy beverages	5	5.1
Protein-enriched	6	6.1
Dairy-based dessert	8	8.1
Bakery product	21	21.42
Total	71 responses received out of 98	72.32

The data presents the findings of a survey conducted to ascertain the new product categories sought by Amul Preferred Outlet (APO) proprietors for their establishments. Of the 98 responses received, 71 respondents articulated their preferences. Notably, 15.3% favored "Ready to eat" products, while 16.3% expressed a preference for "Ready to cook" items. "Non-dairy beverages" garnered favor from 5.1% of respondents, and "Protein-enriched" products were preferred by 6.1%. Furthermore, 8.1% expressed an inclination towards "Dairy-based dessert" options, with the most substantial preference observed for "Bakery products," with 21.42% of respondents indicating interest. This data yields significant insights into the product categories that APO owners are keen on introducing to their outlets.

Table 7. Suggestion of APOs owner

Particular	**Frequency(n)**	**Percentage (%)**
Arrange Meeting with Amul Parlour Owner	5	7.8
Provide Branding material	14	21.8
Sometime Amul is not able to provide product, which are in high demand for that particular time	10	15.6
Increase Margin on Amul Product	28	43.7
Try to create monopoly of Amul parlour by not giving product to non-register agent	7	10.9
Total	64	100

The data presents suggestions from Amul Preferred Outlet (APO) owners regarding various aspects of their business. Out of 64 responses received, 7.8% suggested arranging meetings with Amul parlour owners, while 21.8% recommended providing branding materials. Additionally, 15.6% highlighted that Amul occasionally struggles to supply products that are in great demand during specific periods. A significant proportion, 43.7%, suggested increasing the margin on Amul products. Moreover, 10.9% proposed creating a monopoly of Amul parlours by restricting product supply to non-registered agents. These suggestions provide valuable insights into the perspectives and preferences of APO owners for enhancing their businesses.

Table 8. All over satisfaction level of APO owner

Attribute	**SA**	**A**	**N**	**D**	**SD**	**WAM**	**Rank**

Behaviour of order receiver officer	81	14	1	2	0	4.77551	1
Payment method	74	22	2	0	0	4.73469	2
Placing order system	72	24	1	1	0	4.70408	3
Packaging	41	49	6	2	0	4.31633	4
Equipment services	28	56	12	1	1	4.11224	5
Quality at the time of procurement	27	48	19	3	1	3.9898	6
Timely delivery of order	28	47	16	6	1	3.96939	7
Credit	13	45	35	3	2	3.65306	8
Replacement in case of damage products delivered	19	38	29	10	2	3.63265	9
Exclusive consumer offers	9	34	44	6	5	3.36735	10
Retail margins	5	41	16	23	13	3.02041	11

The table displays data on retailer satisfaction with various attributes, ranked by their weighted average mean (WAM) scores. The top-ranking attribute, with a WAM score of 4.78, is the behavior of the order receiver officer, indicating high satisfaction among retailers with the professionalism and courtesy of the personnel handling their orders. Following closely is the payment method, ranked second with a WAM score of 4.73, showing that retailers find the payment process satisfactory. The placing order system is ranked third with a WAM score of 4.70, suggesting general contentment among retailers with the system used to place their orders. As we move down the ranking, satisfaction levels gradually decrease, with attributes like packaging, equipment/services, quality at the time of procurement, and timely delivery of orders also receiving favorable ratings. On the other hand, attributes such as credit, replacement in case of damaged products, exclusive consumer offers, and retail margins have lower WAM scores, indicating lower satisfaction levels among retailers in these areas. Overall, this data highlights the areas where retailers are most and least satisfied, which can be valuable for making improvements to enhance retailer satisfaction and loyalty.

Conclusion

The study investigates the satisfaction levels of APOS proprietors regarding the services provided by Vasudhara Dairy Staff Society. It is determined that APOS owners encounter minimal issues when placing orders, and products are consistently delivered according to the predetermined schedule. However, several areas require attention. Specifically, efforts should be made to minimize the delivery of damaged products and ensure prompt replacement of any such items. The staff society should strive to provide accurate information regarding the availability of products for delivery, and all orders should be duly acknowledged. Moreover, the study reveals that Amul's capacity to deliver products during emergencies is suboptimal, often resulting in the non-delivery of high-demand items during such periods. APOS owners express a desire to explore new product categories such as ready-to-eat and ready-to-cook items, non-dairy beverages, protein-enriched products, and dairy-based desserts. The study concludes that APOS owners express satisfaction with the punctuality of deliveries, payment procedures, product quality at the time of procurement, and packaging. However, their satisfaction is diminished with regard to the replacement of damaged items, product margins, and exclusive consumer offers.

COMPETING INTERESTS DISCLAIMER:

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

Disclaimer (Artificial intelligence)

Option 1:

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

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