

Assessment of Service Satisfaction at Amul Preferred Outlets (APOs) with Respect to Vasudhara Dairy's Staff Society Offerings

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 largest dairy industry in the world, producing 23% of global milk and supporting over 80 million farmers. This sector contributes 5% to the country's GDP and has grown significantly over the past decade due to government initiatives. In the 2020-21 fiscal year, India produced 209.96 million tonnes (MT) of milk, up from 146.31 MT in 2014-15, with a compound annual growth rate (CAGR) of 6.2% (IBEF, 2022). Key companies in the competitive dairy market include Amul, Mother Dairy, and Dudhsagar Dairy. From 2016 to 2023, milk production steadily increased, reaching 230.6 million tonnes in 2022-2023, maintaining a positive growth trend (NDDB, 2024).

The Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), with a substantial annual turnover of \$6.2 billion for the fiscal year 2021–22, stands as India's largest food marketing entity. The organization procures approximately 26.3 million liters of milk daily from a robust network of 3.64 million milk producer members, operating through 18 member unions across 33 districts, alongside an extensive number of village milk cooperative societies. As the largest dairy exporter in India, GCMMF has achieved international recognition as a "Trading House," maintaining a presence in various markets including the USA, Gulf States, Singapore, Philippines, Japan, China, and Australia. Notably, for 16 consecutive years, GCMMF has been honored with the APEDA Award for Excellence in Dairy Product Exports. In 2009–10, it received the prestigious "Golden

Trophy" for its exceptional contributions to the dairy sector (Amul—The Taste of India, 2024).

Amul Parlours are dedicated stores that sell a full range of Amul products in spaces of 100 to 300 square feet, typically located in busy areas like marketplaces, schools, hospitals, and transportation hubs. Franchisees can buy or rent a pre-built shop and must cover setup costs ranging from Rs. 1.50 lakhs to Rs. 6.00 lakhs, which includes furnishings and equipment. Inventory is provided by Amul's wholesale distributors, with franchisees keeping the retail profits.

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 districts
Sample Unit	Amul Preferred Outlets
Sample size	98
Research Instrument	Semi-structured Schedule
Tools for data presentation & data Analysis	Tabular presentation, Weighted Average Mean

RESULTS AND DISCUSSIONS

In an assessment involving 98 participants, various dimensions of customer satisfaction concerning Vasudhara's services were critically evaluated. The most prominent concern identified was the receipt of damaged products, with 68.36% of respondents reporting this issue. Among the subset that received damaged items, 32.65% expressed difficulties in obtaining replacements. Additionally, 16.32% of respondents noted instances where their orders were not processed. Approximately 50% of participants indicated that they were not provided with accurate information regarding product availability in stock. Furthermore, a striking 96% of respondents reported experiencing delays in product delivery relative to the expected timelines. About 54% raised concerns regarding Vasudhara's ability to manage emergency product deliveries effectively. On a more positive note, 66% of respondents conveyed satisfaction with the equipment services offered by Vasudhara. Importantly, there were no reported issues related to payment transactions.

Table 1. Survey report

(n=98)

Particular	Frequency	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	50.00
Timely delivery of product as per schedule	94	96.00

Capability of Vasudhara to provide emergency delivery of product	53	54.00
Equipment services	65	66.00
Payment Issue	0	0.00

Table 2. Preferred delivery frequency for non-frozen dairy products by Amul Parlour owners per week. (n=98)

Particular	Frequency(n)	Percentage (%)
One in week	20	20.4
Twice in week	75	76.5
Thrice in week	3	3.06
Total	98	100

The data analyzed reflects the preferred delivery frequency of non-frozen dairy products among a sample of 98 participants. Specifically, 20 respondents (20.4%) indicated a preference for weekly deliveries (option 1). A significant majority, 75 respondents (76.5%), opted for bi-weekly deliveries (option 2). Only 3 respondents (3.06%) expressed a preference for thrice-weekly deliveries (option 3). Collectively, the responses from all 98 participants yield a complete distribution of 100% across the specified delivery frequency options.

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

The table presents a detailed analysis of the distribution of respondents' weekly expenditures on dairy (non-frozen) products, measured in Indian rupees (₹). From a total of 98 respondents, 55 indicated that their weekly spending falls within the ₹ 0 to ₹ 5000 range. Additionally, 26 respondents reported expenditures between ₹ 5001 and ₹ 10000. Furthermore, 12 participants disclosed spending between ₹ 10001 and ₹ 30000 weekly. Only one respondent recorded an expenditure range of ₹ 30001 to ₹ 70000, while four individuals indicated spending surpassing ₹ 70001 weekly. This data provides insight into consumer behavior regarding non-frozen dairy product purchases within the specified monetary ranges.

Table 3. Monetary expenditure on procuring dairy(non-frozen) products (n=98)

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. (n=98)

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 summarizes the preferred frequency of non-frozen product deliveries among a sample of 98 respondents. Out of these, 3 participants (3.06%) indicated a preference for receiving deliveries once per week. In contrast, 18 respondents (18.36%) chose a twice-weekly delivery schedule. The predominant preference, expressed by 71 respondents (72.44%), is for thrice-weekly deliveries. Additionally, 6 respondents (6.12%) favor a schedule of four deliveries per week. Overall, this dataset captures the complete delivery frequency preferences of the 98 respondents, with the distribution summing to 100%.

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 (out of 98)	72.32

The data presented herein outlines the findings of a survey designed to identify the new product categories desired by proprietors of Amul Preferred Outlets (APO). A total of 98 responses were collected, with 71 respondents providing their preferences. Notably, 15.3% of the respondents expressed a preference for "ready-to-eat" products, while 16.3% favored "ready-to-cook" items. Additionally, "non-dairy beverages" were preferred by 5.1% of respondents, and 6.1% indicated a preference for "protein-enriched" products. Furthermore, 8.1% of respondents showed an inclination toward "dairy-based desserts," whereas the most significant preference was recorded for "bakery products," which garnered interest from 21.4% of those surveyed. This data delivers critical insights into the product categories that owners of APOs are eager to introduce into their establishments.

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

(n=98)

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 provides a comprehensive overview of retailer satisfaction concerning various attributes, ranked according to their weighted average mean (WAM) scores. The attribute with the highest ranking, receiving a WAM score of 4.78, is the conduct of the order receiver officer. This finding suggests that retailers exhibit significant satisfaction with the professionalism and courtesy demonstrated by personnel responsible for managing their orders. Closely following is the payment method, which is positioned second with a WAM score of 4.73, indicating that retailers perceive the payment process as satisfactory. The order placement system is ranked third, with a WAM score of 4.70, reflecting general approval among retailers regarding the system employed for placing orders. As one progresses down the ranking, there is a gradual decline in satisfaction levels. Attributes such as packaging, equipment/services, quality at the time of procurement, and timely delivery of orders also receive positive evaluations. Conversely, attributes including credit, replacement policies for damaged products, exclusive consumer offers, and retail margins exhibit lower WAM scores, signifying diminished satisfaction levels among retailers in these domains.

Overall, this data underscores the areas in which retailers experience both high and low levels of satisfaction, offering valuable insights for potential improvements aimed at enhancing retailer satisfaction and fostering loyalty.

Conclusion

The present study evaluates the satisfaction levels of proprietors of APOS concerning the services rendered by the Vasudhara Dairy Staff Society. The findings indicate that APOS owners encounter minimal challenges while placing orders, and products are reliably delivered according to the established schedule. However, several areas warrant improvement. It is essential to implement measures aimed at reducing the incidence of damaged product deliveries and to ensure the timely replacement of such items. Furthermore, the staff society should provide precise information regarding the availability of products for delivery, and every order should be appropriately acknowledged. Additionally, the study highlights that Amul's capacity to deliver products during emergencies is lacking, often resulting in the non-delivery of high-demand items during

such instances. APOS owners have expressed a keen interest in exploring new product categories, specifically ready-to-eat and ready-to-cook products, non-dairy beverages, protein-enriched items, and dairy-based desserts. In conclusion, while APOS proprietors generally express satisfaction with the timeliness of deliveries, payment procedures, product quality at the time of receipt, and packaging, their contentment is diminished with respect 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)

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.

Reference

- Gupta, C. (2022). *SALES PATTERN OF AMUL DAIRY PRODUCTS WET A DISTRIBUTOR AND RETAILERS* (Doctoral dissertation).
- Chaturvedi, A. (2022). *Retailer Satisfaction Level Regarding Dairy Products with Special Reference to Reliance Dairy Foods Product Ltd.* (Master's Degree in Business Administration, Chaudhary Charan Singh Haryana Agricultural University, Hisar, India).
- Isher, A. K., Dwivedi, S., & Sharma, R. (2017). Study of Retailer's Satisfaction towards Distribution Channel of Amul Products in Jammu. *Agro-Economist*, 4(1), 41.
- Modh, R., & Mishra, S. A Study on Retailing of Banas Dairy's Products at Amul Parlour in 37 Selected Villages of Palanpur and Vadgamtaluka. *International Journal of Business Management & Research (IJBMR)*, 6(6), 35-40.
- Navyasree, P., Prajapati, M. R., & Mahera, A. B. (2022). Challenges Faced by the Retailers in Selling the Selected Carbonated Dairy Drink in Anand City, Gujarat. *Asian Journal of Agricultural Extension, Economics & Sociology*, 40(12), 190-195.
- Sen, D. (2021). Retailer Perception Towards Packaging Milk with Special Reference to Purabi Milk in Guwahati City.

Singh, C. C. (2014). *Summer Training Report* (Doctoral dissertation, Chaudhary Charan Singh Haryana Agricultural University).

Development of India's Dairy Sector / IBEF. (n.d.). India Brand Equity Foundation. Retrieved September 10, 2023, from <https://www.ibef.org/blogs/development-of-india-s-dairy-sector>

Dairy Development / Programs & Schemes / Directorate of Animal Husbandry. (n.d.).

Retrieved September 10, 2023, from <https://doah.gujarat.gov.in/dairy-development.htm>

About District / District Navsari, Government of Gujarat / India. (n.d.). Retrieved September 10, 2023, from <https://navsari.nic.in/about-district/>

About District / District Valsad, Government of Gujarat / India. (n.d.). Retrieved September 10, 2023, from <https://valsad.nic.in/about-district/>

District Dang, Government of Gujarat / Nature – Saputara Hill Station / India. (n.d.). Retrieved September 10, 2023, from <https://dangs.nic.in/>

About Us—The Amul Model: Amul—The Taste of India. (n.d.). Retrieved September 10, 2023, from <https://amul.com/m/about-us>

Amul Franchise Business Opportunity: Amul—The Taste of India. (n.d.). Retrieved September 10, 2023, from <https://amul.com/m/amul-franchise-business-opportunity#1>

Vasudhara-VALSAD DIST. CO.OP. MILK PRODUCERS' UNION LTD.,ALIPUR. (n.d.).

Retrieved September 10, 2023, from <http://vasudharadairy.com/History.html>

FAO publications catalogue 2022. (2022). FAO. <https://doi.org/10.4060/cc2323en>

India: Increasing demand challenges the dairy sector. (n.d.). Retrieved September 10, 2023, from <https://www.fao.org/3/i0588e/I0588E05.htm>

Dairy Industry in India—Growth, FDI, Companies, Exports. (n.d.). Retrieved September 10, 2023, from <https://www.investindia.gov.in/sector/food-processing/dairy>