



# **COMPARATIVE ANALYSIS OF CUSTOMERS PREFERENCE BETWEEN AMUL BUTTER AND GOWARDHAN BUTTER IN SUBURBAN AREAS OF MUMBAI**

**Ankita Tiwari**

M. Com, University of Mumbai  
ankitapt0416@gmail.com

**Ashutosh Chaubey**

NET-JRF, M. Com, CFP  
Gujarat University  
ashutosh\_31@outlook.com

## **ABSTRACT**

Butter is an item very commonly found in all the kitchen easily. Butter is an edible item that makes food more delicious. In this research paper a comparative study of customers preference between Amul butter and Gowardhan butter is analysed. This study will find out whether the number of customers preferring will be more for Amul butter brand or will be more for Gowardhan butter brand and why it is so is studied. The study reflects the reason what makes a customers to choose one particular brand. In this article a comparative analysis of customers preference between Amul butter and Gowardhan butter in suburban area of Mumbai is studied using a questionnaire method by collecting data from about 104 customers respondents.

**Keywords:** Amul butter, Gowardhan butter, Customers preference.

## **INTRODUCTION**

Butter is a dairy product. Butter is prepared from churned milk or cream. It is very commonly used in adding flavours in food. Since ancient times butter are very commonly used in Indian dishes. Earlier butter was prepared at home, but due to many factors such as time, income, more cost, taste, preferences, easy availability in market customers choose to purchase a readymade butter from the market. There are many butter brands choices available for the customers, depending upon the preference they purchase. Various brands of butter available in market are Amul Butter, Mother Dairy Butter, Britannia Butter, Verka Butter, Gowardhan Butter, Nandini Butter, President Butter, Omfed butter, Kwalitiy butter, Milma butter, Aavin butter, Dlecta butter, Patanjali Butter<sup>(10)</sup> and many more brands are found in Indian markets . All over the world butter is such item very commonly found in kitchen and preferred by kids and youngsters more. Butter is commonly used to spread on bread, roti, parantha, nans, sandwich; for topping on pav bhaji, dals, soups, salads; as an ingredient in biscuits, cakes, breads; as a cooking medium in butter paneer masala, butter corn masala and in such many recipes <sup>(5)</sup>. Most commonly use of butter is with bread as a breakfast due to its convenience that saves time of working people from preparing any time consuming breakfast item in the morning. Butter are consumed by people as it contains vitamins that are necessary for good health. Number of butter brands are available in the market from which customers can make choice depending upon their preference.

Amul butter brands is one of the most popular butter brand. Amul stands for Anand Milk Union Limited. Amul is an Indian state government cooperative managed by the Gujarat Cooperative Milk Marketing Federation. The founder of Amul brand is Verghese Kurien in the year 1946. Amul brand deals in all dairy products not only in India but also abroad. Headquater of Amul is in Anand, Gujarat, India. <sup>(3)</sup> Amul brand is massively popular in Indian market. Amul brand uses Family Brand Names approaches in selecting brand name. Amul Milk, Amul Ice-cream, Amul Ghee, Amul Chocolates, Amul Paneer, Amul Curd, Amul Cream, Amul Powdered Milk, Amul Shrikhand, Amul Bread, Amul Animal Feed, Amul Lite Milk Fat Spread, Amul Biscuits, Amul Nan Khatai, Amul Fresh Mithia, Amul Spray, Amul Cheese, Amul Honey, Amul Kool drink, Amul Peanut Spread, Amul Puffles, Amul Roti Softener, Amul Panchamrit, Amul Recipes, Amul Protein Products, Amul Choco Buttery Spread Amul



Butter, etc. are most common products of Amul brand. Amul Butter are strongly flavoured and salty in taste and also have good nutritional content <sup>(4)</sup>. The research paper studies about Amul Butter preference level over the rival Gowardhan butter brand by the customers in the market of Suburban areas of Mumbai.

Gowardhan butter brand is an unsalted table butter prepared from clear and wholesome cream obtained from pure cow's milk <sup>(7)</sup>. Gowardhan brand covers an everyday dairy product consumed by the customers. Gowardhan brand is owned by the Parag Milk Foods, an Indian company that deals in dairy product in India. It was established in the year 1992 by Devendra Shah. Its headquarters are in Mumbai and Pune, Maharashtra <sup>(6)</sup>. It is considered as light in taste and does not contain added flavours. Gowardhan butter is popularly consumed by the customers of Suburban areas of Mumbai due to its easy availability in store. The studies tries to find out customers preference of Gowardhan butter in compare to Amul butter in Suburban areas of Mumbai.

According to an author *Shri Ram Khanna (2019)* article titled 'Top butter brands analysed for quality in recent survey', tested the seven brands of butter in lab to check the adulteration level and also conducted microbiological and sensory testing based on FSSAI regulations, Agmark standard and IS S13690 standard. Accordingly score out of 100 allotted to each brands, as per that testing result, Amul butter brand scored 86/100 and Gowardhan butter brand (Paras brand) scored 84/100. Which proves that Amul butter brands precede the Gowardhan butter brand by difference of two points in the testing <sup>(4)</sup>.

According to lab test Amul butter brand preface the Gowardhan butter brand <sup>(4)</sup>. Is this true even in the customers preference choice to Amul butter brand over Gowardhan butter brand as in the case of lab test in which Amul brands ranks better than Gowardhan butter brand. In this research paper a questionnaire method of data collection is used and the same is being analysed by using table and charts with the help of hypothesis.

## REVIEW OF LITERATURE

*Sanjay Shukla (2015)* studied the market of Delhi/NCR and found that Amul dairy products uses more promotional advertising and easily available in stores in compare to Mother dairy products. The authors finds that customers are more attracted towards Amul's attractive packaging. More dairy products can be stocked with additional facility of cooling equipments. Loyalty of customers toward particular dairy product brand is affected due to rise in dairy product competition in the market.

*Gajendra Singh Chauhan and Sudhanshu Gupta (2021)* studied that the advertisement strategies has gained customers trust and loyalty towards Amul butter brand. The Amul girl creates Top Of Mind (TOM) awareness, it uses any existing or dispute matter as its advertisement theme is in attractive way to influence the customers and increase its sales. There exists psychological attachment with amul butter specifically with the customers as the Amul girl in the advertisement of amul butter always highlight the current social issue. The Amul butter advertisement tries to keep influencing the customers to increase its sales.

*Suhas Khade (2012)* conducted the survey to find customers preferred butter brands and found that amul butter brand is the most chosen butter than any butter brand. Customers preference toward butter are more influenced by the taste and image of brand followed by price and advertisement. Packaging of butter is another important aspect that need to be given concentration for increase in any butter brand sales is suggestion by the researcher.

## STATEMENT OF PROBLEM

The main focus of the study is to find out whether Amul butter brand or Gowardhan butter brand is most preferred by the customers and accordingly which can help in manufacturing and distributing decision in the market of suburban areas of Mumbai to meet the need of customers. Butter has become a very common dairy product available in the houses of suburban areas mainly due to its tasty flavour and the major reason is that in Suburban area most of the people are working so it saves their time and solve their problem in everyday life in their busy schedule or and also is the most convenient morning breakfast dishes.

## OBJECTIVES

- To find whether which brand of butter dominates the market among Amul and Gowardhan butter brand in suburban areas of Mumbai.
- To understand reasons for customer's preference in either of them among Amul butter and Gowardhan butter brand in the market of suburban areas of Mumbai.

### SCOPE OF STUDY

- The study is related to “Comparative analysis of customers preference between Amul butter and Gowardhan butter brands in Suburban areas of Mumbai”.
- The geographical scope of the study will be restricted to the Suburban areas of Mumbai city only, due to time constraints.
- The study is conducted to find out whether Amul butter or Gowardhan butter brand dominants the market in the Suburban areas of Mumbai.
- The information for the study is collected from customers irrespective of gender using questionnaire method.
- The data collected is analysed using table and charts with the help of hypothesis.

### AREA OF THE STUDY

The study collects the data from the customers residing in the Mumbai Suburban parts of Maharashtra. The random sample method is used to collect the data from the 104 respondent from different location of Mumbai Suburban areas and also due to the digital coverage in Mumbai data will be collected using google form questionnaire.

### DATA COLLECTION

The Empirical research is basically based on Primary data collection from 104 customers respondent using random sample method from Suburban areas of Mumbai using a structured questionnaire method. Books, websites, published articles are various secondary sources of data used for the study.

### DATA ANALYSIS

Reasons for Customers’ preferred butter brand among Amul butter and Gowardhan butter brand

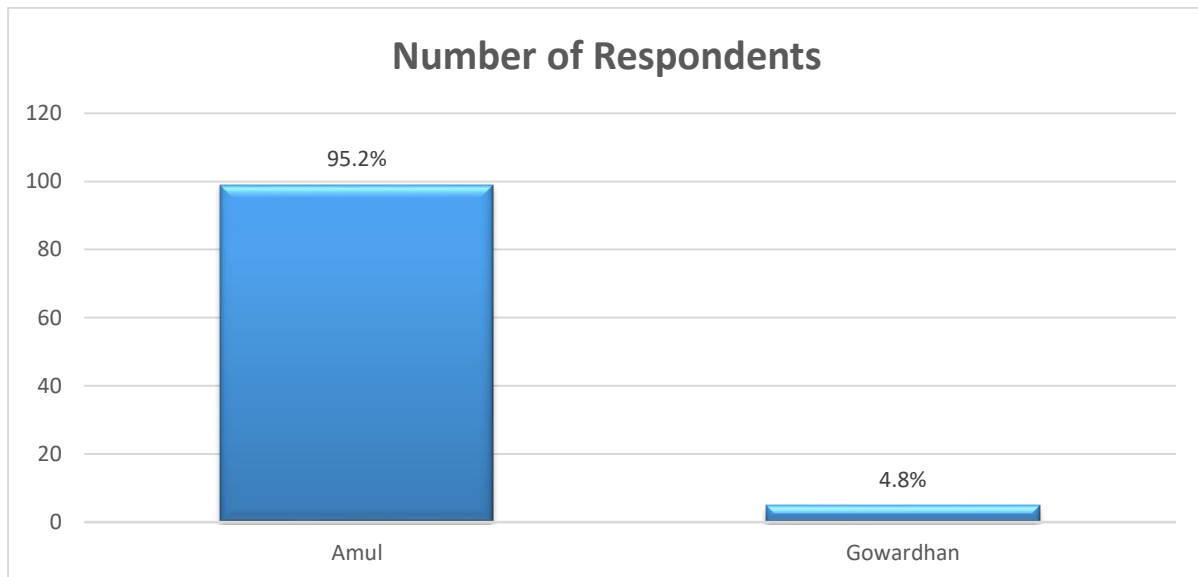


The above charts shows butter brand preference that have the features styles like softness by 66.34% of customers, creaminess by 50.96% of customers, spreadability by 36.53% of customers, saltiness by 36.53% of customers. Other reasons to prefer particular butter brand includes taste by 71.15% of customers, easy availability by 43.27% of customers, quality by 68.27% of customers, packaging by 21.15% of customers, price by 28.85% of customers, promotional activities.

**Data Analysis and Interpretation**

**1. Preferred Brand of Butter.**

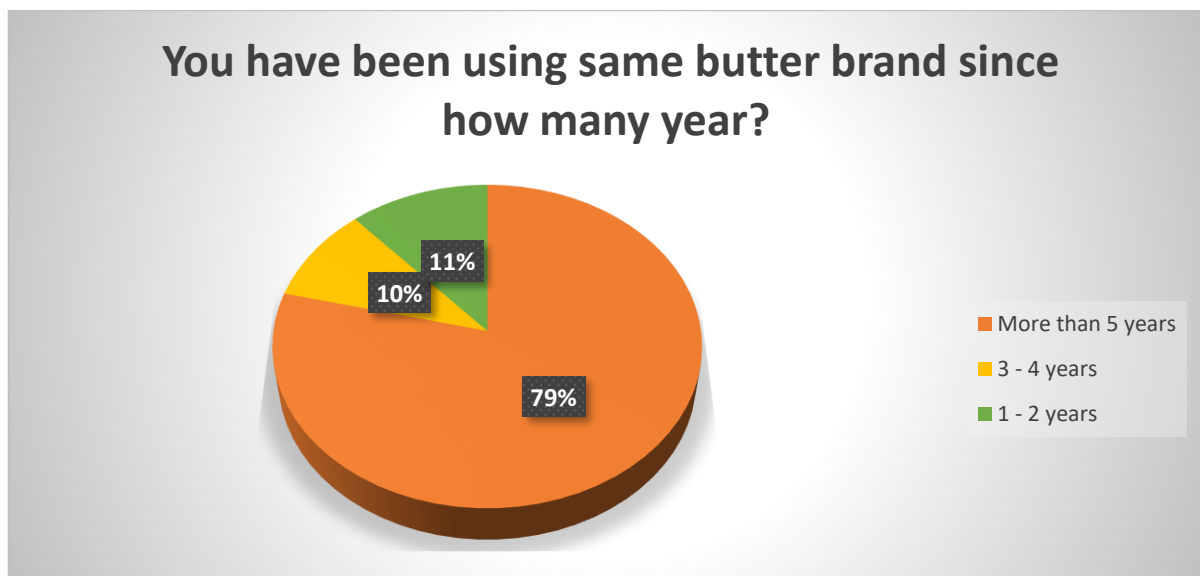
| Preferred Brand of Butter | Number of Respondents |
|---------------------------|-----------------------|
| Amul                      | 99                    |
| Gowardhan                 | 5                     |
| <b>Total</b>              | <b>104</b>            |



It is observed that 94% of customers prefers Amul butter brand, 5% customers prefers Gowardhan, There is a vast difference in preference as we can see from the above chart. It shows that preference of customers toward Amul butter brand precedes over Gowardhan and butter brands available in Mumbai Suburban area markets.

**2. Number of years of preference**

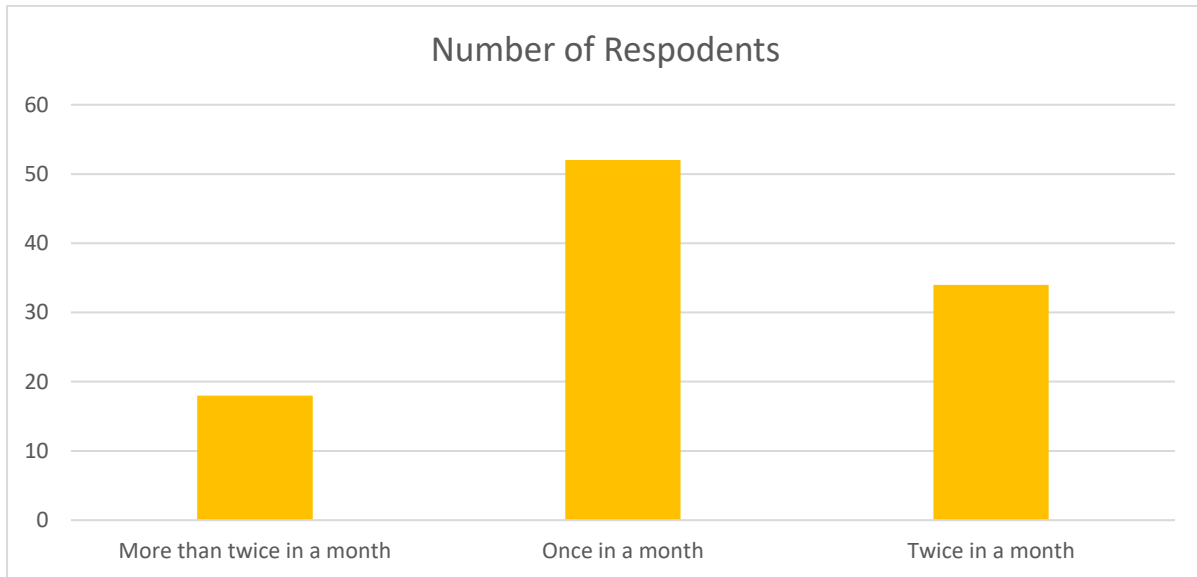
| Number of years   | Number of Respondents |
|-------------------|-----------------------|
| More than 5 years | 82                    |
| 3 - 4 years       | 10                    |
| 1 - 2 years       | 12                    |



Data collected from the respondent shows that 79% of customers uses same above preferred butter brand for more than 5 years, 10% of customers using since 3 – 4 years, 11% of customers using since 1 – 2 years only.

### 3. Customers purchasing frequency

| Frequency of purchase      | Number of Respodents |
|----------------------------|----------------------|
| More than twice in a month | 18                   |
| Once in a month            | 52                   |
| Twice in a month           | 34                   |
| <b>Total</b>               | <b>104</b>           |



The study shows that 17% of customers purchase same above preferred butter brand more than twice in a month, 50% of customers purchase once in a month, 33% of customers purchase twice in a month. This indicates that customers mostly purchase butter once in a month.

### 4. Availability of butter brand in the store

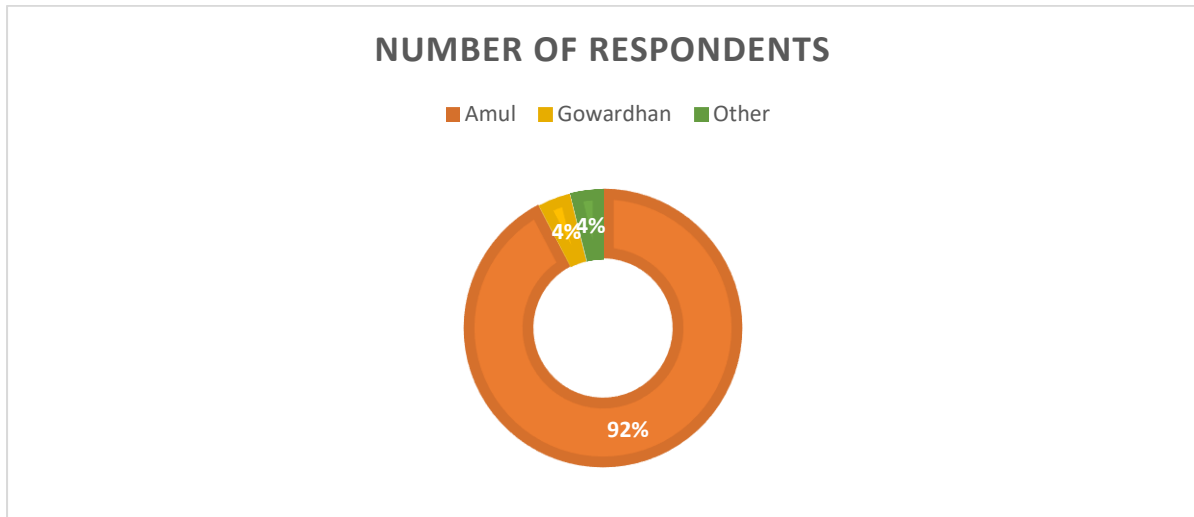
| Commonly available butter brand | Number of Respodents |
|---------------------------------|----------------------|
| Amul                            | 98                   |
| Gowardhan                       | 5                    |
| Other                           | 1                    |
| <b>Total</b>                    | <b>104</b>           |



Through data collection it is found that Amul butter brand is the most commonly available butter brand in the store when any customers goes to buy in the market.

**5. Most ad**

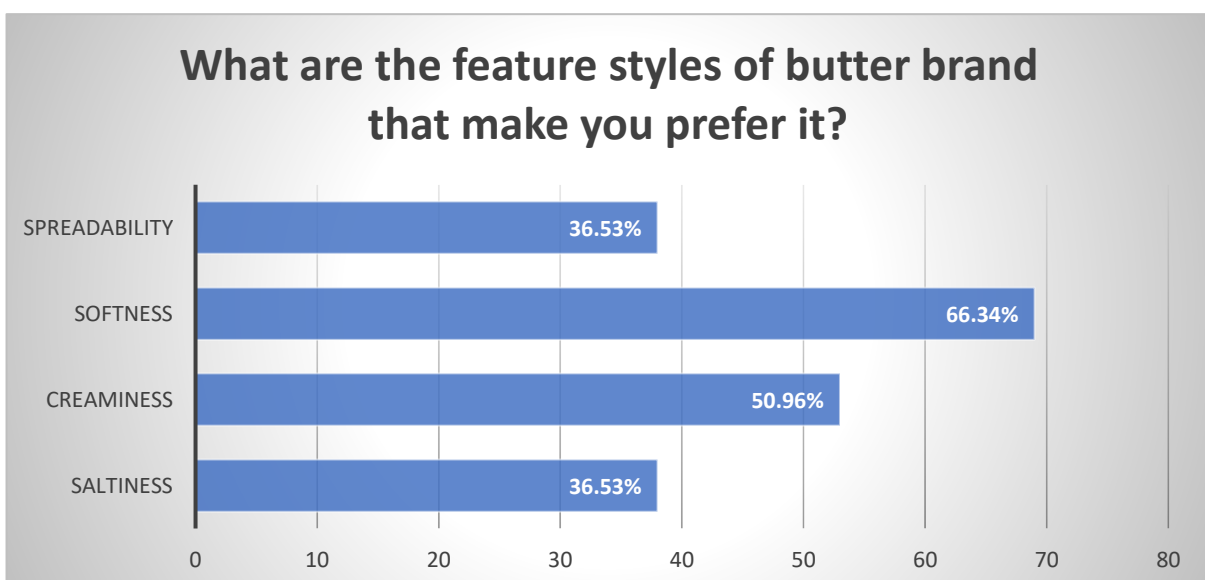
| Most advertised butter brand | Number of Respondents |
|------------------------------|-----------------------|
| Amul                         | 96                    |
| Gowardhan                    | 4                     |
| Other                        | 4                     |
| <b>Total</b>                 | <b>104</b>            |



Data collected from the respondent shows that about 92% of customers comes across Amul butter brand advertisement, whereas 4% comes across Gowardhan and left 4% come across other butter brand advertisement on different medias.

**6. What are the feature styles of butter brand that make you prefer it?**

| Butter feature styles | Number of Respondents |
|-----------------------|-----------------------|
| Saltiness             | 38                    |
| Creaminess            | 53                    |
| Softness              | 69                    |
| Spreadability         | 38                    |
| <b>Total</b>          | <b>104</b>            |

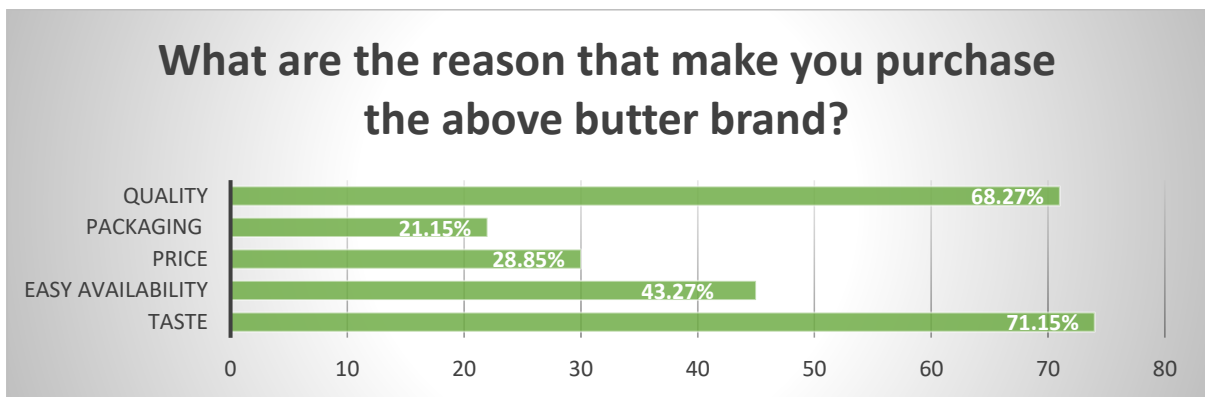


<http://vidyajournal.org>

When asked about ‘what are the features styles of butter brand that make you prefer it?’, there are various feature styles chose by the respondent. Out of total respondent about 66.34% of customers chose softness feature styles, whereas 50.96% of customers also chose the creaminess feature style, followed by the spreadability feature by 36.53% of customers and for 36.53% of the customers saltiness feature styles also makes customers prefer particular butter brand.

**7. What are the reason that make you purchase the above butter brand?**

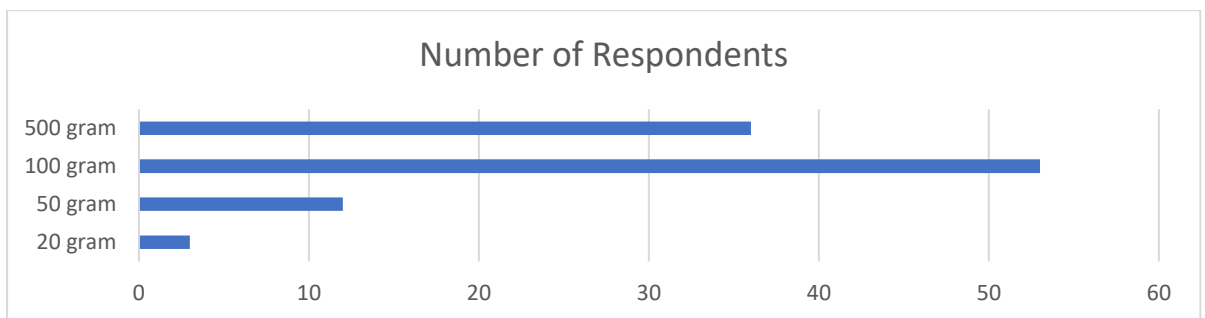
| Reasons to purchase particular butter brand | Number of Respondents |
|---|-----------------------|
| Taste                                       | 74                    |
| Easy availability                           | 45                    |
| Price                                       | 30                    |
| Packaging                                   | 22                    |
| Quality                                     | 71                    |
| <b>Total</b>                                | <b>104</b>            |



The study shows various reasons that makes customers purchase the particular butter brand. As per the data 71.15% of customers attracts due to taste, 68.27% of customers also consider the quality important, followed by 43.27% of customers consider easy availability also, 28.85% and 21.15% of customers also considers other reasons like price and packaging respectively important before making purchase decision.

**8. Number of Respondents**

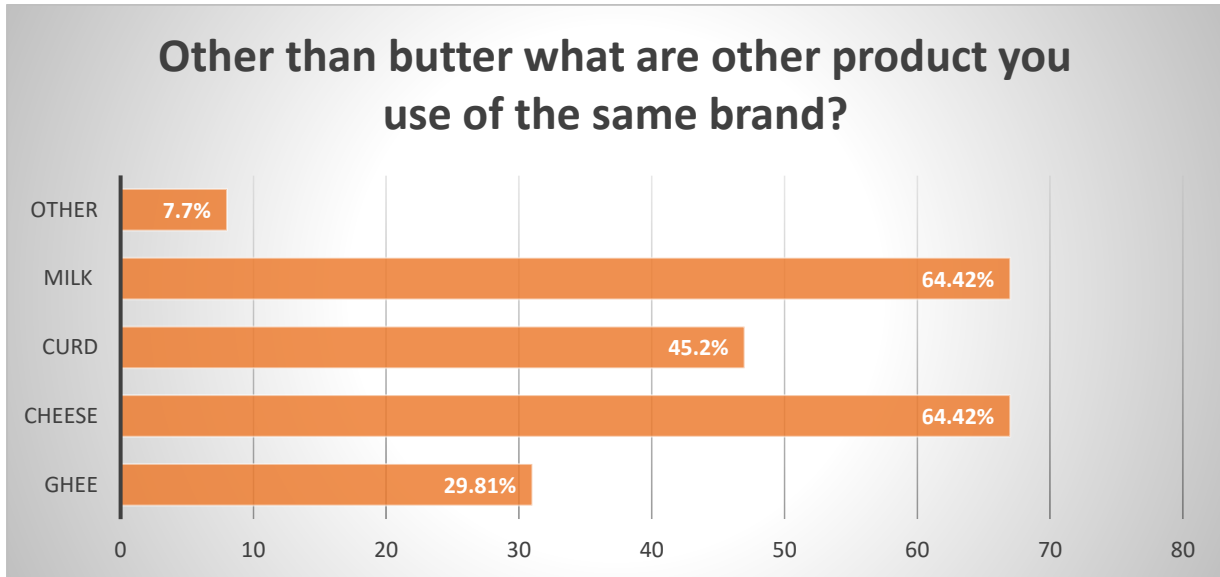
| Most preferred packaging size | Number of Respondents |
|-------------------------------|-----------------------|
| 20 gram                       | 3                     |
| 50 gram                       | 12                    |
| 100 gram                      | 53                    |
| 500 gram                      | 36                    |
| <b>Total</b>                  | <b>104</b>            |



As per the data collection, 51% of customers mostly prefer 100 gram packing size of the chosen butter brand. 35% of customers prefer 500 gram packing size, whereas 11% of customers prefer 50 gram packing size and 3% of customers prefer 20 gram packing size.

**9. Other than butter what are other product you use of the same brand?**

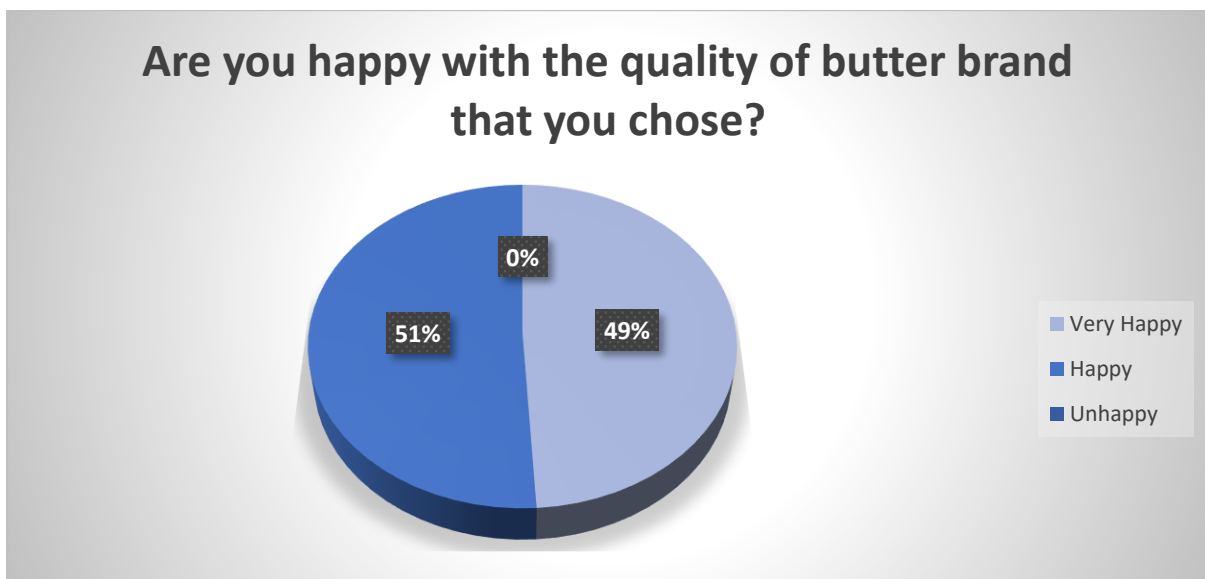
| Other products of same brands | Number of Respondents |
|-------------------------------|-----------------------|
| Ghee                          | 31                    |
| Cheese                        | 67                    |
| Curd                          | 47                    |
| Milk                          | 67                    |
| Other                         | 8                     |
| <b>Total</b>                  | <b>104</b>            |



It is observed that 64.42% of customers prefer milk, 64.42% of customers prefer cheese, 45.2% of customers prefer curd, also 29.81% of customers prefer ghee and 7.7% of customers prefer other products of the same brand that of the butter brand.

**10. Are you happy with the quality of butter brand that you chose?**

| Happy with Quality | Number of Respondents |
|--------------------|-----------------------|
| Very Happy         | 51                    |
| Happy              | 53                    |
| Unhappy            | 0                     |
| <b>Total</b>       | <b>104</b>            |





It is observed that 49% of customers are very happy, whereas 51% of customers are happy and 0% of customers are unhappy with the quality of the chosen butter brand.

**11. Are you happy with the quantity of butter brand that you chose?**

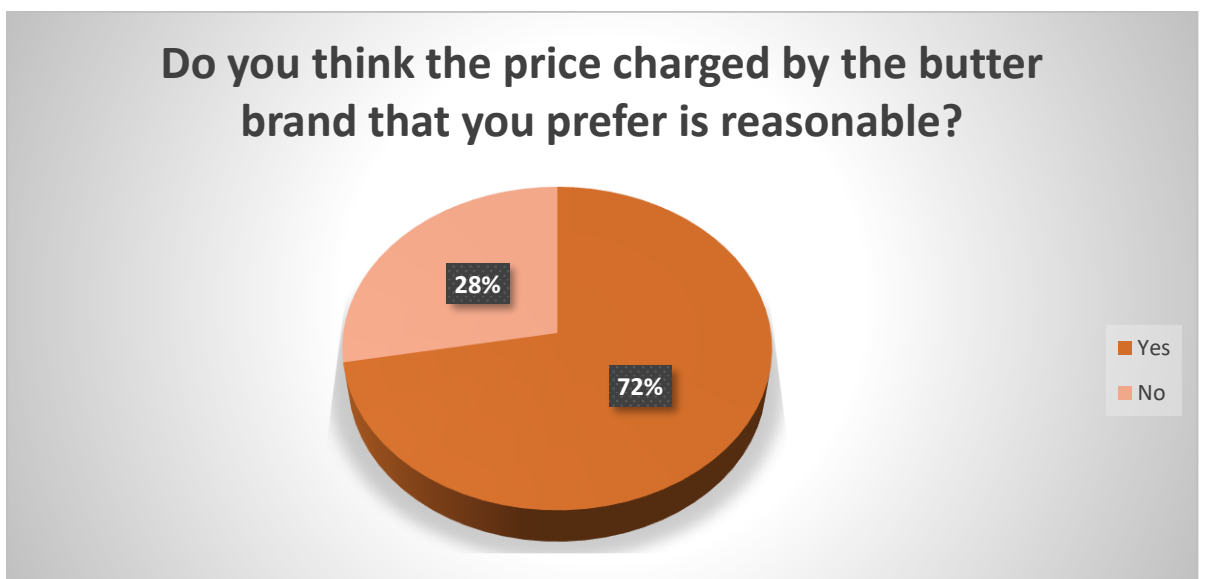
| Happy with Quantity | Number of Respondents |
|---------------------|-----------------------|
| Very Happy          | 46                    |
| Happy with Quality  | 51                    |
| Unhappy             | 7                     |
| <b>Total</b>        | <b>104</b>            |



It is observed that 44% of customers are very happy, whereas 49% of customers are happy and 7% of customers are unhappy with the quantity of butter brands that they chose.

**12. Do you think the price charged by the butter brand that you prefer is reasonable?**

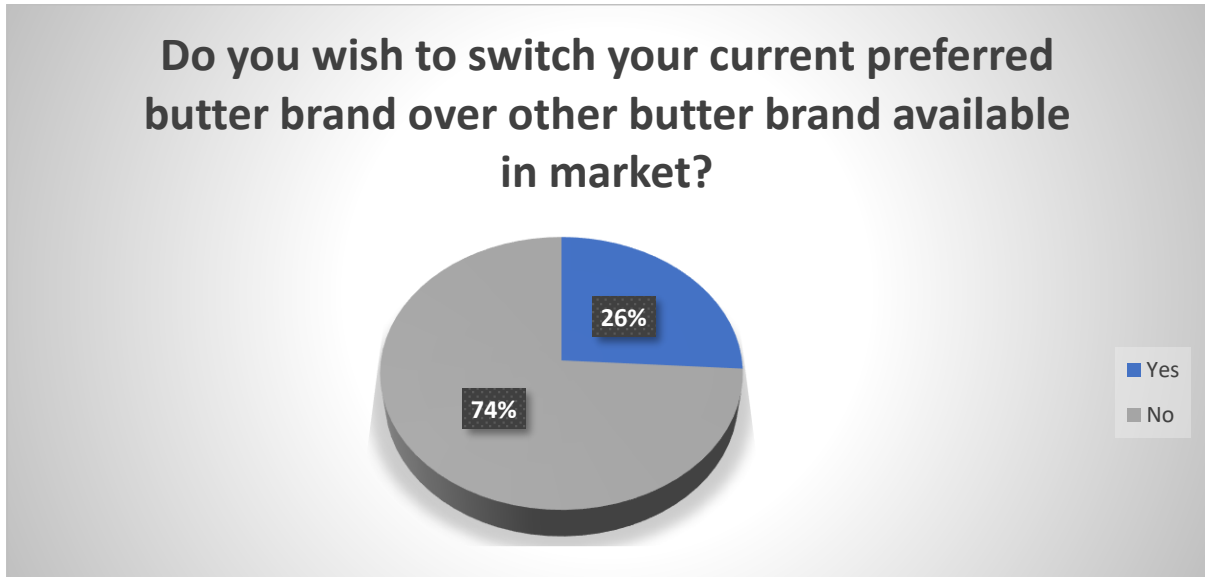
| Price charged is Reasonable by butter brand | Numbers of Respondents |
|---|------------------------|
| Yes   | 75                     |
| No  | 29                     |
| <b>Total</b>                                | <b>104</b>             |



The study shows that about 72% of customers think the price charged by the butter brand that they prefer is reasonable and 28% of customers think the price charged by butter brand is not reasonable.

**13. Do you wish to switch your current preferred butter brand over other butter brand available in market?**

| Switch to other butter brand | Number of Respondents |
|------------------------------|-----------------------|
| Yes                          | 27                    |
| No                           | 77                    |
| <b>Total</b>                 | <b>104</b>            |



The study also shows that 74% of customers do not wish to switch their current preferred butter brand over an other butter brand available in market whereas 26% of customers do wish to switch other butter brands.

**14. Would you like to recommend you chosen butter brand to others?**

| Recommend to other to prefer | Number of Respondents |
|------------------------------|-----------------------|
| Yes                          | 85                    |
| No                           | 19                    |
| <b>Total</b>                 | <b>104</b>            |



The collected data shows that about 82% of customers would like to recommend their chosen butter brand to others, whereas 18% of customers would not like to recommended their chosen butter brand to others.



## CONCLUSION

It is observed that about 94% of customers prefers Amul butter brand due to various feature styles primarily due to its softness, creaminess, followed by spreadability, saltiness and other features. It is found that customers are well aware of the Amul butter due to its more promotional activities on different medias as compared to the Gowardhan and other butter brand available in the market. Amul butter is the mostly commonly available butter brand in the market as compared to the Gowardhan and other butter brand. Milk by 64.42% of customers and cheese by 64.42% of customers are other top product purchased of the same brand, of which they purchase butter. 51% of respondents are happy with the quality of the butter brand that they prefer that also includes Amul butter customers, whereas 49% of customers are happy with the quantity of the butter brand they chose. Majority of the respondents are satisfied with the price charged by the two companies, but around 1/4<sup>th</sup> of the respondents feel the prices of products are unreasonable. Hence, they are ready to suggest these products to others as well. All this response concludes that majority of customers prefers Amul butter brand over the Gowardhan and other butter brand and hence, Amul butter brands dominates butter brand market in the Mumbai Suburban areas.

## REFERENCES

1. Ashish Kumar and Pradeep Kumar (2014), Project on Consumer Perception About Amul Butter :Consumer Perception.
2. Sri Ram Khanna (2019), Top Butter Brands Analysed for Quality in recent surveys
3. Sanjay Shukla (2015), A comparative Analysis of Mother and Amul Dairy Product, SSRN 2563552 OR <https://ssrn.com/abstract=2563552>
4. Gajendra Singh Chauhan, Sudhanshu Gupta (2021), Advertising for Amul Butter: Can a Classic Campaign Sustain Forever, Indian Scholar: An International Multidisciplinary research e-Journal, Vol. 7 Issue III (ISSN 2350 – 109X)
5. Tripathi, S., & Dave, N. (2022). CASHLESS TRANSACTIONS THROUGH E-COMMERCE PLATFORMS IN POST-COVID-19. International Journal of Management, Public Policy and Research, 1(2), 12–23. <https://doi.org/10.55829/010203>