

**A STUDY ON THE CONSUMER PERCEPTION OF THE
ADVERTISING STRATEGIES OF AMUL**

Project Report

Submitted by

AVITA JACKSON (Reg. No. AB20COM059)

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DEEPTHI JAYAPRAKASH (Reg. No. AB20COM061)

Under the guidance of

Ms. ELIZABETH RINI K.F

In partial fulfilment of requirements for award of the degree of

Bachelor of Commerce



ST.TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

Affiliated to

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CERTIFICATE

This is to certify that the project report titled '**A STUDY OF THE CONSUMER PERCEPTION ON THE ADVERTISING STRATEGIES OF AMUL**' submitted by Avita Jackson, Cindrella K C and Deepthi Jayaprakash towards partial fulfilment of the requirements for the award of degree of Bachelor of Commerce is a record of bonafide work carried out by them during the academic year 2022-23.

Supervising Guide

Ms. Elizabeth Rini K.F

Assistant Professor

Dept. of Commerce

Head of the Department

Ms. Ann Thomas Kiriyanthan

Assistant Professor

Dept. of Commerce

Place: Ernakulam

Date: 31/03/2023

DECLARATION

We, Avita Jackson, Cindrella K C and Deepthi Jayaprakash, do hereby declare that this dissertation entitled, '**A STUDY OF THE CONSUMER PERCEPTION ON THE ADVERTISING STRATEGIES OF AMUL**' has been prepared by us under the guidance of Ms. Elizabeth Rini K.F, Assistant Professor, Department of Commerce, St Teresa's College, Ernakulam.

We also declare that this dissertation has not been submitted by us fully or partly for the award of any Degree, Diploma, Title or Recognition before.

Place: Ernakulam

AVITA JACKSON

Date: 31/03/2023

CINDRELLA K C

DEEPTHI JAYAPRAKASH

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AVITA JACKSON

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Albert Lasker defined advertising as “Salesmanship in print, driven by a reason why”. One of the earliest forms of marketing is advertising, which aims to persuade its audience to purchase, sell, or take another action. Even in the contemporary world, advertising is one of the media tools used by businesses to pursue the potential consumers towards their products and services and to maintain a direct relationship with the populace. The term "advertising" comes from the Latin word "advertero", which directly translates to "to turn people's attention to a certain object". In olden times ads were more passive and extremely limited in scope. But in a free market economy promotions play a significant role from launching a product to retaining the customers to the brand.

Advertising is directed to a large number of people and not to one individual. That is why we call it non-personal. Companies that advertise, agencies that produce the ads, media that airs them, and a variety of individuals, including copy editors, visualizers, brand managers, researchers, creative minds, and designers, who carry the message to the customer or receiver, make up the advertising industry. Numerous categories can be used to classify advertising, including style, target audience, geographic scope, media, and purpose. The goal of advertising is to inform consumers about a product, persuade them that a company's services or goods are the best, improve the company's reputation, identify and generate a need for goods or services, show new applications for well-known products, announce new products and programs, support the salespeople's individual messages, attract customers to the business, and retain current ones. Depending on the objectives of your advertising strategy, advertising can benefit your business in a number of ways.

This study looks at the advertising strategies of Amul which is one of the leading companies in dairy products in India. Amul has a variety of products ranging from milk to ice cream, cheese to chocolate and milk products to beverages. The company spends extremely less money on advertising and uses it very efficiently. Amul uses a wide variety of enthusiastic advertising campaigns for its products namely TV ads, newspaper and billboard campaigns etc. to create confidence and zeal among the customers. This study also looks into commercial efforts made by the company in the Covid scenario.

1.2 STATEMENT OF THE PROBLEM

The purpose of this study is to investigate the numerous elements that the customers may be influenced to buy the Amul products due to their advertising strategies. This research has been undertaken mainly because of the increasing demand for Amul products.

1.3 SIGNIFICANCE OF THE STUDY

Advertising strategy is a marketing plan created by firms to inform the public about their goods and services and encourage the consumers to buy them. Information and persuasion are the two components of an advertising strategy. Through the information part the customers are informed about product characteristics and advantages, pricing adjustments, and other information that is essential for creating initial demand. It's crucial to use persuasion in your advertising plan to develop brand preference or alter consumer perceptions, particularly in market places that are competitive. Some companies are eminent for a long time but only a few have been able to genuinely touch our hearts. Amul is one of those brands that has done so and has carved a long term success on it.

This study is conducted to understand the factors influencing the customers purchasing decisions as a result of the advertising strategies of Amul before and during the pandemic.

1.4 SCOPE OF THE STUDY

In this research, we are examining the advertising tactics Amul has employed throughout the years to stay on the top of the game and in front of its rivals in the business. The scope of this project is to analyse the influence on customers as a result of the advertising of Amul in Ernakulam city under all age groups.

1.5 OBJECTIVES

1.5.1 THE OVERALL OBJECTIVE

- To analyse the consumer perception on the advertising strategies of Amul products.

1.5.2 THE SPECIFIC OBJECTIVES

- To understand the concept of advertising.
- To study the advertising strategies adopted by Amul before and during Covid scenario.
- To analyse how these strategies influence consumer behaviour.

1.6 RESEARCH METHODOLOGY

1.6.1 RESEARCH DESIGN

This project is mainly descriptive and analytical in nature. Classifying, describing, comparing, and measuring data are the aspects of descriptive research. In our study we have described the concept of advertising. Analytical research, meanwhile, is more concerned with causes and effects. We have analysed the advertising strategies of Amul products before and during the Covid scenario and how it influenced the consumers.

1.6.2 COLLECTION OF DATA

Both primary and secondary data are used in this study.

- **PRIMARY DATA**

Primary data was collected from respondents through questionnaires using Google forms.

- **SECONDARY DATA**

Secondary data was collected from internet articles, books and other websites.

1.6.3 SAMPLING DESIGN

- **SAMPLING TECHNIQUE**

For this study convenience sampling is used to analyse the consumer perception on the advertising strategy of Amul.

- **POPULATION**

The population for this study includes consumers in Ernakulam district.

- **SAMPLE SIZE**

For the convenience 150 respondents are taken.

1.6.4 STATISTICAL TOOLS

For this study, percentage analysis is used for analysing the data. For the presentation of data collected, bar diagrams, pie charts and line charts were used. 4 point scale and 5 point scale questions are included in the questionnaire. The 4 point scale is used to analyse the satisfaction of the message conveyed in Amul ads and to rate the Amul advertisement. A 5 points scale is used for analysing the preference of Amul products, to understand the frequency of watching the Amul ads and to study the impact of Amul advertisements on the buying decision of the respondents.

1.7 LIMITATIONS OF THE STUDY

- The data collection is time consuming.
- The target sample cannot be considered as a perfect sample.
- Internet information can be irrelevant
- The data is confined to Ernakulam district alone.

1.8 KEYWORDS

- **Advertising strategy**

It is the culmination of a business's outreach initiatives to increase brand recognition and boost revenue.

- **AMUL**

Anand Milk Union Limited (AMUL) is an Indian dairy cooperative. Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), a cooperative organisation in Gujarat, India, cooperatively oversees its management.

- **Consumer perception**

It refers to the thoughts, emotions and assumptions that consumers have about a brand.

1.9 CHAPTERISATION

Chapter 1- Introduction

This chapter contains a brief introduction about the topic, statement of the problem, significance of the study, scope of the study, objectives of the study, methodology, limitations, keywords and Chapterization.

Chapter 2- Review of literature

This chapter deals with review of literature which includes previous similar studies conducted on the topic “A study on the consumer perception on the advertising strategies of Amul products”.

Chapter 3- Theoretical framework

This chapter deals with theoretical frameworks. It collects and compiles information relating with the topic.

Chapter 4- Company Profile

This chapter showcases information regarding the company Amul.

Chapter 5- Data analysis and interpretation

This chapter deals with the analysis of the consumer perception of the Amul products as well as their advertising strategies with the help of the collected data. It uses tables, bar graphs, line charts, and pie charts for presenting data.

Chapter 6- Summary, findings, recommendations and conclusions

This chapter shows the summary of the study, findings, recommendations and conclusion.

CHAPTER 2
REVIEW OF LITERATURE

For any research it is essential to review the project works of others and to identify the proper research gap. In this chapter an attempt is made to review other literature papers and their contents for further understanding and knowledge and especially for comparison. This chapter portrays the review of other projects related to our topic.

Dr. Gajendra Singh Chauhan and Sudhanshu Gupta¹, 2021, according to their study titled **“Advertising for Amul butter: Can a classic campaign sustain forever?”**, confirms that the enduring allure of the Amul Butter Girl continues to enthrall people, and it supports the "low cost but high effect" advertising strategy as a winning combination for both competitors and customers. This case study analyses the following aspects of Amul Butter advertising campaign and concludes that:

- The campaign has a strong focus on building consumer trust, which comes more from word-of-mouth than from commercials because their ads lack directness.
- The Amul butter advertising campaign is not new in its criticism on political matters. People believe that Amul speaks for India. If it is involved in a dispute, some individuals are likely to side with it because of their trustworthiness and years of loyalty to them.
- The concept of the Amul butter girl is evergreen and classic, and it shouldn't be altered. It is the most important element of their marketing plan.
- From the public's point of view, the campaign represents its uniqueness, creativity and quality.

Radhika Mamidi², in her article entitled, **“Context and humour: Understanding Amul advertisements of India”**, discussed the key elements in Amul ads and then classified them based on different parameters. One of the most effective marketing strategies is humour. A classic example of how humour can be used in advertising is the Amul commercials from India. In order to connect with the contemporary Indian, advertisers in India, like Amul, adopt bilingual strategies. The target audience of the commercials is assumed to be knowledgeable about current events. There is an indissolubly linked relationship between its popularity and the demands for complicated processing.

Harikumar Pallathadka, Laxmi Kirana Pallathadka, Shoraisam Kiranbala Devi and Shoraisam Kiran Singh³ in their paper entitled "**Reasons for the success story of Amul: An empirical study of customers' opinions**" explores the path taken by Amul company to become one of the top business entities. Since the fundamental goal of the company's business strategy is to provide the same degree of value to both its suppliers and customers, they never participate in aggressive marketing or advertising. Combining a low-cost pricing approach with a well-planned and managed supply and logistics chain model helped the company lay the foundation for Amul's success.

Muhammad Ehsan Malik, Muhammad Mudsar Ghafoor, Hafiz Kashif Iqbal, Unzila, Ayesha⁴ in their article named "**The impact of advertisement and consumer perception on consumer buying behaviour**" contributes to the understanding of how customer perception and advertising influence consumer purchasing behaviour. For the study a sample of about 150 respondents was obtained and their responses have been tested on SPSS software. Findings of the study shows that advertising has a substantial positive impact on consumer behaviour. Consumer perception has also a favourable impact on consumer buying behaviour but only to a weak degree.

Dr. Swati Bisht and Ms. Shikha Saraswat⁵ in their Research Article "**Topical advertisements & brand mascot- A strategic combination for brand positioning: Study of Amul**" examines the marketing techniques employed by Amul butter, one of the company's most popular brands. Amul butter employs topical advertising and its brand mascot in tandem to create a powerful marketing approach for its target audience. The study reveals that each strategy poses some merits and demerits. Topical advertising and brand mascots have many strategic benefits and few drawbacks.

Mandeep Chourasia⁶, the purpose of his research titled "**A Study on Amul doodles before and during the lockdown**" is to meticulously observe the Amul campaign prior to and succeeding lockdown. The company's success in becoming India's top milk producer was aided by their marketing and advertising efforts. One of the creative ad campaigns is the idea of employing the Amul girl as a mascot. The brand uses current events as inspiration for its doodles as part of its marketing strategy. It helps to assert the consumer's attention towards the brand. The findings of the study states that in the majority of its ads, Amul favours using its brand mascot, Amul Girl. Before lockdown, they produced very few ads about Covid-19; however, following lockdown, they made a surprising number of ads about the virus, demonstrating that Amul is paying close attention to educating people about Covid-19 and spreading the message of self-quarantine at home during the epidemic.

Pankaj Chandra and Devanath Tirupati⁷ in their article named "**Business strategies for managing complex supply chains in large emerging economies: The story of Amul**" presented a case study of the dairy cooperative Amul in western India, which has created a successful framework for conducting business in a giant emerging market. This essay draws several conclusions from Amul's experiences that cooperatives around the world and prospective business partners should find valuable.

Key message from Amul's success include the following:

- Businesses in these settings must concurrently expand markets.
- suppliers to coordinate demand and supply planning,
- Ensure operational efficiency to achieve cost leadership and support low pricing strategy.
- It also requires a long-term strategy and a focal emphasis to bring the many components together.

Marcela Korenkova, Milan Maros, Michal Levicky and Milan Fila⁸ in their article named **“Consumer perception of modern and traditional forms of advertising”** assumed that in contrast to other forms of advertising, social network advertising was found to have a far greater impact on responders. If a company wants to be more visible in a tough competitive environment, it must consider all options. One of these options is advertising, which comes in a variety of forms. To increase a company's market sustainability, it is critical to use the appropriate form or combination of forms of advertising based on the product and target group. Advertisements were originally designed to provide information, but they have evolved into a tool for indirectly influencing decisions. The use of various advertising techniques can have varying effects on everyone, whether positive or negative.

Karthik Nair and Dr. Shubha H.S⁹ in their journal paper named **“Understanding political messages in Amul advertisements”** discovered how Amul cartoons contribute to political communication by bringing these problems to the public's attention and adding a humorous, opinionated touch to them. Through the use of humorous puns that the audience can readily relate to, the political messages are conveyed. It is essentially a way to link these issues with the brand and show how Amul is similar to or dissimilar from the political issues the cartoons are trying to convey to the audience about. The use of political issues as a cover is what distinguishes these cartoons from others because it not only makes them relatable but also benefits the brand.

Dr. S.P. Savitha¹⁰ in their research article named **“A study on consumer preference towards ‘Amul product’ in Madurai city”**, did a study to determine how satisfied consumers are with Amul goods right now. Customers in Madurai have a positive opinion of Amul products. So, it can be expanded to service rural areas as well. The researcher has acquired a lot of data about consumers purchasing habits for Amul products from a variety of respondents. This provides a favourable stand to further reinforce the position of Amul's product, which already enjoys the top spot in the dairy business. "Amul product is the market leader in the dairy industry".

Prof. Sulekha Munshi and Dr. Ajay Tekchandani¹¹ in their research article named **"Study of availability of Amul products during lockdown period in Mumbai city"** made an effort to compile all the data regarding how the brand is still relevant and present during the lockdown time. Findings revealed that the brand Amul survived the difficult times and availability was never a problem for Amul. The level of brand trust that consumers had previously shown had not changed.

In their essay, they made tips and proposals for creating amul items that are;

- Not only at the outlets lying on the courses that are actually available, but availability should be common for all outlets suggesting those lying on pocket streets.
- Amul has a mediocre distribution network, yet the company is unable to fulfil the peak season demand attention from the source. The organisation makes attempts to outperform the product during busy times.
- Amul should look into making low-fat versions of its products available since it will attract the attention of younger generations in the worldwide market.

Other Amul products like chocolates, ghee, or dahi are available but are not as well-known as butter or ice cream. Amul should make an effort to develop these products and analyse the market in order to better understand its problem. The product's use time should be extended by the company.

Nidhi Sharma¹² in their research paper named **"Marketing strategy of Amul– Taste of India"** According to the report, for a firm to have a strong brand, it must have a sound business strategy and gain the public's trust by upholding its commitment to its principles. To interact with customers and foster client loyalty, a business does not always need to spend a lot of money on marketing.

Dr. Amritha Sabu and Ankit Varma¹³ in their project paper named “**Market analysis of Amul products**” assumed that Amul is one of the most successful business houses and other companies should learn from Amul how to do its business in a socially responsible manner. In fact Amul uses only 1 percent of its turnover for promotions. This shows that it is not always necessary to spend millions on promotion when you have creativity.

Through their paper they provided some suggestions which are as follows:

- The quality and cleanliness of Amul milk should be highlighted in projector movies displayed to the locals. This would facilitate persuasion and foster a positive attitude among the populace.
- In addition to making curd, lassi, and ice cream, people also use milk to sip tea and for other reasons. In order to convince them that Amul milk is the ideal choice for such uses, a favourable perception must be first established.
- Suggestions & complaints made by retailers & consumers should be given due attention to provide maximum satisfaction. This could create an impression that Amul cares for them.

CHAPTER 3
THEORETICAL FRAMEWORK

3.1 ADVERTISING

The Latin term ‘Advertere’ is where the word advertising is derived from. Ad meaning ‘to’ and vertere meaning ‘turn’. Advertising refers to the methods used to draw attention to a good or service. In order to attract consumers' attention, advertising seeks to highlight a good or service. It is often used to market a particular product or service, although there are many other applications as well, with commercial advertising being the most popular. Numerous categories can be used to classify advertising including target audience, media, geographic scope, style, and purpose. It is regarded as a non-personal type of marketing communication. Advertising acts as a link between the consumer and producer. The final goal of advertising is to boost sales by positively portraying the products and services.

Print media such as newspapers, periodicals, TV, and radio are examples of traditional advertising mediums. However, in today's world, ads can be seen almost anywhere, including:

- Websites
- Roadside billboard
- Email newsletters
- Print newsletters
- Sides of buildings
- Inside bills
- Product packaging
- The sides of cars and truck
- Event bulletins
- Store windows etc.

Advertisements can have a direct impact on a company if they are well-crafted, well-targeted, and cost-effective. It can be easier to create successful advertisements for your business if you have a basic understanding of what advertising is and why it's crucial for businesses to use it. In a business, the individuals in charge of promoting a good or service are known as advertisers. To increase public preference for a company, they spread messages about its goods and services. Advertisers are crucial because the advertising industry as a whole depends on them. The cost of advertisements is borne by the advertiser, so if they determine it is not worthwhile to run ads, the advertising industry will face serious difficulties.

3.2 TYPES OF ADVERTISING

Companies use a variety of advertisements to reach their target consumers or to inform the public. Here are some examples of advertising:

- **Print advertising:**

Print advertising refers to printed advertisements that are commonly seen in newspapers and magazines. Other printed materials, such as brochures, directories, and flyers, are also included in this category. Companies can target consumers in a specific geographic area by placing advertisements in local newspapers.

Companies may look for magazine advertising opportunities to reach a more specific audience. Specialty magazines can help a company reach out to a specific demographic or type of person. A golf equipment company, for example, would place advertisements in golf magazines because they know that the audience is more likely to enjoy their product. Because full-page opportunities allow for more color and high-production images than other forms of advertising, magazine advertising can also provide a better visual experience for consumers.

- **Outdoor advertising:**

Any exterior advertising that promotes the goods and services offered by your company is known as outdoor advertising. Billboards, bus benches, the interior and exterior of buses, taxis, and business vehicles, as well as signage placed on the outside of your own brick-and-mortar location are examples of outdoor advertising. For promoting your product in particular geographic regions, outdoor advertising is effective.

- **Mobile advertising:**

Mobile advertising is delivered to consumers via any mobile device that has internet access, such as a cell phone or tablet. Consumers may see these advertisements on social media, on web pages, or within apps. A customer playing a mobile game, for example, may see ads for similar games between gameplay rounds. The advantage is that these advertisements can reach consumers regardless of their location.

- Television advertising:

Television advertising is a type of broadcast advertising in which businesses promote their products or services via 20, 30, or 60-second television commercials. It is costly, but it allows businesses to repeat their advertisements on a regular basis. The cost of airing television commercials varies depending on the following factors:

- The length of the advertisement
- The hour of the day
- The television programme
- Airing frequency
- The geographical scope
- The quantity of networks

3.3 ADVANTAGES OF ADVERTISING

- Introduces a new product in the market:

When a new product is introduced to the market, advertising is important. It encourages consumers to buy the product.

- Expansion of the market:

It enables the manufacturer to grow his customer base. It aids in both expanding the product's market and preserving its current market. It plays a crucial role in expanding the marketing of the manufacturer's goods by reaching out to clients in distant and remote locations.

- Increased sales:

The volume of sales is increased and mass manufacture of items is made easier through advertising. In other words, if sales increase, selling costs will fall because more money spent on advertising can increase sales.

- Fights competition:

To combat the forces of competition that are present in the market, advertising is incredibly useful. To keep the product from falling into the hands of the competition, constant advertising is crucial.

- Enhances Good-will:

Advertising has a key role in boosting a company's reputation. It gives the public an introduction to the maker and his product. Frequent advertising and higher-quality goods increase the manufacturer's reputation and the company's goodwill.

- Educates the consumers:

Advertising has a dynamic, educational purpose. Customers are introduced to new items and the variety of uses for them, and new applications for old products are also made clear to them.

- Elimination of middlemen:

It seeks to remove any marketing middlemen by creating a direct line of communication between the maker and the customer. The manufacturer makes more money as a result, and the consumer pays less for the goods.

- Better quality products:

Under a variety of brand names, many products are advertised. An item with a recognizable brand guarantees consumers a certain level of quality. In an effort to gain the customers' trust in his product, the manufacturer offers high-quality goods to them.

- Supports the salesmanship:

The work of a salesperson is substantially facilitated by advertising. The clients are already acquainted with the goods that the salesperson offers. Advertising dramatically enhances a salesman's ability to close deals.

- More employment opportunities:

Many skilled people, including artists, photographers, singers, musicians, cartoonists, models, and employees of various advertising companies, have additional career prospects thanks to advertising.

- Reduction in the prices of newspapers and magazines:

Advertising plays a significant role in lowering the price of publications like newspapers and magazines. The advertisements that appear in newspapers help to cover a major portion of their production costs.

- Higher standard of living:

The experience of the developed world demonstrates that a major factor in boosting people's living standards is advertising. It has significantly contributed to raising the standard of living in a growing economy like India by educating people about a wider section of higher-quality goods.

3.4 DEMERITS OF ADVERTISING

- High cost:

The expense of advertising is one of its main drawbacks. Starting with research, arranging the layout, and preparing the advertisement for presentation requires finance. It would be quite challenging for small firms and brand-new startups to conduct comprehensive product advertising.

- False claims:

Some advertisements mislead consumers and offer confusing information. Customers discover that the features promised by the products are not exactly the same as those advertised once they have purchased them.

- Deferred revenue expenditure:

Due to the delayed nature of the outcomes, advertising is a deferred revenue expense. Advertising takes up a sizable amount of the overall expenditures of the organisation. As a result, investing a lot of money in it may not always produce quick results, which limits its usefulness.

- Barriers to entry:

Whether intentionally or not, advertisements support industrial concentration. The nature of the individual trade, the marketability of the product, and the technical aspects of its manufacture may all affect the degree of such concentration. However, research on this topic is still inconclusive. The proof that advertising and concentration are positively correlated is poorer than predicted

- Prospective Clientele:

To be successful in advertising, a company must first identify its target audience and then target its advertisements to that audience. A single type of advertisement is unlikely to reach a company's target audience. For example marketing a smartphone through Television will reach some people, but the company will also need to advertise online to reach the rest of its target audience. Advertising through multiple channels raises costs and makes it more difficult for determining the effectiveness of each ad.

- Promotes the use of hazardous substances:

More people are becoming addicted to alcohol and smoking as a result of their promotion. They are extremely harmful to our health while appearing amazing. Teenagers, for example, believe that drinking and smoking will make them more popular and gain them more friends

- The use of stereotypes:

Most of the time, they enforce stereotypes in the hopes of making more people relate. For example, most beauty products are marketed to women because women are more likely to use them. However, these stereotypes are impeding societal progress.

They're telling us what we need to do to fit in. Men need to buy these to be more manly,' while women need to buy these to be 'pretty'. Many advertisements promote gender stereotypes, which society is working hard to eradicate.

3.5 IMPORTANCE OF ADVERTISING

“If it doesn't sell, it isn't creative”.

According to David Ogilvy, if the advertising is not creative, then it will be difficult for the company to sell its products. Advertising's primary objective is to influence consumers to make a purchase or take an action. It can assist a business in luring customers, educating them about its products, and earning their trust. The majority of businesses use advertising in some capacity to promote their products and services. Advertising is a crucial component of trade and commerce for a number of reasons, including the following:

- Makes your brand stand out:

Establishing a brand identity and differentiating the company's goods from those of other businesses can be done with the help of advertising features like logos, color schemes, fonts, and taglines. A customer's propensity to buy a product may rise if they are familiar with or like the company's logo.

- Increases sales:

The primary objective of advertising is to increase the number of consumers who purchase your goods. A successful ad can persuade consumers to buy your product, which could significantly increase your overall sales.

- Informs customers:

Making an advertisement is a quick and easy way to let prospective customers know about your product and any benefits or features it might have. You can also inform your audience about promotions through advertising, such as sales, unique services for brand-new clients, or noteworthy events.

- Helps introduce products:

You can make an advertisement to inform your customers about new products or services your business is introducing. By doing so, you can generate curiosity in the release of the new product by showcasing it to a large audience. It's possible that spreading the word to more people about the introduction of your product will result in more people wanting to purchase it.

- Informs you about your competition:

Advertisements can help you keep an eye on your competitors and find out about any changes they make. A competitor may produce an advertisement to tell their customers when they launch a new product or feature. This presents a chance for you to create something original of your own or a new advertisement highlighting the benefits of an already-existing product that addresses the same problems.

- Retains customers:

Using advertising can help remind your customers about your brand and may encourage them to continue buying your product. A customer who once used your product may see an advertisement and remember their positive experience. This can motivate them to purchase that product again or try other services from your company.

- Increases employee morale:

Coworkers who see or hear about a successful advertisement may feel more motivated. If a customer is only vaguely conscious of new goods or services, it might be simpler to talk to them about them. A good advertisement might boost someone's sense of satisfaction in their place of employment.

- Increases customer trust:

Advertisements can improve a brand's reputation and consumer trust. If a prospective customer encounters numerous advertisements for your product, they might view you as a reliable brand. In order to further increase customer confidence in your business, you can also use advertising to address any issues.

- Reaches target customers:

Advertising can make it simple for you to locate or market to a specific target group. You can run an advertisement near where they frequently go after conducting study on your target audience. If you have more than one target market, you can make distinct ads and advertise to each market in a different location.

- Explains company values:

Customers are more likely to identify with and remain devoted to a brand if those values are strong and obvious. Your company's fundamental characteristics or values can be communicated to a large audience through advertising, which may persuade them to try your product. A brand's identity may be strengthened and customer confidence increased by clearly communicating the company's values.

CHAPTER 4
COMPANY PROFILE

Anand Milk Union Ltd

Company name : Anand Milk Union Ltd

Type: State Government Cooperative Society

Founder: Tridhuvandas Patel

Founded: 14 December 1946

Headquarters: Anand, Gujarat, India

Products: Dairy

Website: amul.com



4.1 BRIEF HISTORY

The 1940s were the beginning of Amul's history. Anand Milk Union Ltd is a dairy enterprise in India. Its corporate headquarters is located in Anand, Gujarat. Anand Milk Union Limited was founded in 1973. As a response to the exploitation of small-scale milk farmers by traders and agents in minor cities, the Amul cooperative was established on December 19, 1946. During that time, milk prices were decided at random. The government had effectively granted Polson a monopoly over the gathering of milk from Kaira and its supply to Mumbai. Under the direction of the regional farmer leader Tribhuvandas K. Patel, the farmers of Kaira met Sardar Vallabhbhai Patel incensed by the unfair trading practices. Instead of supplying milk to Polson, he urged them to establish a cooperative (Kaira District Co-operative Milk Producers' Union) and supply milk directly to the Bombay Milk Plan. Subsequently, to launch Amul's factory for producing cattle feed, Prime Minister Lal Bahadur Shastri travelled to Anand. In order to reproduce the Kaira cooperative in other regions of India, the National Dairy Development Board (NDDB) was established on October 31, 1964, following the organisation in the hamlet and farmers were contacted after he returned to Delhi. Amul celebrated its 25th anniversary in 1973 under the direction of Tribhuvandas Patel, together with Morarji Desai, Maniben Patel, and Verghese Kurien. The procedure was commercialised with Kurien's assistance, resulting in Anand's first contemporary dairy cooperative. Amul sparked the White Revolution in India, making it the world's top producer of milk and dairy products.

Amul is founded on four hands that work together to keep this union at the top of Asia.

They are:

- Farmers, the organisation's first line of defence; without them, it would not exist.
- The second hand is that of Processors, who turn raw materials (milk) into finished goods.
- The Marketer is the third hand, without whom the product would not have reached the customers.
- Customers are the fourth hand, without whom the products would not have continued.

4.2 GCMMF

Gujarat Cooperative Milk Marketing Federation Ltd is India's biggest food product marketing organisation, dearly known as Amul. Its aim is to give farmers acceptable profits and meet the needs of customers by offering high-quality goods that are affordable. GCMMF is the major exporter of dairy goods in India. It functions via 76 sales offices and possesses a network of 10000 dealers and 10 lakh retailers. GCMMF is a recipient of the "Golden Trophy " for its outstanding performance and contribution in the dairy products sector by APEDA in the year 2009-10. It is the first and only company to win the topmost International Dairy Federation Marketing Award for probiotic ice cream launch in 2007.

- The current chairman of GCMMF is Shri. Shamalbhai B Patel.
- Shri. Valamjibhai R Humbal is the Vice Chairman.
- Jayen Mehta is the In-charge Managing Director of Amul.
- The sales turnover of GCMMF in 2021-22 is 464810 million that is US\$ 6.2 Billion.

4.2 PRODUCT LIFE CYCLE

Amul's products are at various stages of the product life cycle. Milk, butter, chocolate, and cheese are mature products, whereas ice cream, chocolate, and shrikhand are still in the development stage. Milk powders, infant food, and frozen food items, on the other hand, are in the introduction stage.

The corporation employs strong selling strategies for products in the initial stage, but promotional programmes for products in the growth or maturity period are fairly limited.

4.3 RANGE OF PRODUCTS

The following are just a few of the many goods that Amul provides:

- Bread spreads include Amul butter, Amul lite low fat bread spread, and Amul cooking butter.
- Cheese range namely Amul pasteurized Cheddar cheese, Amul pizza (Mozzarella) Cheese.
- Mithai range like Amul Shrikhand, Amul Amrakhand, Amul mithai kulfi mix.
- Milk range such as Amul Taaza 3% fat milk, Amul Taaza Double Toned milk.
- Pure ghee namely Amul Pure ghee, Sagar pure ghee, Amul cow ghee
- Infant milk range including Amul infant milk formula, Amulspray Infant milk food.
- Milk powders such as Amul full cream milk powder, Amul dairy whitener, Sagar tea and coffee whitener.
- Sweetened condensed milk i.e., Amul Mithai Mate Sweetened Condensed Milk.
- Fresh milk such as Amul gold full cream milk 6% fat, Amul shakti standardised milk 3% fat.
- Curd products: Amul Masti Dahi (fresh curd), Amul Butter Milk, Amul Lassi.

4.4 THE KEY BEHIND AMUL'S EFFECTIVE ADVERTISING

Dr. Varghese Kurien was adamant about building a distinctive and distinct brand identity for Amul from the beginning. In 1966, he entrusted the advertising to Sylvester da Cunha. That's when the iconic Amul girl and her "Utterly Butterly Delicious" slogan were conceived. The Amul girl was inspired by Polson's mascot. Whereas Polson's mascot was a refined, delicate girl, Cunha and his crew purposefully designed the Amul butter girl to be the polar opposite. She is a mischievous and amusing lovely girl who poked fun at current happenings in the country and of course, the famous mascot was an instant hit with Indian customers. Amul does not invest individually in developing a brand for each of its goods. As a brand, Amul is identified with "Taste of India", and customers recognise every product as coming from the company. Even so, umbrella branding only works when your items are connected and you apply the same standards to all of your products. Quality at a fair price is Amul's guiding principle, which is upheld in all of its goods. Hence, Amul's use of umbrella branding makes sense.

4.5 AMUL DURING COVID

The global pandemic has impacted many industries especially the dairy industry, but the legendary company Amul strategically navigated the situation. Amul converted the crisis of Covid into an opportunity. During the time of lockdown, numerous milk industries were completely closed and generated no revenue, Amul's milk producer members, village dairy co-operative societies, milk union and GCMMF team remained persistent in their operations even in the turbulent time and milk unions of Gujarat procured an additional 35 lakh litres of milk per day and paid 800 Crores extra to the rural milk producers of India.

How Amul grabbed the success?

The consumption from hotels and restaurants was drastically reduced in the course of the pandemic. But Amul prepared for a surge in demand. Amul considered the change in consumer behaviour. The household consumption of the milk products skyrocketed as more people began to stay at home and importantly people became health conscious that they shifted from buying loose milk products to packaged ones. They focused more on enhancing in-home consumption.

Amul kept their supply chain functioning at full capacity. Amul plants were operated at 115% capacity and they started using the railways to transport the products quickly throughout the country. Amul managed to coordinate such a huge supply chain and their resources successfully with the strategic partnership that was established between Amul and IBM in 2009. IBM developed a full-fledged digital system to track every small detail of operations in the supply chain of Amul. This system was a game changer for Amul in the tough time.

Amul redesigned their marketing strategy, the corporation even used 3rd party e-commerce sites like Big basket, Dunzo, Flipkart and landed exclusive deals with Swiggy and Zomato to sell butter, milkshake and paneer. Amul made a humongous investment in advertising while other brands were cutting down their advertising. Amul increased its ad volumes by 316% compared to 2019. Their campaign was so aggressive that the Amul Kool ad was viewed 10 times more than the Indian Premier League (IPL) itself. To make the audience feel nostalgic, they brought back the old ads which even created a better impact on the turnover of the company. Through Amul's futuristic investment of 80 crores into IBM's systems, digital transformation, third party collaboration, incentivising of labour and strategic advertising strategies the company established a benchmark for crisis management and paved the way for their success.

CHAPTER 5
DATA ANALYSIS AND INTERPRETATION

An attempt has been made to analyse the topic "CONSUMER PERCEPTION ON THE ADVERTISING STRATEGIES OF AMUL PRODUCTS". The overall objective is to analyse the consumer perception on the advertising strategies of Amul products. The specific objectives include understanding the concept of advertising, to study the advertising strategy adopted by Amul during the Covid and to analyse how these strategies influence consumer behaviour.

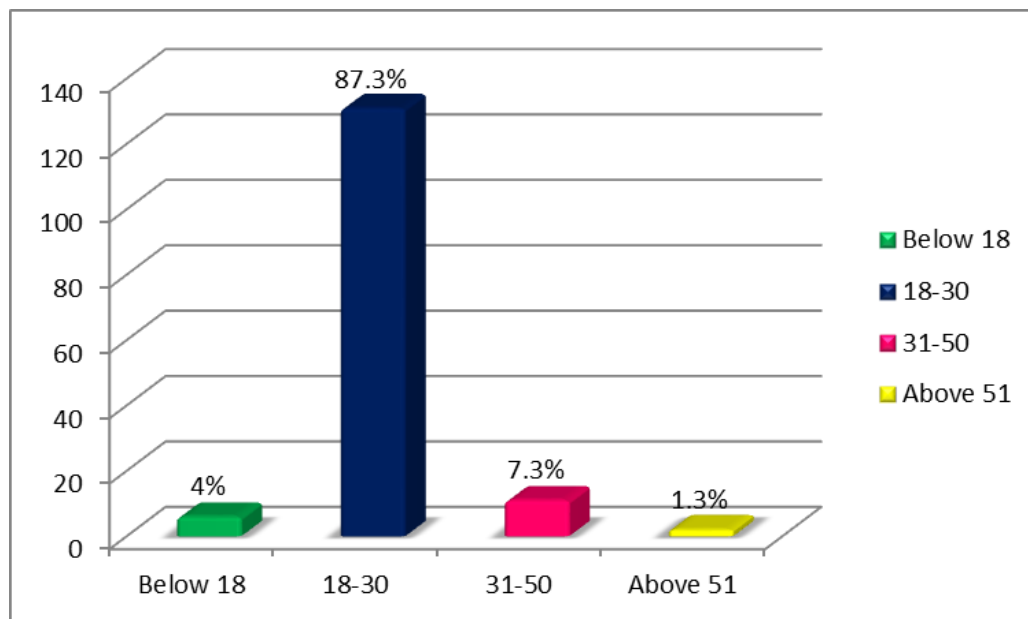
For the purpose of our study 150 samples were collected. Primary data was collected from random respondents through questionnaires using Google forms and the method used to analyse the collected data is percentage method.

TABLE 5.1
AGE OF RESPONDENTS

AGE GROUP	NUMBER	PERCENTAGE
Below 18	6	4
18-30	131	87.3
31-50	11	7.3
Above 51	2	1.3

Source: Primary data

Fig 5.1 AGE OF RESPONDENTS



INFERENCE

The table 5.1 shows that 87.3% of the respondents belong to the age group of 18-30. 7.3% of the respondents belong to the age group of 31-50. 4% of the respondents belong to the age group of below 18. While 1.30% of the respondents belong to the age group of above 51.

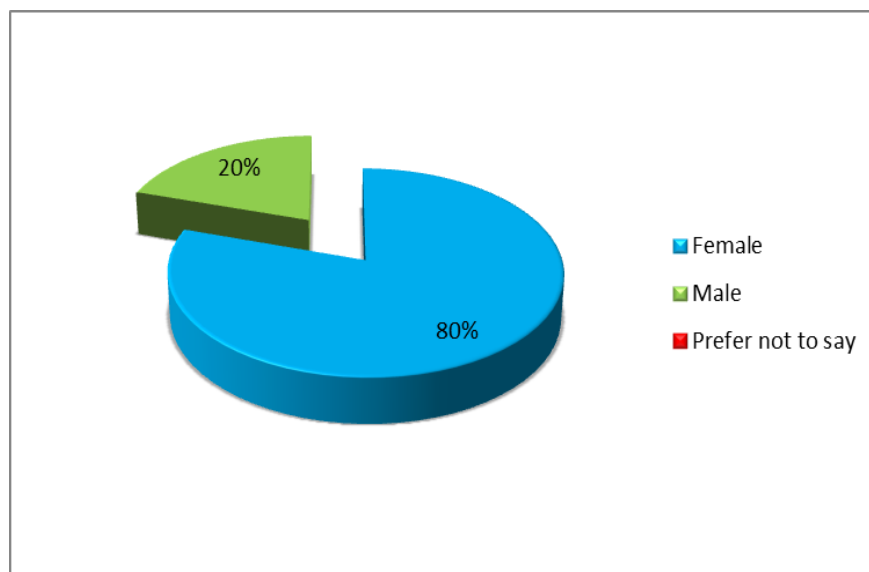
Thus, the majority of respondents are from the age group of 18-30.

TABLE 5.2
GENDER OF RESPONDENTS

GENDER	NUMBER	PERCENTAGE(%)
Female	120	80
Male	30	20
Prefer not to say	0	0
Total	150	100

Source: Primary data

Fig 5.2 GENDER OF RESPONDENTS



INFERENCE

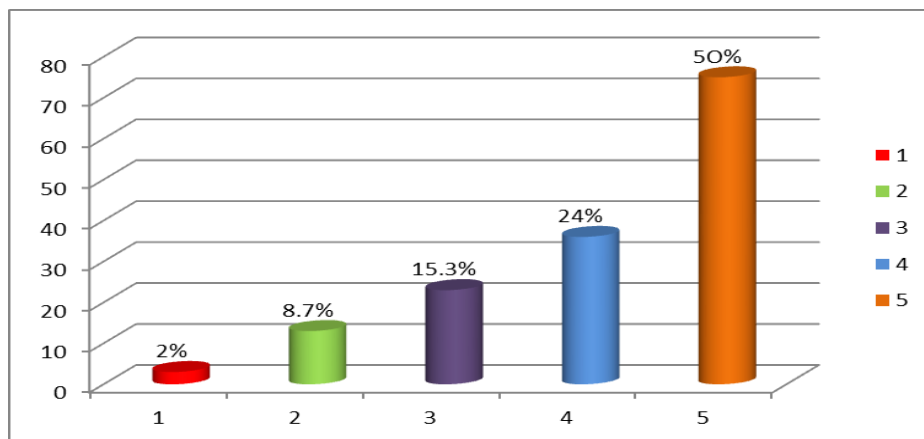
The table 5.2 shows that among the respondents, 80% are female and 20% are male. From this, it is clear that the majority of the respondents are female.

TABLE 5.3
PREFERENCE OF AMUL PRODUCTS

SCALE	NUMBER	PERCENTAGE(%)
1	3	2
2	13	8.7
3	23	15.3
4	36	24
5	75	50

Source: Primary data

Fig 5.3 PREFERENCE OF AMUL PRODUCTS



INFERENCE

Table 5.3, shows an analysis of the preference towards Amul products by the respondents. On a scale of 1-5, 5 being the most preferred, 50% of the respondents rated 5, 24% rated 4, 15.3% rated 3, 8.7% rated 2, 2% rated 1.

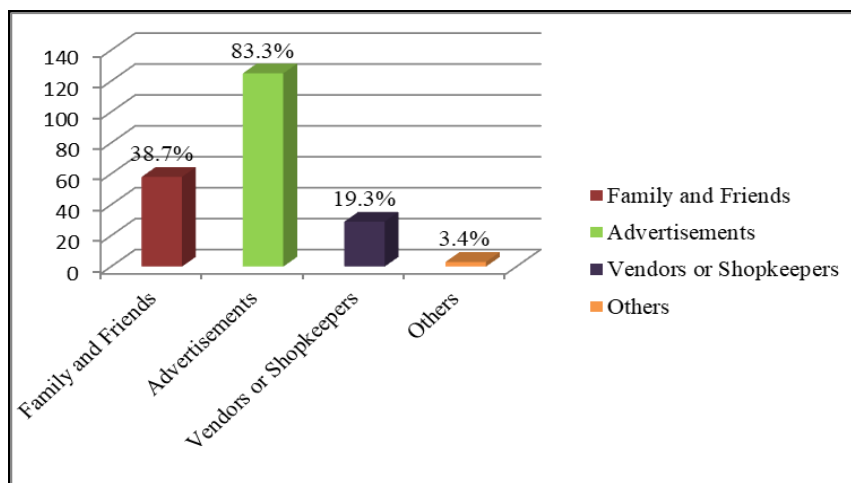
Thus, it is clear that the majority of the respondents rated 5.

TABLE 5.4
SOURCE OF AWARENESS OF AMUL PRODUCTS

SOURCE	NUMBER	PERCENTAGE (%)
Family and friends	58	38.7
Advertisement	125	83.3
Vendors or shopkeepers	29	19.3
Others	5	3.4

Source: Primary data

Fig 5.4 SOURCE OF AWARENESS OF AMUL PRODUCTS



INFERENCE

Table 5.4 shows the source from where the respondents came to know about the products of Amul. It is clear that the majority of the respondents came to know about Amul products through advertisements followed by family and friends.

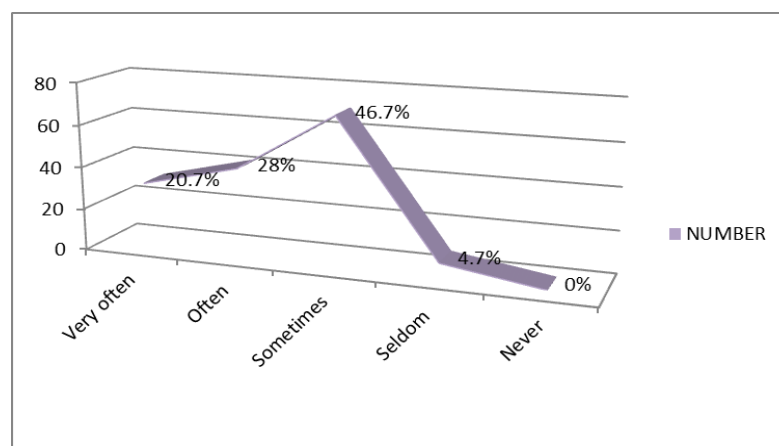
Thus, the majority of the respondents became aware of Amul products by means of advertisements.

TABLE 5.5
FREQUENCY OF BUYING AMUL PRODUCTS

ATTRIBUTES	NUMBER	PERCENTAGE (%)
Very often	31	20.7
Often	42	28
Sometimes	70	46.7
Seldom	7	4.7
Never	0	0

Source: Primary data

Fig 5.5 FREQUENCY OF BUYING AMUL PRODUCTS



INFERENCE

Table 5.5 shows how often the respondents buy Amul products. 20.7% of the respondents buy it very often, 28% buy it often, 46.7% buy it sometimes, 4.7% seldom buy the products and none of the respondents are buying the products.

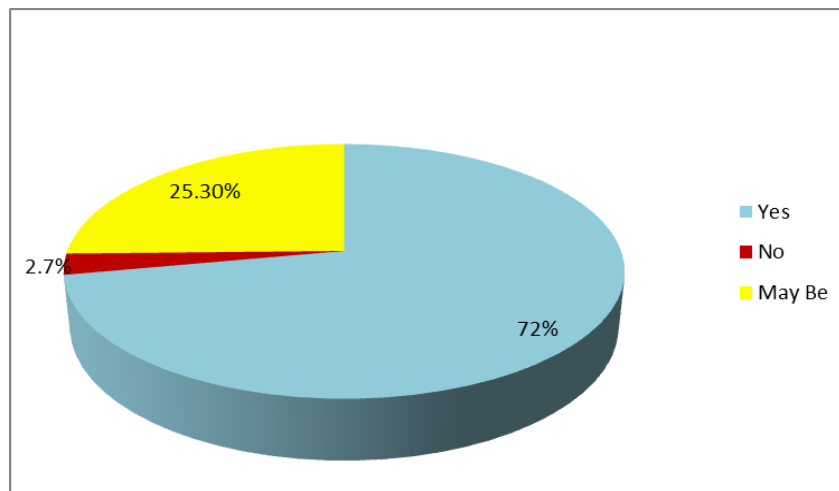
Thus, most of the respondents purchased Amul products sometimes only.

TABLE 5.6
RESPONSE ON WHETHER PURCHASING AMUL PRODUCT IS A WISE CHOICE

OPTIONS	NUMBER	PERCENTAGE (%)
Yes	108	72
No	4	2.7
Maybe	38	25.3
Total	150	100

Source: Primary data

Fig 5.6 RESPONSE ON WHETHER PURCHASING AMUL PRODUCT IS A WISE CHOICE



INFERENCE

From table 5.6 it is observed that 72% of the respondents believe that purchasing Amul products is a wise choice and 25.30% believe that purchasing products of Amul might be a wise choice. Only 2.7% of the respondents believe that it is not a wise choice.

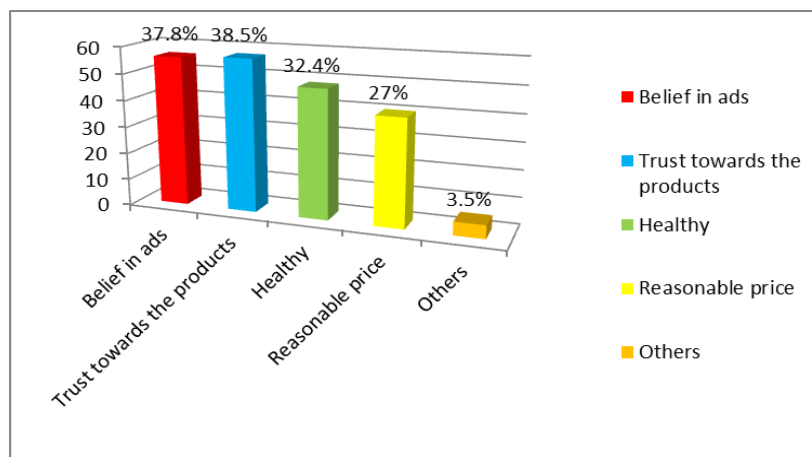
Thus, the majority believes that purchasing Amul products is a wise choice.

TABLE 5.7
REASON FOR PURCHASING THE PRODUCT

REASON	NUMBER	PERCENTAGE (%)
Belief in advertisements	56	37.8
Trust towards the product	57	38.5
Healthy	48	32.4
Reasonable price	40	27
Other	5	3.5

Source: Primary data

Fig 5.7 REASON FOR PURCHASING THE PRODUCT



INFERENCE

Table 5.7 shows the reason for purchasing Amul products. 38.5% of the respondents believe that the reason for purchasing is trust towards the product ,37.5% believe that the reason for purchasing Amul products is because of the belief in ads,32.4% agree with the option healthy 27% agree with reasonable price.

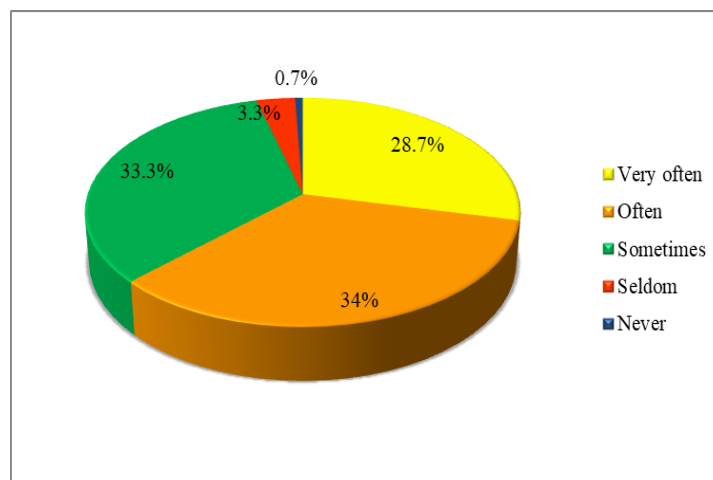
Thus, the major reason is trust towards the product followed by belief in ads.

**TABLE 5.8
FREQUENCY OF WATCHING AMUL ADS**

ATTRIBUTES	NUMBER	PERCENTAGE (%)
Very often	43	28.7
Often	51	34
Sometimes	50	33.3
Seldom	5	3.3
Never	1	0.7
Total	150	100

Source: Primary data

Fig 5.8 FREQUENCY OF WATCHING AMUL ADS



INFERENCE

The table 5.8 shows how often the respondents saw Amul ads. 28.7% respondents saw the advertisement very often, 34% saw it often, 33.3% saw it sometimes, 3.3% seldom saw the ads and 0.7% never saw it.

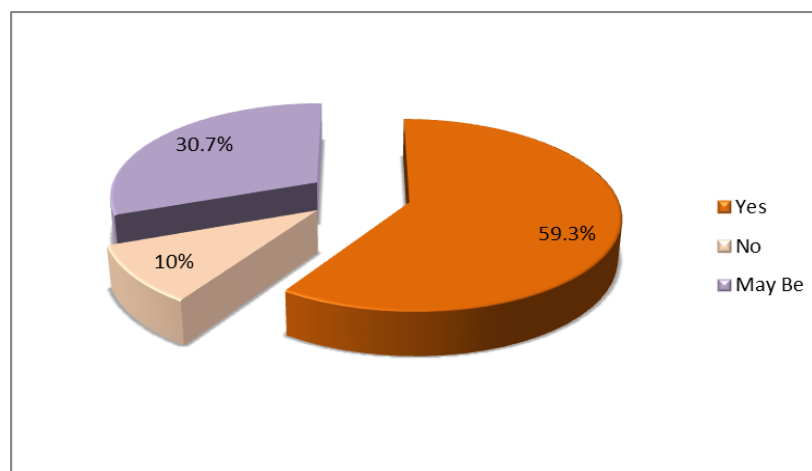
Thus, a large part of the respondents saw the ads often.

TABLE 5.9
RESPONSE ON WHETHER ADS INFLUENCE TOWARDS THE PURCHASE
OF AMUL PRODUCTS

OPTIONS	NUMBER	PERCENTAGE(%)
Yes	89	59.3
No	15	10
Maybe	46	30.7
TOTAL	150	100

Source: Primary data

Fig 5.9 RESPONSE ON WHETHER ADS INFLUENCE TOWARDS THE
PURCHASE OF AMUL PRODUCTS



INFERENCE

The table 5.9 shows an analysis of the influence of ads towards the purchase of Amul products. 59.3% of the respondents believe that advertisements have influenced their purchasing of the product. 30.7% believe that ads may influence them. Only 10% believe that ads doesn't not influence them towards the purchase.

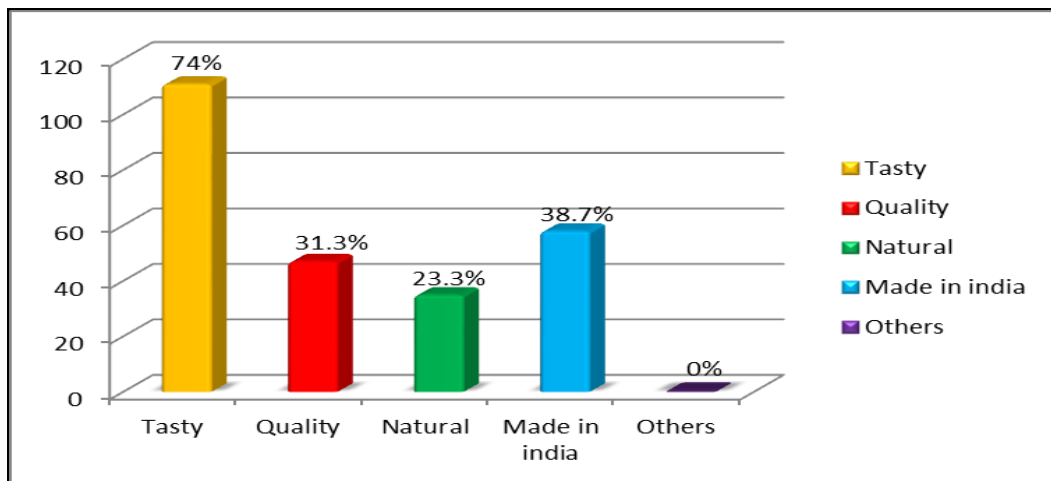
Thus, ads have influenced a larger number of respondents towards the purchase of Amul Products.

TABLE 5.10
IMPRESSION ON AMUL BUTTER GIRL REGARDING THE BRAND'S
GOODS

OPTIONS	NUMBER	PERCENTAGE (%)
Tasty	111	74
Quality	47	31.3
Natural	35	23.3
Made in India	58	38.7
Others	0	0

Source: Primary data

Fig 5.10 IMPRESSION ON AMUL BUTTER GIRL REGARDING THE BRAND'S
GOODS



INFERENCE

The table 5.10 shows the respondents impression on Amul Butter Girl regarding the brand's goods.

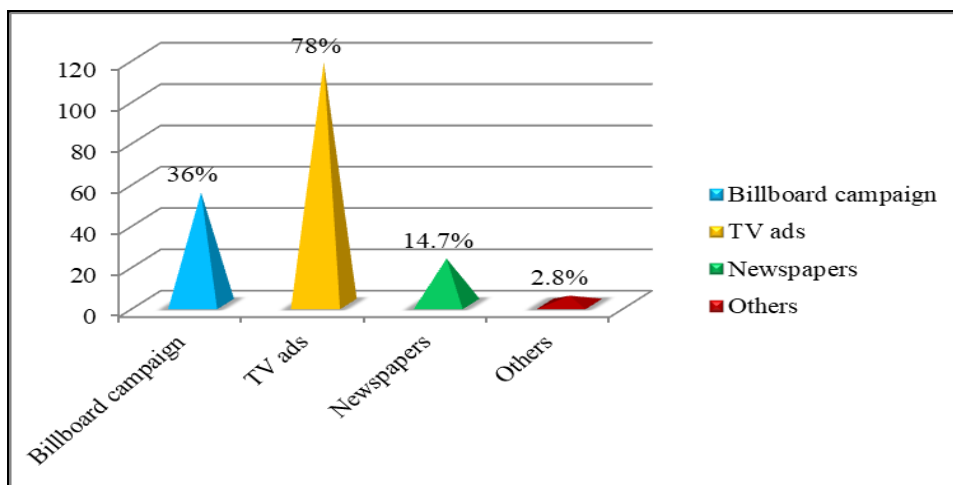
Thus it is clear that 74% respondents selected tasty as an impression on the Amul Butter Girl regarding the brand's goods followed by the impression of Made in India.

TABLE 5.11
THE MOST ATTRACTIVE TYPE OF AMUL ADS

TYPE	NUMBER	PERCENTAGE (%)
Billboard campaign	54	36
TV ads	117	78
Newspaper	22	14.7
Others	4	2.8

Source: Primary data

Fig 5.11 THE MOST ATTRACTIVE TYPE OF AMUL ADS



INFERENCE

The table 5.11 shows an analysis of the most attractive type of Amul ads. It is clear from the table that the majority of respondents find TV ads the most attractive followed by Billboard campaigns.

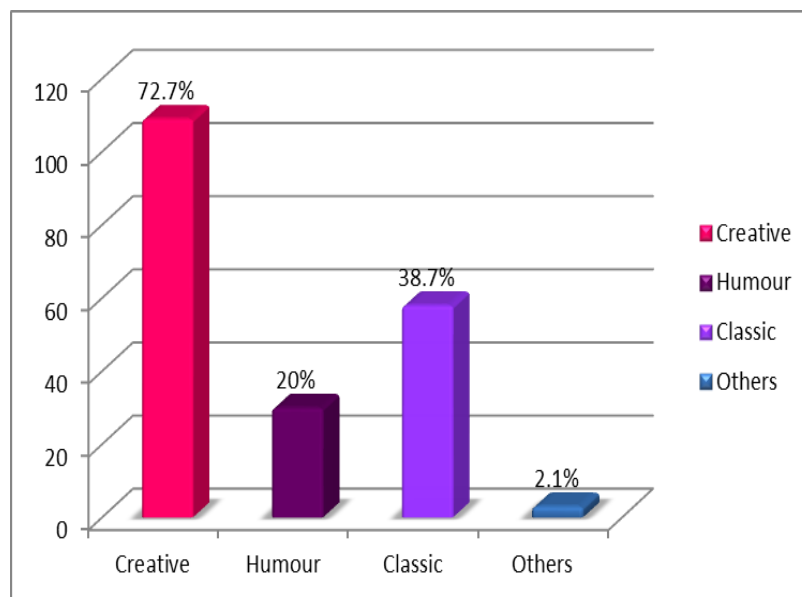
Thus, the most attractive type of Amul ads are TV ads.

TABLE 5.12
ANALYSIS ON THE IDEA OF AMUL ADVERTISEMENT

OPTIONS	NUMBER	PERCENTAGE (%)
Creative	109	72.7
Humour	30	20
Classic	58	38.7
Others	3	2.1

Source: Primary data

Fig 5.12 ANALYSIS ON THE IDEA OF AMUL ADVERTISEMENT



INFERENCE

In the table 5.12 shows an analysis on the idea of Amul advertisements. Fig 5.12 indicates that 72.7% respondents believe that Amul's advertisements are creative, 20% believe it is humorous, and 38.7% believe it is classic.

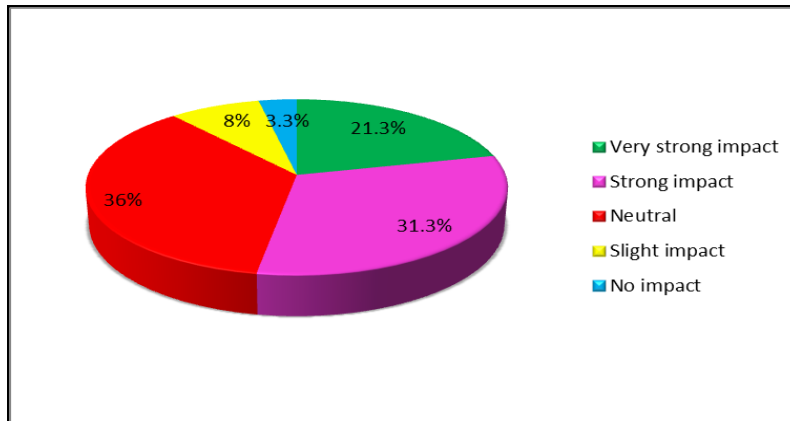
Thus, the majority of the respondents feel that Amul advertisements are creative.

**TABLE 5.13
IMPACT OF AMUL ADVERTISEMENTS ON BUYING DECISIONS**

SCALE	NUMBER	PERCENTAGE (%)
Very strong impact	32	21.3
Strong impact	47	31.3
Neutral	54	36
Slight impact	12	8
No impact	5	3.3
Total	150	100

Source: Primary data

Fig 5.13 IMPACT OF AMUL ADVERTISEMENTS ON BUYING DECISIONS



INFERENCE

Table 5.13 shows the impact of Amul advertisements on respondents' buying decisions. Fig 5.13 indicates that 21.3% of the respondents buying decision has a very strong impact because of the Amul ads, 31.3% has a strong impact, 36% of the respondents are neutral, 8% have a slight impact and 3.3% respondents proclaim that their buying decisions are not at all affected by the Amul ads.

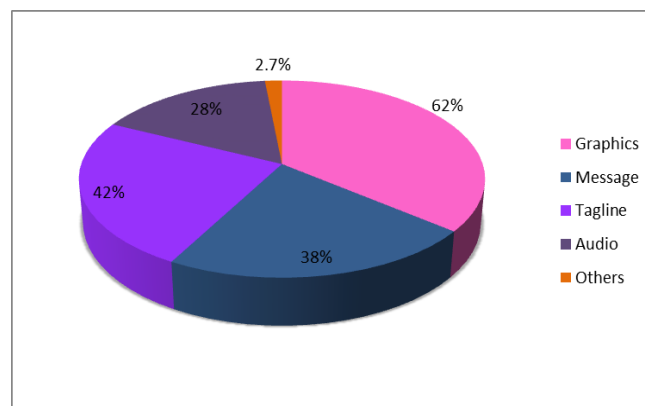
Thus, 36% of the respondents have a neutral opinion on the impact of Amul advertisements on their buying decision.

TABLE 5.14
ANALYSIS ON THE ELEMENTS OF AMUL ADS THAT CAUGHT THE
ATTENTION OF THE RESPONDENTS

ELEMENTS	NUMBER	PERCENTAGE (%)
Graphics	93	62
Message	57	38
Tagline	63	42
Audio	42	28
Others	4	2.7

Source: Primary data

Fig 5.14 ANALYSIS ON THE ELEMENTS OF AMUL ADS THAT CAUGHT
THE ATTENTION OF THE RESPONDENTS



INFERENCE

Table 5.14 highlights the elements that caught the attention towards Amul advertisements. 62% of the respondents selected Graphics, 42% respondents selected tagline, 38% respondents selected message, 28% respondents selected audio, and 2.7% selected others.

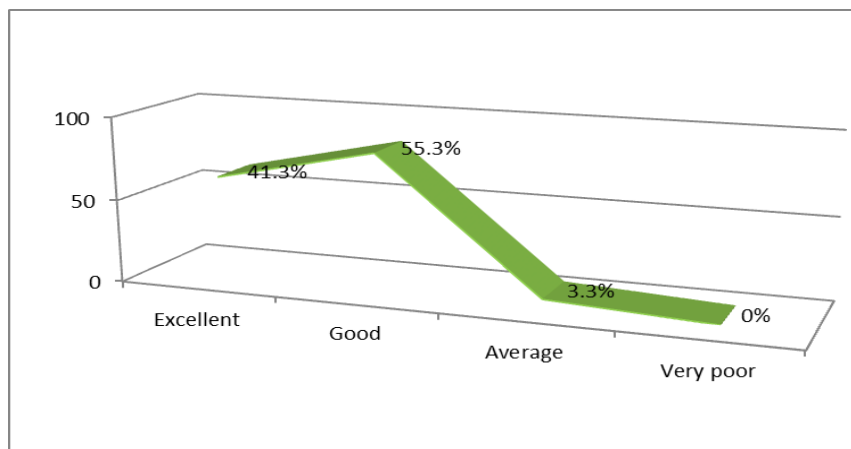
Thus, the element graphics of Amul ads caught the major attention of the respondents.

TABLE 5.15
RATE OF AMUL ADS

OPTIONS	NUMBER	PERCENTAGE (%)
Excellent	62	41.3
Good	83	55.3
Average	5	3.3
Very poor	0	0
Total	150	100

Source: Primary data

Fig 5.15 RATE OF AMUL ADS



INFERENCE

The table 5.15 shows an analysis of the rating given by the respondents for Amul ads. 41.3% respondents rated excellent, 55.3% rated good, 3.3% rated average and none rated very poor.

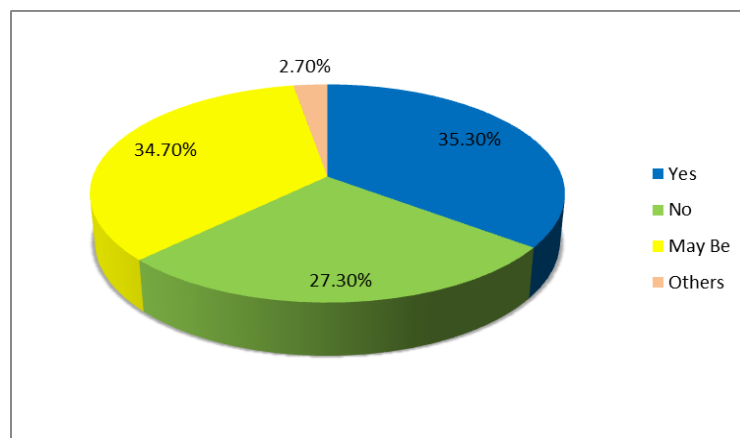
Thus, it is clear that the majority of the respondents rated good.

TABLE 5.16
RESPONSE ON WHETHER REGULAR CUSTOMER OF AMUL PRODUCTS

OPTIONS	NUMBER	PERCENTAGE (%)
Yes	53	35.30
No	41	27.30
Maybe	52	34.70
Others	4	2.70
Total	150	100

Source: Primary data

Fig 5.16 RESPONSE ON WHETHER REGULAR CUSTOMER OF AMUL PRODUCTS



INFERENCE

Table 5.16 shows the respondents who are the regular customers of Amul products. 35.30% of the respondents are the regular customers of Amul products. 27.30% of the respondents answered that they are not the customers of Amul products, 34.70% answered may be and 2.70% include others.

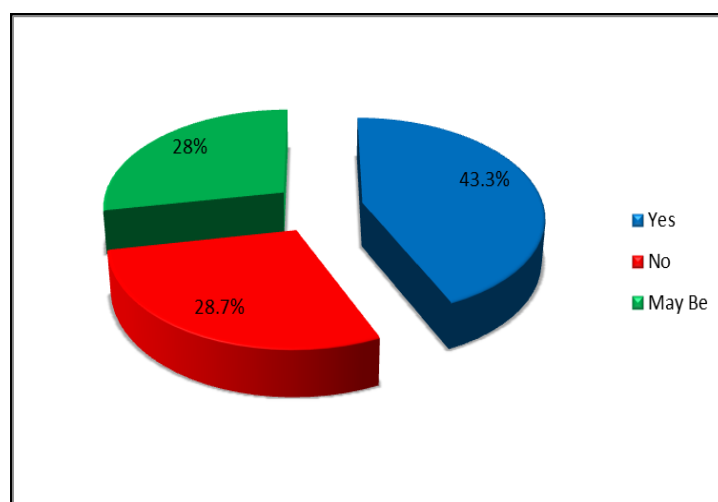
Thus, the majority of the respondents are regular customers of Amul products.

TABLE 5.17
RESPONSE ON WHETHER THERE IS AN INCREASE IN THE INTAKE OF
AMUL PRODUCTS DURING PANDEMIC

OPTIONS	NUMBER	PERCENTAGE (%)
Yes	65	43.3
No	43	28.7
Maybe	42	28
Total	150	100

Source: Primary data

Fig 5.17 RESPONSE ON WHETHER THERE IS AN INCREASE IN THE
INTAKE OF AMUL PRODUCTS DURING PANDEMIC



INFERENCE

The table 5.17 shows whether there is an increase in the intake of Amul products during the pandemic. 43.3% of the respondents answered that their intake has increased during pandemic, 28.7% answered no and 28% answered maybe.

Thus, it is clear that from the respondents the majority of their intake of Amul products has increased during the pandemic.

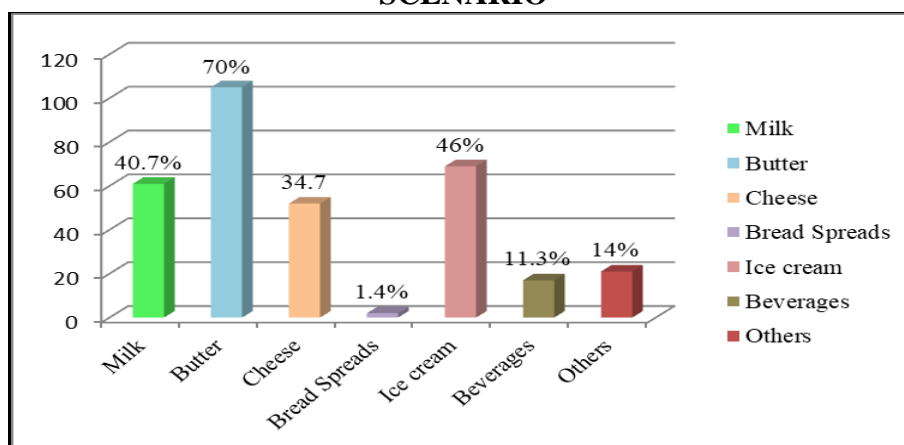
TABLE 5.18

AMUL PRODUCTS BOUGHT FREQUENTLY DURING COVID SCENARIO

PRODUCTS	NUMBER	PERCENTAGE (%)
Milk	61	40.7
Butter	105	70
Cheese	52	34.7
Bread spread	2	1.3
Ice-cream	69	46
Beverages	17	11.3
Others	21	14

Source: Primary data

Fig 5.18 AMUL PRODUCTS BOUGHT FREQUENTLY DURING COVID SCENARIO



INFERENCE

The table 5.18 shows the Amul product frequently bought during Covid scenario. 70% of the respondents bought butter, 46% bought ice cream and 40.7% bought milk during Covid situation.

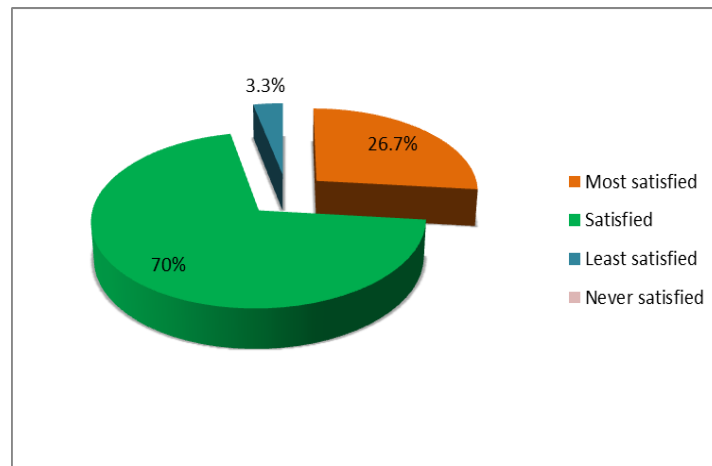
From the table it is clear that butter was the most frequently bought product followed by ice cream.

TABLE 5.19
SATISFACTION IN THE MESSAGE CONVEYED IN AMUL ADS

SCALE	NUMBER	PERCENTAGE(%)
Most satisfied	40	26.7
Satisfied	105	70
Least satisfied	5	3.3
Never satisfied	0	0
Total	150	100

Source: Primary data

Fig 5.19 SATISFACTION IN THE MESSAGE CONVEYED IN AMUL ADS



INFERENCE

The table 5.19 shows the respondents satisfaction in the message conveyed in Amul ads. 28.7% respondents are most satisfied, 70% are satisfied, 3.3% are least satisfied and none were never satisfied.

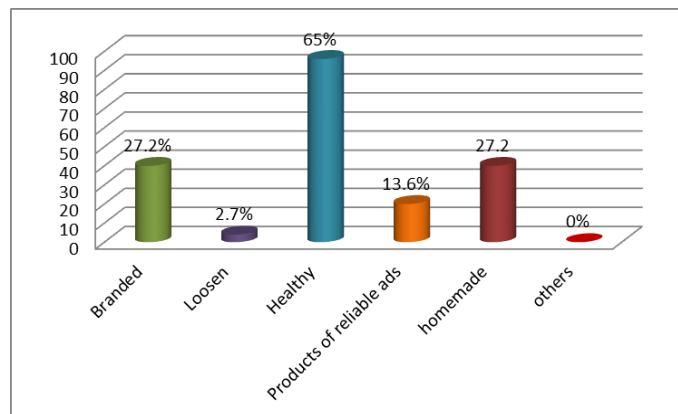
Thus, it is clear that 70% of respondents are satisfied with the message conveyed in Amul ads.

TABLE 5.20
THE DIFFERENT KIND OF MILK PRODUCTS PREFERRED IN THE POST COVID SCENARIO

PRODUCTS	NUMBER	PERCENTAGE(%)
Branded	40	27.2
Loosen	4	2.7
Healthy	96	65
Products of reliable ads	20	13.6
Homemade	40	27.2
Others	0	0

Source: Primary data

Fig 5.20 THE DIFFERENT KIND OF MILK PRODUCTS PREFERRED IN THE POST COVID SCENARIO



INFERENCE

The table 5.20 shows an analysis of the kind of milk products bought in the post Covid scenario. 27.2% of the respondents purchase branded milk products, 2.7% purchase loosen, 65% purchase healthy, 13.6% purchase the products of reliable ads, 27.2% purchase homemade products.

Thus, the majority of respondents prefers healthy followed by either homemade or branded milk products during the Post-Covid scenario.

CHAPTER 6
SUMMARY, FINDINGS, RECOMMENDATIONS
AND CONCLUSION

6.1 SUMMARY

Advertising is the strategies and actions taken to make people aware of specific goods, services, viewpoints, or causes with the aim of influencing them to act in a particular way. Throughout the years Amul has become a famous brand because of its outstanding job in advertising. Despite spending only 1% of sales on advertising, Amul has become a marketing icon and a reputable company and also the aggressive advertising strategies of Amul during Covid are the key factors which inspired us to study in detail about the advertising strategies of Amul. We focused on the overall objective to analyse the consumer perception of the advertising strategies of Amul products and our specific objectives consist of understanding the concept of advertising, the advertising strategies adopted by Amul before and during the Covid scenario and to analyse how these strategies influence consumer behaviour.

6.2 FINDINGS

The study was done on a sample of 150 respondents in Ernakulam district. The main objective of the research was to study the consumer perception on the advertising strategies of Amul products. The data was collected from respondents of the age group of 18 and above. The findings received with the help of the questionnaire are given below:

- The majority of respondents are from the age group of 18-30.
- Among the respondents the majority are female.
- The majority of respondents rated 5 out of 5, as the preference for Amul products.
- The major portion of the respondents became aware of Amul products by means of advertisements.
- Most of the respondents purchased Amul products sometimes only.
- The majority believes that purchasing Amul products is a wise choice.
- The major reason for purchasing Amul products is trust towards the product followed by belief in ads.

- A large part of the respondents watches the ads often.
- Ads have influenced a larger number of respondents towards the purchase of Amul products.
- 74% respondents selected tasty as an impression on the Amul Butter Girl regarding the brand's goods followed by the impression of Made in India.
- The most attractive type of Amul ads are TV ads.
- The majority of the respondents feel that Amul advertisements are creative.
- 36% of the respondents have a neutral opinion on the impact of Amul advertisements on their buying decision.
- The element graphics of Amul ads caught the major attention of the respondents.
- The majority of the respondents rated good for Amul ads.
- The majority of the respondents are regular customers of Amul products.
- From the respondents, the majority of their intake of Amul products has increased during the pandemic.
- From the responses, butter was the most frequently bought product followed by ice cream during the Covid scenario.
- 70% of respondents are satisfied with the message conveyed in Amul ads.
- The majority of respondents prefers healthy followed by either homemade or branded milk products during the Post-Covid scenario.

6.3 RECOMMENDATIONS

- Respondents prefer more healthy products in the Post-Covid situation. So we suggest that future ads be designed in such a way that gives more importance to health.
- As the respondents answered that they are more attracted to Amul TV ads rather than newspaper ads and other ads, we would suggest the company could produce more TV ads that would benefit the company.
- The ads of Amul Butter are quite familiar for all the respondents but the ads of other products of Amul lack familiarity. So we suggest the company produce more ads for other products.

6.4 CONCLUSION

Amul has been placed as the No. 1 brand among the top 1000 Asian brands by Campaign Magazine. Amul has gone a long way from dealing with the exploitation of intermediaries to being a necessary product in every Indian home. The company built its route to success by coming up with incredible methods that could speak to any Indian's heart. With subtle integrations of the "Amul Girl" into current events and subsequent postings on all social media platforms, Amul was able to establish a strong presence in the minds of its clients. A major part of the respondents rated 5 out of 5, as the preference for Amul products and most of them were in the age group of 18-30.

The majority of the respondents believe that purchasing Amul products is a wise choice. The vital reason for it is the trust towards the product followed by belief in ads. According to the population of the study the most attractive type of Amul ads are the TV ads. 70% of respondents are satisfied with the message conveyed in Amul ads. 74% respondents selected tasty as an impression on the Amul Butter Girl regarding the brand's goods followed by the impression of Made in India.

During Covid, Amul made a tremendous investment in advertising while other brands were cutting down their advertising. From this investigation, it is clear that the majority of the respondents are satisfied with Amul advertisements..

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APPENDIX

QUESTIONNAIRE

1. EMAIL

2. NAME

3. AGE

- Below 18
- 18-30
- 31-50
- Above 50

4. GENDER

- Female
- Male
- Prefer not to say

5. HOW DID YOU COME TO KNOW ABOUT AMUL PRODUCTS?

- Family and friends
- Advertisements
- Vendors and shopkeepers
- Other

6. ON A SCALE OF 1-5, HOW MUCH DO YOU PREFER AMUL PRODUCTS?

Least preferred

1

2

3

4

5

Most preferred

7. HOW OFTEN DO YOU BUY IT?

- Very often
- Often
- Sometimes
- Seldom
- Never

8. DO YOU BELIEVE PURCHASING AMUL PRODUCT IS A WISE CHOICE?

- Yes
- No
- Maybe

9. IF YES WHAT IS THE REASON FOR IT?

- Belief in advertisements
- Trust towards the product
- Healthy
- Reasonable price
- Other

10. HOW OFTEN DO YOU SEE AMUL ADS?

- Very often
- Often
- Sometimes
- Seldom
- Never

11. DO YOU THINK ADS INFLUENCE YOUR PERCEPTION TOWARDS THE PURCHASING OF AMUL PRODUCTS?

- Yes
- No
- Maybe

12. WHAT IMPRESSION DID THE AMUL BUTTER GIRL LEAVE YOU WITH REGARDING THE BRAND'S GOODS?

- Tasty
- Quality
- Natural
- Made in India
- Others

13. WHICH ADVERTISING OF AMUL CAUGHT YOUR ATTENTION THE MOST OUT OF ALL THE DIFFERENT KINDS?

- Billboard campaigns
- TV ads
- Newspapers
- Others

14. WHAT DO YOU THINK ABOUT AMUL ADVERTISEMENT?

- Creative
- Humour
- Classic
- Others

15. WHAT IMPACT DOES AMUL ADVERTISEMENT HAVE ON YOUR BUYING DECISION?

- Very strong impact
- Strong impact
- Neutral
- Slight impact
- No impact

16. WHAT DRAWS YOUR ATTENTION TOWARDS AN ADVERTISEMENT?

- Graphics
- Message
- Tagline
- Audio
- Other

17. HOW WOULD YOU RATE AMUL ADVERTISEMENTS?

- Excellent
- Good
- Average
- Very poor

18. ARE YOU A REGULAR CUSTOMER OF AMUL?

- Yes
- No
- Maybe

19. DID YOUR INTAKE OF AMUL PRODUCTS (MILK, BUTTER, CHEESE ETC) INCREASE DURING THE PANDEMIC?

- Yes
- No
- Maybe

20. WHICH AMUL PRODUCTS HAVE YOU BOUGHT THE MOST FREQUENTLY DURING THE COVID SCENARIO?

- Milk
- Butter
- Cheese
- Bread spreads
- Icecream
- Beverages
- Other

21. ARE YOU SATISFIED WITH THE MESSAGE CONVEYED IN AMUL ADS?

- Most satisfied
- Satisfied
- Least satisfied
- Never satisfied

22. WHAT KIND OF MILK PRODUCTS DO YOU LIKE TO BUY IN THIS POST COVID SCENARIO?

- Branded
- Loosen
- Healthy
- The products of reliable advertisements
- Home made
- Other

23. WOULD YOU LIKE TO SHARE ANY FACTS REGARDING THE AMUL ADS?