

**MINOR PROJECT REPORT**  
**ON**  
**TOPIC**  
**MARKETING STRATEGIES OF AMUL**

**SUBMITTED IN PARTIAL FULFILLMENT FOR THE  
AWARD OF THE**

**DEGREE OF BACHELOR OF COMMERCE  
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**UNDER THE GUIDANCE OF**

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## **STUDENT UNDERTAKING**

This is to certify that I have completed the Project titled “Marketing Strategies of AMUL” under the guidance of “Dr. Noopur Saxena” in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce at Vivekananda Institute of Professional Studies, Vivekananda School of Business Studies, New Delhi. This is an original piece of work and has not been submitted elsewhere.

NAME OF STUDENT

STUDENT SIGNATURE



## **CERTIFICATE**

This is to certify that the project titled “Marketing Strategies of AMUL” is an academic work done by “Devansh Goyal” submitted in the partial fulfilment of the requirement for the award of the degree of Bachelor of Commerce from Vivekananda Institute of Professional Studies, Vivekananda School of Business Studies, New Delhi, under my guidance & direction. To the best of my knowledge and belief the data & information presented by him/her in the project has not been submitted earlier.

Dr. NOOPUR SAXENA

SIGNATURE OF FACULTY GUIDE

## **ACKNOWLEDGEMENT**

I express my sincere gratitude and thanks to Dr. Noopur Saxena for giving me an opportunity to enhance my skill in my project. I am thankful for her guidance, patience and consummate support. I extend my heartiest thanks to her for enlightening my path. Without her sincere advice, this project has been impossible.

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I also feel grateful and elated in expressing my indebtedness to all those who have directly or indirectly helped me in accomplishing this research.

# **CHAPTER - 1**

# **INTRODUCTION**

## **OBJECTIVE OF THE PROJECT WORK**

I have carried out a research which is both qualitative and quantitative in its support. The qualitative approach applies to both, descriptive and inductive forms of research. While as in case of quantitative approach, an extensive use has been made of the literature available to carry out a detail research on the nature of the problem. I have chosen Amul as the target company for my research study so as:

- To study the profile of AMUL brandings & strategies.
- To study the brand exercises of AMUL.
- To study how AMUL use celebrity endorsement as a tool of brand building.
- To study how AMUL uses mascots to endorse its products.
- To study the consumers perception about the brand image of AMUL.

## **Why I have selected Amul – The Taste of India?**

We wanted to take something different. All other companies are primarily companies whose object right from its inception has been profit maximization. We are not saying that is not out there to make profits but the point we are trying to highlight is that Amul started as a cooperative which took on the responsibility of rural development through providing source of income to millions of farmers. It is one such company which has strongly infused the message of corporate social responsibility right through it started functioning. It had spurred the white revolution in the whole country. It has done so much pride to India by making it one of the world's leading producer of milk. Many companies reach zenith but there are very few of them who adopt a social responsibility in their functioning. Amul is indeed different from all the other companies because it started its operations at the grass root level that is farmers. There cannot be a more noble cause than this for a company to adopt. Taking this into consideration we decided that we will take Amul as our subject of study. We would like to thank Prof. Praveen Patil who has given us this golden opportunity of penning down our thoughts and views.



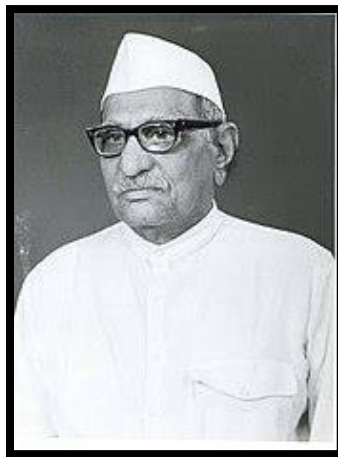
**The Taste of India**





## COMPANY PROFILE:

AMUL (Anand Milk Union Limited) with headquarters in Gujrat, India was founded in 1946 by Tribhuvandas Kishibhai Patel and is today the India's biggest food and beverage company. Sales at the end of 2021 were INR 392 bn. AMUL is jointly controlled by 36 lakh (3.6 million) milk producers in Gujarat, and the apex body of 13 district milk unions, spread across 13,000 villages of Gujarat.



The Company's strategy is guided by several fundamental principles. AMUL's existing products grow through innovation and renovation while maintaining a balance in geographic activities and product lines. Long-term potential is never sacrificed for



short-term performance. The Company's priority is to bring the best and most relevant products to people, wherever they are, whatever their needs, throughout their lives.

## **BACKGROUND**

**AMUL** is an Indian state government cooperative under the ownership of Gujarat Cooperative Milk Marketing Federation, Ministry of Cooperation, Government of Gujarat based at Anand in Gujarat. Formed in 1946, it is a cooperative brand managed by the Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), which today is jointly controlled by 36 lakh (3.6 million) milk producers in Gujarat, and the apex body of 13 district milk unions, spread across 13,000 villages of Gujarat. AMUL spurred India's White Revolution, which made the country the world's largest producer of milk and milk products.

Tribhuvandas Kishibhai Patel under the guidance of Sardar Vallabhbhai Patel became the founding chairman of the organization and led it until his retirement in the 70s. He hired Verghese Kurien in 1949 and convinced him to stay and help with the mission. Under the chairmanship of Tribhuvandas, Kurien was initially the general manager and helped guide the technical and marketing efforts of AMUL. Kurien was the chairman of AMUL briefly after Tribhuvandas Kishibhai Patel died in 1994. Kurien, founder-chairman of the GCMMF for more than 30 years (1973–2006), is credited with the success of AMUL's marketing.

AMUL cooperative was registered on 19 December 1946, as a response to the exploitation of marginal milk producers by traders and agents in small cities.

Over the years, AMUL has been witnessing growth in this portfolio, with the segment growing at 53%. Long-life UHT products for urban populations, like Amul Taaza, which are packed in Tetra Pak cartons undergo UHT treatment to remove all harmful micro-organisms while retaining the nutrition in the milk. Amul sells around 400,000–500,000 litres of UHT milk and other value-added products per day and forecasts this



demand to continue growing at 25%. The UHT products have enabled Amul to position itself as the market leader in packaged milk segment without the need of maintaining cold supply chains. In the year 2021, Amul celebrated 75 years in existence and is currently India's biggest FMCG or Food organization with an Annual turnover exceeding Rs 500 billion (\$7 billion).



## 1.1 INDUSTRY OVERVIEW

Product is a bundle of satisfactions that a customer buy. It represents a solution to a customer's problems. The product is always a combination of tangible and intangible benefits. Three concepts of a product: Tangible Product, Core Product, and Augmented Product can be considered in this context.

### Key Ingredients of AMUL

The key ingredients of a brand are image attributes & products (Loken, Joiner, and Peck, 2002). For example, the Coke brand can be associated with image attributes such as refreshing, tastes great, All-American, etc. Conversely, the Coke brand can also be associated with products such as Coke Zero, Cherry Coke, Diet Coke, and so on.



Marketing activities and communications can convey either brand image attributes or product category information. The important thing is that the prominent information communicated to consumers is presented consistently between the brand and the brand extension.

Brands are viewed as categories not only by managers in companies, but also by consumers. Many companies are organized by brand, and brand leveraging-strategies are becoming increasingly popular. Therefore, it is common to see the promotion of a full range of products under a brand name in a single communication. In this environment, consumers will be more inclined to think about brands as categories when

evaluating a brand name. Research in consumer psychology also shows that brand categories function psychologically like other types of categories. A brand is the name

for any marketable unit to which a unique, relevant and motivating set of associations and benefits - functional and emotional.

### **Brand Extension**

A brand extension is to extend the brand name established in a particular product category to a new category. Finally, a sub-brand is a product which has the same core values as the mother brand, but is targeted at another target sector.

For example, AMUL butter as a brand of butter; the butter has several variants which differ in terms of colours, texture and, possibly ingredients which serve a functional purpose. Brand extension, on the other hand for the Mother Dairy brand name is Mother Dairy garlic butter which extends a butter brand name into an adjacent, but different product category.

## **1.2 FAST MOVEABLE CONSUMER GOODS (FMCG) OVERVIEW**

The Indian FMCG sector is the fourth largest sector in the economy with a total market size in excess of US\$ 13.1 billion. It has a strong MNC presence and is characterized by a well-established distribution network, intense competition between the organized and unorganized segments and low operational cost. Availability of key raw materials, cheaper labours costs and presence across the entire value chain gives India a competitive advantage.

The FMCG market is set to treble from US\$ 11.6 billion in 2003 to US\$ 33.4 billion in 2015. Penetration level as well as per capita consumption in most product categories like jams, toothpaste, skin care, hair wash etc in India is low indicating the untapped

market potential. Burgeoning Indian population, particularly the middle class and the rural segments, presents an opportunity to makers of branded products to convert consumers to branded products. Growth is also likely to come from consumer 'upgrading' in the matured product categories. With 200 million people expected to shift

to processed and packaged food by 2010, India needs around US\$ 28 billion of investment in the food-processing industry.

### **Why INDIA?**

Large domestic market India is one of the largest emerging markets, with a population of over one billion. India is one of the largest economies in the world in terms of purchasing power and has a strong middle-class base of 300 million. Around 70 per cent of the total households in India (188 million) reside in the rural areas. The total number of rural households is expected to raise from 135 million in 2001-02 to 153 million in 2009-10. This presents the largest potential market in the world.



The annual size of the rural FMCG market was estimated at around US\$ 10.5 billion in 2001-02. With growing incomes at both the rural and the urban level, the market potential is expected to expand further.

### **India - A Large Consumer Goods Spender**

An average Indian spends around 40 per cent of his income on grocery and 8 per cent on personal care products. The large share of fast-moving consumer goods (FMCG) in total individual spending along with the large population base is another factor that makes India one of the largest FMCG markets. Even on an international scale, total consumer expenditure on food in India at US\$ 120 billion is amongst the largest in the emerging markets, next only to China.

Rapid urbanization, increased literacy and rising per capita income, have all caused rapid growth and change in demand patterns, leading to an explosion of new opportunities. Around 45 per cent of the population in India is below 20 years of age and the young population is set to rise further. Aspiration levels in this age group have been fuelled by greater media exposure, unleashing a latent demand with more money and a new mindset.

### **Demand - Supply Gap**

Currently, only a small percentage of the raw materials in India are processed into value added products even as the demand for processed and convenience food is on the rise. This demand supply gap indicates an untapped opportunity in areas such as packaged form, convenience food and drinks, milk products etc. In the personal care segment, the low penetration rate in both the rural and urban areas indicate a market potential.

### **Marketing Mix**



## **Product:**

The product strategy and mix in Nestle marketing strategy can be explained as follows:

AMUL is the India's largest food company. It has around 8,000 brands with wide range of products across the market, which form the backbone of its marketing mix product strategy. But primarily it focuses on below products: -

- **Dairy products:** - There are many milk products that have been brought up. One of the most dominating segments for AMUL is Amul Milk and Amul Butter. They combine generates most of the revenue for Amul. Amul lassi and Amul Mithai maid are more such dairy products.
- **Chocolates:** - One of the segments for AMUL is chocolates. It has popular products such as Dark Chocolates, Chocominis, Single Origin. It has also come up with AMUL chocozoo chocolate to target the gifting segment.
- **Beverages:** - You all know about AMUL Kool cafe. It provides flavoured milk such as badam, kesar pista, butterscotch, coffee. It has all India distribution channel.
- **Ready to Cook foods:** - AMUL has come up with many ready to cook foods such as Happy Bites. Amul also produce sauces which help in cooking such as cheese sauce.

## **Price:**

**Below is the pricing strategy in Amul marketing strategy:**

Price of the products is based on the quality of the product. You could find in the market that the competitor products are less expensive as compared to Amul products





belonging to same category. Take the example of Butter. It is priced some bit higher as compared to Mother dairy butter or Nestle butter. It is because the quality of the product is much better and customer can easily pay some extra money to get a better quality. Very often you can see products with varied sizes along with variation in cost. You can find Amul butter pack in a 1kg tub and also a single small crick of 10g costing RS. 6. With this, you can cater large customer base. We can also see they provide bulk

discounts in various stores like big bazaar and Reliance Fresh. In the segment of chocolate, they follow competitive pricing strategy. Prices are almost similar to Cadbury's products. Thus, the pricing strategy in the marketing mix of Amul is dependent upon the competitor, product quality, geography being served etc.

#### **Place:**

#### **Following is the distribution strategy of Amul:**

Most of the sales and revenues for Nestle come from India. It is almost 90 percent of the total sales. Typically, they follow a FMCG channel of distribution. It also involves breaking the bulb. Bulk products come out of the factory and are sent to C&F. It is a kind of warehouse where these products are kept. From there, it sent to distributors and then to retailers. Now, consumers can buy the products through retailers. They do come up with discounts and tactics to keep busy this distribution channels. Amul Milk and Amul Butter are the two products that are in great demand. With the help of these two products, they can easily move their other products. Thus, distributor can easily get discounts on stronger products, if they buy some weaker products.

#### **Promotion:**

#### **Following is the promotion strategy of Amul:**





Amul has always come up with some unique marketing ideas when they need to brand their products. The overall marketing mixes promotional strategy for Amul focuses on extensive advertising and marketing for its individual brands and products. When Amul butter came up in the market, they brought the little girl which later became the mascot for Amul. Amul used this advertise more of its products. They have always tried to push their brands to the consumers. Let's take the example of Healthy bites which they associated with 2-minute snacks which can easily be prepared by the mothers. This

made it pretty famous among the kids and mothers. They have always focussed on the quality and nutritional values of the products. Strong presence of Amul milk and Amul butter at the ground levels has made them to push in the sales and promotions. It has always followed above the line marketing strategy. It is the strong product portfolio that makes it different from its competitors. Amul uses all media like TV, hoardings, print, online ads etc for its promotion. Thus, marketing mix of Amul is covered in the above points.

## **ABOUT THE TOPIC**

### **WHAT ADVERTISEMENT STRATEGY HAS BEEN FOLLOWED BY AMUL-THE TASTE OF INDIA?**

Before Amul entered the picture, companies used conventional methods of advertising where the focus was only on the food products and the tone of the pitch was serious. Amul changed the way food products were communicated to the people in India. It always advertised its mother brand – Amul, and not its products like butter, pizzas, or cheese. It all began in 1966 when Sylvester da Cunha, then the managing director of the advertising agency, ASP, clinched the account for Amul butter. The butter, which had been launched in 1945, had a staid, boring image, primarily because the earlier advertising agency which was in charge of the account preferred to stick to routine, corporate ads. The year Sylvester da Cunha took over the account, the country saw the



birth of a campaign whose charm has endured fickle public opinion, gimmickry and all else. Amul has been consistent over the communication campaign and brand strategy. AMUL has positioned itself as "Taste of India" and have ensured that their communication is in line with their positioning strategy. By insisting on an umbrella brand, GCMMF not only skilfully avoided inter-union conflicts but also created an opportunity for the union members to cooperate in developing products.

#### •UMBRELLA BRANDING

Amul's advertising strategy has followed the concept of 'Umbrella Branding.' Amul is the common brand name for most of its products across categories. For instance, the Amul girl has also been used to advertise Amul ghee and milk. Its ad campaign 'Amul doodh peeta hai India,' conceptualised & created by FCB-Ulka, was drafted to proclaim its leadership position and was targeted at people across all income categories. The corporate campaign – The Taste of India caters to people belonging to all walks of life & across cultures. It is circled around a one day old child who needs milk as much as to a dead man who needs ghee.

Umbrella branding can be a successful marketing strategy. However, this depends on having a consistent and clear brand identity across the variants. It also needs to be recognized that, while this approach can help "kickstart" variant launches, halo effects are not guaranteed.

Halo effects can keep a brand "alive" in the mind of the consumer by providing reminders of the brand's existence. But in an active category with specific category functionality, the brand also needs to provide consumers with reasons to choose their brand over the others. Halo effects on the parent brand.

#### • Consumer Advertising:

This is also called end product advertising. Such advertisements are primarily directed at consumers. These are the advertisements which are most prominent as very substantial portion of the total advertising budget is directed to potential buyers of



consumer products through mass media. The fact that the number of buyers of consumer items are generally very large and are widely distributed over a large geographically area further, enhances the importance of consumer advertising as a marketing tool. Amul had resorted to consumer advertising as its target was the middle class of Indian sector. But the point to be noted is that they relied more upon emphasizing their brand rather than single product. Institutional advertising: institution advertising s also called corporate advertising. it's a public-relation-approach advertising. Amul had wanted to build a goodwill for its brand and also it is always expressing a viewpoint on a controversial issue through the use of billboard which we are going to discuss under media platform used. Indirect Action Advertising: Indirect action advertising as against direct action advertising does not attempt to bring about an immediate behavioural response. The purpose of Amul was not to bring about an immediate behavioural response but the aim of advertisements was to create a image in the minds of consumer regarding Amul. Amul wanted to build long term relation with its customers that is why it never adopted practice of aggressively selling the product. Pricing strategy adopted: Thus, AMUL adopted a low-price strategy to make their product affordable and guarantee value to the consumer. The success of this strategy is well recognized and remains the main plank of AMUL's strategy even today. The choice of product mix and the sequence in which AMUL introduced its products is consistent with this philosophy. Beginning with liquid milk, the product mix was enhanced slowly by progressive addition of higher value products while maintaining desired growth in existing products. Even today, while competing in the market for high value dairy products, GCMMF ensures that adequate supplies of low value products are maintained. Amul was/is targeting middle class people so it has always been inclined to keep its price low and at same time it assures of reasonable quality. Huge ad campaigns are not always necessary, what you need is a genuinely interesting way to interact with your customers, tell them your story and engage them in a conversation, even if you are selling something that is so commoditized like butter. Thus Amul believed that huge expenditure on advertising was not always necessary, if an

Advertisement has creativity and ingenuity it will achieve its purpose for which it has been designed.



### **Media Platform Used by Amul?**

Media Planning: It is important phase of advertising campaign after creative strategy that is preparation of the right message. Until and unless, the message is communicated through the right medium to target customers the target is of no use .Amul was also facing the challenge of which advertising media to adopt which should integrate with its objectives which were AMUL's business strategy is driven by its twin objectives of:

(i) long-term, sustainable growth to its member farmers, and(ii) value proposition to a large customer base by providing milk and other dairy products a low price Amul has made the use of following media platforms till know :1.Outdoor media : hoardings/billboards2.Broadcast Media : television3.Non-broadcast Media : cinema

### **OUTDOOR MEDIA :**

#### **HOARDINGS**

The cooperative has been making extensive use of hoardings for promoting its flagship brand 'Amul Butter' since 1966, and is all set to enter the Guinness Book of World Records for the longest run promotion campaign. The advertisements are in the outdoors category and are communicated through hoardings at busy junctions in all major cities across India. Amul had use dout door advertising to a good effect with the middle class people as their targets they were able to create an image for their brand in the minds of consumer .The ads have a central character – a cherubic, wide-eyed, dressed in a polka-dot frock, and blue-haired girl/baby who is perhaps around 4-6 years old. A new ad is apparently created every week and these ads revolve around the latest happening thing (good/bad/ugly) in the country (or local states) and can be anything associated with politics/sports/movies/people/laws/general events etc. The ads are very creative, witty, humorous, whacky and sometimes controversial but invariably elicit a laugh, chuckle or at least a smile from almost everyone who understands the context. The ads relate butter to the topic of the ad in a very amazing & intriguing

manner...primarily by playing with words. The words can be in plain English or Hinglish.

The polka dot frock and blue haired girl .This hoarding was released after the success of movie cheeni kum . the chef in themovie is Amitabh Bachan and the girl alongside her is the girl whom he calls her 'sexy'. Amitabh Bchan is shown to be suffering from diabetes in the movi as a result of which he should avoid sugar. Amul has used its hoardings to bring the whole episode out by giving it a touch of humour.

This hoarding was made after the release of the Shahrukh Khan starrer Om Shanti Om .He was talk of the town and every teenager desired to have body like him. This advertisement also adds to the pun.Shah Rukh Khan Bollywood superstar sings for Indian Premier League (IPL) musicvideo 'Run Just Run' his franchisee IPL Kolkata Knight Riders cricket team - April '08.the girl with guitar is the Amul mascot girl



Harbhajan Singh pet named Bhajji in a disgraceful act of slapping India teammate S.Sreesanth in the opposite team after Indian Premier League cricket match at Mohali,India - May '08 Indian - Dalip Singh Rana popularly known as 'The Great Khali'

, a huge and impressive World Wrestling Entertainment (WWE) champion wrestler - May '08. They are trying to showcase that to have body like Khali eat Amul only. The recent Amul hoardings which projected Akshay Kumar as the number one hero, rated over Shah Rukh Khan and Aamir Khan, has raised questions in Bollywood. The Amul hoardings recently seen across town, created quite a few murmurs in the film industry.

The hoardings projected Akshay Kumar as the number one hero, while the two Khans - Shah Rukh and Aamir - are shown handing out buttered toasts to Akshay with the tagline saying, 'Singh is King'. Apparently, this running down of their numero uno position has not gone down well with SRK and Aamir. Upset at this unwarranted assessment, an industry insider close to both the Khans said, "There have been spoofs made on films like Taare Zameen Par and Om Shaanti Om, but why are the two actors made to look small in the ad, and on what basis? Whose idea was it to compare the actors and rate them?" We contacted Rahul Da Cunha, head honcho of Da Cunha Associates, about the concept of this particular ad. He said, "For the moment at least, after the release of Singh is King, Akshay was considered to be the number one and people too have accepted him as the number one hero. Even the newspapers clearly declared him as the number one hero, it's not as though it's our take entirely." But it's true that there have been rumblings in the industry questioning the concept. Da Cunha said, "Nothing has reached my ears so far. Audiences take such ad campaigns more like a joke. People have to be sporting enough to laugh off these matters." If we go back to January this year, there was the announcement of the impending launch of India's smallest (and the world's cheapest) car.

The headline says whether you agree or not (referring to the controversy about whether the car was good for India or not) but the punch lies in the

# Amul

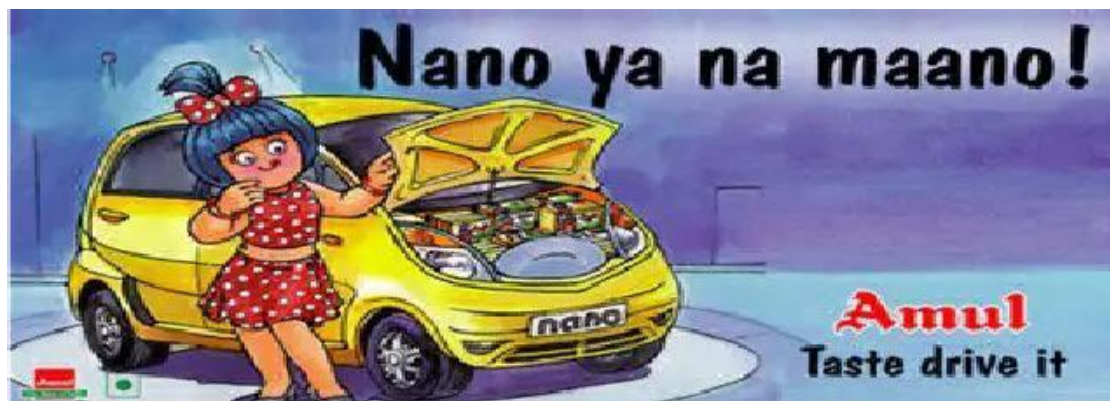


rhyming of the words, Nano and Maano (meaning to agree). As for the sub-head, well!!! This one appeared when our hockey team failed to qualify for the Olympics. The head line here plays on the word Shock and Chak. Chak De (Go for it!) is a film about hockey and tells the story of how a not-so-good hockey team overcomes all odds to win the World Cup, and is apparently based on a true story. After the movie there was a lot of hype about it being a great morale booster for hockey in India, but finally, it all came to naught and set some heads rolling in the hockey federation of India. Popular movies are used as a theme for the Amul ads quite often.

This one is a song from the popular movie Jaane Tu...ya jaane na. Basically the song goes:



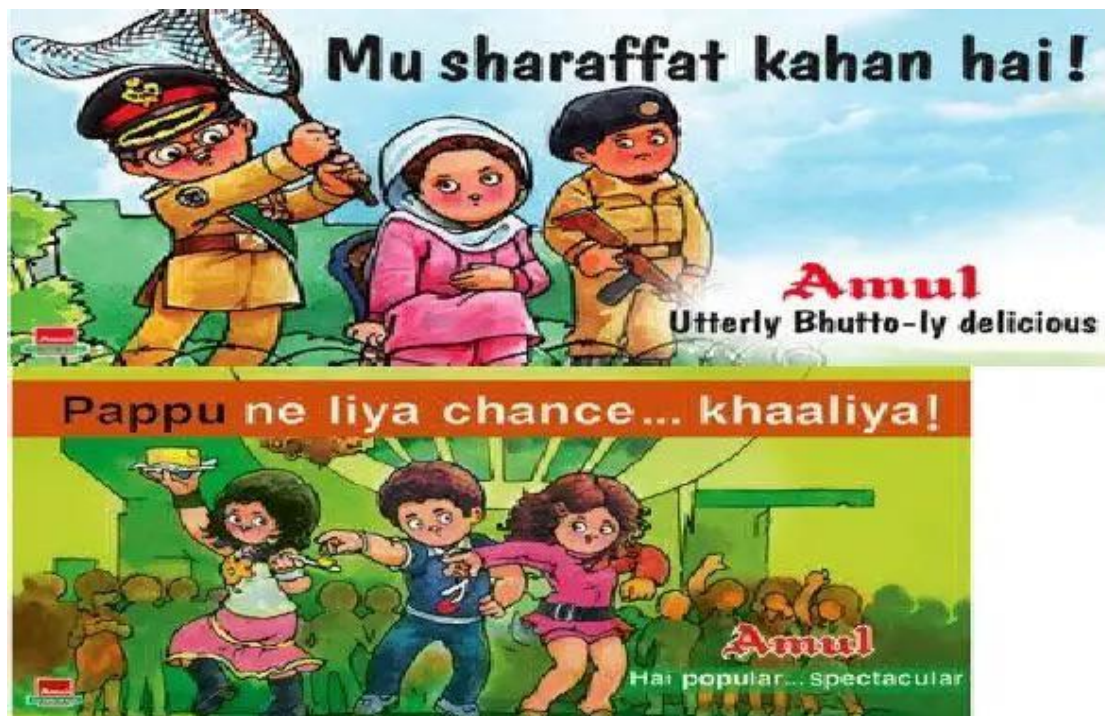
# Amul



Pappu can't dance...saala! (Saala is a colloquial term used to address others and it can be used in an evil sense, but in this case it is not used that way). And the ad headline says,

Pappu took a chance...khaaliya ! Khaaliya means "he ate it." The ad about Musharuff appeared during the time when Mush had briefly declared Emergency to gag Bhutto and Sharif, but it looks ominous now that Benazir Bhutto is dead and some people suspect that Musharuff had a hand in it. The pun here is on the word Musharaffat as Mu means "mouth" (didn't get this fully) and sharafat means "decency" and kahan hai means "where has it gone". Notice the sub-head! For those who don't know, Amul's tag line is utterly butterly delicious.





## Outdoor Advertising through Mascot Advertising

Is there anyone in this country who hasn't seen the Amul ads on the hoardings by the road sides, and not chuckled? The longest running ad, still hasn't lost its charm with its never-changing famous moppet in polka dotted frock and a half pony tied up. The slogan has always been 'Utterly Butterly delicious'. What is it about the Amul ad that has kept the viewers wanting more? The biggest success seems to be like that of the Common Man, no particular time or period could have frozen this character. It does not belong to an era. It has moved along with time reacting to the new events through time.

The answer to the second question is mascot advertising which has been used by Amul like a marketing tool to carve a niche for its brand.

- Mascot Advertising is a very successful concept which is being used in western countries but it is not that successful in India. Amul had taken a gamble with its Polka-dot blue haired frock girl and it has paid them rich dividends.



- 50 years after it was first launched, Amul's sale figures have jumped from 1000 tonnes a year in 1966 to over 25,000 tonnes a year in 1997. No other brand comes even close to it. All because a thumb-sized girl climbed on to the hoardings and put a spell on the masses.
- These advertisements had sometimes met up with controversies but still people liked the pun element in them.
- The success story of Amul says one thing to all the other ad campaigns that did not manage to last too long or had to get a whole new look in order to stay in the market. Its mixture of keeping with the times, humor and understanding the need of the hour of the people. Amul hoardings are a thing of attractions in India.
- In India, food was something one couldn't afford to fool around with. It had been taken too seriously, for too long. Sylvester da Cunha decided it was time for a change of image. The image changeover was required because the earlier advertisements were very routine and boring .
- This use of mascot as a marketing medium highlights the clever use of topical advertising by GCMF using humor, to generate higher brand recall. It is the utility of hoardings as an effective marketing communications tool for marketers.
- Where does Amul's magic actually lie? Many believe that the charm lies in the catchy lines. That we laugh because the humour is what anybody would enjoy. They don't pander to your nationality or certain sentiments. It is pure and simple, everyday fun.
- The Amul girl who lends herself so completely to Amul butter, created as a rival to the Polson butter girl. This one was sexy, village belle, clothed in a tantalising choli all but covering her upper regions. "Eustace Fernandez (the art director) and Sylvester da Cunha decided that they needed a girl who would worm her way into a housewife's heart. And who better than a little girl?". And so it came about that the famous Amul Moppet was born.
- Amul ads are iconic, in that they have not changed in all this time. They are as contemporary today as they were four decades ago when they created a sensation in 1967. The ads were funny, simple and on occasion controversial but always they did their job –



they got our attention!!

Amul has used the hoardings and advertising to perfection. Taking cues from new films, celebrities, the creatives are fun to watch. More over Amul has stuck with the creative messages throughout

The Amul girl, apart from promoting a \$1-billion brand, has been bringing smile to millions. And this smile has spelt a huge success and changed the livelihood of over 2.5 million Gujarat farmers. The sales figures of Amul butter have jumped from a few lakh rupees in 1966 to over Rs 500 crore now. Apart from rapid growth and trustworthiness, the four-year-old girl has also ensured a virtual monopoly for Gujarat Cooperative Milk Marketing Federation Ltd (GCMMF) that sells Amul brand of dairy products.

- This tells a lot about why big marketing budgets, huge ad campaigns are not always necessary, what you need is a genuinely interesting way to interact with your customers, tell them your story and engage them in a conversation, even if you are selling something that is so commoditized like butter.

### **Online marketing efforts undertaken**

#### **a. Buying Amul Products Online**

: As a first step towards Ecommerce in India, Amul is delighted to offer you the cyber shopping experience with a wide range of Amul dairy products in all major cities of India. You can order your favourite Amul Ice-cream at the new Amul Icecream Cyberstore. The "Taste of India" is now a few clicks away from your doorstep. Amul Products can now be ordered online on the website of our importer [www.kanandairy.com](http://www.kanandairy.com). The key benefits of BUYING ON-LINE are:

- Products shipped in a Reusable Attractive Styrofoam Ice US \$10.00 Retail Value.
- Receive Free Reusable Ice Pack for keeping food and drinks cold, US \$5.00 Retail Value.
- Amul Products delivered at your doorstep overnight, saves time, mileage and parking hassles.



- Receive Amul promotional items with your package like Amul Recipe Book, Butter Girl refrigerator magnet, etc.
- Receive the satisfaction of Eating pure, full-flavored, quality sealed product manufactured fresh in India's most advanced dairy manufacturing facility.
- Get a free family pass for visiting Amul's Dairy Plant in Anand Gujarat.
- Special Offers for Party Orders of 1 or more cartons of any single Amul Product. Ask for special quote.
- Makes you directly eligible to enroll for The Fly Me Home Contest Sponsored By Amul and many more Internet Promotions in the Pipeline.
- No Sales Tax for Internet Sales except for Illinois residents at the Present time.
- Most important, all transactions are powered by AT&T Secure By which ensure complete security

## CONCEPTUAL DISCUSSION

### THEN & NOW: FROM BRANDING TO BRAND BUILDING

The central concern of brand building literature experienced a dramatic shift in the last Decade. Branding and the role of brands, as traditionally understood, were subject to constant review and redefinition.

A traditional definition of a brand was:

**“The name, associated with one or more items in the product line that is used to identify the source of character of the item”.**

The American Marketing Association (AMA) definition of a brand is



**“A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors”.**

Within this view, as Keller (2003a) says,

**“Technically speaking, the n, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand”.**

He recognizes, however, that brands today are much more than that. As can be seen, according to these definitions’ brands had a simple and clear function as identifiers. Before the shift in focus towards brand s and the brand building process, brands were just another step in the whole process of marketing to sell products.

**“For a long time, the brand has been treated in an off-hand fashion as a part of the product”.**

Kotler mentions branding as

**“A major issue in product strategy”.**

As the brand was only part of the product, the communication strategy worked towards exposing the brand and creating brand image. Aaker and Joachimsthaler (2000) mention that within the traditional branding model the goal was to build brand image; a tactical element that drives short-term results.

Kapferer (1997) mentioned that

**“The brand is a sign -therefore external- whose function is to disclose the hidden qualities of the product which are inaccessible to contact”.**

**Now: Brand Building Models**



Amul has a cooperative society model. It is a model where people get together and pool resources to grow in the market. The people who pool in the resources are members of this society. They take care of the finances, resources, and operations of this cooperative society. The business model focuses on affordable prices for consumers, keeping in mind the interests of farmers. Let us dive into it.

The business model focuses on affordable prices for consumers, keeping in mind the interests of farmers. Let us dive into it.

**First Tier** – The first tier consists of the farmers from the villages who are a part of the Village Dairy Cooperative Society. All the villages in a particular State select their representatives who represent their village in the District Milk Unions. The Village Dairy Cooperative society is the First-tier in this Business Model.

**Second Tier** – The second tier consists of the representatives that the Village Society selects. These representatives then together manage the District Milk Union. These Unions take care of the milk and the milk products and are responsible for processing these products. After processing the products, they sell these products to the State Milk Federation.

**Third Tier** – The third tier of this model is the State Milk Federation. State Milk Federation sells the processed products that they receive from the District Milk Union and acts as a distributor and facilitates the selling of the products in the market. The revenue that is earned is distributed downwards in a similar fashion.

### **Brand Orientation**

Urde (1999) presents Brand Orientation as another brand building model that focuses on Brands as strategic resources.

**“Brand Orientation is an approach in which the processes of the organization revolve around the creation, development, and protection of brand identity in an**

**ongoing interaction with target customers with the aim of achieving lasting competitive advantages in the form of brands”.**

Brand orientation focuses on developing brands in a more active and deliberate manner, starting with the brand identity as a strategic platform. It can be said that as a

consequence of this orientation the brand becomes an **“unconditional response to customer needs and wants”**. This should be, however, considered carefully given that “what is demanded by customers at any given moment is not necessarily the same as that which will strengthen the brand as a strategic resource”.

Following this reasoning,

**“The wants and needs of customers are not ignored, but they are not allowed to unilaterally Steer the development of the brand and determine its identity”.**

According to the brand orientation model,

**“The starting point for a process of brand building is to first create a clear understanding of the internal brand identity. The brand then becomes a strategic platform that provides the framework for the satisfaction of customers’ wants and needs”.**

The point of departure for a brand oriented company is its brand mission. Urde’s Brand Hexagon (1999), integrates brand equity and brand identity with a company’s direction, strategy and identity.

The right side of the model Reflects the reference function -product category and product, which are analysed rationally-, while the left side of the model reflects the emotional function –corporate and brand name, which are analysed emotionally.

**“A brand is experienced in its entirety”,**

which means that both emotions and rational thought are involved. The lower part of the model -mission and vision- reflects the company's intentions towards the brand, while the upper part reflects the way that target consumers interpret the brand. At the centre of the model lies the core process of brand meaning creation, which includes the positioning and core values.

In summary,

**“In a brand-oriented organization, the objective is -within the framework of the brand- to create value and meaning. The brand is a strategic platform for interplay with the target group and thus is not limited to being an unconditional response to what at any moment is demanded by customers”.**

Additionally, in a later article, Urde (2003) mentions that the brand building process is two-part: internal and external. He defines the internal process as that used primarily to describe the relationship between the organization and the brand, with the internal objective being for the organization to live its brands. Conversely, the external process is that concerned with relations between the brand and the customer, with the external objective of creating value and forming relationships with the customer.

### **Brand Leadership**

Aaker and Joachimsthaler (2000) leave behind the traditional branding model & introduce the brand leadership model,

**“Which emphasizes strategy as well as tactics?”**

In this model, the brand management process acquires different characteristics: a strategic and visionary perspective; the brand manager is higher in the organization, has a longer time job horizon, and is a strategist as well as communications team leader; building brand equities and developing brand equity measures is the objective; and,





brand structures are complex, as the focus is on multiple brands, multiple products, and multiple markets.

In short, brand identity and creating brand value become the drivers of strategy. The brand leadership model is Aaker and Joachimsthaler's (2000) proposal for building strong brands.

They argue that there are four challenges, summarized that must be addressed:

### **1) The organizational challenge**

To create structures and processes that lead to strong brands, with strong brand leader(s) for each product, market or country. Also, to establish common vocabulary and tools, an information system that allows for sharing information, experiences and initiatives, and a brand nurturing culture and structure. Supporting this challenge, McWilliams and

Dumas (1997) argue that everyone on the brand team needs to understand the brand building process, and they propose metaphors as intelligent tools to transmit the values of a firm. Doyle (2001b) adds that brand management must be seen as part of the total management process and not only as a specialist marketing activity.

### **2) The brand architecture challenge**

To identify brands, sub-brands, their relationships and roles. It is also necessary to clarify what is offered to the consumer and to create synergies between brands; to promote the leveraging of brand assets; to understand the role of brands, sub-brands, and endorsed brands in order to know when to extend them; and to determine the relative role of each brand of the portfolio. Aaker (2004a) renames brand architecture calling it instead brand portfolio strategy.

**He says that**

**“The brand portfolio strategy specifies the structure of the brand portfolio and the scope, roles, and interrelationships of the portfolio brands”.**

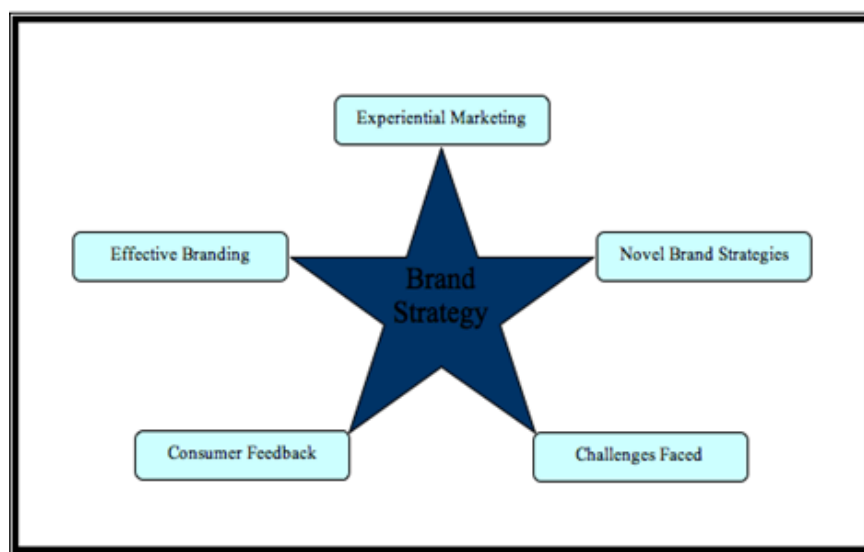
Therefore, this challenge could be renamed the brand portfolio strategy challenge.

### **3) The brand identity and position challenge**

To create communication programs and other brand building activities to develop brand identity that helps not only with the implementation but also in the brand defining process. In short, brand building must do what is necessary to change customer perceptions, reinforce attitudes, and create loyalty. One tactic to do so would be to consider alternative media in addition to advertising. Doyle also adds that the brand strategy must maximize shareholder value.

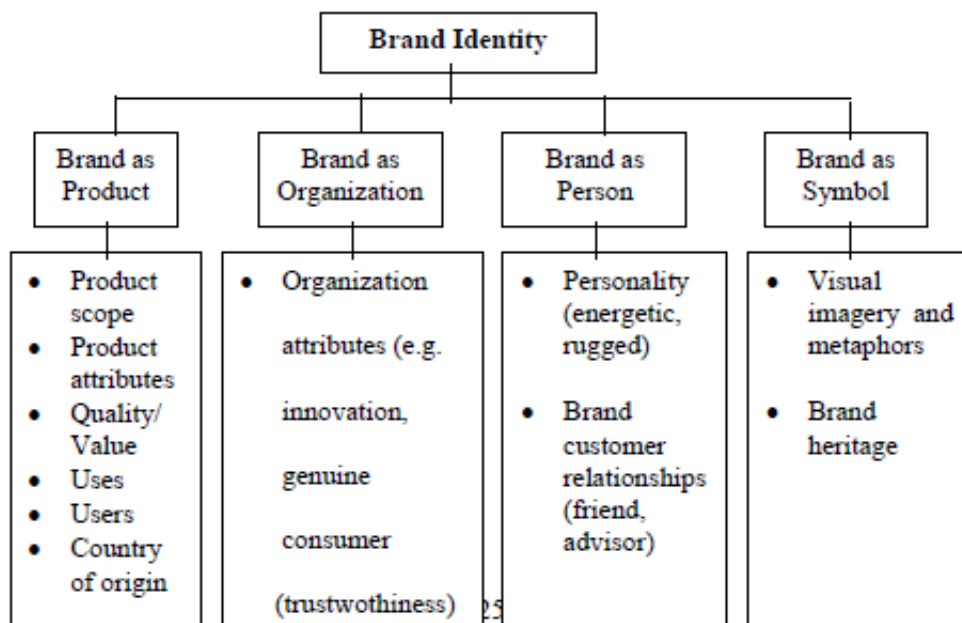
### **Branding Strategies**

The formulation of branding strategies starts from the building a sustainable brand for the company. This is so as the consumers buy the brand not only for the intrinsic values associated with it but also because of the promise that branding makes to the consumer.... the promise of delivering values beyond expectation. A framework is suggested below for the formulation of a brand strategy.

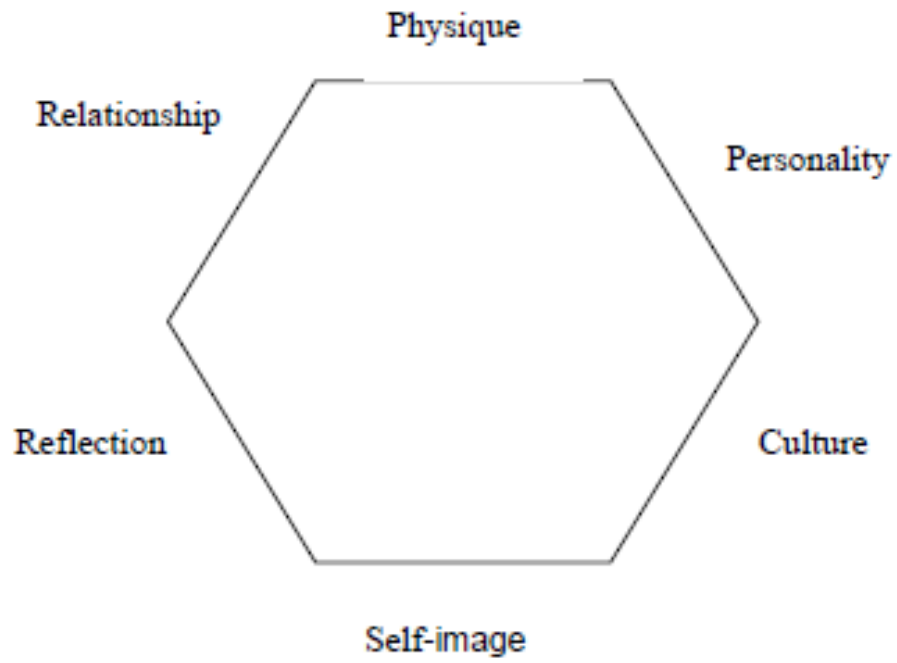


## What Is Brand Identity?

Brand identity as defined by Aaker is the sum of the brand expressed as a product, organization, person, and symbol. For instance, brand as product deals with the acceptance of the brand as a product itself. For its price, Nirma is seen as a good product. BMW or Benz are basically seen as good products besides being good brands. Brand as organization emphasizes that a brand is successful among other things because of the organizational values it upholds. 3M abroad and Marico in India have brought in a series of successful products because of their commitment to innovation. Marico has innovative and often successful offerings in a wide variety of products as hair oil (parachute), edible oil (Saffola, Sweekar), starch (Revive), jam (Sil).



## BRAND IDENTITY PRISM



# **CHAPTER - 2**

## **REVIEW**

### **OF**

## **LITERATURE**

Pandurang.S (2013) examine the distribution system of Amul India is one of largest producers of milk in the world with production of 127 million tonnes in 2011-2012 and increase of 4.25 per cent over the previous year, India continued to be the largest milk producing nation in 2011-12. And has the contribution of around 17 % in world the world milk production 730.1 million tonnes. In India total milk production; the dairy cooperatives collected 10.5 million tonnes of milk, an increase of around 10 per cent compared to 2010-11. Milk marketing by the cooperatives stood at 8.6 million tonnes, an increase of around 4 per cent compared to the previous year. The project entitled, “Distribution system of Amul pouch milk in Uttarsanda.

Isher.A et al (2017) examine the retailer’s satisfaction towards distribution channel of AMUL products in Jammu” has been conducted in Jammu in which the retailers and distributors were selected at different places in Jammu city through convenience sampling. The information from various retail shops and distributors were collected with the help of well-structured pre-tested schedule and the data was analysed by using descriptive statistics, pie charts, per centages. In this study two distribution channels of AMUL products in Jammu were identified viz. (I) Company → C/F → Distributer → Retailer → Consumer and (II) Company → C/F → AMUL retail outlet → Consumer.

Prakash.R (2006) examine the distribution channel of effectiveness of ice cream market (Amul Kwaliti Walls) in Hyderabad. Ice cream, a most palatable and nourishing food, which was once considered to be a sophisticated item, is becoming more and more popular among all sections of the people in recent times. As the mercury rises nobody is happier than the ice-cream manufacturers who are already filling their iceboxes with dollops of new, mouth-watering flavours. Amul is the largest food brand in

India, which has a turnover of Rs3800 crores per annum. They are manufacturing and marketing perishable dairy products by using most modern plants and effective distribution channels. The primary objective of the study was to ascertain the major factors that are influencing the effective distribution of Amul ice cream manufactured by Gujarat cooperative milk marketing federation limited (gcmmfl) by comparing with the kwality walls, the leading player in the Hyderabad market.

Beesabathuni.K and natchu.U (november, 2010) examine the production and distribution of a therapeutic nutritional product for severe acute malnutrition in india. In the limited resources for hospitalized treatment of india's nearly 8 million children with severe acute malnutrition (sam) make community management of sam a priority. Capability to produce sufficient quantities of ready to use therapeutic food (rutf) is one component of preparedness for community management of sam. Production of rutf is a simple process that consists of grinding, mixing and packaging using widely available equipment. Nitrogen flush packaging increases shelf life to 2 years though it is the most expensive and slowest step of the production process. Being a therapeutic product, quality and safety must be ensured including aflatoxin measurement and estimation of micronutrient and macronutrient content consistently.

Venkatakrishna.V et al (April 2002) examine the white revolution-How Amul brought milk to India. The most notable feature of a developing country is that it witnesses the birth of a number of organizations—organizations geared to meet the demands of, and opportunities presented by that development. Success of the development process, indeed, hinges on how well those new organizations grow and mature and serve the needs of the society at large. However, not all new organizations

grow and mature. Some face an early decline. What distinguishes the organizations that survive and grow? This paper presents a framework that helps answer this question and illustrates it with the history of corporate strategy of a well-known co-operative in India.

Chandra.P and Tirupati.D (April 2003) Business Strategies for Managing Complex Supply Chains in Large Emerging Economies. In this paper we describe a case study of a dairy cooperative, AMUL, in western India that has developed a successful model for doing business in large emerging economy. It has been primarily responsible, through its innovative practices, for India to become world's largest producer of milk. This paper draws various lessons from the experiences of AMUL that would be useful to cooperatives globally as well as firms that are interested in doing business in large emerging markets like India and China.

Bowonder.B (July 2005) examine the ICT application in a dairy industry: the e-experience of Amul. The use of information communication technologies (ICT) in the rural areas of Gujarat. by Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMFL) has made the operation of the dairy industry different. While it has always been argued that investments related to ICT made in rural India are not effective, the case of Amul proves that "where there is a will, there is a way". Amul has become rural India's flag bearer in the information technology (IT) revolution. This paper analyses the use of ICT in the dairy industry by the GCMMFL. This system makes it easy for the farmers to get the cash payment as soon as the milk is delivered. The Amul experience indicates that, if properly designed and implemented, the rural poor can benefit from ICT platforms. Customization of IT platforms for use in rural communities is emerging as a major opportunity for change.

Sahoo.D and Agrawal.P (2013) examine the factors influencing the frozen chain management system in dairy and its impact on sales: an empirical study for amul ice cream in Andhra Pradesh. The present study focuses on the current scenario of the frozen chain management system of Amul Ice Creams in Andhra Pradesh. This study focuses on all dimensions involved in the frozen chain management system like the



company support, distribution network, relationship between distributors and retailers, promotional activities and many more. The concept of HADF (Humara Apna Deep Freezer) is also a part of the project which includes performing a purity check and analyzing the importance of HADF as a promotional tool in encouraging impulse buying at retail outlets.

Zachary.G. et al (2003) ,"The duality of decisions and the case for impulsiveness metrics", consumer metrics help firms manage their performance and expect economic conclusion. While many firms focus on consumer fulfillment metrics for this reason, dual-process theories in psychology and neuroscience show that consumer decision are based on two processes. These propose that metrics which compute the impetuosity of acquire decision might efficiently harmonize purchaser fulfillment metrics.

In a series of experiment we exhibit that approval and spontaneity metrics make distinct but strong predictions of customer choices. Fulfillment and impulsiveness influence choice in different ways. While impetuosity relates to choice honestly, the satisfaction-choice path is mediated by loyalty intention. Moreover this relationship is reasonable by product participation such that impulsiveness metrics provide an improved calculation for low-involvement than for highinvolvement situations. Finally, fields study of 750 customers of 101 firms express these relationships at a firm level, indicating that satisfaction and impulsiveness metrics have equally strong but distinct relationships with shareholder value. Therefore firms may be able to advantage from complementing consumer fulfillment metrics with consumer impetuosity metrics.

Chavan-Patil.D (2013) "Coloring consumer's psychology using different shades: The role of perception of colors by consumers in consumer decision making process", Color plays a important role in activate emotion in people. The current research studied the role of perception of colors in customer decision making process. The study focuses on how the departmental stores by using dissimilar colors/color combination in logo, the brand name, the tagline, and the slogan reach to their audience.

How are these colors interpreted by audiences and do they have a positive or negative consequence on decision making? How do customers recognize these messages and ultimately decide to make purchases into a particular departmental store. Data collected from fifty respondents through an administered survey by shapeless questionnaire method is analyzing both quantitatively and qualitatively. The sampling technique used is convenient sampling. The data collected is mostly primary in nature. Major conclusions of the study were that colors do play an important role in triggering emotions of the consumers.

Consumers relate certain colors to socio economic class and accordingly decide to choose their shopping place. They were also able to recall departmental store names on the basis of color/color combinations. However few respondents agreed that color does not play any important role in their decision making; it is in fact the appearance, music played in the store, services offered by the store that help in decision making.

Kuikka.A and Laukkanen.T, "Brand loyalty and the role of hedonic value" The objective of this paper is to explore the antecedents of brand loyalty in the chocolate market. A large sample of 808 effective responses was collected through an online questionnaire that was posted on the Facebook wall of a Finnish confectionery company. A model of four antecedents (brand satisfaction, brand equity, brand value, brand trust) leading to two aspects of brand loyalty (behavioral loyalty, attitudinal loyalty) was constructed. The moderating effect of consumers' hedonic value in the model was tested. Confirmatory factor analysis was used to validate the constructs and multigroup structural equation modeling was used to test the hypotheses.

Wollgast.J considers that Cocoa beans are rich in polyphenols in fastidious catechins and proanthocyanidins. Though, a sharp decrease in amount occurs during fermentation and drying of cocoa beans and further retention has been account during roasting. Characterization and in exacting quantification of polyphenols in chocolate has only been developed recently.

This work evaluation further on the literature on the available method for analysis, quantification, separation, sanitization, and arrangement exposition of polyphenols in cocoa components and other commodities. The categorization and quantification of the polyphenol composition is between the first steps to be done to assess a supposed involvement of chocolate to human health.

A study on consumer's preference and perception towards Patanjali product by S. ANUPRIYA terminate that customer fulfillment is derived when he compares the concrete performance of the product with the presentation he predictable out of the treatment. If the professed remuneration turned out to be almost same as expected, client is highly fulfilled and that is how the company achieves faithfulness of the consumer towards the product. Nandagopal and Chinnaiyan conclude that the mode of purchase of product also effecting buying pattern and so perception of consumer.

Kazmi.S (P.A.F Karachi institute of Economics And Technology, Karacchi, Sindh, Pakistan) Customer perception is basically organism which describes an individual's perceived image which he expect from any product or service. Observation can be changed or influenced by numerous factors behaviour, children who are in their teenage prefer food with respect to food nutritious as well as three factors plays very important role, home environment, school and social gatherings.

Beesabathuni.K and Natchu.U (november, 2010) examine the production and distribution of a therapeutic nutritional product for severe acute malnutrition in india. In the limited resources for hospitalized treatment of india's nearly 8 million children with severe acute malnutrition (sam) make community management of sam a priority. Capability to produce sufficient quantities of ready to use therapeutic food (rutf) is one component of preparedness for community management of sam. Production of rutf is a simple process that consists of grinding, mixing and packaging using widely available equipment. Nitrogen flush packaging increases shelf life to 2 years though it is the most expensive and slowest step of the production process.

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# **CHAPTER - 3**

## **RESEARCH**

## **METHADODOLOGY**

The study is an exercise involving estimation of parameters as regard to organizational requirements. The research was designed so as to get the relevant information that can be used for various organizational purposes.

### **DATA SOURCE:**

Research used both primary and secondary data to accomplish the objectives.

**PRIMARY DATA:** It is the first hand gathered to help solve the problem at hand. Data is collected personally for the specific project through research. Questionnaire was designed to gather information on the company marketing and services.

**SAMPLE SIZE: 103**

**SURVEY AREA:** Delhi, NCR

**SECONDARY DATA:** It is the second hand data already available and collected by someone else. The data were extracted through internet, publications; articles, company books, etc.

**SOURCE :** WWW.amul.com

### **DATA COLLECTION:**

The study used the survey method to collect the raw information specific to the current research work. The survey method is advantageous because it helps to collect detailed information about an individual respondent.

**Survey:**

The type of survey undertaken was that of sample type keeping in consideration the time constraints besides the viability of census survey. The sample survey undertaken to reach the desired destination was carefully planned and executed by using selected samples.

#### **Statistical Tool:**

The tool used for obtaining the relevant information was questionnaire. A well structured questionnaire was administered to the sample of the study. The questionnaire was designed keeping in view both major and minor objectives of the study.

#### **Sampling:**

With the customer being unknown and given the time and resource constraints random sample was obtained from the population. The random sampling is a type of sampling method where each individual unit has an equal probability of being chosen

#### **SAMPLE SIZE: 103**

#### **Data completion and analysis:**

After the data was collected, it was tabulated and findings of the project were presented followed by analysis and interpretation to reach certain conclusions.

#### **TOOLS : Microsoft Power BI**

Google Docs

Word Charts

## **LIMITATIONS OF THE PROJECT**

Everything in this world has its own advantages and disadvantages which shows

➤ **‘NOTHING IS PERFECT’**

Following are the problems faced but it's a part of game?

➤ **TIME CONSUMING:**

It is very much obvious that it is a time consuming process. So much time has been spent for this purpose.

➤ **LOW PARTICIPATION:**

Obviously many respondents have not participated in this and have also created some problems which simply show that they were not interested.

➤ **BIASNESS:**

Sometimes interested customers were also biased so the collected figures involve both positive and negative figures. It does not cover all the aspects of the company.



# **CHAPTER - 4**

## **ANALYSIS**

## DATA ANALYSIS

**1. What factors do you consider most important while purchasing FMCG goods?  
Kindly rank your preferences.**

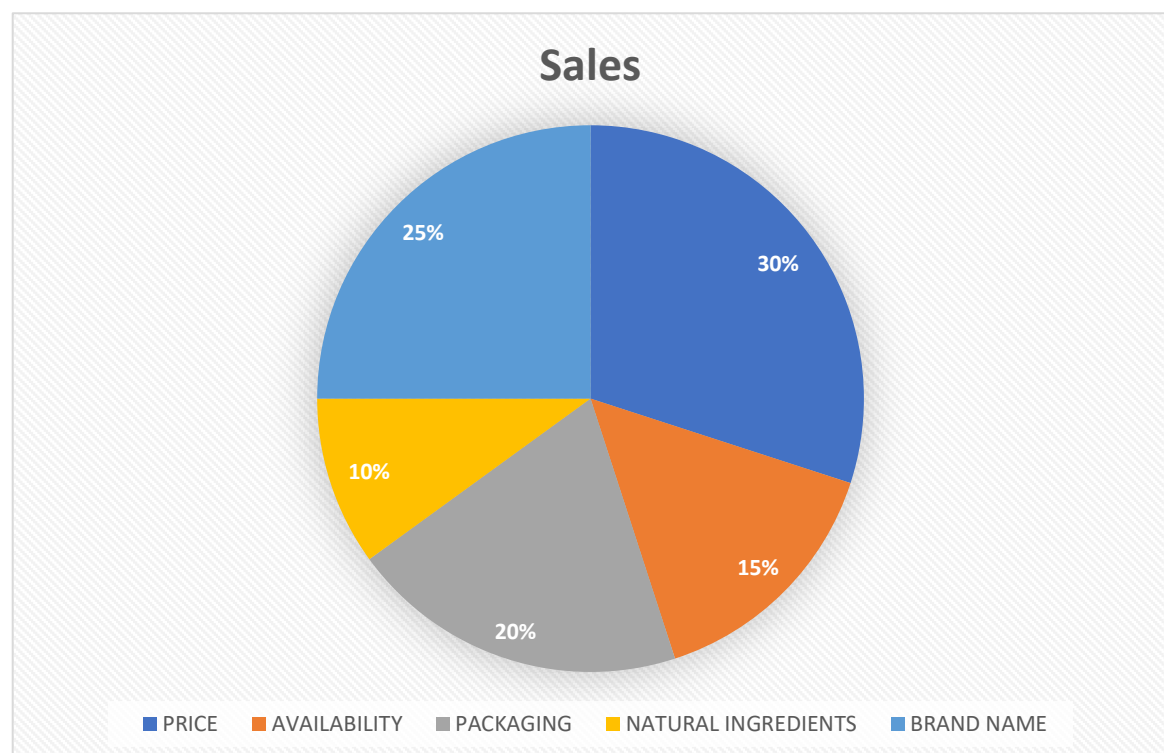
Price 30%

Availability 15%

Packaging 20%

Natural Ingredients 10%

Brand Name 25%



After analysing the above data it can be clearly seen that price is the most important factor which can be considered while purchasing FMCG goods

## 2. A product price reflects its worth

Choose only one option

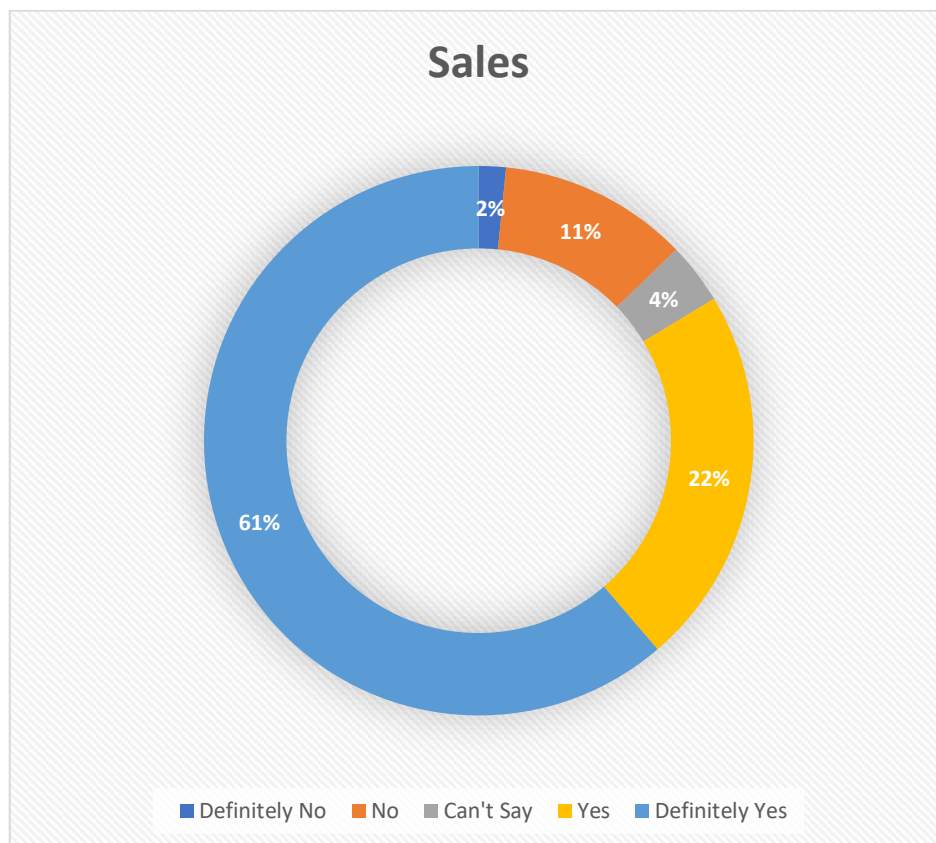
Definitely No

No

Can't Say

Yes

Definitely Yes



After analysing the above data it can be clearly seen that more people think that a product price reflects its worth.

### 3. Discounts makes me purchase more of a product

Choose only one option

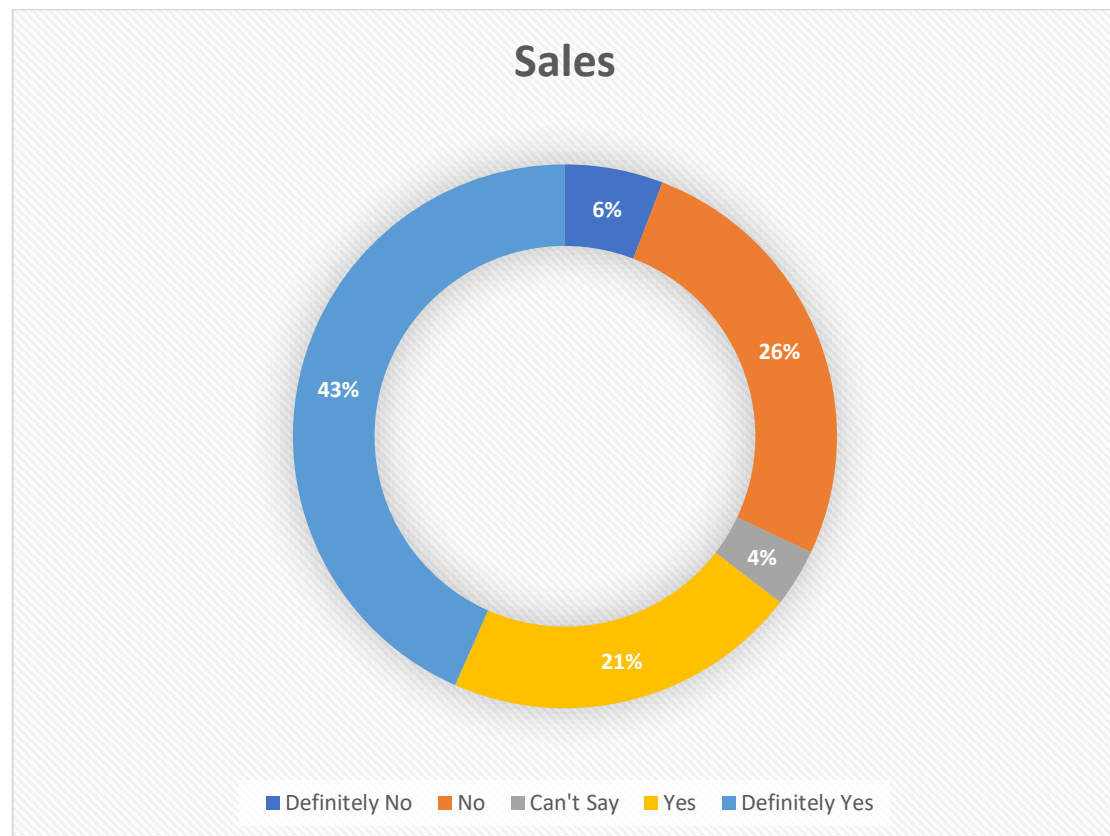
Definitely No

No

Can't Say

Yes

Definitely Yes



After analysing the above data it can be clearly seen that more people think that a product discounts is considered as a good indicator for sales.

#### 4. Discounts are normally given on poor products

Choose only one option

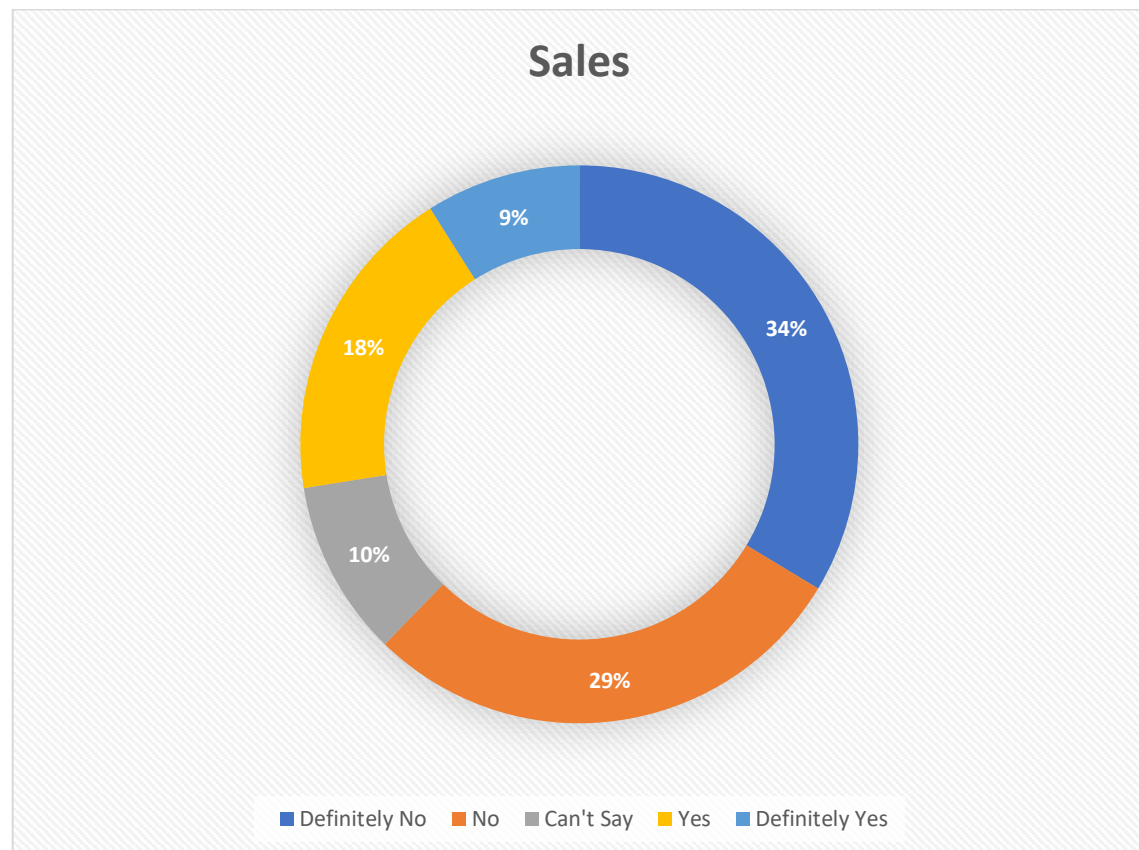
Definitely No

No

Can't Say

Yes

Definitely Yes



After analysing the above data it can be clearly seen that less people think that discount is given on poor product but more people think that discount are not given on poor products.

### 5. Expensive products are better

Choose only one option

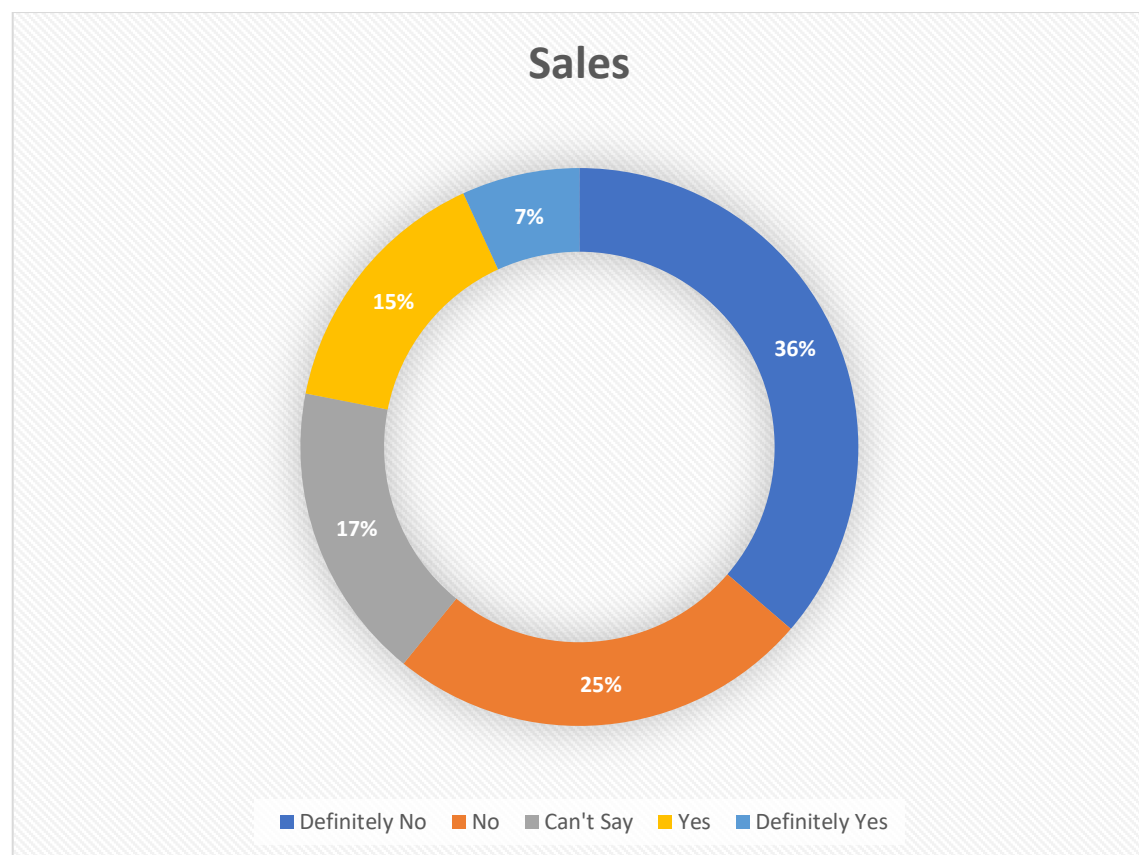
Definitely No

No

Can't Say

Yes

Definitely Yes



After analysing the above data it can be clearly seen that less people think that expensive products are better.

## 6. Product design is important

Choose only one option

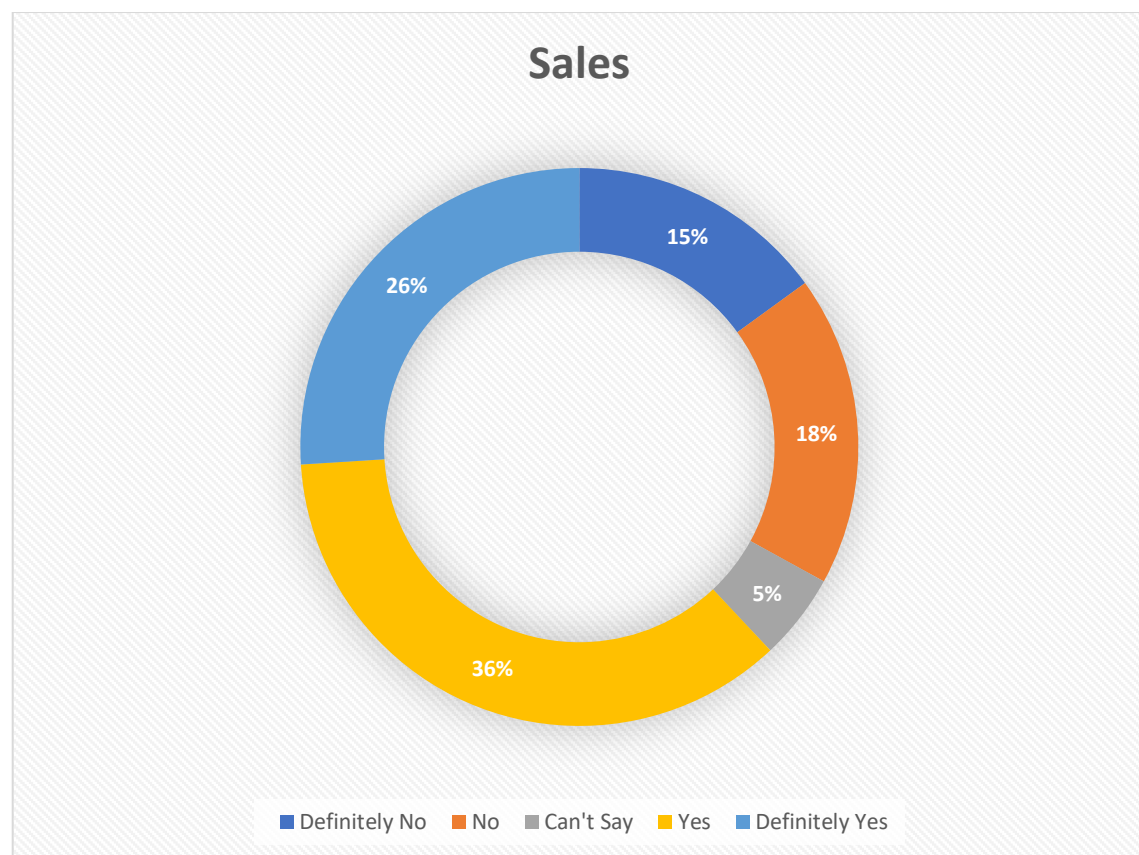
Definitely No

No

Can't Say

Yes

Definitely Yes



After analysing the above data it can be clearly seen that more people think that product design is important.

## 7. Wide variety of AMUL products is available

Choose only one option

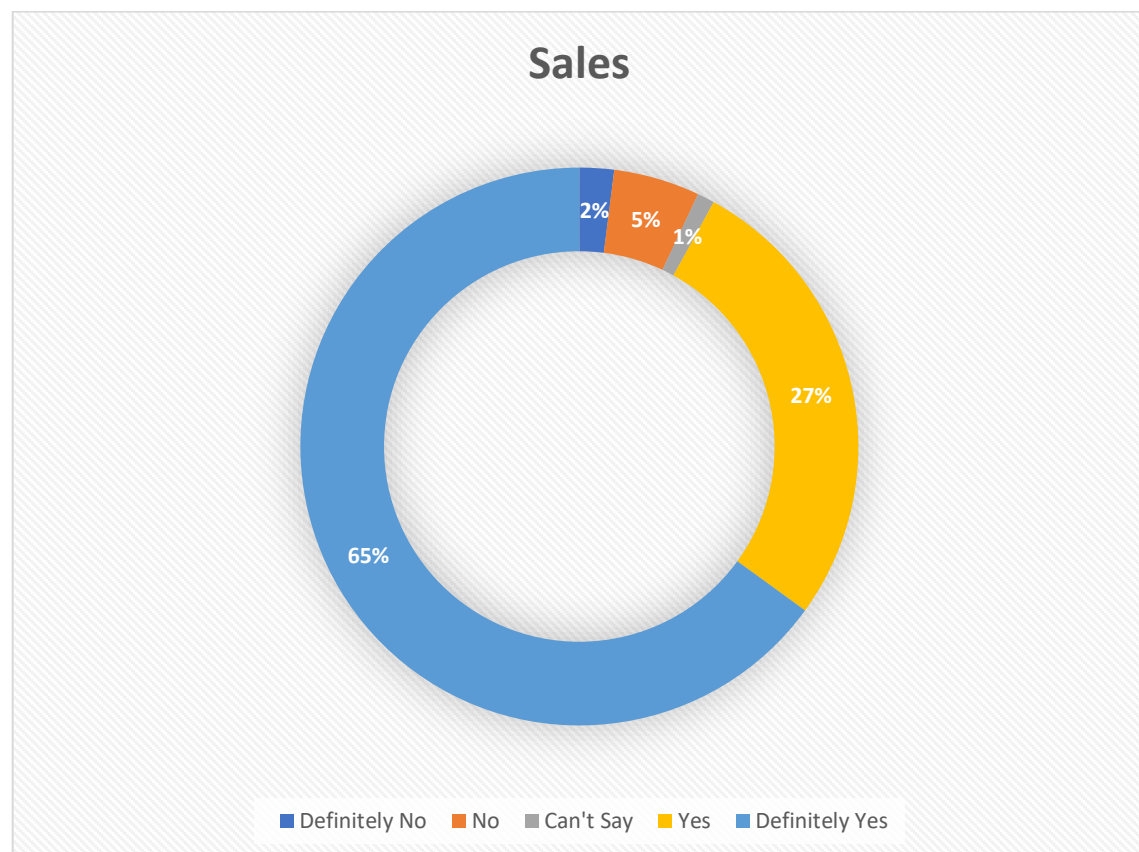
Definitely No

No

Can't Say

Yes

Definitely Yes



After analysing the above data it can be clearly seen that more people think that more variety should be there.



## 8. Good packaging reflects a good product

Choose only one option

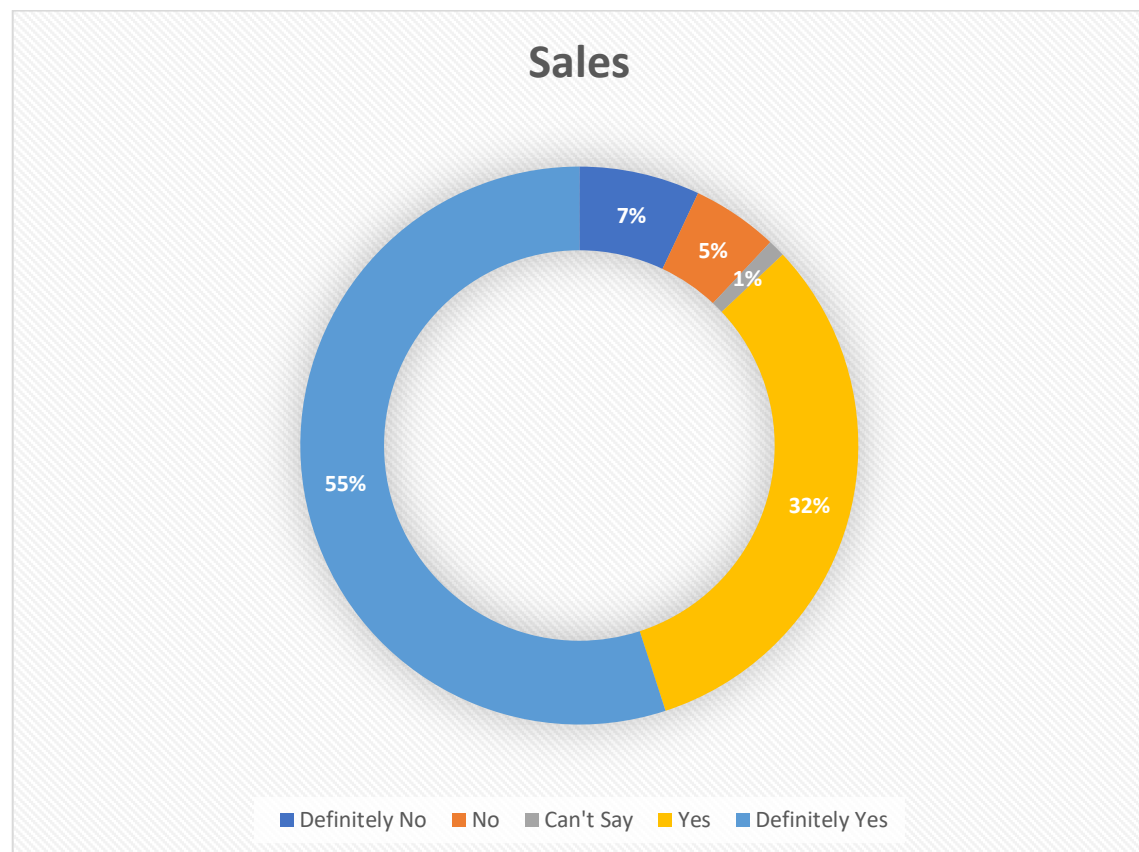
Definitely No

No

Can't Say

Yes

Definitely Yes



After analysing the above data it can be clearly seen that more people think the good packaging is good for a product.

### 9. Product should taste good

Choose only one option

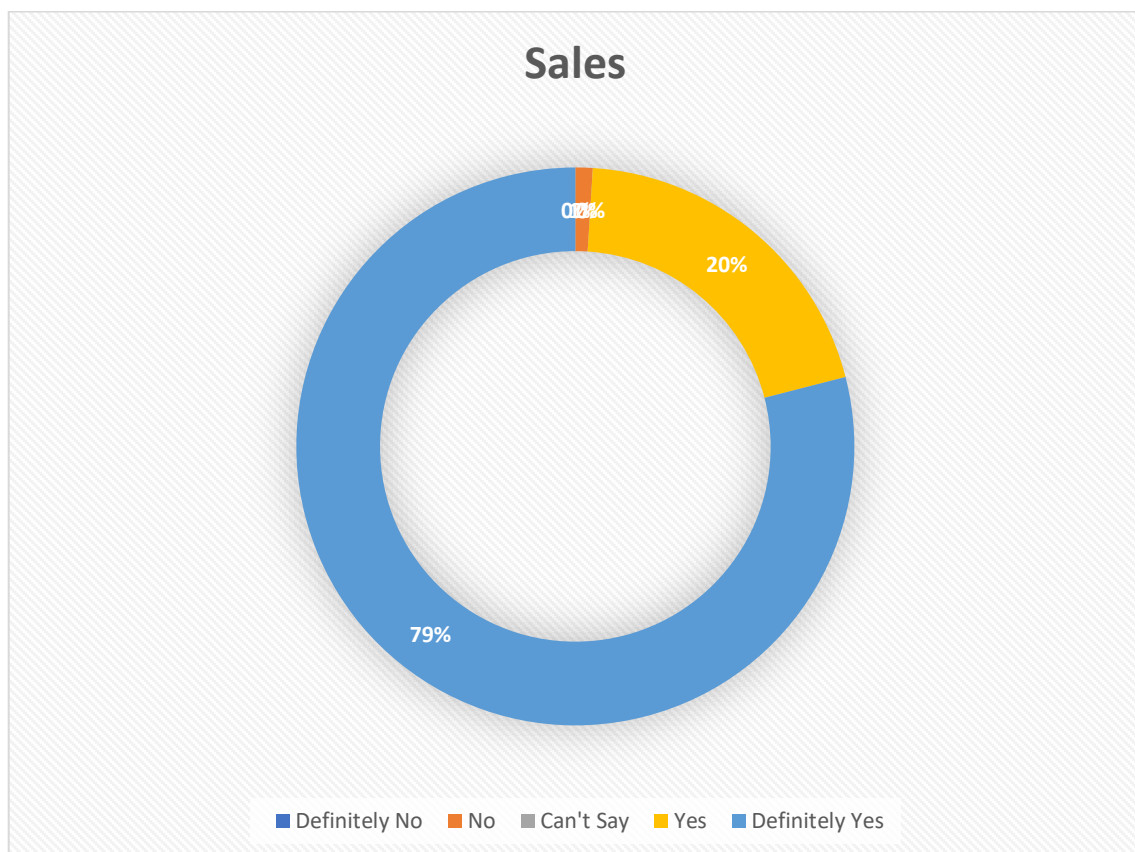
Definitely No

No

Can't Say

Yes

Definitely Yes



After analysing the above data it can be clearly seen that more people think Taste should be good.

## 10. Product shelf placement influences its purchase

Choose only one option

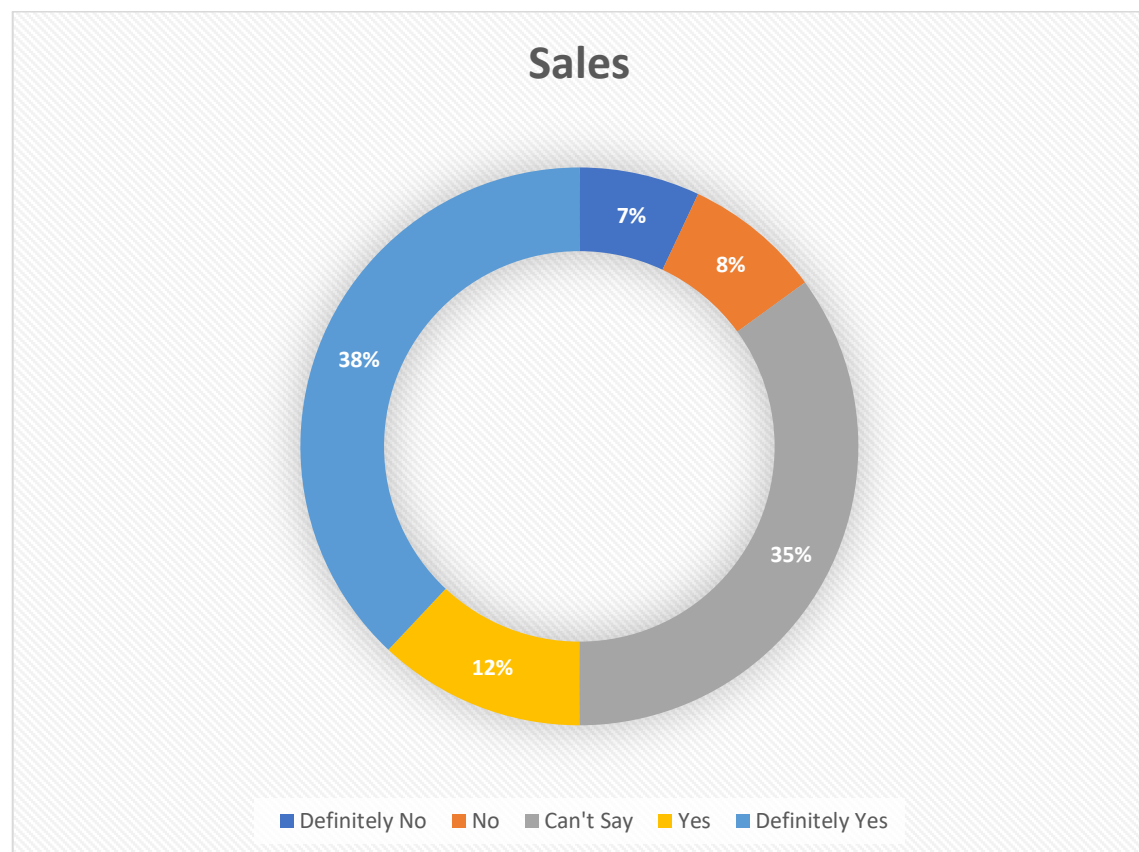
Definitely No

No

Can't Say

Yes

Definitely Yes



After analysing the above data it can be clearly seen that more people think shelf placement is important for purchasing AMUL product.

### 11. Widely available products are better

Choose only one option

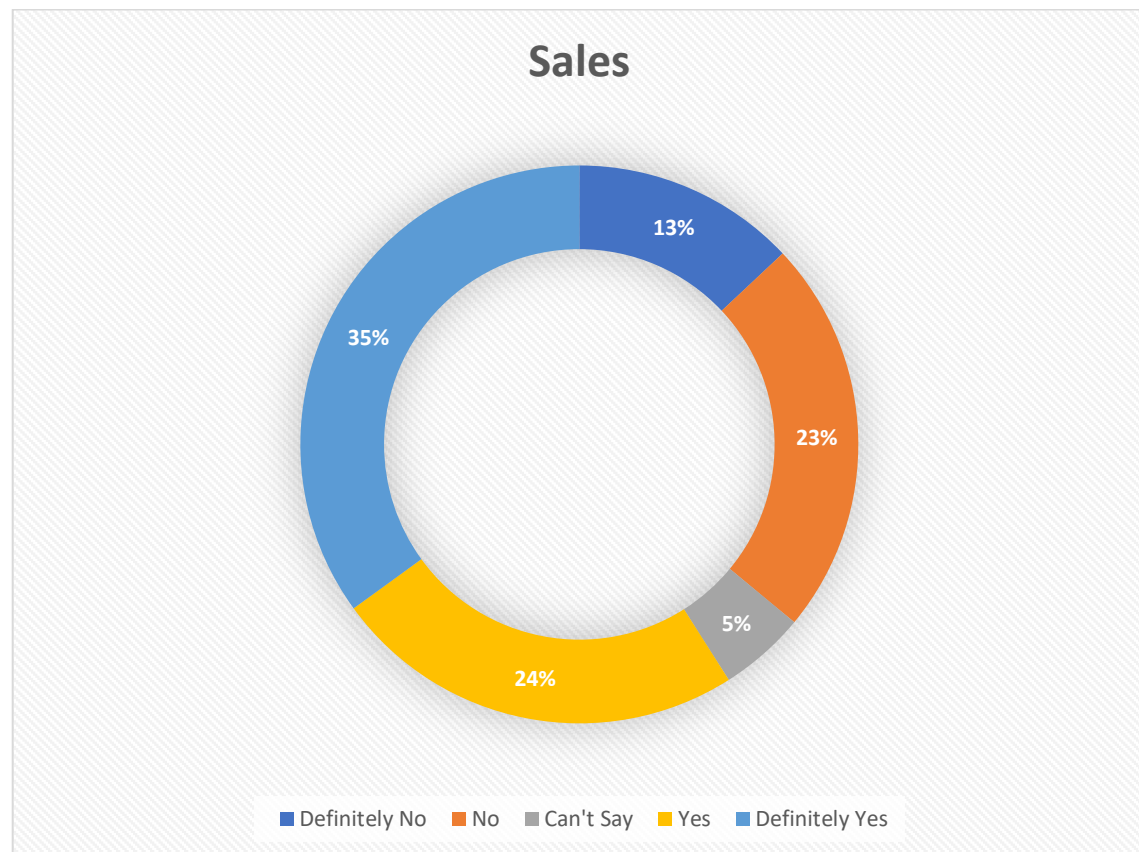
Definitely No

No

Can't Say

Yes

Definitely Yes



After analysing the above data it can be clearly seen that more people think widely available products are better.

## 12. Abundantly available product is worth a try

Choose only one option

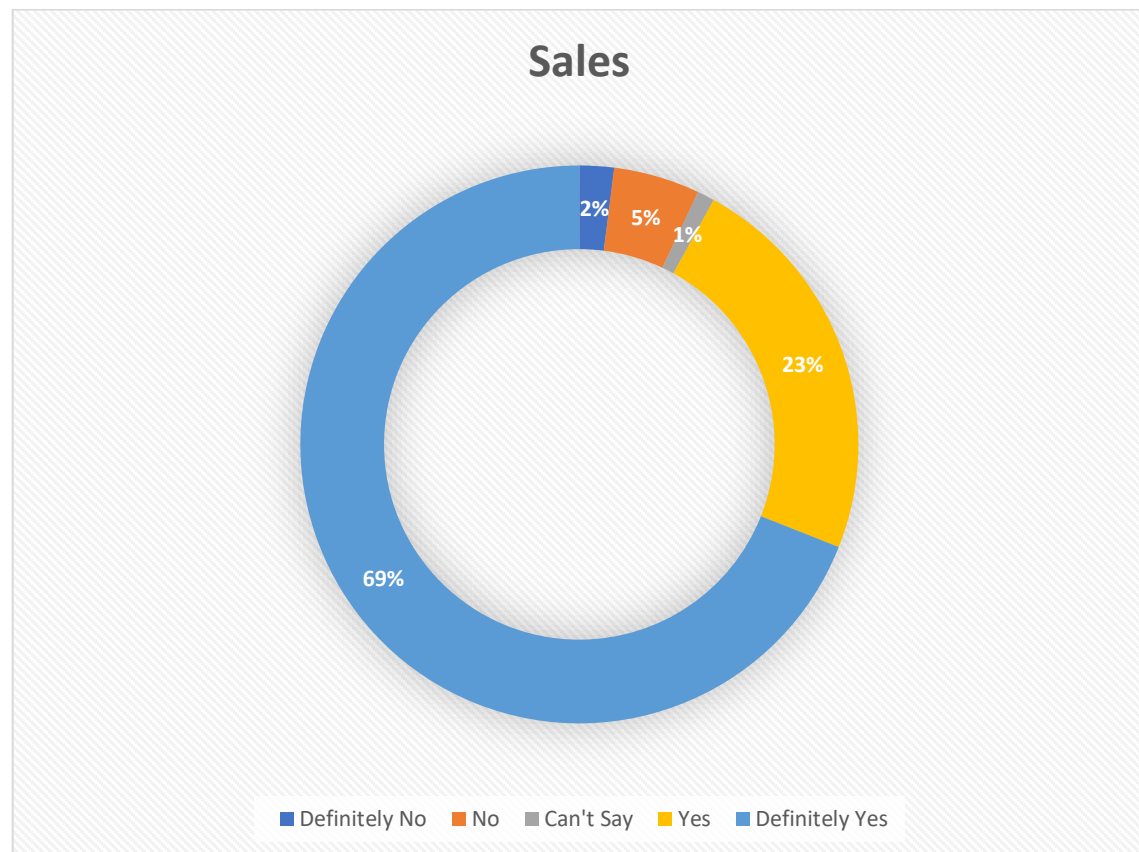
Definitely No

No

Can't Say

Yes

Definitely Yes



After analysing the above data it can be clearly seen that less people think that abundantly available product is worth a try.

### 13. A good product is always available

Choose only one option

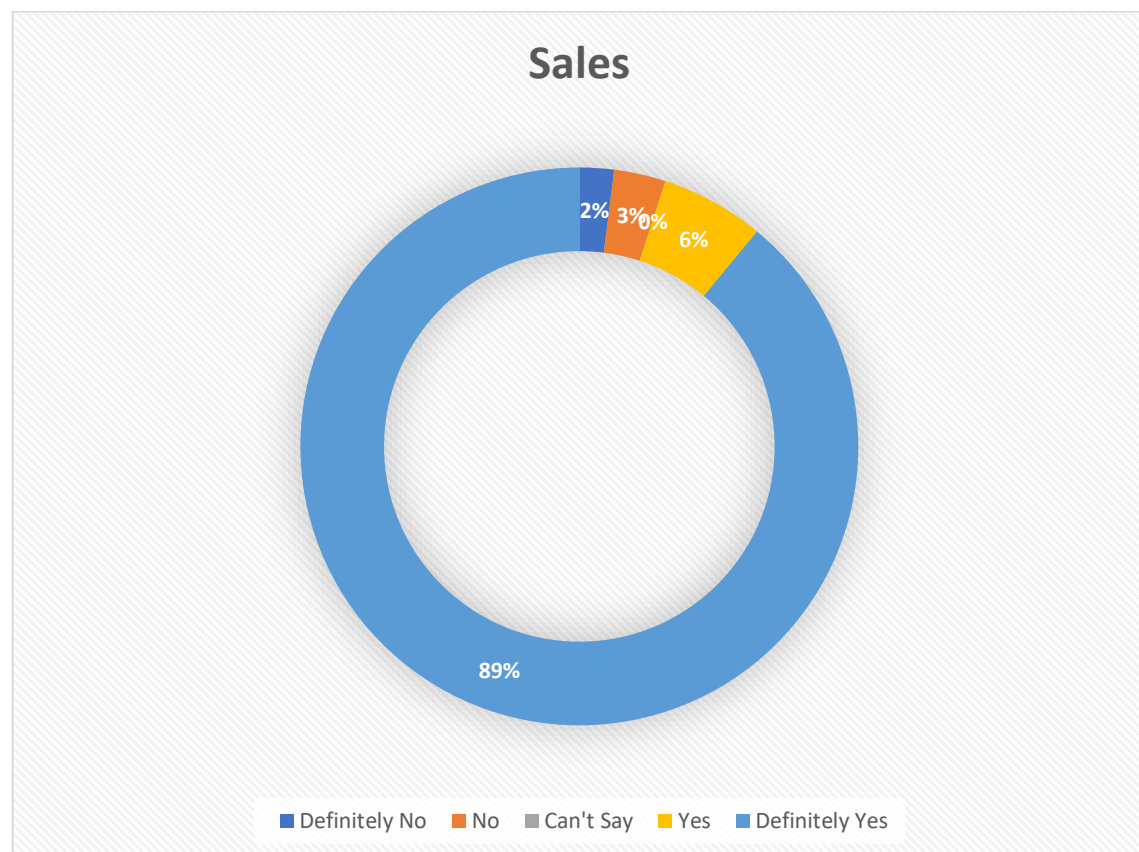
Definitely No

No

Can't Say

Yes

Definitely Yes



After analysing the above data it can be clearly seen that more people think that a good product is always available.

## **FINDINGS**

- After analysing the above data it can be clearly seen that price is the most important factor which can be considered while purchasing FMCG goods
- After analysing the above data it can be clearly seen that more people think that a product price reflects its worth.
- After analysing the above data it can be clearly seen that more people think that a product discounts is considered as a good indicator for sales.
- After analysing the above data it can be clearly seen that less people think that discount is given on poor product but more people think that discount are not given on poor products.
- After analysing the above data it can be clearly seen that less people think that expensive products are better.
- After analysing the above data it can be clearly seen that more people think that product design is important.
- After analysing the above data it can be clearly seen that more people think that more variety should be there.
- After analysing the above data it can be clearly seen that more people think that good packaging is good for a product.
- After analysing the above data it can be clearly seen that more people think Taste should be good.
- After analysing the above data it can be clearly seen that more people think shelf placement is important for purchasing AMUL product.
- After analysing the above data it can be clearly seen that more people think widely available products are better.
- After analysing the above data it can be clearly seen that less people think that abundantly available product is worth a try.
- After analysing the above data it can be clearly seen that more people think that a good product is always available.

# **CHAPTER - 5**

## **CONCLUSION**

### **AND**

## **SUGGESTION**



## **CONCLUSIONS**

The importance of the brand value and the strategies adopted to enhance the brand value has been well understood. It is seen that the philosophy behind the branding strategy of AMUL has been to develop the brand so as to attract and retain the consumers. The branding strategies adopted have resulted in building a sustainable and differential advantage over its competitors for the brand. The branding strategies act as a tool to develop and sustain the appeal of brands in the eyes of the consumers.

Throughout the process of analysis of the thesis, it is observed that the branding strategy of dairy sector has been focusing mainly on two aspects:

- Focusing on the strong brands
  
- Product mix expansion

AMUL is supporting its aggressive brand expansion and strengthening plan with various innovative marketing strategies. This is done in the light of the fact that the marketing trends are showing a change. It is shifting from generic products to packaged brands. One important feature observed is that the FMCG sector has adopted different branding strategies for each of the two i.e. organized and unorganized market of the Indian FMCG sector.

## **SUGGESTIONS**

- Before finalizing any new strategy and adopting it in the company's activities, it is important to find out as to how the consumer will benefit. It has to be seen that it suffices the needs of the consumers, and there remains no gap between what the consumers expect and what the consumers are actually receiving. This would ensure that the efforts of the company remain fruitful.
- It has been analyzed that the company is taking adequate steps for its brand expansion and is trying to come out with new value additions in its product portfolio. For example, AMUL entered the snacks category by establishing its sub brand 'AMUL Happy Treats' which had products like French fries and Aloo Burger patty. This has been a good technique. In order to further take advantage of this strategy, it needs to find out more such untapped opportunities. One such area is 'Indian sweets' category.
- It is generally seen that people in all parts of India prefers to includes sweetdish in at least one of their meals. Hence AMUL created a new umbrella brand which includes a range of ethnic Indian sweets called 'AMUL Sweets'.
- The company should not hesitate in spending money on advertising and marketing activities. It should be considered as an investment for the promotion of the brand. This is so because it is through advertising and marketing activities that the brand is exposed to the potential consumers.
- Another important opportunity which could benefit the company is the efforts to increase the shelf life of the products. This could be done by adopting such latest packaging technology that also leads to retaining the nutritive value of the packaged product.

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