

**A PROJECT STUDY ON THE IMPACT OF ADVERTISEMENT OF  
AMUL PRODUCTS WITH SPECIFIC REFERENCE TO HYDERABAD  
CITY**

**Submitted by:**

**KOTAKONDA KAUSHIK**

**HT NO:1289-21-684-176**

**Under the guidance of:**

**MRS. VIDYA ASWATH**



*Project submitted in the partial fulfillment for the award of the degree of:*

**“BACHELOR OF BUSINESS ADMINISTRATION”**

**BY**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**ETHAMES DEGREE COLLEGE**

**(AFFILIATED TO OSMANIA UNIVERSITY HYDERABAD)**

**(2021-2024)**

## **DECLARATION**

I hereby declare that this project Report titled “**A PROJECT STUDY ON THE IMPACT OF ADVERTISEMENT OF AMUL PRODUCTS WITH SPECIFIC REFERENCE TO HYDERABAD CITY**” submitted by me to the Department of Business Management, **ETHAMES DEGREE COLLEGE** is a bonafide work undertaken by me and it is not submitted to any other University or institution for the award of any degree/diploma/ certificate or published any time before.

Name Of The Student: KOTAKONDA KAUSHIK

OU ID: 1289-21-684-176

Signature of the Student

## **ABSTRACT**

Contextual knowledge is the most important element in understanding language. By contextual knowledge we mean both general knowledge and discourse knowledge i.e. knowledge of the situational context, background knowledge, and the co-textual context [10]. In this paper, we will discuss the importance of contextual knowledge in understanding the humor present in the cartoon-based Amul advertisements in India. In the process, we will analyze these advertisements and also see if humor is an effective tool for advertising and thereby, for marketing. These bilingual advertisements also expect the audience to have the appropriate linguistic knowledge which includes knowledge of English and Hindi vocabulary, morphology, and syntax. Different techniques like punning, portmanteaus, and parodies of popular proverbs, expressions, acronyms, famous dialogues, songs, etc. are employed to convey the message in a humorous way. The present study will concentrate on these linguistic cues and the required context for understanding wit and humor.

## ACKNOWLEDGEMENT

Gratitude is not a thing of expression but a matter of feeling. One expresses a sense of gratitude to others for their help and supervision in achieving the goals. I also express my deep gratitude to everyone who has helped me complete the project report successfully. I would also like to thank Almighty God for the blessing showered on me while completing the dissertation report. First, I am highly thankful for allowing me to pursue my dissertation report on **“A PROJECT STUDY ON THE IMPACT OF ADVERTISEMENT OF AMUL PRODUCTS WITH SPECIFIC REFERENCE TO HYDERABAD CITY.”** I give my regards and sincere thanks to Director Madam **Dr.Andal**. I am deeply grateful for her earnest coordination and valuable efforts. She constantly encouraged me right from the inception to the final preparation of my project. She has been a constant source of knowledge, information, help and motivation for me through her depth of knowledge and experiences.

Finally, I am hugely indebted to all the faculty members of my institute, my family members, and friends for their sincere advice & cooperation to complete my project in an efficient & effective manner.

**Kaushik Kotakonda**

**ID: 128921684176**

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# **CHAPTER 1**

## **INTRODUCTION**



# INTRODUCTION

Advertising is a powerful communication force, highly visible, and one of the most important tools of marketing communications that helps to sell products, services, ideas and images, etc. Many believe that advertising reflects the needs of the times. One may like it or not but advertisements are everywhere. Advertisements are seen in newspapers, magazines, on television and internet and are heard on radio. The average consumer is exposed to a very large number of advertisements every day, particularly the urban and semi-urban population. It seems almost impossible to remain totally neutral and not take any notice of modern day advertising. The most visible part of the advertising process is the advertisements that we see, read, or hear and praise or criticize.

Many suitable adjectives are used to describe advertising, depending on how an individual is reaching, such as great, dynamic, alluring, fascinating, annoying, boring, intrusive, irritating, offensive, etc. Advertising is an indicator of the growth, betterment and perfection of civilization. It is part of our social, cultural and business environment. It is not at all surprising that advertising is one of the most closely scrutinized of all business institutions. In today's environment, not only are advertisers closely examined by the target audience for whom that advertisement are meant, but by society in general.

**2. MARKETING-MIX AND PROMOTION-MIX** The marketing mix is the combination of elements necessary to the planning and execution of the total marketing operation. The 'Four Ps' concept of the marketing mix, developed by Philip Kotler, and widely adopted by marketing teachers, creates four division of the mix, namely, product, price, promotion and place. Advertising comes under promotion. Under promotion mix there are several components like advertising, personal selling, sales promotion, publicity, direct marketing etc. Advertising is one of the components of promotion as shown in fig below. Advertising and Sales Promotion Page 2 Figure of marketing-mix and promotion-mix Marketing Mix Advertising Personal Sales Publicity Direct Selling Promotion Marketing

3. ADVERTISING – DEFINITION “Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.” – American Marketing Association. “Advertising is controlled, identifiable information and persuasion by means of mass communications media.” “Advertising is the non-personal communication of marketing-related information to a target audience, usually paid for by the advertiser, and delivered through mass media in order to reach the specific objectives of the sponsor.” – John J Burnett. “Advertising is a message paid for by an identified sponsor and delivered through mass medium of mass communication. Advertising is persuasive communication. It is not neutral; it is not unbiased; it says; ‘I am going to sell you a product or an idea.’”- J Thomas Russell and W. Ronald Lane

4. MEANING OF ADVERTISING: Advertising is the action of calling public attention to an idea, good, or service through paid announcements by an identified sponsor. What is advertisement? Any paid form of non- personal presentation and promotion of ideas, goods or services Product Price Promotion Place Advertising and Sales Promotion Page 3 through mass media such as newspapers, magazines, television or radio by an identified sponsor.

#### 5. OBJECTIVE OF ADVERTISEMENT

- To increase support: advertising increases the morale of the sales force and of distributors, wholesalers and retailers.
- To stimulate sales amongst present, former and future customers. It involves decision regarding the media.
- To retain loyalty: to retain loyalty of present and former consumers.
- To protect an image: advertising is used to promote an overall image of respect and trust for an organization.
- To communicate with consumers: this involves regarding copy.

What is included in advertising?

- The information in an advertisement should benefit the buyers. It should give them more satisfactory expenditure of their rupees.
- It should suggest better solutions to their problems.

- The content of the advertisement is within the control of the advertiser, not the medium.
- Advertising without persuasion is ineffective. Advertisement that fails to influence anyone, either immediately or in the future is a waste of money.
- The function of advertising is to increase the profitable sales volume. That is, advertising expenses should not increase disproportionately.

Advertising generally includes the following forms of medium:

The messages carried in-

Newspapers and magazines;

Radio and television broadcasts;

Circular of all kinds, (whether distributed by mail, by person, thorough tradesmen, or by inserts in packages);

Dealer help materials,

Window display and counter – display materials and efforts;

Store signs, motion pictures used for advertising, Advertising and Sales Promotion

Page 4

Novelties bearing advertising messages and Signature of the advertiser,

Label stags and other literature accompanying the merchandise.

What is excluded from advertising? Advertising is not an exact science. An advertiser's circumstances are never identical with those of another; he cannot predict with accuracy what results his future advertising efforts will produce.

- (i) Advertising is not a game, because if advertising is done properly, both the buyer and the seller benefit from it.
- (ii) Advertising is not a toy. Advertiser cannot afford to play with advertising. Advertising funds come from sales revenue and must be used to increase sales revenue.
- (iii) Advertisements are not designed to deceive. The desire and hope for repeat sales insures a high degree of honesty in advertising.

(iv) The activities excluded from advertising are:

- The offering of premiums to stimulate the sale of products;
- The use of exhibitions and demonstrations at fairs, show and conventions;
- The use of samples and activities, involving news releases and the activities of personal selling forces;

The payment of advertising allowances which are not used for advertising;

- The entertainment of customers

6. OBJECTIVES OF ADVERTISING There are 3 main objectives of advertising.

These are:

- To Inform Advertisements are used to increase the brand awareness and brand exposure in the target market. Informing the potential customers about the brand and its products is the first step towards attaining business goals.
- To Persuade Persuading customers to perform a particular task is a prominent objective of advertising. The tasks may involve buying or trying the products and services offered, to form Advertising and Sales Promotion Page 5 a brand image, develop a favourable attitude towards the brand etc.
- To Remind Another objective of advertising is to reinforce the brand message and to reassure the existing and potential customers about the brand vision. Advertising helps the brand to maintain top of mind awareness and to avoid competitors stealing the customers. This also helps in the word of mouth marketing.

Other objectives of advertising are subsets of these three objectives. These subsets are: □

- Brand Building
- Increasing Sales
- Creating Demand
- Engagement
- Expanding Customer Base
- Changing Customers'
- attitudes, etc

The basic objectives of an advertising programme may be listed as below:

- (i) To stimulate sales amongst present, former and future consumers. It involves decision regarding the media, e.g., TV versus Print.
- (ii) To communicate with consumers. This involves decision regarding copy.
- (iii) To retain the loyalty of present and former consumers. Advertising may be used to reassure buyers that they have made the best purchase, thus building loyalty to the brand name or the firm.
- (iv) To increase support. Advertising impliedly bolsters the morale of the sales force and of distributors, wholesalers, and retailers, to instill confidence in organization.
- (v) To project an image. Advertising is used to promote an overall image of respect and trust for an organization. This message is aimed not only at consumers, but also at the government, shareholders, and the general public.

## 7. CHARACTERISTICS OF ADVERTISING

- **Paid Form:** Advertising requires the advertiser (also called sponsor) to pay to create an advertising message, to buy advertising media slot, and to monitor advertising efforts.
- **Tool for Promotion:** Advertising is an element of promotion mix of an organization. Advertising and Sales Promotion Page 6
- **One Way Communication:** Advertising is a one way communication where a brands communicate to the customers through different mediums.
- **Personal Or Non-Personal:** Advertising can be non-personal as in the case of TV, radio, or newspaper advertisements, or highly personal as in the case of social media and other cookie based advertisements.

## 8. TYPES OF ADVERTISING

Advertising is the promotion of a company's products and services through different mediums to increase the sales of the product and services. It works by making the customer aware of the product and by focusing on customer's need to buy the product. Globally, advertising has become an essential part of the corporate world. Therefore, companies allot a huge part of their revenues to the advertising budget. Advertising also serves to build a brand of the product which goes a long way to make effective sales.

- There are several branches or types of advertising which can be used by the companies. Let us discuss them in detail.

- (i) **Print Advertising** - The print media has been used for advertising since long. The newspapers and magazines are quite popular modes of advertising for different companies all over the world. Using the print media, the companies can also promote their products through brochures and fliers.
- (ii) The newspaper and magazines sell the advertising space and the cost depends on several factors. The quantity of space, the page of the publication, and the type of paper decide the cost of the advertisement. So an ad on the front page would be costlier than on inside pages. Similarly an ad in the glossy supplement of the paper would be more expensive than in a mediocre quality paper.
- (iii) **Broadcast Advertising** - This type of advertising is very popular all around the world. It consists of television, radio, or Internet advertising. The ads on the television have a large Advertising and Sales Promotion Page 7 audience and are very popular.
- (iv) The cost of the advertisement depends on the length of the ad and the time at which the ad would be appearing. For example, the prime time ads would be more costly than the regular ones.
- (v) Radio advertising is not what it used to be after the advent of television and Internet, but still there is specific audience for the radio ads too. The radio jingles are quite popular in sections of society and help to sell the products.
- (vi) **Outdoor Advertising** - Outdoor advertising makes use of different tools to gain customer's attention. The billboards, kiosks, and events and tradeshow are an effective way to convey the message of the company. The billboards are present all around the city but the content should be such that it attracts the attention of the customer. The kiosks are an easy outlet of the products and serve as information outlets for the people too. Organizing events such as trade fairs and exhibitions for promotion of the product or service also in a way advertises the product. Therefore, outdoor advertising is an effective advertising tool.
- (vii) **Covert Advertising** - This is a unique way of advertising in which the product or the message is subtly included in a movie or TV serial. There is no actual ad, just the mention of the product in the movie. For example, Tom Cruise used the Nokia phone in the movie Minority Report.
- (viii) **Public Service Advertising** - As evident from the title itself, such advertising is for the public causes. There are a host of important matters such as AIDS, political integrity, energy conservation, illiteracy, poverty and so on all of which need more awareness as far as general public is concerned.

- This type of advertising has gained much importance in recent times and is an effective tool to convey the message. just one method of marketing communications, which is the umbrella for many methods.

In 1996 Amul was one of the first major organization in India to have a website. This site has been used to develop both an intranet of Amul distributors as well as a Cyberstore for Consumers, one of the first example of e-commerce activity in India. The CEO of Amul, Mr.R.S.Sodi, recently said, “Amul is not a food company, it is an IT company in the food business.”

He was recognizing that the most efficient way of building links between milk producers and consumers so as to provide the best returns for both is through IT innovation.

Amul has been able to withstand the onslaught of private and foreign players in the dairy industry and has also been able to export products in limited quantities. The success of Amul resulted in similar organizations being setup by state governments throughout India, most of which had reasonable success. Examples are Vijaya in Andhra Pradesh, Aavin in Tamil Nadu and others.

## **1.1**

### **Need and Importance**

Advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market. The growing dairy/FMCG market has made it crucial for the companies to come up with most influential Advertising Strategies. Amul is one of the leading dairy firm which uses \effective advertising strategies to get an edge from there different competitors. The focus of the study revolves on the role of strategy management on the effectiveness and profits of the company.

### **1.2 Objectives**

- To understand how advertising strategies can be helpful in attracting customers.
- To study the impacts of advertising strategies on sales of Amul.
- To study the factors affecting the advertising strategies of Amul
- To assess the overll satisfaction levels of consumers towards AMul
- To provide suggestions to the company for solving the problems of the customers.

### **1.3 Research Methodology**

#### **1.1 Research design**

A research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to research purpose with economy in procedure. This study is descriptive research.

#### **1.4.1 Scope of the study**

The study confined to the Amul customers at Hyderabad Telangana. A sum of **60** wholesalers and retailers have been surveyed for collecting the data with the help of structured questionnaire.

The sample design is definite plan for obtaining a sample from given population at AMUL.

#### **Sample size**

The sample size is taken from a sum of **60** wholesalers and retailers through structured questionnaires.



## **Sampling techniques**

Random sampling method technique.

### **1.4.3 Data sources**

Both primary and secondary data source of data collection have been used in this study.

#### **Primary Data**

The data is collected by the researcher himself through direct observation and structured questionnaire.

#### **1.4.4 Secondary Data**

This kind of data is the one that has already published. It is published by the researcher for everybody's use. It is collected from books, websites and journal.

### **1.4.4 Tools and techniques**

Analysing is done through percentages & graph.

## **1.5 Limitations**

1. The study was conducted only at AMUL TOP SPIN, BOGULKUNTA, HYD –500001
2. My duration for the study was limited to 45 days and because of the time constrain I could only collect and evaluate 60 responses.
3. The wholesalers and retailers where hesitating to give the responses for the survey.

## **Scope of the study**

The study confined to the Amul customers at Hyderabad Telangana. A sum of 100 wholesalers and retailers have been surveyed for collecting the data with the help of structured questionnaire. The period of study is 45 days.

## **Secondary Data**

This kind of data is the one that has already published. It is published by the researcher for everybody's use. It is collected from books, websites and journal.

### **1.4.1 Tools and techniques**

Analysing is done through percentages & graph.

### **1.5 Limitations**

1. The study was conducted only at AMUL TOP SPIN, BOGULKUNTA, HYD –500001
2. My duration for the study was limited to 45 days and because of the time constrain I could only collect and evaluate 100 responses.
3. The wholesalers and retailers where hesitating to give the responses for the survey.

### **1.6 Structure of the study**

The project of study is divided into 5chapters and includes the following

#### **Chapterization**

The project of study is divided into 5chapters and includes the following

### **13 Chapter-1: INTRODUCTION**

The chapter consists of introduction to the study that includes introduction, need for study, objectives, research methodology (research design, sampling techniques, sources of data, sample size, tools used for data analysis and interpretation), scope of the study and structure of the study.

### **Chapter-2: REVIEW OF THE LITERATURE**

This chapter consists of literature review which reflects the relevant theoretical and empirical background of the problem. It also consists of articles review related to the study.

### **Chapter-3: COMPANY PROFILE**

This chapter includes profile of Amul company, Amul products, Awards, 4p's of Amul company, GCMMF(OVERVIEW).

### **Chapter-4: DATA ANALYSIS & INTERPRETATION**

This chapter consists of data analysis and interpretation of the primary data collected by the study.

### **Chapter-5: SUMMARY & CONCLUSION**

This chapter consists of finding, conclusion along with suggestions and limitations. It is concluded with the bibliography and annexures.

# **CHAPTER II**

## **LITERATURE REVIEW**

## LITERATURE REVIEW

Definition“Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor “Definitions Committee, **American Marketing Association, 1948**

This has been the most commonly used definition of advertising. It has managed to be relevant even in the changing times. This definition uniquely points out what advertising is and what it is not. It clarifies that advertising is an effort which is sponsored and paid and the communication is to a mass of people and therefore it used mass media. So, advertising here is defined as a weapon to communicate to the masses. “Advertising is a business activity, employing creative techniques to design persuasive communication in mass media that promotes ideas, goods, and services in a manner consistent with the achievement of the advertiser’s objective, the delivery of consumer satisfaction and the development of social and economic welfare “Dorothy Cohen, 1988 This definition serves as an extension to the definition given by the American Marketing Association in 1948. It details the task of advertising from the marketer as well as the consumer’s point of view. Thus, advertising is to help in the achievement of the goals and also lead to consumer satisfaction through persuasive communication. “Advertising is the discovery and communication of a persuasive difference for a brand to the target prospect” Brand positioning strategies for competitive advantage, Subroto Sengupta, 1990. This definition brought out one of the most important role being played by advertising and that is of positioning the brand into the minds of consumers and thereby creating differentiation in a competitive market place. The word “discovery” is important as India after 1991 realized the importance of “consumer insight”

Advertising in the last few decades has come a long way, from merely informing the prospect of the availability of products and services to a skillful strategy in marketing to making brand an extension of people’s attitude and personality (**Jethwani and Jain, 2006**).

Erdener Kaynak, Orsay Kucukemiroglu, Ali Kara, *International Journal of Commerce and Management* (1 March 1996) In recent years, we have witnessed a tremendous movement of the manufacturing firms around the globe. In response to this trend large advertising agencies from the triad countries are following on footsteps of their manufacturing clients. In view of these globalization efforts, the advertising industry is experiencing growth in many countries of the world, as evidenced by the increased number of advertising agencies and total billings. In particular, certain issues have come forward for investigation. For instance, how to manage and produce the advertising strategies? Should the domestic agency or in-house advertising department, do it? What are the duties and responsibilities of advertising agencies? The present study examines current structural characteristics of advertising agencies in an advanced developing country, Turkey, and critically compares the role, function, and structure of the advertising agency and client relationships in that country.

Hilde A.M. Voorveld, Guda van Noort (November 28, 2014) Inspired by the increasing popularity of advertising on social media, and especially on social network sites (SNSs), the aim of this study is to give insight into the effectiveness of SNS advertising. The first experimental study compares consumer responses to advertising on SNSs and television (TV) and demonstrates that while TV campaigns are evaluated more positively, SNS campaigns result in more favorable cognitive responses. Moreover, the persuasive intent of SNS campaigns is less recognized than for TV campaigns. Since SNSs are often combined with traditional media in advertising campaigns, the second study examines whether campaigns combining TV and SNSs lead to so-called synergy effects. Results showed that this was not the case: single medium and multimedia campaigns were equally effective. The third study examines the role of perceived persuasive intent in this relationship and tests whether there is an indirect effect of type of campaign (multimedia or single-medium) on consumer responses via perceived persuasive intent. Results show that SNS–TV campaigns are perceived as less persuasive than SNS-only and TV-only campaigns, resulting in more favorable campaign and brand responses. In sum, the article provides empirical evidence for the value of integrating social media with traditional media in advertising campaigns.

28 Jun PangHean Tat Keh, *Frontiers of Business Research in China* (12 November 2009)

The research investigates the effects of advertising strategy, that is, rational advertising and emotional advertising, on brand love. Based on the consumer-brand relationship literature, brand love is defined as a reciprocal, dynamic, multiplex, and purposive relationship between satisfied consumers and their brands, and has three key components: brand intimacy, brand passion, and brand commitment. Using a series of pretests and a main experiment, we examine how rational and emotional advertising affect brand love as well as its components for different products and services. Results show that for products, there is an interaction between advertising strategy and product type in influencing brand love. Specifically, rational advertising is more effective for utilitarian-value based products while emotional advertising is more effective for hedonic-value based products. For services, we find that emotional advertising is more effective for both utilitarian- and hedonic-value based services.

Satya Menon and Dilip Soman, *Advertising and the New Media* (Autumn, 2002) The research investigates the effect of curiosity on the effectiveness of Internet advertising. In particular, we identify processes that underlie curiosity resolution and study its impact on consumer motivation and learning. The dataset from our simulated Internet experiment includes process tracking variables (i.e., clickstream data from ad embedded links), traditional attitude and behavioral intention measures, and open-ended protocols. We find that a curiosity-generating advertising strategy increases interest and learning relative to a strategy that provides detailed product information. Furthermore, though curiosity does not dramatically increase the observed quantity of search in our study, it seems to improve the quality of search substantially (i.e., time spent and attention devoted to specific information), resulting in better and more focused memory and comprehension of new product information. To enhance the effectiveness of Internet advertising of new products, we recommend a curiosity advertising strategy based on four elements:

- (1) curiosity generation by highlighting a gap in extant knowledge,
- (2) the presence of a hint to guide elaboration for curiosity resolution,
- (3) sufficient time to try and resolve curiosity as well as the assurance of curiosity resolving information,

Ulrike Gretzel, Yu-Lan Yuan, Daniel R. Fesenmaier (November 1, 2000) Information technology, especially the World Wide Web, has had a tremendous impact on the tourism industry over the past years. It is difficult for most destination marketing organizations, however, to keep pace with the evolution of new technologies, the emergence of innovative advertising strategies, the changes in the consumer market, and the growing competition due to increasing globalization. The National Laboratory for Tourism and eCommerce organized a workshop in an effort to identify effective strategies for tourism advertising on the Internet. The results indicated that information technology has led to a number of profound changes in the assumptions underlying communication strategies. It was concluded that the change occurring in the new economy involves a rethinking of who partners and competitors are and how networks with other organizations can increase organizational capacity to learn. Thus, it is argued that success of destination marketing organizations in the new economy is more about change in approach than technology itself.

Amul's performance has been helped by the cooperative plan it started with in Gujarat. Kurien's research from 1977 shows how this plan gave dairy farmers more power and made Amul grow a well-known brand in India and around the world. Bhatt (2011) looks at how Amul progressed from its start in 1946 to become one of the nation's most well-known names. From a historical point of view, this shows how important the brand has been for India's dairy business. Amul sells a wide range of dairy goods, such as the butter, milk, ghee or cheese, yoghurt, and ice cream. Analysts such as Chaudhary and Kumar (2017) have looked into the different goods that make Amul so popular with consumers. People have been interested in how people like to use Amul goods. Mehta and Shah's (2015) study shows that customers make decisions based on things like quality, price, and trust, especially. Chatterjee and Gosh's (2016) study looks at Amul's company distribution channel, focusing on how well it works to get goods to people. *International Journal of Research Publication and Reviews*, Vol 4, no 9, pp 3096-3106 September 2023



# **CHAPTER III**

## **INDUSTRY PROFILE & COMPANY PROFILE**

### 3.1 INDUSTRY PROFILE

India has been the leading producer and consumer of dairy products worldwide since 1998 with a sustained growth in the availability of milk and milk products. Dairy activities form an essential part of the rural Indian economy, serving as an important source of employment and income. India also has the largest bovine population in the world. However, the milk production per animal is significantly low as compared to the other major dairy producers. Moreover, nearly all of the dairy produce in India is consumed domestically, with the majority of it being sold as fluid milk. On account of This, the Indian dairy industry holds tremendous potential for value-addition and overall development. According to the latest report by IMARC Group, titled “Dairy Industry In India 2018 Edition: Market Size, Growth, Prices, Segments, Cooperatives, private Dairies, Procurement and Distribution”, the dairy market in India reached a value of INR 7,916 Billion in 2017.

Along with offering profitable business opportunities, the dairy industry in India serves as a tool of socio-economic development. Keeping this in view, the Government of India has introduced various schemes and initiatives aimed at the development of the dairy sector in the country. For instance, the “National Dairy Programme (Phase-I)” aims to improve cattle productivity and increase the production of milk expanding and strengthening and expanding the rural milk procurement infrastructure and provide greater market access to the farmers. On the other hand, the private participation in the Indian dairy sector has also increased over the past few years. Both national and international players are entering the dairy industry, attracted by the size and potential of the Indian market. The focus is being given to value-added products such as cheese, yogurt, probiotic drinks, etc. They are also introducing innovative products keeping in mind the specific requirements of the Indian consumers. These players are also improving their milk procurement network which is further facilitating the development of the dairy industry in India. Looking forward, the market is expected to reach a value Of INR 18,599 Billion by 2023, exhibiting a CAGR of around 15% during 2018-23. The report by IMARC Group is the fifth edition of their highly acclaimed

publication on the Indian dairy industry. The study is the result of an extensive research of the Indian dairy industry that draws upon a comprehensive analysis of every major dairy segment in India. The report is based both on secondary research and multiple waves of qualitative primary research and has delved deeply into the following aspects of the Indian dairy market.

#### **4.3.2 COMPANY PROFILE AMUL (ANAND MILK UNION LIMITED)**

Amul began the dairy cooperative movement in India and formed an apex cooperative organization, Gujarat co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 3.6 million milk producers in Gujarat, India. Amul was formally registered on December 14, 1946. The brand name Amul sourced from the Sanskrit word Amoolya, means priceless. It was suggested by a quality control expert in Anand. Some cite the origin as an acronym to (Anand Milk Union Limited). The Amul revolution was started as awareness among the farmers. It grew and matured into a protest movement that was channeled towards economic prosperity.

#### **ORGANISATION**

Amul is a dairy cooperative movement in India. It is a brand name managed by an apex cooperative organisation, Gujarat co-operation Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 3.6 million milk producers in Gujarat, India. It is based in Anand town of Gujarat and has been a sterling example of a cooperative organisation's success in the long term. The Amul Pattern has established itself as a uniquely appropriate model for rural development. Amul has spurred the white Revolution of India, which has made India one of the largest milk producers in the world. It is also the world's biggest vegetarian brand cheese brand. Success of Kaira district co-operative Milk Producers' Union Limited and setting up of District cooperative Milk Producers' Union needed a state-level organisation. It led to the creation of Gujarat cooperative Milk Marketing Federation (GCMMF).

## **RANGE OF PRODUCTS**

Amul's product range includes milk powders, milk, butter, ghee, cheese, chocolate, ice cream, cream, shrikhand, paneer, gulabjamuns, basundi, Nutramul brand and others. Amul Butter, Amul Milk Powder, Amul Ghee, Amul spray, Amul cheese, Amul Chocolates, Amul Shrikhand, Amul Ice Cream, Nutramul, Amul Milk.

## **COMPETITION AND EXPORT**

Amul is the largest food brand in India with an annual turnover of US \$4.1 billion. Currently Amul has 3.6 million producer members with milk collection average of 20.4 million liters/day. Besides India, Amul has entered overseas markets such as Mauritius, UAE, USA, Bangladesh, Australia, China, Singapore, Hong Kong and a few South Africa countries.

### **3.2.1 HISTORY OF THE COMPANY**

It all began when milk became a symbol of protest founded in 1946 to stop the exploitation by middlemen inspired by the freedom movement

The seeds of this unusual saga were sown more than 65 years back in Anand, a small town in the state of Gujarat in western India. The exploitative trade practices followed by the local trade cartel triggered off the cooperative movement. Angered by unfair and manipulative practices followed by the trade, the farmers of the district approached the great Indian patriot Sardar Vallabhbhai Patel for a solution. He advised them to get rid of middlemen and form their own co-operative, which would have procurement, processing and marketing under their control.



In 1946, the farmers of this area went on a milk strike refusing to be cowed down by the cartel. Under the inspiration of Sardar Patel, and the guidance of leaders like Morarji Desai and Tribhuvandas Patel, they formed their own cooperative in 1946. This co-operative, the Kaira District Co-operative Milk Producers Union Ltd. Began with just two village dairy co-operative societies and 247 litres of milk and is today better known as Amul Dairy. Amul grew from strength to strength thanks to the inspired leadership of Tribhuvandas Patel, the founder Chairman and the committed professionalism of Dr Verghese Kurien, who was entrusted the task of running the dairy from 1950. The then Prime Minister of India, Lal Bahadur Shastri decided that the same approach should become the basis of nation dairy development policy. He understood that the success of Amul could be attributed to four important factors. The farmers owned the dairy, their elected representatives managed the village societies and the district union, they employed professionals to operate the dairy and manage its business. Most importantly, the cooperatives were sensitive to the needs of farmers and responsive to their demands. At his instance in 1965 the National Dairy Development Board was set up with the basic objective of replicating the Amul model. Dr. Kurien was chosen to head the institution as its chairman and asked to replicate this model throughout the country.

### **473.2.2 VISION AND MISSION OF THE COMPANY VISION**

Amul has a vision to provide more and more satisfaction to the farmers, employees and distributors.

#### **MISSION**

“We the motivated and dedicated workforce at Amul are committed to produce wholesome and safe foods for excellent quality to remain market leader through development of quality management system, state of art technology, innovation and eco-friendly operations to achieve delightment of customers and milk producers.

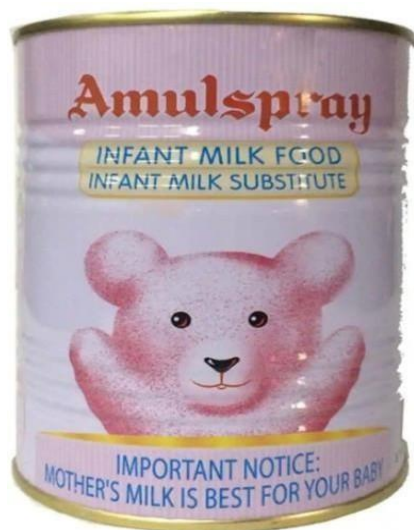
### **3.2.3 PRODUCT AND SERVICES OF THE COMPANYAMUL PRODUCTS**

#### **A) AMUL PASTEURISED BUTTER**



Amul butter is most commonly used in every household. Amul is made from butter common salt and permitted natural color. It is been marketed from last 4decades. Amul butter composes of fresh cream, milk fat, moisture, salt as well as curd in specific proportions. Amul is standardized product and has BIS specifications. The calorific value is 720 kcal. /100g.

#### **48B) AMUL SPRAY INFANT MILK FOOD**

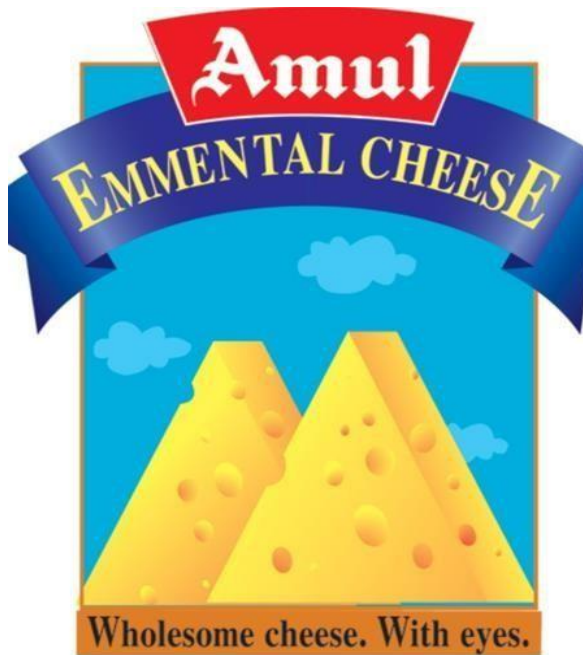


Amul spray infant milk food is made from partially skimmed milk, sugar, minerals and vitamins. Amul has introduced many powder milk products the Amul spray infant milk food is made from skimmed milk, sugar, minerals and vitamins. It is composed of milk proteins, fats and carbohydrates. It has various vitamins such as A,D,K,B,C and various minerals like calcium, magnesium, phosphorous, iron, copper, iodine. This product is been marketed since 25years. This product is formulated on guidelines set by Codex commission of WHO/FAO

#### **C) AMUL INSTANT FULL CREAM MILK POWDER**

AMUL INSTANT FULL CREAM MILK POWDER (Spray Dried) is made from Toned milk, Vitamins A and D. It composes of milk fat 26%, protein 26% , carbohydrates 37%, minerals 6%, and moisture 3%. This product is highly acceptable product made from the most modern dairy plant through a special formulation. It meets the requirements laid down under PFA rules for processed cheese spread.

#### 49D) AMUL EMMENTAL CHEESE



This famous cheese with a Swiss taste owes its name to the Emmental valley near Berne In Switzerland. In this famous valley, the tradition of Cheese-making has flourished in the skilled hands of sennen, the local Alpine cowherds. The production of Cheese in Emmental valley can be traced to as far back as 1290 AD. One of the most striking features of Emmental is the 'holes' or the 'eyes', as they are Popularly called. AmulEmmental

Cheese has a sweet-dry flavor and hazelnut aroma. This cheese is normally available in the form of a wheel, having convex edges and is covered with a dry-hard rind which is golden-yellow in color. This is to be removed before consumption. However, it is a 100% vegetarian coagulating enzyme. Emmental is a ready to eat platter cheese and goes best with wines & cocktails. As opposed to the commonly available processed cheddar cheese, Emmental is actually a 'live' cheese, i.e. it has live bacteria, which continue the ripening process, even after the cheese is packed and placed on the retail shelves.



#### 50E) AMUL PIZZA CHEESE

Amul, which is the largest selling brand of Cheese in India, has introduced genuine mozzarella Cheese. Amul Pizza Cheese has Moist, Soft, Elastic texture and has a very timely surface sheen and when fresh, it has a slightly salty blandish taste and pleasant aroma. Because of its stretchability, i.e. ability to form strings when hot, this cheese is ideal for preparing Lasagna, and as a topping on pizzas. When baked along with pizzas, It melts uniformly, beautifully engulfing all other ingredients of the pizza surface. Mozzarella is an excellent source of milk proteins, which are palatable Because of its stretchability, i.e., ability to form strings when hot, this cheese is ideal for preparing Lasagna, Veal Cutlet, AllaParmagnia and as a topping on pizzas.



#### 51F) AMUL MALAI PANEER



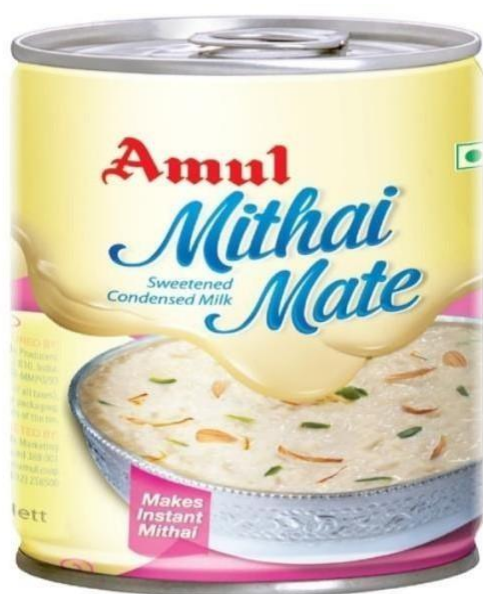
Most convenient form of paneer rich in proteins pure and hygienic having high fat and low moisture compared to loose paneer available in market. Paneer having smooth, uniform texture and softness. Culinary preparations. AmulMalai Paneer is available in India as well as in other countries such as UAE, kuwait, Oman, Qatar, Singapore, Bahrain and Hong Kong

#### G) AMUL PURE GHEE



AMUL PURE GHEE is made from Milk Fat. The composition of Amul is milk fat 99.7% and moisture 0.3% the calorific value 900 Kcal/100g. Amul Sagar pure ghee is made from fresh cream. It has a typical rich aroma and granular texture. It is an ethnic product made by dairies with decades of experience being a rich source of Vitamin A,D, E and K. Meets AGMARK SPECIAL GRADE specification of the AGMARK scheme (1938) of govt. Of India.

#### **H) MITHAI MATE**



AMUL MITHAI MATE SWEETENED CONDENSED MILK is made from sugar and milk solids. It comprises of sweetened condensed Milk, Total Milk Solids, Fat, added cane sugar, partly skimmed sweetened Condensed Milk, total milk solids, fat and added cane sugar. It is a free flowing product and has a pleasant flavor. The product can be use to manufacture Ice Creams, Confectioneries like Toffees, Biscuits and sweets. It meets BIS standards: IS: 1166.

#### I) AMUL SHRIKHAND



AMUL SHRIKHAND is made from chakka, sugar and flavoring agents/ fruits (Elaichi, Saffron, Mango, pulp). It contains fat, milk solids and mango pulp. The shrikhand is mostly used at festive occasion as a sweet desert. Most processes are undertaken in order to improve the taste of these shrikhand and it acts as a auspicious feed during festivals. Shrikhand is a traditional sweet. It is the only pasteurised shrikhand which is been made from most modern dairy equipment which helps the shrikhand of an extended shelf life with smooth texture. The calorific value is 260 Kcal./ 100g. The product meets BIS specification No. IS: 9532-1980.

#### J) MASTI DAHI



AMUL MASTI DAHI is made from pasteurised Toned Milk. Amul masti dahi composes of essential nutrients such as fat 3.5% and SNF 8.5%. This product is available in packaged form. It is produced in a modern processing plant

which helps to give a smooth, mild acetic acidic taste and pleasant flavor consistently.

#### 4K) AMUL ICE CREAM



AMUL ICE CREAM is made from Milk Products, Sugar, stabilizers & Emulsifiers. It composes of milk fat, total solids , sugar, acidity, protein etc. Calories present are per100ml- 196.7 Kcal various varieties of Ice Cream can be made from the basic mix by addition of required amount of permissible colors and flavor. Dry fruits and nuts would be used for making premium varieties of Ice cream. Various flavors of Amul ice cream are as follows: Vanilla, strawberry, pineapple, orange, rose, mango, chocolate, Honey-Dew-Melin, Tutti-Frutti, litchi, kesar , pista, kaju, Draksh, Butterscotch, Choco chips, rajbhog and cashew break.

## 55L) AMUL MITHAEE



This is a ready-to-eat product and hence is liked by a majority of people. People prefer to this product than the mix of Gulab Jamuns available. The best quality of attracts the people as the nature, moistness and softness is accepted which enforces the people to buy the product.

## M) GULAB JAMUN MIX



AMUL MITHAEE GULAB JAMUN MIX is made from whole milk powder, tartaric acid, and sodium bicarbonate. Amul mithaee Gulab jamun mix is a mixture of all the required ingredients to produce tasty, softer and delicious gulabjamuns. The moisture content is more than the fat content.

## 56N) AMUL CHOCOLATES

AMUL CHOCOLATE is made from sugar, cocoa Butter, milk solids, chocolate mass. The composition is as follows milk fat, sugar, total fat ( milk fat + cocoa fat ), cocoa solids and milk solids and meets all requirements under the PFA for boiled sugar confectionary.

### SERVICES

Home delivery services- Tie up with delivery applications

- Food panda
- Zomato
- Swiggy
- Uber eat

### 3.2.4 AWARDS

Amul has always produced qualitative products. The company maintains its total quality management in order to produce best quality products. The products produced by the company were always been appreciated by the consumers. In fact we can state that amul has maintained a tradition to improve its performance and get noted amongst the top companies by bagging the most worthy prizes from business ceremony by getting these awards. The list of awards received by Amul for their tremendous performance states the various measures adopted by the company in order to increase the sales.

Following are the three big awards which got by Amul for their best performances are:

- **Ramakrishna Bajaj National Quality Award- 2003**
- **International CIO 100 Award for Resourcefulness.**
- **Rajiv Gandhi National Quality Award- 1999.**

# **CHAPTER IV**

## **DATA ANALYSIS & INTERPRETATION**



## DATA ANALYSIS AND INTERPRETATIONS

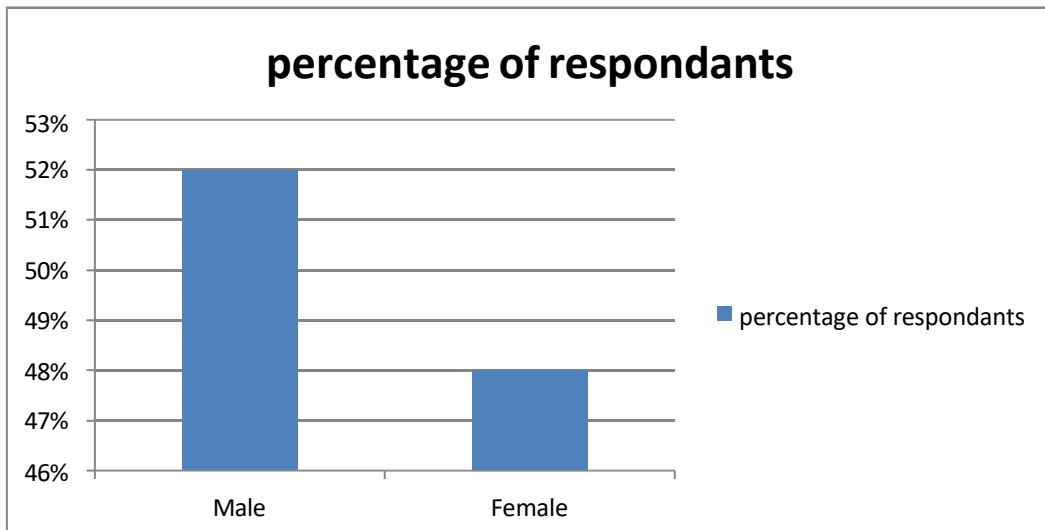
### Q.1 Gender

**Table 4.1 Count of Gender**

| Particulars | No of respondents | Percentages |
|-------------|-------------------|-------------|
| Male        | 52                | 52%         |
| Female      | 48                | 48%         |
| Total       | 100               | 100%        |

Source : primary data

**Chart 4.1 Count of Gender**



## Data analysis

The above graph shows that 52% of the respondents are males and 48% of the respondents are females which shows that there is not much difference between male and female.

## Interpretations

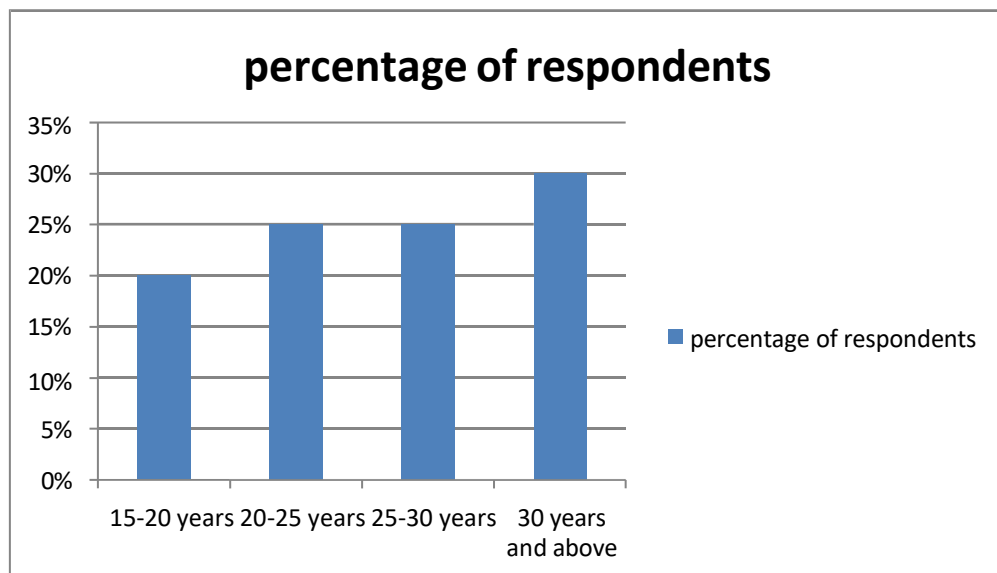
The above table and chart shows that there is not much difference between male respondents and female respondents.

## Q.2 Age

**Table 4.2 Count of age**

| Particulars  | No of respondents | Percentages |
|--------------|-------------------|-------------|
| 15-20 years  | 20                | 20%         |
| 20-25 years  | 25                | 25%         |
| 25-30 years  | 25                | 25%         |
| 30 and above | 30                | 30%         |
| Total        | 100               | 100%        |

**Chart 4.2 Count of age**



### **Data analysis**

The above graph shows that 20% of respondents are from 15-20 years of age and 25% of respondents are from 20-25 years of age and 25% of respondents are from 25-30 years of age and 30% of

respondents are from 30 years and above age.

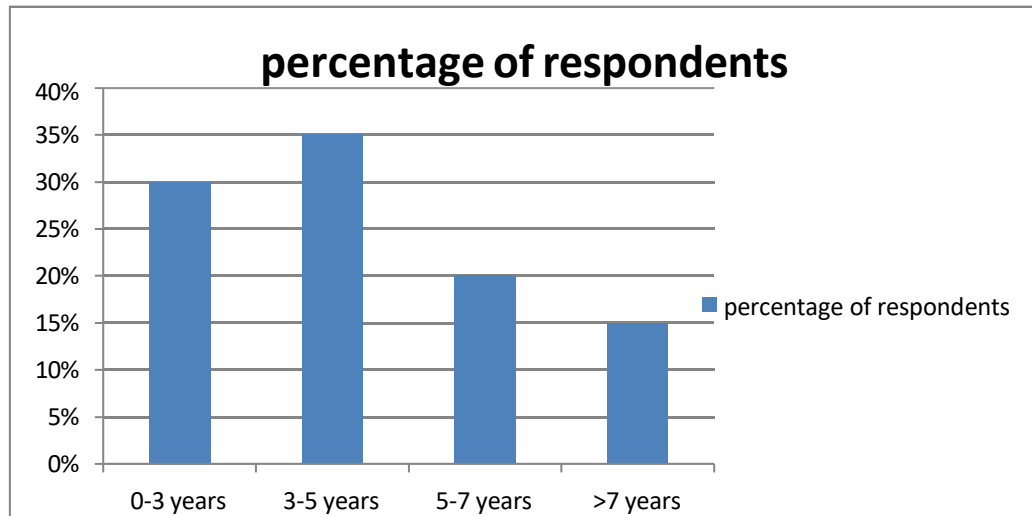
### **Interpretation**

The above table and chart shows that majority of respondents are from 30 years and above age and very few respondents are from 15-20 years of age.

### **Q.3 Since how many years are you selling products of Amul?Table 4.3**

| <b>Particulars</b> | <b>No of respondents</b> | <b>Percentages</b> |
|--------------------|--------------------------|--------------------|
| 0-3 years          | 30                       | 30%                |
| 3-5 years          | 35                       | 35%                |
| 5-7 years          | 20                       | 20%                |
| >7 years           | 15                       | 15%                |
| Total              | 100                      |                    |

**Chart 4.3**



### **Data analysis**

The above chart shows that 30% of the respondents are selling Amul product since past 3 years and 35% of respondents are selling Amul products since past 3-5 years and 20% of the respondents are selling

Amul products since past 5-7 years and 15% of the respondents are selling Amul products from more than 7 years.

### **Interpretations**

The above table and chart shows that majority of the respondents are selling Amul products since past 3-5 years.

### **Q.4 Amul has the highest number of**

#### **buyersTable**

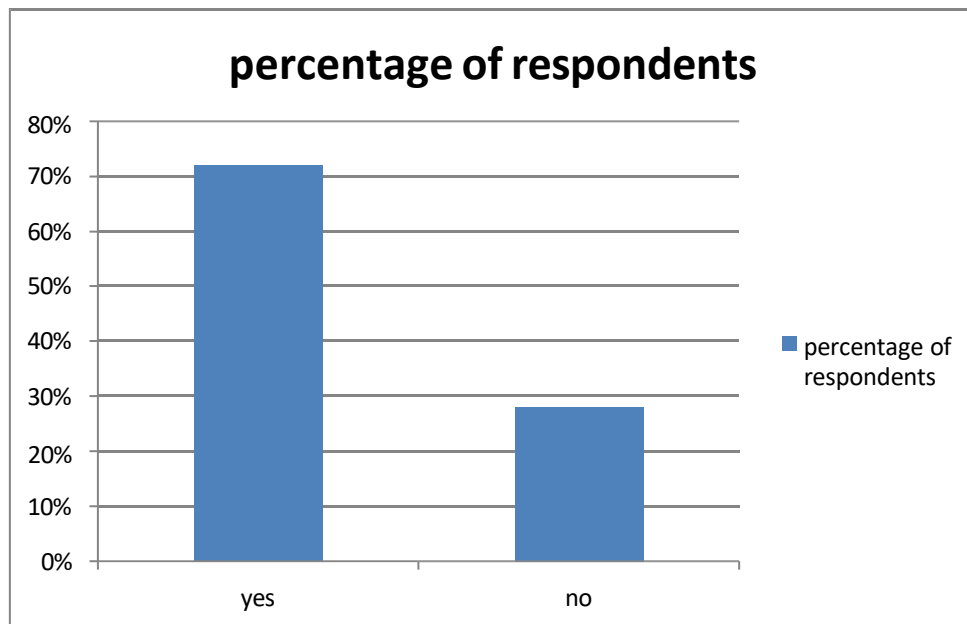
| Particulars       | No of respondents | Percentages |
|-------------------|-------------------|-------------|
| Strongly Agree    | 25                | 25%         |
| Agree             | 30                | 30%         |
| Neutral           | 20                | 20%         |
| Disagree          | 15                | 15%         |
| Strongly Disagree | 10                | 10%         |
| Total             | 100               | 100%        |

### Q.5 Do you sell all the product lines of Amul?

**Table 4.5**

| Particulars | No of respondents | Percentages |
|-------------|-------------------|-------------|
| Yes         | 72                | 72%         |
| No          | 28                | 28%         |
| Total       | 100               | 100%        |

**Chart 4.5**



### Data analysis

The above graph shows that 72% of the respondents says Yes, they sell all the products lines of Amul and 28% of the respondents says No, they don't sell all the products lines of Amul

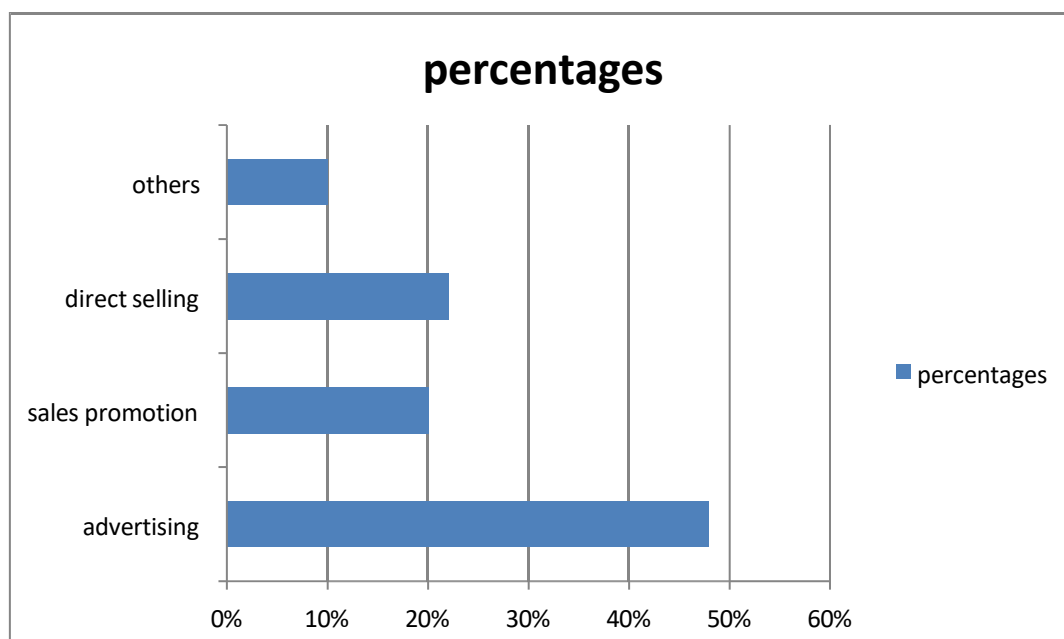
### Interpretations

The above table and chart shows that majority of the respondents says Yes, they do sell all the products lines of Amul

#### Q.6 What type of promotions are required to increase the sales?Table 4.6

| Particulars     | No of respondents | Percentages |
|-----------------|-------------------|-------------|
| Advertising     | 48                | 48%         |
| Sales promotion | 20                | 20%         |
| Direct Selling  | 22                | 22%         |
| Others          | 10                | 10%         |
| Total           | 100               | 100%        |

**Chart 4.6**



#### Data analysis

The above graph shows that 48% of the respondents believes that advertising is required for increasing the sales, 20% of the respondents believes sales promotion is required, 22% believes direct selling is required and 10% think others.

### Interpretations

The above table and chart shows that majority of the respondents believes advertising is the way to promote a product for increasing its sales.

### Q.7 How frequent do you update your inventory?

Table 4.7

| Particulars     | No of respondents | Percentages |
|-----------------|-------------------|-------------|
| Very frequently | 32                | 32%         |
| Frequently      | 42                | 42%         |
| Less frequently | 26                | 26%         |
| Total           | 100               | 100%        |

### Data analysis

The above graph shows that 32% of the respondents update their inventory very frequently, 42% of the respondents update their inventory frequently and 26% of the respondents update their inventory less

frequently.

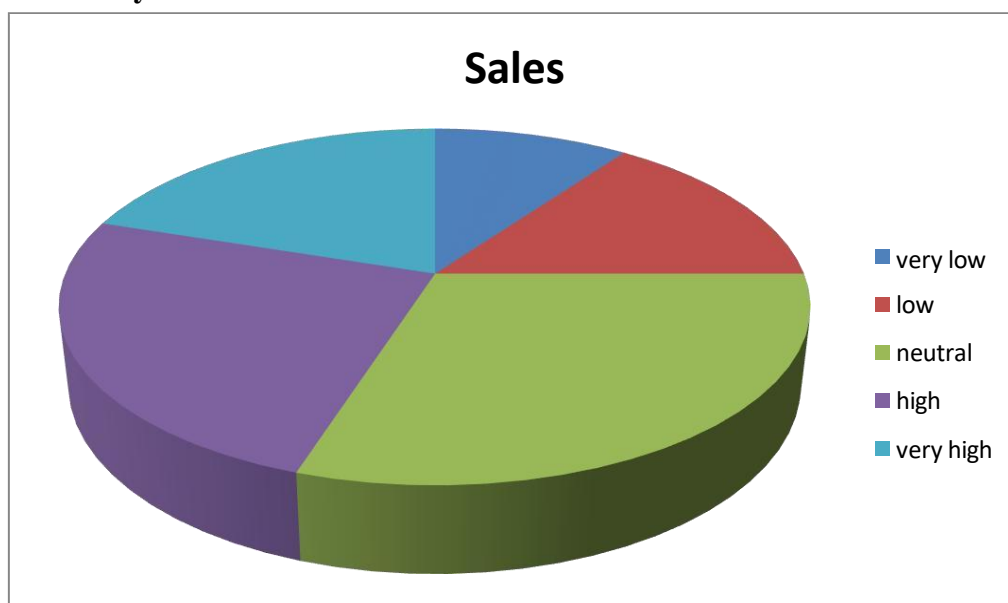
### Interpretations

The above table and chart shows that majority of the respondents update their inventory frequently.

### Q.8 Rate your satisfaction based on the variety of product been provided by the manufacturer?

Table 4.8

| Particulars | No of respondents | Percentages |
|-------------|-------------------|-------------|
| Very low    | 10                | 10%         |
| Low         | 15                | 15%         |
| Neutral     | 30                | 30%         |
| High        | 25                | 25%         |
| Very high   | 20                | 20%         |
| Total       | 100               | 100%        |

**Chart 4.8****Data analysis**

The above graph shows that 10% of the respondents rate their satisfaction based on variety of the products manufactured by Amul as very low, 15% of respondents rate low, 30% of respondents rate neutral,

25% of the respondents rate high and 20% of the respondents rate very high.

**Interpretations**

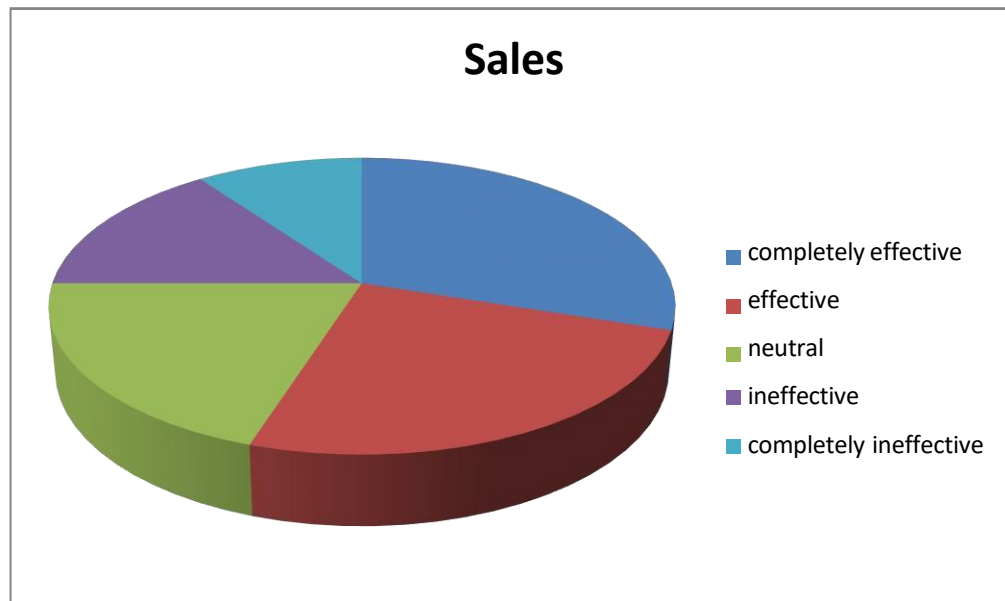
The above table and chart shows that majority of the respondents rate their satisfaction based on variety of products manufactured by Amul as Neutral.

**Q.9 How are the advertising strategies of Amul on it's sales ?Table 4.9**

| Particulars            | No of respondents | Percentages |
|------------------------|-------------------|-------------|
| Completely effective   | 30                | 30%         |
| Effective              | 25                | 25%         |
| Neutral                | 20                | 20%         |
| Ineffective            | 15                | 15%         |
| Completely ineffective | 10                | 10%         |
| Total                  | 100               | 100%        |



**Chart 4.9**



#### **Data analysis**

The above graph shows that 30% of the respondents think that advertising strategies of Amul on its sales are completely effective, 25% of the respondents say effective, 20% of the respondents are neutral,

15% of the respondents say ineffective and 10% of the respondents say completely ineffective.

#### **Interpretations**

The above table and chart show that majority of the respondents say advertising strategies of Amul on its sales are completely effective, effective or neutral.

### Q.10 Which media vehicle do you prefer to advertise your products?

Table 4.10

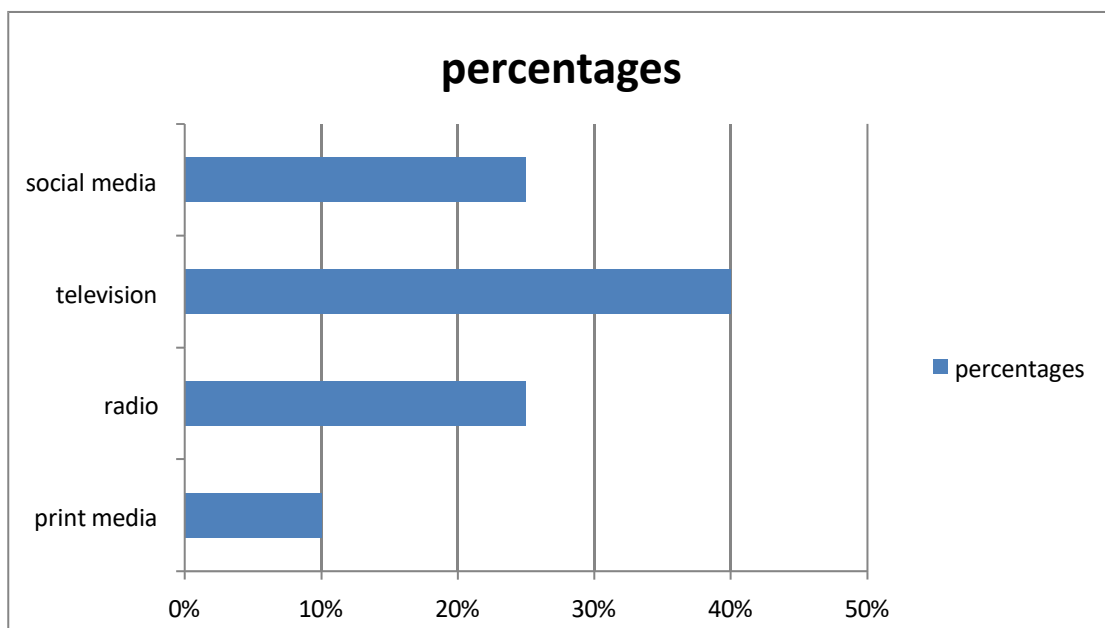
| Particulars  | No of respondents | Percentages |
|--------------|-------------------|-------------|
| Print media  | 10                | 10%         |
| Radio        | 25                | 25%         |
| Television   | 40                | 40%         |
| Social media | 25                | 25%         |
| Total        | 100               | 100%        |

#### Data analysis

The above graph shows that 10% of the respondents prefer print media to advertise their products, 25% of the respondents prefer radio advertising, 40% of the respondents prefer television as their media

vehicle and 25% of the respondents prefer social media.

Chart 4.10



### Interpretation

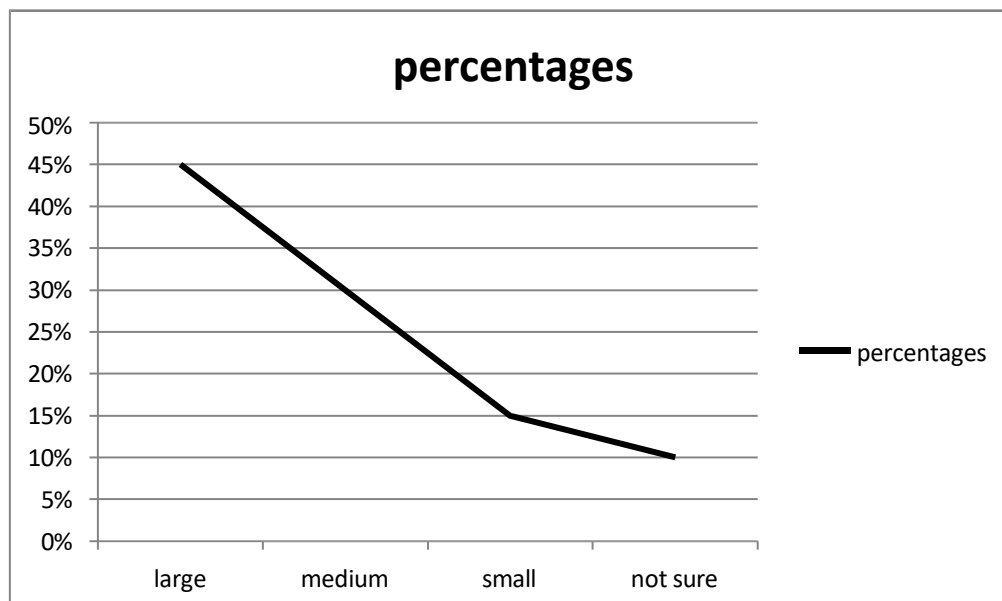
The above table and chart shows that majority of the respondents prefer television as their media vehicle to advertise their products and very few respondents prefer print media for advertising.

### Q.11 How much influence do you feel advertising strategies have oversales?

**Table 4.11**

| Particulars | No of respondents | Percentages |
|-------------|-------------------|-------------|
| Large       | 45                | 45%         |
| Medium      | 30                | 30%         |
| Small       | 15                | 15%         |
| Not sure    | 10                | 10%         |
| Total       | 100               | 100%        |

**Chart 4.11**



### **Data analysis**

The above graph shows that 45% of the respondents think advertising strategies of Amul largely influence their sales, 30% of the respondents think it's medium influence, 15% of the respondents think it's

small influence and 10% of the respondents are not sure.

### **Interpretations**

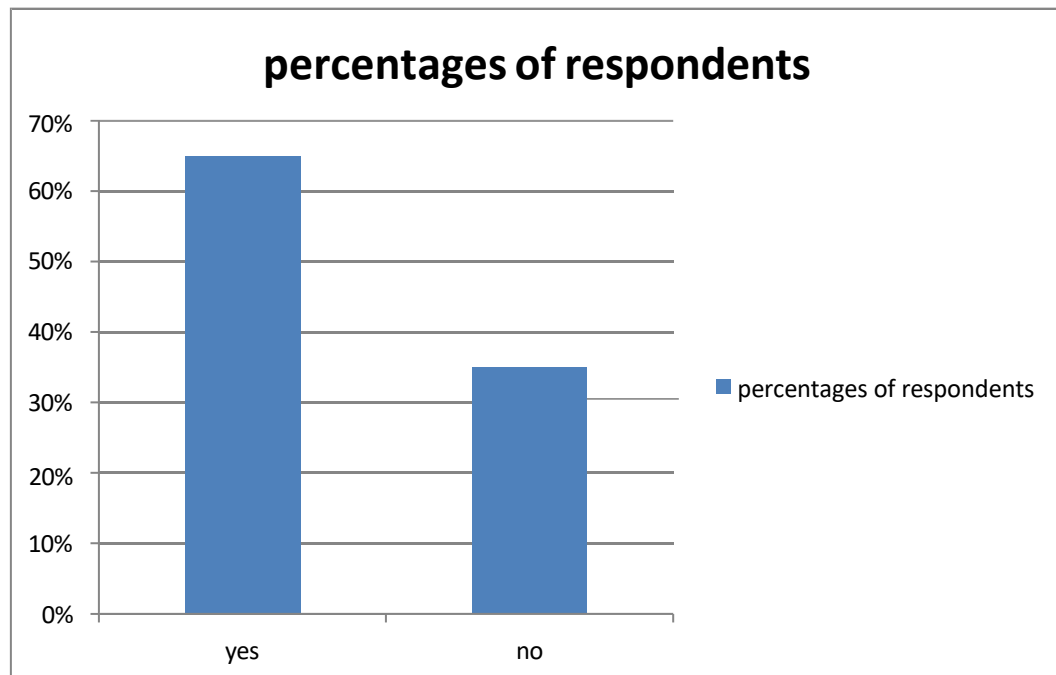
The above table and chart shows that majority of the respondents thinks advertising strategies of Amul has large influence on it's sales.

### **Q.12 Do you pay attention to online**

**advertising?**Table 4.12

| <b>Particulars</b> | <b>No of respondents</b> | <b>Percentages</b> |
|--------------------|--------------------------|--------------------|
| Yes                | 65                       | 65%                |
| No                 | 35                       | 35%                |
| Total              | 100                      | 100%               |

**Chart 4.12**



### **Data analysis**

The above graph shows that 65% of the respondents says Yes that they pay attention to online advertising and 35% of the respondents says No for it.

### **Interpretations**

The above table and chart shows that majority of the respondents says Yes that they pay attention to online advertising.

# **CHAPTER V**

## **SUMMARY-CONCLUSION, FINDINGS, SUGGESTIONS**

## SUMMARY & CONCLUSION

### 5.1 Findings

1. It is observed from the above table and chart 4.2 that the majority of the employees of Amul which is 30%, are of age 30 years and above and very few employees which is 20%, are of age group 15-20 years. Employees of age group 20-25 years and 25-30 years are of equal which is 25%.
2. It is observed from the above table and chart 4.3 that the majority of the employees which is 35% are selling the products of Amul since past 3-5 years and very few which is 15% are selling them from more than 7 years.
3. It is observed from the above table and chart 4.4 that large number of employees which is 25% and 30%, strongly agree or agree that Amul has highest number of buyers. A very few employees which is 15% and 10%, strongly disagree or disagree it.
4. It is observed from the above table and chart 4.5 that a huge number of employees which is 73%, sell all the products lines of Amul and a very less employees which is 28%, don't sell.
5. It is observed from the above table and chart 4.6 that 48% of the employees believes that advertising is required to increase the sales. 20% of the employees believes sales promotion is required. 22% of the employees believes direct selling is required whereas 10% of the employees think about others.
6. It is observed from the above table and chart 4.7 that 32% of the employees update their inventory very frequently, 42% of the employees update them frequently and 26% of the employees update less frequently.
7. It is observed from the above table and chart 4.8 that employees are more satisfied which is 20% and 25% with the variety of products manufactured by amul and less employees are dissatisfied with the variety which is 10% and 15%.
8. It is observed from the above table and chart 4.9 that advertising strategies of Amul on it's sales are more effective which is 25% and 30% and less ineffective which is 10% and 15%.
9. It is observed from the above table and chart 4.10 that 10% of the stores use print media, 25% of the stores use radio as media, 40% of the stores use Television advertising and 25% of the stores use social media as vehicles for advertising their products.
10. It is observed from the above table and chart 4.11 that Amul believes in pushing the products to the clients neutrally which is 50% and 20% employees push the products aggressively and 30% push the products passively.

11. It is observed from the above table and chart 4.12 that large number of employees which is 45% think that Amul has competitive advantage in the market whereas 25% of the employees think It doesn't have and 30% of the employees are not sure.
12. It is observed from the above table and chart 4.13 that Amul has large influence of it's advertising strategies on its sale which is 45% and a very few employees which is 15% think that It has small influence on sales whereas 10% of the employees are not sure.
13. It is observed from the above table and chart 4.14 that 65% of the employees pay attention to online advertising whereas 35% of the employees doesn't pay attention to online advertising.
14. It is observed from the above table and chart 4.15 that the advertising strategies of Amul are attractive as 45% and 35% employees responded in favour and 20% of the employees said that they are weak.
15. It is observed from the above table and chart 4.16 that Amul is willing and really able to spend high amount or medium amount on advertising. 50% and 35% of the employees responded for high and medium amount respectively. 20% of the employees responded for low amount.
7616. It is observed from the above table and chart 4.17 that large number of employees which is 58%, said that their advertising strategies creates awareness among customers and a few employees responded against this.

## **5.2 Conclusion**

Based on the various statistical data that I have gathered out from the wholesalers and retailers and through research about the selected competitors (namely Britannia, nestle, mother dairy ) their USP's (like Britannia with bread, mother dairy with milk) by personal observation.

I conclude that AMUL has good quality, taste, and wide varieties of products, that attract the customers, which the company need to maintain constantly, the brand has a good advertising strategies and good television advertising.



### **5.3 Suggestions**

As per the survey, Majority of the respondents were satisfied with the distribution channel of Amul

#### **Scope of improvement for:**

1. Since the world is quickly moving towards globalisation with the help of Internet, I highly recommend AMUL TOP SPIN to be more active on internet. As per my survey, I also recommend that AMUL TOP SPIN should establish itself on all major social media platforms.

2. I recommend AMUL TOP SPIN to convince wholesalers and retailers to update the inventory very frequently, And also supply the products quickly and efficiently.

3. I recommend AMUL TOP SPIN to convince wholesalers and retailers to push the Amul product strategy aggressively.

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➤ [February\\_2014\\_1391259424\\_a81fc\\_177.pdf \(worldwidejournals.com\)](#)

➤ [\(PDF\) Managing Complex Networks in Emerging Markets: The Story of AMUL | Pankaj Chandra - Academia.edu](#)

➤ [Project Report on Amul \(slideshare.net\)](#)

➤ [\(DOC\) AN ANALYSIS ON CONSUMER PREFERENCE f OR AMUL PRODUCTS | Kanika Kamboj -Academia.edu](#)

<https://ijrpr.com/uploads/V4ISSUE9/IJRPR17489.pdf>

## 78QUESTIONNAIRE

1.Which of the following Amul products have you tried before?

- A) Amul Butter
- B) Amul Cheese
- C) Amul Milk
- D) Amul Ice Cream
- E) None of the above

2.How often do you purchase Amul products?

- A)Daily
- B) Weekly
- C) Monthly
- D) Rarely
- E) Never

3.What is your favorite flavor of Amul ice cream?

- A) Vanilla
- B) Chocolate
- C) Strawberry
- D) Butterscotch
- E) Other (please specify)

794.How likely are you to recommend Amul products to a friend or family member?

- A) Very Likely
- B) Somewhat Likely
- C) Neutral
- D) Somewhat Unlikely
- E) Very Unlikely

5.How important is the price of Amul products in your purchasing decision?

- A) Very Important
- B) Somewhat Important
- C) Neutral
- D) Somewhat Unimportant
- E) Not Important at all

6.Have you ever purchased Amul products online?

- A) Yes
- B) No

8) On a scale of 1 to 5, How much influence do you think Amul's advertising strategies have on attracting consumers?

Highly

9) Which advertising medium do you find most effective in capturing your attention regarding Amul Products?

- a) T V
- b) Commercial ads
- c) Print Media
- d) Social media
- e) Online advertising
- f) Others ( Specify)

10) Have you ever been prompted to Amul products as a result of seeing the advertising?

- a) Yes
- b) No

11) On a scale of 1 to 5, how satisfied are you to purchase Amul products after being exposed to their advertisements?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

12) What factors do you believe influence Amul's choice of advertising strategies?

- a) Brand Image
- b) Target Audience
- c) Competition
- d) Market trends
- e) Others ( Specify)

13) How do you rate the effectiveness of Amul messaging and creative content in the advertisements?

- a) Excellent
- b) V.Good
- c) Good
- d) Average
- e) Poor

14) Which of the following factors influence your decision to purchase Amul products? (Select all that apply)

- A) Taste
- B) Price
- C) Brand Reputation
- D) Availability
- E) Packaging
- F) Other (please specify)

15. What is your overall satisfaction with Amul products?

- A) Very Satisfied
- B) Somewhat Satisfied
- C) Neutral
- D) Somewhat Dissatisfied
- E) Very Dissatisfied

16. Please indicate your level of agreement with the following statements regarding areas for improvement at Amul to enhance customer satisfaction and address existing problems

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

16. Are there any specific Amul products or services that you believe could be improved to better meet your needs or expectations. If yes, please specify