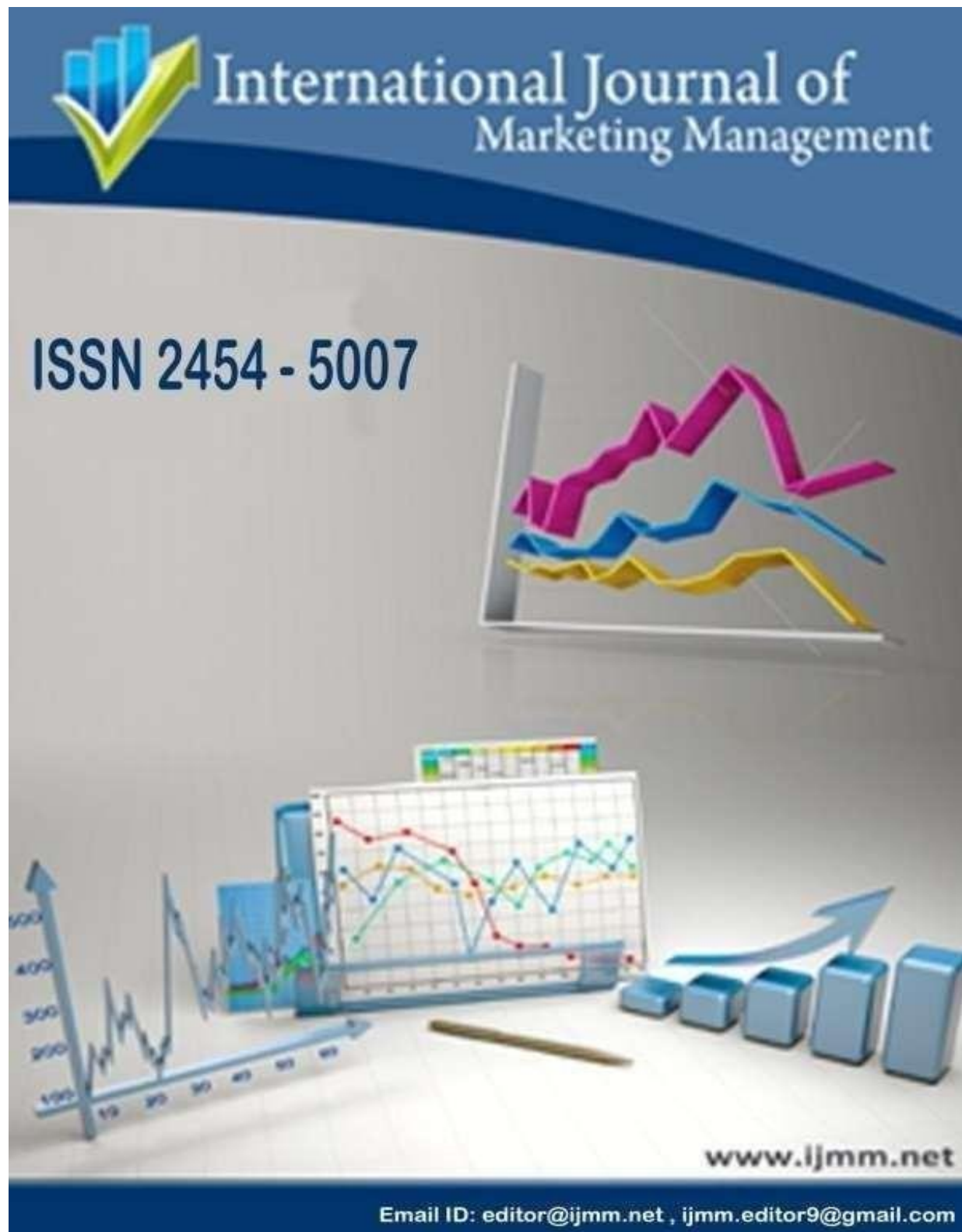




AMUL BRANDING AND MARKETING STRATEGY: UNDERSTANDING CONSUMER INSIGHTS ON MARKETING AND PURCHASE DRIVERS OF AMUL PRODUCTS

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ABSTRACT

This study examines consumer perception and buying behavior toward Amul's marketing strategies, with a focus on understanding their preferences, challenges, and purchasing patterns. Amul, as one of India's most trusted dairy brands, continues to maintain a strong presence in the market through its innovative promotions, wide product range, and competitive pricing. However, consumer responses to its marketing efforts can vary depending on factors such as age, income, lifestyle, and brand loyalty. To gain deeper insights, the study surveyed 250 respondents in Coimbatore, Tamil Nadu, and employed t-test, Chi-square, ANOVA, and simple percentage analysis to evaluate how demographic characteristics influence customer awareness, satisfaction, and decision-making when purchasing Amul products.

KEY WORDS

Amul, Consumer Perception, Marketing Strategies, Buying Behavior, Brand Loyalty

INTRODUCTION

The Indian dairy industry stands as one of the most dynamic and rapidly expanding sectors within the FMCG market, where Amul has emerged as a powerful brand synonymous with trust, quality, and innovation. In a marketplace defined by fierce competition and ever-evolving consumer preferences, understanding how customers perceive a brand's marketing strategies is critical to maintaining long-term success. Amul's extensive product portfolio, iconic advertising campaigns, competitive pricing policies, and robust distribution network position it as a benchmark for effective marketing practices. This research aims to analyze consumer perception of Amul's

marketing strategies and to investigate the key factors that influence customers' purchasing decisions. By examining dimensions such as brand awareness, promotional effectiveness, product quality, pricing, and demographic influences, the study seeks to uncover how marketing initiatives shape buying behavior, build brand loyalty, and drive sustained growth. The insights derived from this analysis are expected to provide valuable guidance for refining Amul's marketing approaches and strengthening its leadership in the highly competitive dairy market.

STATEMENT OF THE PROBLEM

Even though it is one of India's most trusted and recognized dairy brands, Amul exists within a more competitive environment where consumer expectations, lifestyle trends, and buying behaviors are ever-changing. Although the brand is renowned for its pioneering advertising campaigns and broad line of products, little is known about how these efforts are perceived by consumers and the extent to which they inform purchasing decisions. Variables like demographic shifts, price consciousness, health awareness, and loyalty towards brands significantly influence customer decisions, but their role in Amul's performance in the market has been less

analyzed. This research aims to fill the void by examining consumer attitude towards Amul's promotional strategies and determining the most significant factors influencing customers' buying decisions for Amul's products. The dynamics need to be understood in order for Amul to make its marketing more effective, enhance brand loyalty, and stay competitive in the rapidly expanding dairy market.

OBJECTIVES

- ❖ To analyze the consumer perception on the marketing strategies of Amul products
- ❖ To investigate the factors influencing customers decision to buy Amul.

NEED OF THE STUDY

The increasing growth of the dairy sector and the sheer number of competitive brands that have emerged have compelled market leaders such as Amul to constantly assess the efficacy of their marketing programs. While Amul has strong brand recall and consumer confidence, evolving lifestyles, growing health awareness, and changing buying behaviors compel a better understanding of what consumers are perceiving about its promotional communications and product ranges.

Consumer understanding of Amul's marketing strategies and the determinants of their purchase behaviors will assist in revealing drivers for brand preference, satisfaction, and loyalty. This information is critical for the

RESEARCH METHODOLOGY

1 Area of study	Coimbatore, Tamil Nadu
2 Sample size	250 respondents
3 Sampling method	Simple random sampling
4 Data collection	Primary data and secondary data
5 Period of study	June 2025 – September 2025
6 Analysis tool	Simple percentage analysis, Descriptive Statistics, Chi-square, Mean Ranking, ANOVA.

LIMITATION OF THE STUDY

The research is limited to a small sample size and based on self-report data that may include personal biases. It addresses only some of Amul's marketing strategies and not outside factors such as competitor responses and market trends. Constraints in terms of time and resources also limit the scope, making the findings less generalizable overall.

REVIEW OF THE LITERATURE

B. Bowonder, B.R. Raghu Prasad, and Anup Kotla (2019)³, in their study titled “Amul: A Longest Running Marketing Campaign”, examine the success of Amul

formulation of effective targeted marketing strategies, enhancing customer ties, and guaranteeing Amul's continued growth and competitiveness in a highly dynamic marketplace.

through the perspective of Information and Communication Technologies (ICT) adoption. The study provides a historical overview of Amul's emergence, beginning with the farmers' revolt against the exploitative practices of Polson Dairy in 1946, which catalyzed the cooperative movement. It highlights the instrumental role of Dr. Verghese Kurien in the establishment and growth of Amul, from supporting farmers with technical aid to leading Operation Flood, which transformed India from a milk-deficient country into one of the world's largest milk producers. The core focus of the study is on Amul's strategic use of ICT and its

digital evolution, which played a key role in enhancing operational efficiency, marketing outreach, and stakeholder coordination within the dairy sector. The research underscores how the integration of technology has supported Amul's long-standing marketing success and organizational growth.

Anupam Sharma (2015)⁵, in his study titled “Branding and Brand Management: Case of Amul”, explores the branding journey of Amul, one of India's leading dairy cooperatives, to understand the key elements of successful brand building in a globalized and liberalized market. The study

emphasizes the growing importance of branding as a competitive differentiator in today's dynamic business environment. It highlights Amul's innovative branding strategies, adaptability to market trends, and its role in positioning India as the world's largest milk producer. By analyzing Amul's branding practices, the study aims to draw valuable insights that can be applied by businesses across various sectors to strengthen their brand identity and competitiveness. The research underscores how consistent brand management and strategic marketing have played a critical role in Amul's enduring market success.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Demographic profile of the Respondents

Table 1

Demographic Profile	Groups	Frequency	Percentage (%)
Age	Below 20	162	63.53%
	20-30	70	27.45%
	30-40	15	5.88%
	40-50	6	2.35%
	Above 50	2	0.78%
	Total	255	100
Profession	Student	182	71.37%
	Employed	51	20%
	Entrepreneur	15	5.88%

	Home maker	7	2.75%
	Total	255	100
Monthly income	Below 10000	147	57.65%
	10000-30000	35	13.73%
	30000-50000	31	12.16%
	50000-100000	26	10.2%
	Above 100000	16	6.27%
	Total	255	100
Location	Urban	155	60.78%
	Semi-urban	68	26.67%
	Rural	32	12.55%
	Total	255	100

(Source: Primary data)

- ❖ Most respondents (63.53%) are below 20 years of age.
- ❖ A majority (71.37%) are students.
- ❖ Over half (57.65%) have a monthly income below ₹10,000.
- ❖ Most respondents (60.78%) are from urban areas.
- ❖ 27.45% of the respondents are in the age group of 20–30 years.
- ❖ 20.00% of the respondents are employed.
- ❖ 13.73% of the respondents earn between ₹10,000–₹30,000 per month.
- ❖ 12.16% of the respondents earn between ₹30,000–₹50,000 per month.
- ❖ 26.67% of the respondents belong to semi-urban areas.

DESCRIPTIVE STATISTICS

Source of information to Amul maintain its brand consistency across different platforms

Table 2

Source of information	N	Minimum	Maximum	Mean	Std. Deviation
Amul maintains consistent brand message across all its platforms	251	1	4	2.18	0.986
The pricing strategy of Amul	251	1	4	2.18	0.984

reflects value for money					
Compared to urban areas, do you think rural areas have fewer Amul product options	251	1	5	1.77	1.150
Amul should increase its presence on digital platforms and influencer marketing	251	1	4	2.18	0.9884
What impacts does Amul advertisement have on your buying decision	251	1	4	2.18	0.986

(Source: Primary data)

According to descriptive analysis, most investors value transparency over fee structures and potential conflicts of interest when they are choosing mutual funds, as shown by a high mean rank of 4.2700. This conclusion emphasizes the increasing demand for transparent and easy-to-understand information in financial products, reflecting investors' concern about the necessity for transparency in their decision-making process. Making sure mutual fund firms offer transparency in such areas would increase investor confidence and trust, impacting their investment decisions in a favorable way.

CHI-SQUARE

Key Sources of Information for Understanding the Level of Awareness of the Amul Brand

Table 3

Demographic Factor	Group	Key Sources of Information for Understanding the Level of Awareness of the Amul Brand												Chi-square
		P1		P2		P3		P4		P5		Total		
		N	%	N	%	N	%	N	%	N	%	N	%	

Age	Below 20	10	59.17	25	14.79	26	15.38	8	4.73	10	5.91	169	100.0	48.022
	20-30	13	23.63	13	23.63	14	25.45	6	10.90	9	16.36	55	100.0	
	30-40	6	33.33	4	22.22	0	0	6	33.33	2	11.11	18	100.0	
	40-50	2	25.0	2	25.0	2	25.0	1	12.5	1	12.5	8	100.0	
	Above 50	0	0	0	0	1	100	0	0	0	0	1	100.0	
	Total	12	48.20	44	17.52	43	17.13	21	8.36	22	8.76	251	100.0	
Occupation	Student	10	58.33	27	15.0	29	16.11	9	5.0	10	5.55	180	100.0	42.969
	Employed	10	19.23	12	23.07	11	26.92	8	15.38	11	21.15	52	100.0	
	Entrepreneur	6	42.85	3	21.42	2	14.28	2	14.2	1	7.14	14	100.0	
	Home maker	0	0	2	40.0	1	20	2	40.0	0	0	5	100.0	
	Total	12	48.20	44	17.52	43	17.13	21	8.36	22	8.76	251	100.0	
Monthly income	Below 10000	86	61.42	22	15.71	21	15.0	7	5.0	4	2.85	140	100.0	33.833
	10000-30000	11	31.42	6	17.14	9	25.71	4	11.42	5	14.28	35	100.0	
	30000-50000	11	28.94	8	21.05	7	18.42	5	13.15	7	18.42	38	100.0	
	50000-100000	7	31.81	5	22.72	3	13.63	4	18.18	3	13.63	22	100.0	

	Above 100000	6	37.5	3	18.75	3	18.75	1	6.25	3	18.75	16	100.0	
	Total	12	48.20	44	17.52	43	17.13	21	8.36	22	8.76	251	100.0	
		1												
Location	Urban	29	34.52	18	21.42	21	25.0	7	8.330	9	10.71	84	100.0	32.471
	Semi-urban	28	36.36	16	20.77	17	22.07	9	11.68	7	9.09	77	100.0	
	Rural	64	71.11	10	11.11	5	5.55	5	5.55	6	6.66	90	100.0	
	Total	12	48.20	44	17.52	43	17.13	21	8.36	22	8.76	251	100.0	
		1												

(Source: Primary data)

Chi-square analysis was used to test the association between demographic variables and the medium having the greatest impact on respondents' awareness of the Amul brand. The test indicated that at a 5% significance level, demographic variables including age, occupation, monthly income, and location are found to have a significant association with the medium of brand awareness. In all demographics, television advertisements were the overwhelming source of influence, showing their significant impact regardless of demographic variations. These results imply that although television is the most influential platform for building brand awareness, demographics significantly influence the manner in which consumers will interact with Amul's promotions.

ANOVA

Rank based on level of satisfaction with Amul**Table 4**

Factor	Groups	Rank based on level of satisfaction with Amul					
		N	Mean	SD	F-value	Sign Value	S/NS
Age	Below 20	169	1.7183	0.68848	8.089	0.000	S
	20-30	55	2.1855	0.55625			
	30-40	18	2.1778	0.53088			
	40-50	8	1.9250	0.36936			
	Above 50	1	3.4000	-			
	Total	251	1.8669	0.67975			
Occupation	Student	180	1.7800	0.69156	3.987	0.008	S
	Employed	52	2.0615	0.55099			
	Entrepreneur	14	2.0714	0.73843			
	Home maker	5	2.4000	0.70711			
	Total	251	1.8669	0.67975			
Monthly Income	Below 10000	140	1.6843	0.69077	6.954	0.000	S
	10000-30000	35	2.0229	0.69759			
	30000-50000	38	2.2263	0.55248			
	50000-100000	22	2.1000	0.46904			

	Above 100000	16	1.9500	0.71740			
	Total	251	1.8669	0.67975			
Location	Urban	84	2.1833	0.54857	35.125	0.000	S
	Semi-urban	77	2.0078	0.62445			
	Rural	90	1.4511	0.63072			
	Total	251	1.8669	0.67975			

(Source: Primary data)

ANOVA has been used to test if the level of satisfaction with Amul is significantly different across respondents according to their demographic characteristics. From the analysis, it is evident that the satisfaction level is significantly different when segmented by age, occupation, monthly income, and location, as provided by the associated F-values and p-values. Respondents aged 20–30 and 30–40 years posted higher mean satisfaction than those aged less than 20 years. On similar lines, working individuals and homemakers reported higher satisfaction than students. On the income front, those with ₹30,000–₹50,000 reported the maximum satisfaction, followed by those less than ₹10,000 having lower mean scores. On the location front, urban and semi-urban consumers showed higher satisfaction compared to rural consumers. These results point towards demographic characteristics such as age, occupation, income, and location having a significant role in the satisfaction level with Amul.

MEAN RANKING

Evaluation of the Effectiveness of Amul's Branding Strategies

Table 5

Particulars	Mean Rank	Ranking
The effectiveness of Amul's branding	3.01	3
The marketing strategies used by Amul based on how effective you think they are in reaching and influencing consumers	2.74	5
The factors that contribute most to your trust and loyalty toward the Amul brand	3.05	2
The consistency of Amul's messaging across various platforms in terms of how well it reinforces the brand image	2.86	4
The effectiveness of Amul's campaigns in building long-term brand recall among consumers.	3.34	1

(Source: Primary data)

The assessment of Amul's branding approaches using mean ranking emphasizes the different levels of effectiveness seen by consumers. Through analysis, it is found that the most highly ranked attribute is the capability of Amul's campaigns to create long-term recall for the brand, with a mean rank of 3.34, indicating the high influence of Amul's repetitive and catchy commercials. This is followed by the drivers that contribute most to trust and loyalty towards the Amul brand (mean rank 3.05), which shows the credibility and reliability of the brand. The overall success of Amul's branding ranked

third with a mean score of 3.01, showing a positive response from the consumers. The messaging consistency of Amul across different platforms came in fourth (mean 2.86) position, whereas the marketing strategies employed by Amul in engaging and impacting consumers stood at the lowest position (mean 2.74). This implication is that even as Amul's campaigns are extremely effective in generating robust recall at a brand level, there is room to improve the reach and impact of its marketing strategies amongst broad consumer segments.

SUGGESTIONS

- ❖ Enhancing consumer belief in Amul's marketing efforts through more engaging and experience-based campaigns that connect with varied groups of consumers. Making use of digital media like social media, influencer partnerships, and focused online promotions can promote greater visibility for the brand and generate deeper emotional connections. Including new forms of storytelling, running customer feedback drives, and having open communication regarding product quality and sustainability will continue to generate trust, improve brand loyalty, and make Amul relevant to a changing marketplace.
- ❖ Shaping customers' purchase decisions by increasing the product portfolio with health-oriented and innovative variants, adopting competitive pricing strategies, and formulating appealing promotional offers. Facilitating greater accessibility by making available e-commerce platforms, doorstep delivery services, and enhanced retail visibility can stimulate habitual purchases. Further, projecting Amul's legacy of quality, nutritional

advantages, and farmer-friendly cooperative model in promotion campaigns can appeal to value-driven consumers, reinforce purchase motivation, and acquire a broader and diverse customer base.

CONCLUSION

The study highlights that Amul's strong marketing strategies, including television ads, creative campaigns, and brand storytelling, significantly influence consumer perception and purchase behavior. Despite high brand loyalty, evolving consumer preferences and rising competition necessitate continuous product innovation, strategic pricing, and targeted promotions. Leveraging digital platforms, personalized engagement, and health-focused product variants, while emphasizing quality and the cooperative model, can strengthen consumer trust and emotional connection. Overall, innovative marketing, product diversification, and effective consumer interaction will help Amul sustain its competitive advantage and achieve long-term growth.

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