

**A**  
**PROJECT REPORT**  
**ON**

**“STUDY ON MARKETING STRATEGY ADOPTED BY AMUL”**

Submitted to

**G.S COLLEGE OF COMMERCE AND ECONOMICS**

**(AUTONOMOUS), NAGPUR**

Affiliated to

**RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

Submitted by

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Under the Guidance of

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**G.S College of Commerce and Economics (Autonomous),**

**Nagpur**

**Academic year 2023-24**



**G.S College of Commerce and Economics (Autonomous),**

**Nagpur**

**Academic year 2023-24**



**CERTIFICATE**

This is to certify that “SAMIKSHA SATONE” has submitted the project report titled  
**“STUDY ON MARKETING STRATEGY ADOPTED BY AMUL”**,  
towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION**  
degree examination. This has not been submitted for any other examination and does not form  
part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by  
RashtraSant Tukadoji Maharaj Nagpur University, Nagpur.

**DR. FARHA HUSSAIN**

**(Project Guide)**

**DR. AFSAR SHEIKH**

**(Co-ordinator)**

**Place: Nagpur**

**Date:**

**G.S College of Commerce and Economics (Autonomous),**

**Nagpur**

**Academic year 2023-24**



**DECLARATION**

I here-by declare that the project with title “**STUDY ON MARKETING STRATEGY ADOPTED BY AMUL**” has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**Place: Nagpur**

**SAMIKSHA SATONE**

**Date:**

**G.S College of Commerce and Economics (Autonomous),**

**Nagpur**

**Academic year 2023-24**



## **ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **DR. PRAVEEN MUSTOOR**, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide **DR. FARHA HUSSAIN** for her guideline throughout the project. I tender my sincere regards to Co-ordinator. **DR. AFSAR SHEIKH** for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

**Place: Nagpur**

**SAMIKSHA SATONE**

**Date:**

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**CHAPTER 1**  
**MARKETING STRATEGY OF AMUL**

# **MARKETING STRATEGY OF AMUL**

## **1. Market Analysis:**

- Identify target demographics: Families, children, health-conscious individuals, etc.
- Analyze competitors: Identify strengths, weaknesses, opportunities, and threats.
- Evaluate market trends: Demand for dairy products, consumer preferences, health consciousness, etc.

## **2. Brand Positioning:**

- Emphasize Amul's legacy and trustworthiness as a cooperative dairy brand.
- Highlight quality, affordability, and variety of products.
- Position Amul as a symbol of Indian pride and heritage.

## **3. Product Strategy:**

- Expand product range to meet diverse consumer needs.
- Introduce innovative dairy products catering to health-conscious consumers.
- Enhance packaging design for better shelf visibility and consumer appeal.

## **4. Pricing Strategy:**

- Offer competitive pricing to maintain affordability.
- Implement promotional pricing strategies to attract price-sensitive consumers.
- Bundle discounts for bulk purchases or combo offers to increase sales.

## **5. Distribution Strategy:**

- Strengthen distribution channels to reach rural and urban areas effectively.
- Collaborate with supermarkets, convenience stores, and online platforms for wider availability.
- Focus on cold chain logistics to ensure product freshness and quality.

## **6. Promotion Strategy:**

- Utilize digital marketing channels (social media, website, email campaigns) to engage with consumers and promote products.
- Launch advertising campaigns across various media platforms (TV, radio, print) focusing on Amul's heritage, quality, and affordability.
- Sponsor events or collaborate with influencers to increase brand visibility and credibility.

- Implement loyalty programs to retain existing customers and encourage repeat purchases.

### **7. Sustainability and CSR Initiatives:**

- Highlight Amul's commitment to sustainability and ethical practices in dairy farming.
- Engage in corporate social responsibility activities such as promoting dairy farming education, supporting farmers' welfare, and environmental conservation efforts.

### **8. Feedback and Continuous Improvement:**

- Collect feedback from consumers through surveys, social media listening, and customer support channels.
- Use insights to improve product offerings, packaging, and customer experience.
- Continuously innovate to stay ahead of competitors and meet evolving consumer preferences.

### **9. Measurement and Analysis:**

- Set key performance indicators (KPIs) to measure the success of marketing campaigns.
- Analyze sales data, customer feedback, and market trends regularly to adjust strategies accordingly.
- Benchmark performance against competitors and industry standards.
- Remain agile and adaptable to changing market conditions and consumer preferences.
- Continuously monitor competitors' activities and market trends to stay ahead in the industry.

## **MARKETING STRATEGY AS PER CUSTOMER'S PREFERENCE**

### **1. Customer-Centric Approach:**

- Conduct thorough market research and consumer surveys to understand preferences, needs, and pain points.
- Develop buyer personas to segment the target audience based on demographics, behaviors, and preferences.

### **2. Personalized Marketing:**

- Utilize data analytics to personalize marketing messages and offers based on individual preferences and purchasing history.
- Implement targeted advertising campaigns on digital platforms to reach specific audience segments effectively.



### **3. Health and Wellness Focus:**

- Emphasize the health benefits of Amul products, highlighting their nutritional value, natural ingredients, and contribution to a balanced diet.
- Launch specialized product lines catering to health-conscious consumers, such as low-fat or fortified dairy products.

### **4. Transparency and Authenticity:**

- Communicate Amul's commitment to transparency, quality, and authenticity in its products and sourcing practices.
- Share behind-the-scenes stories of farmers and production processes to build trust and connection with consumers.

### **5. Convenience and Accessibility:**

- Expand distribution channels to make Amul products more accessible, including online platforms, neighborhood stores, and vending machines.
- Offer convenient packaging sizes and formats suitable for different usage occasions, such as single-serve packs or family-sized containers.

### **6. Engagement and Interaction:**

- Foster two-way communication with customers through social media platforms, responding to inquiries, feedback, and complaints promptly.
- Encourage user-generated content and testimonials to showcase real-life experiences with Amul products.

### **7. Community Building:**

- Create communities or forums where consumers can engage with each other, share recipes, and exchange tips on using Amul products.

### **8. Environmental and Social Responsibility:**

- Highlight Amul's sustainability initiatives, such as eco-friendly packaging, waste reduction efforts, and support for local dairy farming communities.
- Engage in cause-related marketing campaigns that resonate with customers' values, such as environmental conservation or animal welfare.

### **9. Continuous Innovation:**

- Invest in research and development to introduce new and innovative dairy products that align with evolving customer preferences, such as plant-based alternatives or functional foods.
- Regularly refresh branding and packaging designs to stay relevant and appealing to consumers.

### **10. Measurement and Optimization:**

- Monitor key metrics related to customer engagement, satisfaction, and loyalty to evaluate the effectiveness of marketing efforts.

- Continuously test and optimize marketing campaigns based on performance data and customer feedback to maximize impact and ROI.

By incorporating these customer-centric strategies, Amul can better resonate with consumers and strengthen its position in the market by meeting their preferences and expectations effectively.

# **CHAPTER 2**

# **INTRODUCTION**



Amul, from the Sanskrit “Amoolya” was suggested by a quality control expert in Anand. Variants, all meaning AMUL means “priceless” in Sanskrit. The brand name “priceless”, are found in several Indian languages. Amul products have been in use in millions of homes since 1946. Amul Butter, Amul Milk Powder, Amul Ghee, Amulspread, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya have made Amul a leading food brand in India. Anand Milk Union Limited (AMUL) is an Indian dairy state government cooperative society, based in Anand, Gujarat. Formed in 1946, it is a cooperative brand managed by Gujarat Cooperative Milk Marketing Federation Ltd. In financial year 2022, Amul reported a sales turnover of 610 billion Indian rupees compared to about 392 billion Indian rupees in the previous year in India.

### **BRIEF HISTORY OF AMUL**

Milk Union Limited), formed in 1946, is a dairy cooperative movement in India. It is a brand name managed by an apex cooperative organization, Gujarat Co-operative Milk Marketing Federation Lt. (GCMMF), which today is jointly owned by some 2.6 million milk producers in Gujarat, India. AMUL is based in Anand, Gujarat and has been a sterling example of a co-operative organization's success in the long term. It is one of the best examples of co-operative achievement in the developing world.

Anyone who has seen ... the dairy cooperatives in the state of Gujarat, especially the highly successful one known as AMUL, will naturally wonder what combination of influences and incentives is needed to multiply such a model a thousand times over in developing regions everywhere. 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 the largest producer of milk and milk products in the world. It is also the world's biggest vegetarian cheese brand. Amul is the largest food brand in India and world's Largest Pouched Milk Brand.

### **AMUL: THE ORIGIN**

The mighty Ganges at its origin is but a tiny stream in the Gangotri ranges of the Himalayas. Similar is the story of Amul which inspired Operation Flood and heralded the 'White Revolution' in India. It began with two village cooperatives and 250 liters of milk per day, nothing but a trickle compared to the flood it has become today. Today Amul collects, processes and distributes over a million liters of milk and milk products per day, during the peak, on behalf of more than a thousand village cooperatives owned by half a million farmer members.

Amul originated as a dairy cooperative society in Anand, a small town in the state of Gujarat, India. It was founded in 1946 by Tribhuvandas Patel under the guidance of Sardar Vallabhbhai Patel, who was instrumental in organizing local farmers to combat the exploitative practices of middlemen in the dairy industry. The cooperative model empowered farmers to collectively process and market their milk, thus ensuring fair prices and better livelihoods.

The name "Amul" is derived from the Sanskrit word "Amulya," which means priceless. The brand was officially registered in 1957. Over the years, Amul has grown from a small cooperative to one of the largest dairy brands in India, offering a wide range of dairy products including milk, butter, cheese, ice cream, yogurt, and more. Its success story has made it a symbol of India's dairy industry and cooperative movement.

Amul, which stands for Anand Milk Union Limited, is a dairy cooperative based in the town of Anand in Gujarat, India. It was founded in 1946 by Dr. Verghese Kurien, a visionary social entrepreneur, and Tribhuvandas Patel, a farmer leader, with the aim of empowering local milk producers and alleviating poverty in the region.

The cooperative was established against the backdrop of exploitation faced by milk farmers by middlemen and private dairy companies. Dr. Kurien pioneered the idea of organizing small-scale milk producers into cooperatives, providing them with access to markets, fair prices for their milk, and technical support. This model, known as the Anand Pattern, revolutionized the dairy industry in India and became a global success story.

**CHAPTER 3**  
**COMPANY PROFILE**



AMUL means "priceless" in Sanskrit. The brand name "Amul," from the Sanskrit "Amoolya," was suggested by a quality control expert in Anand. Variants, all meaning "priceless", are found in several Indian languages. Amul products have been in use in millions of homes since 1946. Amul Butter, Amul Milk Powder, AmulGhee, Amulspray, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya have made Amul a leading food brand in India. (Turnover of Amul 610 billion 2022-2023) Today Amul is a symbol of many things. Of high-quality products sold at reasonable prices. 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 magical spell on masse.

AMUL stands for, A = Anand

M = Milk U = Union

L = Limited Amul (Anand milk union ltd.)

Amul is based on four hands, which are coordinated with each other. The actual meaning of this symbol is co-ordination of four hands of different people by whom this union is at the top position in Asia. First hand is of farmers, without whom the organization would not have existed. Second hand is of processors, who process the raw material (milk) into finished goods. Third hand is of marketer, without whom the product would have not reached the customers. Fourth hand is of customers, without whom the products would have not carried on.



## Anand Milk Union Limited

<b>Trade name</b>	<b>Amul Coop</b>
<b>Company type</b>	Cooperative
<b>Industry</b>	Dairy
<b>Founded</b>	14 December 1946; 77 years ago
<b>Founder</b>	Tribhuvandas Patel
<b>Headquarters</b>	Anand, Gujarat, India
<b>Area served</b>	Worldwide
<b>Key people</b>	Jayen Mehta (managing director)
<b>Products</b>	Milk products
<b>Revenue</b>	₹52,000 crore (US\$6.5 billion) <sup>[1]</sup> (2022)
<b>Owner</b>	Dairy Producers of Gujarat
<b>Number of employees</b>	1,000 (officers and employees) 3.6 million (milk producers) <sup>[1]</sup>
<b>Divisions</b>	<ul style="list-style-type: none"> <li>• Banas Dairy</li> <li>• Dudhsagar Dairy</li> </ul>
<b>Website</b>	amul.com

## **MISSION**

GCMMF endeavour to satisfy the taste and nutritional requirements of the customer of the world through excellence in the marketing by the committed team. Through cooperative networking, they are committed to offer quality product that provides best value for money.

## **VISION**

Amul's vision is to provide more and more satisfaction to the farmers, employees and distributors"

## **PRODUCT LIFE CYCLE STAGES**

product passes through distinct stages during its life in market, each posing different challenges, opportunities and problem. Profits rise and fall at different stages of the product life cycle. There are four different stages of product life cycle, namely

1. INTRODUCTION STAGE
2. GROWTH STAGE
3. MATURITY STAGE
4. DECLINE STAGE

Different products of AMUL are in different stages in the product life cycle.

Products like milk, butter, chocolate and cheese are in the maturity stage, while icecreams, chocolates and shrikhand are still in the growth stage. On the other hand, products like milk powders, infant food, frozen food items and mix are in introduction stage. The company adopts aggressive selling techniques for those products which are in the introductory stage, while very less promotional programmes are carried out for those products which are in the growth or maturity stage.

## PRODUCT LIST

### ➤ ICE CREAM TRICONE & CUPS



➤ STICKS ICE CREAM



➤ DAIRY PRODUCT



➤ FROZEN SNACK

## POTATO SNACKS

 <p><b>BURGER PATTY</b> 360 g</p>	 <p><b>POTATO WEDGES</b> 400 g</p>	 <p><b>VEGGIE STIX</b> 425 g</p>
 <p><b>FRENCH FRIES</b> 200 g, 425 g, 750 g, 1.25 Kg</p>	 <p><b>HASH BROWN</b> 360 g</p>	 <p><b>ALOO TIKKI</b> 400 g</p>

## DAIRY SNACKS

 <p><b>MASTI DAHI TIKKI</b> 300 g</p>	 <p><b>CHEESE ONION POCKET</b> 360 g</p>	 <p><b>MASALA PANEER NUGGETS</b> 300 g</p>
 <p><b>CHEESE ONION PARATHA</b> 500 g</p>	 <p><b>CHEESE POPPONS</b> 300 g</p>	 <p><b>Amul</b> Happy Treats READY TO COOK SNACKS</p>

➤ **FAMILY PACK**

**750 mL + 750 mL Free**

<p><b>CHOCO CHIPS + CHOCO CHIPS</b></p> 	<p><b>VANILA ROYALE + VANILA ROYALE</b></p> 	<p><b>SPANISH SAFFRON &amp; CREAM BALLS + SPANISH SAFFRON &amp; CREAM BALLS</b></p> 
<p><b>RAJBHOG + RAJBHOG</b></p> 	<p><b>ALPHONSO MANGO + ALPHONSO MANGO</b></p> 	<p><b>STRAWBERRY + STRAWBERRY</b></p> 
<p><b>KAJU DRAKSH + KAJU DRAKSH</b></p> 	<p><b>SHALIMAAR + SHALIMAAR</b></p> 	<p><b>BUTTERSCOTCH BLISS + BUTTERSCOTCH BLISS</b></p> 
<p><b>KESAR PISTA ROYALE + KESAR PISTA ROYALE</b></p> 	<p><b>CHOCOLATE + CHOCOLATE</b></p> 	<p><b>TUTTI FRUTTI + TUTTI FRUTTI</b></p> 
<p><b>CREAMY ALMOND + CREAMY ALMOND</b></p> 	<p><b>AFGHAN DRY FRUIT + AFGHAN DRY FRUIT</b></p> 	<p><b>KAJU ANJIR + KAJU ANJIR</b></p> 
<p><b>BLACK CURRANT + BLACK CURRANT</b></p> 	<p><b>COOKIES 'N' CREAM + COOKIES 'N' CREAM</b></p> 	<p><b>750 mL PACK</b></p>  <p><b>AMERICAN NUTS</b></p>
<p><b>SHAHI ANJIR + SHAHI ANJIR</b></p> 	<p><b>ICE CREAM IS ALSO AVAILABLE IN BULK PACKS (5 L) AND CATERING/ INSTITUTIONAL PACKS (4 L)</b></p>	

**CHAPTER 4**  
**LITERATURE REVIEW**

## **LITERATURE REVIEW**

Amul is being one of the most demanded product and today the highest sale of dairy products in Nagpur city in state of Maharashtra. All the major decisions regarding the sale of milk and other related dairy products are taken by the manufacture for the benefit of consumers as per which product satisfies their need. Amul in itself has become a big Brand and maximum of consumers consume to a large extent. The promotional strategies used in Amul are appreciated from the buyers, like Amul girl, the tag line. etc.

According to Dr. K. Karunakaran, 1st edition, 2007," This process has to be conducted within the framework of the rules and regulations made by the Marketing and Sales department. Positive or negative impact of any scheme depends on the promotion made by the company (Amul). Hence it is necessary that Amul should adopt proper marketing policies to reach out the audience in a huge amount.

According to Amul is now world's 8th largest dairy, 610 billion growth in FY22, "The world's 8th largest dairy organization and India's largest dairy cooperative, Gujarat Cooperative Milk Marketing Federation (GCMMF), which markets the popular Amul brand of dairy products.



**CHAPTER 5**  
**RESEARCH METHODOLOGY**

## **RESEARCH METHODOLOGY**

### **Meaning and Definition of Research**

Research is like detective work. It's a process of asking questions, gathering information, and finding answers. Imagine you're trying to solve a puzzle. You start by asking a question or forming a hypothesis. Then, you gather clues or data by observing, reading, or conducting experiments. Next, you analyze the clues to see if they support your hypothesis. Finally, you draw conclusions based on the evidence you've collected. Research helps us understand the world around us, solve problems, and make informed decisions.

### **Characteristics of Research**

1. Research is conducted with a specific purpose or goal in mind, whether it's to solve a problem, test a hypothesis, or generate new knowledge.
2. Research follows a structured and organized process, involving clear steps from defining the research question to analyzing and interpreting data.
3. Research is conducted ethically, with respect for the rights and welfare of participants, and adherence to ethical guidelines and principles.
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participants, and adherence to ethical guidelines and principles.

8. Research is conducted ethically, with respect for the rights and welfare of participants, and adherence to ethical guidelines and principles.

### **Role and Significance of Research**

1. Research is conducted ethically, with respect for the rights and welfare of participants, and adherence to ethical guidelines and principles.
2. Research provides evidence-based solutions to complex problems and informs decision-making processes in various sectors, including business, healthcare, education, public policy, and technology. It helps identify effective strategies, interventions, and policies to address societal challenges and improve outcomes.
3. Research fosters innovation by exploring new ideas, technologies, and approaches. It drives advancements in science, technology, engineering, and medicine, leading to the development of new products, processes, and services that enhance quality of life and drive economic growth.
4. Research findings influence policy formulation and implementation by providing policymakers with empirical evidence and insights into the effectiveness of different interventions and policies. It helps governments, organizations, and institutions make informed decisions that benefit society and promote sustainable development.
5. Research findings influence policy formulation and implementation by providing policymakers with empirical evidence and insights into the effectiveness of different interventions and policies. It helps governments, organizations, and institutions make informed decisions that benefit society and promote sustainable development.
6. Engaging in research cultivates critical thinking, analytical skills, and problem-solving

abilities among researchers. It involves formulating research questions, designing studies, analyzing data, and drawing conclusions, which foster intellectual growth and academic excellence.

7. Research contributes to addressing pressing societal challenges such as poverty, inequality, climate change, healthcare disparities, and food security. It offers insights into the root causes of these challenges and identifies sustainable solutions that improve the well-being of individuals and communities.
8. Research drives economic growth and enhances competitiveness by stimulating innovation, entrepreneurship, and productivity. It generates new knowledge, technologies, and industries that create jobs, attract investments, and strengthen economies globally.

### **OBJECTIVE OF RESEARCH**

1. To explore and gain insights into a topic or phenomenon where little previous research exists, often used in preliminary or qualitative studies.
2. Research seeks to identify solutions to practical problems faced by individuals, organizations, or societies, addressing challenges and improving outcomes.
3. Research endeavors to enhance existing practices, policies, or interventions by identifying areas for improvement and optimizing effectiveness.
4. To explain the causes, mechanisms, or processes underlying a phenomenon, aiming to uncover the factors or variables that influence outcomes or behavior.
5. To predict future trends, outcomes, or events based on existing patterns or relationships identified through data analysis.
6. To compare and contrast different groups, conditions, or variables to identify

similarities, differences, or relationships between them.

7. To generate actionable insights or recommendations for addressing practical problems, informing decision-making, or guiding policy development.
8. To explore ethical issues, dilemmas, or concerns related to research, practice, or policy, aiming to promote ethical awareness and decision-making.
9. To generate actionable insights or recommendations for addressing practical problems, informing decision-making, or guiding policy development.
10. To explore ethical issues, dilemmas, or concerns related to research, practice, or policy, aiming to promote ethical awareness and decision-making.

### **TYPES OF RESEARCH**

1. **Applied Research:** Focuses on solving specific problems or addressing practical issues, with immediate relevance and application in real-world settings.
2. **Quantitative Research:** Involves the collection and analysis of numerical data to understand relationships, patterns, and trends, often using statistical methods.
3. **Basic Research:** Investigates fundamental principles and theories without specific application in mind, aiming to expand knowledge in a particular field.
4. **Experimental Research:** Involves manipulating variables to observe cause- and-effect relationships, typically conducted in controlled settings to establish causality.

5. **Qualitative Research:** Focuses on exploring and understanding complex phenomena through in-depth examination of subjective experiences, attitudes, and behaviors.
6. **Descriptive Research:** Seeks to describe and characterize a phenomenon, event, or population, providing a detailed overview of its features and characteristics.
7. **Survey Research:** Utilizes questionnaires or interviews to collect data from a sample of individuals, aiming to gather information about attitudes, opinions, or behaviors.
8. **Action Research:** Collaborative inquiry conducted by practitioners to address specific problems or challenges in their own context, aiming to bring about practical change and improvement.
9. **Case Study Research:** Involves in-depth examination of a particular case, entity, or phenomenon within its real-life context, often using multiple sources of data.

### **RESEARCH PROCESS:**

1. **Identifying the Research Topic:** Choose a research topic that is relevant, interesting, and feasible, considering your interests, expertise, and available resources.
2. **Reviewing Literature:** Conduct a thorough review of existing literature to understand the current state of knowledge on the topic, identify gaps, and refine research questions.
3. **Formulating Research Questions or Hypothesis:** Develop clear and focused research questions or hypotheses that guide your investigation and provide a framework for data collection and analysis.

4. **Designing the Study:** Determine the research design, methodology, and approach that best suit your research questions and objectives. Consider factors such as data collection methods, sampling techniques, and data analysis procedures.
  
5. **Collecting Data:** Collect relevant data using appropriate methods and tools, such as surveys, interviews, experiments, observations, or secondary data sources. Ensure data collection procedures are ethical and adhere to research standards.
  
6. **Analyzing Data:** Analyze the collected data using relevant statistical or qualitative analysis techniques, depending on the nature of the data and research questions. Interpret the findings to draw meaningful conclusions.
  
7. **Interpreting Results:** Interpret the results of the data analysis in relation to the research questions or hypotheses. Identify patterns, trends, relationships, or insights that emerge from the data.
  
8. **Drawing Conclusions:** Draw conclusions based on the findings of the study, considering their implications for theory, practice, or policy. Evaluate the validity and reliability of the results and their contribution to the existing body of knowledge.
  
9. **Communicating Findings:** Prepare a research report or manuscript that clearly communicates the research process, findings, conclusions, and recommendations to relevant stakeholders. Consider the audience and choose appropriate formats, such as academic papers, presentations, or policy briefs.
  
10. **Reflecting and Iterating:** Reflect on the research process and outcomes, considering strengths, limitations, and areas for improvement. Use feedback from peers, advisors, or reviewers to refine future research endeavors.

Methodology includes the overall research procedures, which are followed in the research study. This includes Research design, the sampling procedures, and the data collection method and analysis procedures. Research Objective of the report is to learn the facets of marketing and do the monitoring and counter selling for products. Along with I will also work in the following areas

- Market visit for retail shops
- Research on customer satisfaction
- Sales & Distribution

### **Promotional strategy Research design**

**Type:** Exploratory research design using secondary data analysis Descriptive research design using survey method Survey using personal interview (face to face) interview method. Sources of information: survey by means of structured undisguised and general face to face interaction with outlet holders and distributors and used some secondary data.

There are mainly two types of data-

- Primary Data
- Secondary Data

**Primary Data:** Primary data is data which is collected through personal interview, survey and experiment. In my project I use primary data collection method by conduct survey, visit manufacturing plant, and meeting with their employee. I also interact with company owner for obtain information regarding this project

**Questionnaire :** A questionnaire is a research tool featuring a series of questions used to collect useful information from respondents. I can use google form for questionnaire.



**Secondary Data:** Secondary data is data which already available in other sources. In my I use secondary data as source of data collection. I secondary data I take information from websites and other secondary sources.

The collected data were not easily understandable, so I like to analyze the collected data in a systematic manner and interpreted with simple method. The analysis and interpretation of the data involves the analyzing of the collected data and interpretation it with pictorial representation such as bar charts, pie charts and others.

## **PROBLEM DEFINITION**

"The aim of this study is to analyze and evaluate the marketing strategy employed by Amul, a renowned dairy cooperative in India, to understand its effectiveness in achieving market penetration, brand recognition, and customer loyalty. Specifically, the research seeks to investigate Amul's strategies across various marketing channels, including traditional advertising, digital marketing, product diversification, pricing strategies, and distribution networks. By examining these aspects, the study aims to identify the key factors contributing to Amul's success and assess potential areas for improvement or innovation within its marketing approach. Ultimately, this research intends to provide insights and recommendations that can inform the development of effective marketing strategies for dairy cooperatives and similar organizations operating in competitive market.

## **NEED OF STUDY**

1. For any business venture, human resource goes hand in hand. Opportunities come and go but business comes from the ones, which are handled properly in terms of leads.
2. Leads for any new opportunity are very important for it to turn out a profitable venture.
3. Promotion plays a very important role in both the departments.

## **OBJECTIVE OF STUDY**

1. To analyse the marketing strategies of Amul.
2. To determine the competitors of Amul Dairy products especially Milkproduct.
3. To know the factors which affects consumer's buying behaviour to purchasethe products of Amul Dairy (Milk products).

## **HYPOTHESIS**

### **Hypothesis 1 :**

Amul's use of a cooperative model positively influences its marketing strategy by fostering brand loyalty and community engagement.

### **Hypothesis 2 :**

The integration of traditional and digital marketing channels by Amul enhances brand visibility and market reach, resulting in increased sales and brand awareness.

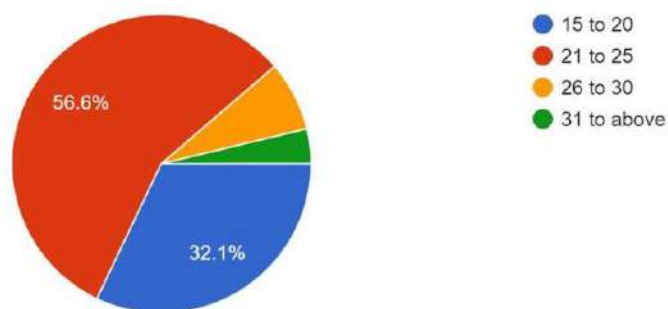
**CHAPTER 6**  
**DATA ANALYSIS & INTERPRETATION**

## 1. Age Classification:

Sr. No	Particulars	Respondents	Percentage
1.	15-20	17	32.1%
2.	21-25	30	56.6%
3.	26-30	4	7.5%
4.	31 to above	2	3.8%
Total		53	100%

What is your age?

53 responses



### Interpretation:

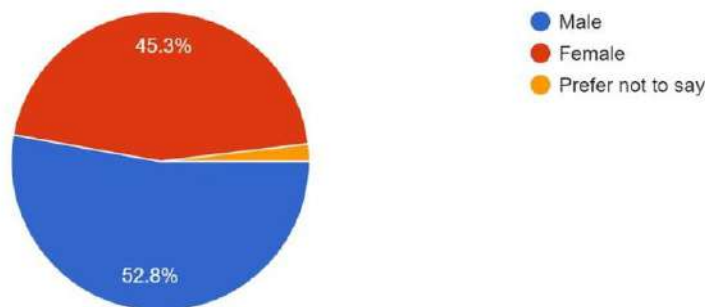
As per the above table and graph majority of respondents are in the age group of 21-25, i.e (56.6%), 15-20 are (32.1%), 26-30 are (7.5%) and above 31 are (3.8%)

## 2. Gender classification:

Sr. No	Particulars	Respondents	Percentage
1.	Male	28	52.8%
2.	Female	24	45.3%
3.	Prefer not to say	1	1.9%
Total		53	100%

What is your gender ?

53 responses



### Interpretation:

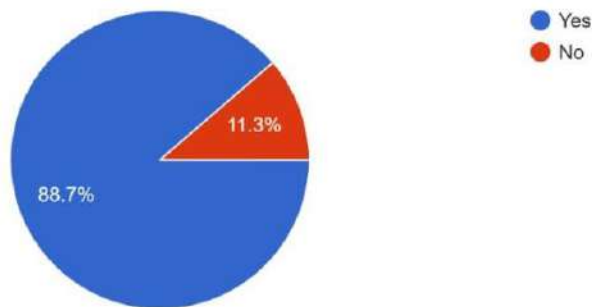
As per the above table male respondents are (52.8%) and female respondents are(45.3%) and prefer not to say are (1.9%).

### 3 .Do you perceive Amul's advertisements as effective in promoting their products

Sr. no	particulars	Respondents	Percentage
1.	Yes	47	88.7%
2.	No	6	11.3%
Total		53	100%

Q1) Do you perceive Amul's advertisements as effective in promoting their products?

53 responses



#### Interpretation:

As per the above table and graph (88.7%) of respondents said that Amul's advertisements are effective in promoting their products and (11.3%) said no.

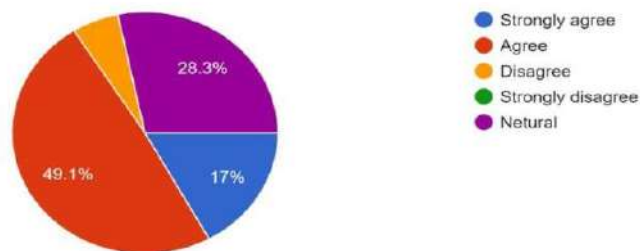


#### 4. Would you say Amul's pricing strategy influences your decision to purchase their products

Sr. No	Particulars	Respondents	Percentage
1.	Strongly agree	9	17%
2.	Agree	26	49.1%
3.	Disagree	3	5.7%
4.	Strongly disagree	0	0
5.	Neutral	15	28.3%
Total		53	100%

Q2) Would you say Amul's pricing strategy influences your decision to purchase their products?

53 responses



#### Interpretation:

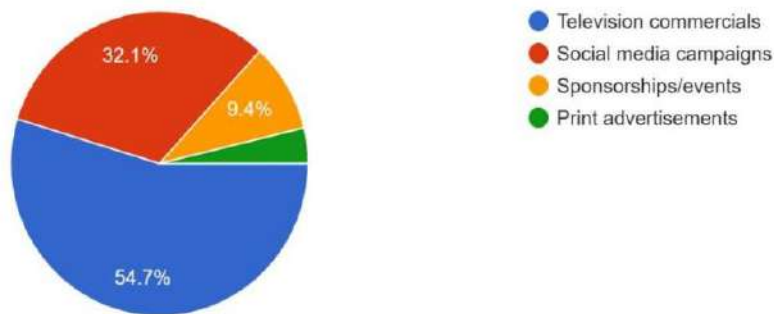
From the above table and graph (49.1%) of respondents agree that they are influenced by their pricing strategy to purchase their products, (17%) are strongly agree with it, (28.3%) are neutrally respond to it, (5.7%) respondents disagree with it.

### 5. Which of the following promotion tactics by Amul do you find most appealing

Sr.no	Particulars	Respondents	Percentage
1.	Television commercials	29	54.7%
2.	Social media campaigns	17	32.1%
3.	Sponsorship/events	5	9.4%
4.	Print advertisements	2	3.8%
Total		53	100%

Q3) Which of the following promotional tactics by Amul do you find most appealing?

53 responses



#### Interpretation:

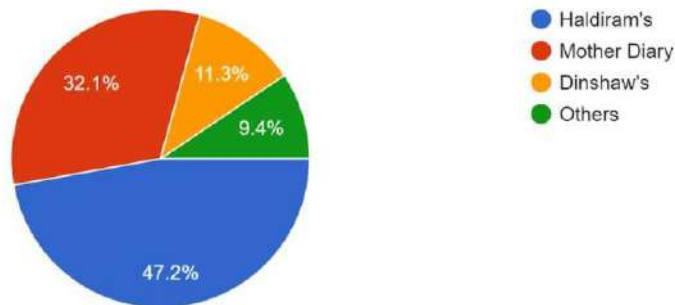
As per the above table and graph the respondents (54.7%) said that the television commercials is most appealing as a promotional tactics (32.1%) said social media, (9.4%) said sponsorship/events, remaining (3.8%) said print advertisements.

## 6. Apart from Amul which brand of Amul product do you regularly purchase

Sr.No	Particulars	Respondents	Percentage
1.	Haldiram's	25	47.2%
2.	Mother Dairy	17	32.1%
3.	Dinshaw's	6	11.3%
4.	Others	5	9.4%
Total		53	100%

Q4) Apart from Amul, which brands of milk products do you regularly purchase?

53 responses



### Interpretation:

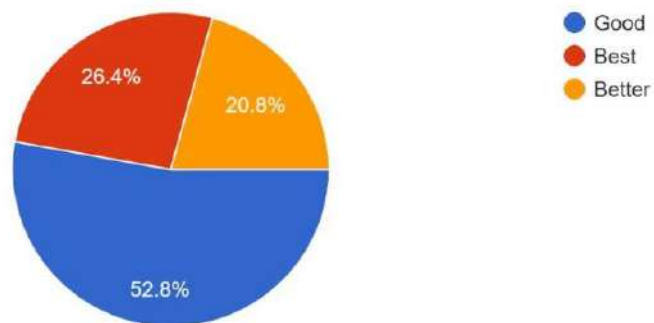
The above table and graph reveals that (47.2%) of respondents regularly purchase Amul's products, (32.1%) purchase the products of Mother Dairy, (11.3%) respondents purchase the products of Dinshaw's and the remaining (9.4%) of respondents purchase the products of other brands.

## 7. How would you rate the products of Amul's milk products compared to its competitors

Sr.No	Particulars	Respondents	Percentage
1.	Good	28	52.8%
2.	Best	14	26.4%
3.	Better	11	20.8%
Total		53	100%

Q5) How would you rate the quality of Amul's milk products compared to its competitors?

53 responses



### Interpretation:

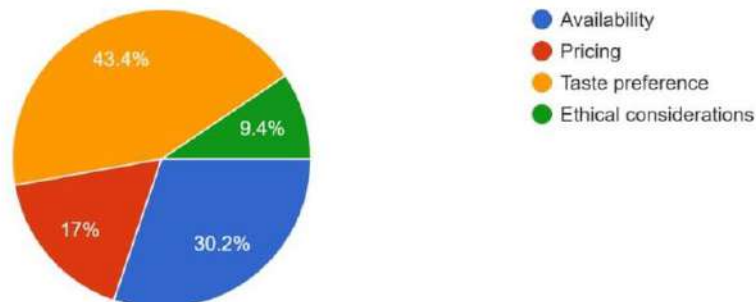
As per the above table and graph it is found that the (52.8%) of respondents believe that Amul's milk products are good, (26.4%) of respondents believe that they are best and the other (20.8%) believe that they are better than its competitors.

**8. Have you ever switched from Amul to other milk products? If yes, what was the reason**

Sr.No	Particulars	Respondents	Percentage
1.	Availability	16	30.2%
2.	Pricing	9	17%
3.	Taste preference	23	43.4%
4.	Ethical considerations	5	9.4%
Total		53	100%

Q6) Have you ever switched from Amul to a other milk product? If yes, what was the reason?

53 responses



**Interpretation:**

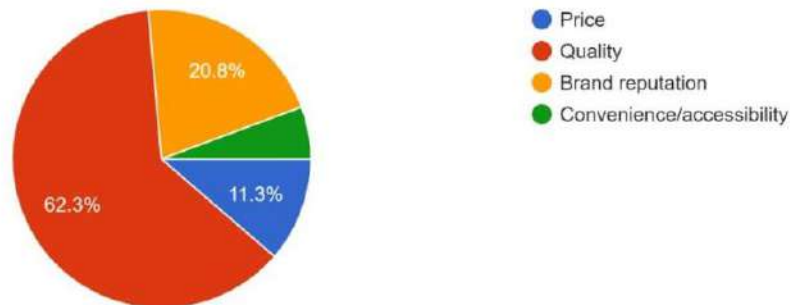
As per the above table and graph the (30.2%) respondents switch from Amul to other milk products due to its availability, (17%) of respondents switch to other brand due to pricing, (43.4%) due to their taste preference and remaining (9.4%) due to their ethical considerations.

### 9. What influence your decision to purchase Amul dairy product the most

Sr.No	Particulars	Respondents	Percentage
1.	Price	6	11.3%
2.	Quality	33	62.3%
3.	Brand Reputation	11	20.8%
4.	Convenience / Accessibility	3	5.7%
Total		53	100%

Q7) What influences your decision to purchase Amul Dairy products the most?

53 responses



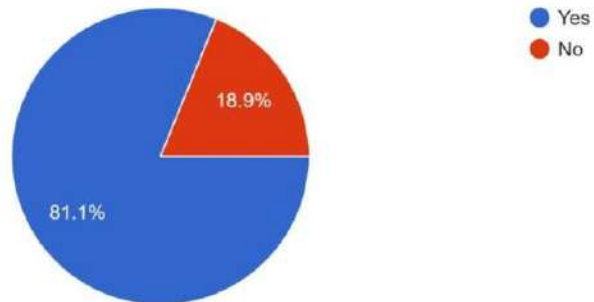
#### Interpretation:

From the above table and chart it is clear that majority of respondents i.e (62.3%) purchase Amul dairy products the most due to its quality, (20.8%) purchase their products due to its brand reputation and the other (5.7%) of respondents purchase Amul dairy products due to convenience and accessibility.

**10. Do you usually buy Amul dairy products based on recommendation from friend or family**

Sr.No	Particulars	Respondents	Percentage
1.	Yes	43	81.1%
2.	No	10	18.9%
Total		53	100%

Q8) Do you usually buy Amul Dairy products based on recommendations from friends or family?  
53 responses



**Interpretation:**

The above table and graph reveal that there are (81.1%) of respondents who usually buy Amul products based on recommendation and the remaining (18.9%) responded No.

## **HYPOTHESIS TESTING**

### **Hypothesis 1:**

Amul's use of cooperative model positively influences its marketing strategy by fostering brand loyalty and community engagement.

### **Hypothesis 2:**

The integration of traditional and digital marketing channels by Amul enhances brand visibility and market reach, resulting in increased sales and brand awareness.

From the above research study conducted during my research work it is found that among the above mentioned hypothesis, Hypothesis H1 i.e. Amul use of cooperative model positively influences its marketing strategy by fostering brand loyalty and community engagement” is found to be true hence accepted, where as another Hypothesis H2 i.e “The integration of traditional and digital marketing channels by Amul enhances brand visibility and market reach, resulting in increased sales and brand awareness.



## **CHAPTER 7**

### **FINDINGS**

## **FINDINGS**

- Total respondents are 53.
- Majority of respondents are in the age group of 21 to 25, i.e 56.6% and 15 to 20 age group respondents are 32.1%.
- As per the survey report where males secure large number in it i.e 52.8% and females are 45.3%.
- The 88.7% of respondents believe that Amul's advertisements are effective in promoting their products.
- The 49.1% of the respondents agree that the pricing strategy of Amul influence their decision to purchase their products and 28.3% respond neutrally.
- 54.7% of the respondents find that television commercials as one of the most appealing promotional tactics of Amul.
- 47.2% of respondents purchase Haldiram's milk products regularly apart from Amul.
- As per the survey 52.8% of respondents agree that the quality of Amul's products are good as compared to its competitors.
- It is found that the 43.4% of respondents have switched from Amul to other brand's milk products due to taste preference, and 30.2% switched to other brand due to availability.
- From the survey it is revealed that the quality of the Amul dairy products influence 62.3% of respondents decision to purchase it and 20.8% respondents influence due to its brand reputation.
- 81.1% of respondents buy Amul's dairy products based on the recommendations from family and friends.

# **CHAPTER 8**

# **CONCLUSION**

## **CONCLUSION**

For the study conducted it is observed that Amul product has a good market share. They are as follows:

1. The factors considered by the customer before purchasing milk are freshness, thickness, taste and availability.
2. Finally the researcher concludes that, majority of the customers are satisfied with the Amul ice cream & dairy products because of its good quality, reputation, easy availabilities.
3. Some customers are not satisfied with the Amul products because of high price, lack of dealer services, spoilage and low shelf life etc. therefore, if slight modification in the marketing programme such as dealers and outlets, promotion programme, product line etc. definitely company can be as a monopoly and strong market leader.
4. Amul has also to take care of its competitors into consideration and more importantly its customers before making any move.

**CHAPTER 9**  
**SUGGESTION**

## **SUGGESTIONS**

1. Since television commercials are found to be effective, continue investing in them, while also considering other platforms where the target audience is likely to be present, such as social media.
2. Given that nearly half of the respondents agree that pricing influences their purchasing decision, consider conducting further research to optimize pricing strategies to attract more customers without compromising profitability.
3. With a majority of respondents associating Amul's products with good quality, continue emphasizing and maintaining high product standards to retain customer loyalty.
4. Address concerns related to taste preference and availability by conducting market research to understand specific preferences and ensuring products are readily accessible to consumers.
5. Capitalize on Amul's strong brand reputation by leveraging it in marketing campaigns and emphasizing it in brand messaging to attract new customers and retain existing ones.
6. Since a significant portion of respondents purchase based on recommendations from family and friends, consider implementing referral programs or incentivizing satisfied customers to spread positive word-of-mouth.
7. Analyze competitors' strategies to understand why some respondents switched brands and identify areas for improvement or differentiation to regain lost customers.

# **CHAPTER 10**

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# **ANNEXURE**

# QUESTIONNAIRE

Q 1) Name

Q 2) What is your age?

- to 20
- 21 to 25
- 26 to 30
- 31 to above

Q 3) What is your gender?

- Male
- Female
- Not prefer to say

Q4) Do you perceive Amul's advertisements as effective in promoting their products?

- Yes
- No

Q5) Would you say Amul's pricing strategy influences your decision to purchase their products?

- Strongly agree
- Agree
- Netural
- Disagree
- Strongly disagree

Q6) Which of the following promotional tactics by Amul do you find most appealing?

- Television commercials
- Social media campaigns
- Sponsorships/events
- Print advertisements

Q7) Apart from Amul, which brands of milk products do you regularly purchase?

- Haldiram's
- Mother Dairy
- Dinshaw's
- Others

Q8) How would you rate the quality of Amul's milk products compared to its competitors?

- Good
- Best
- Better

Q9) Have you ever switched from Amul to a other milk product? If yes, what was the reason?

- Availability
- Pricing
- Taste preference
- Ethical considerations

Q10) What influences your decision to purchase Amul Dairy products the most?

- Price
- Quality
- Brand reputation
- Convenience/accessibility

Q11) Do you usually buy Amul Dairy products based on recommendations from friends or family?

- Yes
- No



