



A Study on How Advertisement Influence Consumer Buying Behavior for Amul Products

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ABSTRACT

This paper takes a look at the many ways in which customers shop for Amul products and products from other companies. The collection of data was carried out with the use of an easy sampling method. The sample that was used for this research project consisted of 96 different individuals that participated in the survey. This is the process of handling of questionnaires. A favorable buying behavior shows that customers are engaging in a significant amount of purchasing activity.

It is probable that the marketing methods for the product may use some work in order to achieve maximum outcomes in terms of increased sales for the company. As a result, the conclusion of the research is that the purchase behavior of customers is favorable, and a significant market is available for the products.

Keywords: Consumer Behavior, Branding, Amul Product, Advertisement and Customers.

INTRODUCTION

Advertising has a major influence on the behaviors of customers as well as the decisions they make over what to purchase. Using this powerful method, companies are able to communicate with the consumers in their target market while also elevating the profile of their brand.

Many people study consumer behavior. It helps businesses figure out why people buy their products or use their services. Marketers are always eager in learning more about how people use their items and offerings so they can make stronger marketing strategies and messages. Consumers make decisions about what to buy on a daily basis, and many of them have no idea what led them to that choice. When people want to buy their first home cleaning service, they need to do study to find the best one, and they might take a number of things into account when making their choice.

The research is done to show what is essential to customers in the home and to help the service provider get a better idea of how consumers act to the Amul company. This is done by figuring out what makes people choose one service provider over another. If marketers knew more about how customers act, they could make their services more appealing to home customers and keep their businesses running the way customers want.

This research also looks into the impact of advertising across multiple channels, including traditional print, online, and social media. It examines the channels having the most sway on customer choices and suggests where Amul may best spend its marketing dollars. Examining the impact of advertising on customers' buying behavior with regards to Amul, this study contributes to the existing body of understanding in the field of advertisement and consumer behavior. Insightful data that Amul Foods and other dairy products can utilize to improve their advertising and boost their market position is provided by the study's findings.

LITERATURE REVIEW

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.

Amul goes up against both domestic and international dairy names. Matthew and Joe (2018) look at the competitive environment in which Amul works to show what problems and possibilities this creates.

Pandey and Rajesh (2017) look at how consumers' tastes are affected by Amul's advertising strategies, especially its famous ads and promotions.

Sukh and Kumar (in the year 2019) talk about the problems and chances that a growing city market, gives Amul. This means adapting to the changing tastes of customers and focusing on areas with room to grow.

Gautam and Yadav (2018) look at Amul's dedication to customer satisfaction and its rigorous standards of quality measures. They stress the role that these things serve in building trust among customers.

For good marketing, it's important to know how people in Bangalore act when it comes to dairy items.

Dhanush Reddy (2016) look at what makes people in the city choose one product over another. This helps explain why Amul goods are so popular.

RESEARCH METHODOLOGY

SCOPE OF THE STUDY

The research focuses on the buying behaviors of consumers for Amul products and takes into account advertising as one of the elements influencing those patterns. Studying the most successful types of advertising and how they contribute to increased sales will be the primary focus of this research. This will facilitate the examination of buyer insights and make it possible for marketers to focus on the variables in question. The number of respondents in the sample has been limited to 108, and the primary emphasis is placed solely on the advertisement in terms of its role as a determinant in determining the influence on purchase behavior.

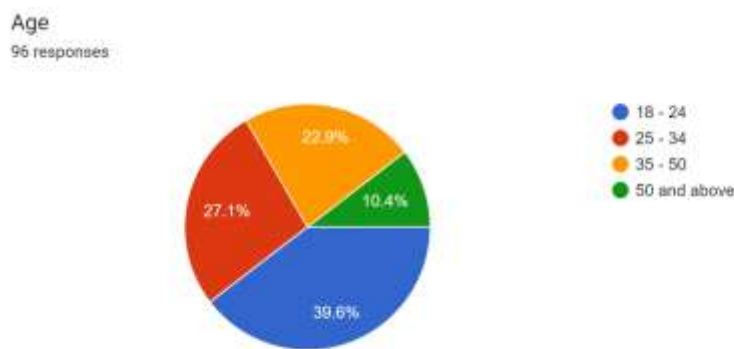
OBJECTIVES

- To figure out how to help consumers learn more about FMCG (Amul).
- Figure out how ads affect people's decisions about what to buy.
- Figure out what kind of Amul ads gets people's attention.

RESEARCH DESIGN

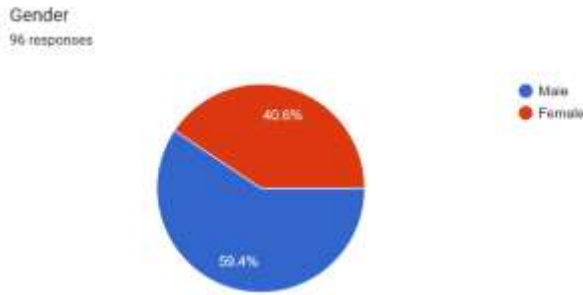
- Sample Technique
- Sample Size
- Tool for Analysis

DATA AND INTERPRETATIONS



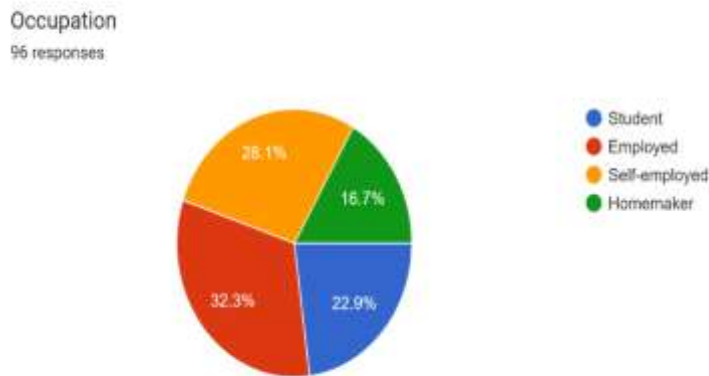
18-24	25-34	35-50	50 and above
39.6%	27.1%	22.9%	10.4%

The maximum age that responded is between 18–24-year-old and minimum age group is between 50 and above.



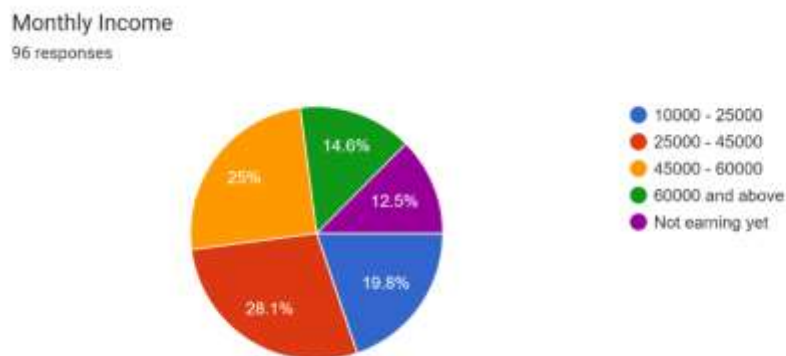
Male	Female
59.4%	40.6%

Out of 96 responses that is collected the maximum responses came from male which is 59.4% and 40% from female.



Student	Employed	Self-Employed	Homemaker
22.9%	32.3%	28.1%	16.7%

Different group of people responded from different occupation like Student, Employed, Self-Employed and Homemaker and out of 96 responses 22.9% are student, 32.3% are employed, 28.1% are self employed and 16.7% are homemaker.

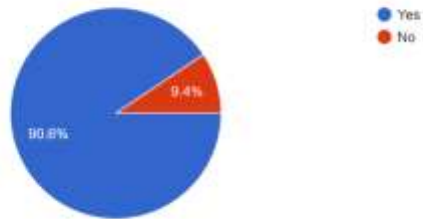


10000-25000	25000-45000	45000-60000	60000 and above	Not earning yet
19.8%	28.1%	25%	14.6%	12.5%

Monthly income of the responded between 10000-25000 are 19.8%, 25000-45000 are 28.1%, 45000-60000 are 25% and 14.6% are 60000 and above, 12.5% are not yet earning.

1. Are you aware of Amul's advertisements for their dairy products?

96 responses

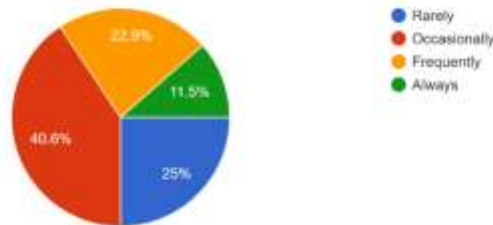


Yes	No
90.6%	9.4%

- Out of 96 responded 90.6% responded say yes, they are aware of Amul advertisement this shows that there dairy product are well known among the peoples.
- 9.4% are not aware of Amul advertisement and this set of people Amul need to focus on while doing their advertisement.

2. How often do you come across Amul advertisements?

96 responses

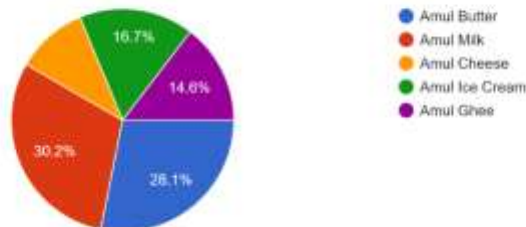


Rarely	Occasionally	Frequently	Always
25%	40.6%	22.9%	11.5%

- 25% people rarely come across Amul Advertisement.
- 40.6% people Occasionally come across Amul Advertisement.
- 22.9% people Frequently come across Amul Advertisement.
- 11.9% people Always come across Amul Advertisement.

3. Which Amul product advertisements do you find most appealing?

96 responses

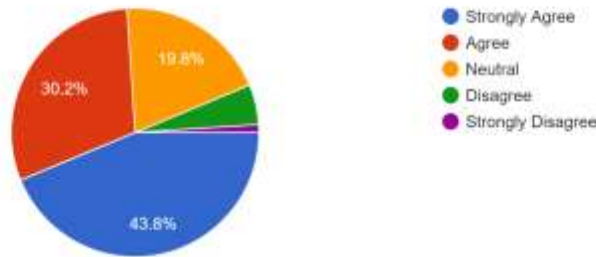


Amul Butter	Amul Milk	Amul Cheese	Amul Ice-cream	Amul Ghee
28.1%	30.2%	10.4%	16.7%	14.6%

- 28.1% people find that Amul Butter are most appealing for them to Buy.
- 30.2% people find that Amul Milk are most appealing for them to Buy.
- 10.4% people find that Amul Cheese are most appealing for them to Buy.
- 16.6% people find that Amul Ice-cream are most appealing for them to Buy.

- 14.6% people find that Amul Ghee are most appealing for them to Buy.

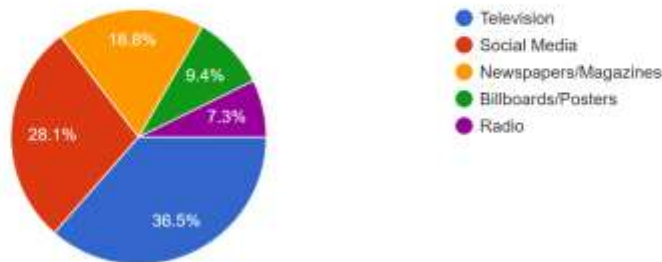
4. Do Amul advertisements influence your perception of the brand positively?
96 responses



Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
43.8%	30.2%	19.8%	5.2%	1%

- 43.8% believes that Amul’s advertisement influences their brand perception.
- 30.2% Agree that Amul’s advertisement influences their brand perception.
- 19.8% Neutral that Amul’s advertisement influences their brand perception.
- 5.2% disagree that Amul’s advertisement influences their brand perception.
- 1% Strongly disagree that Amul’s advertisement influences their brand perception.

5. Where do you usually encounter Amul advertisements?
96 responses

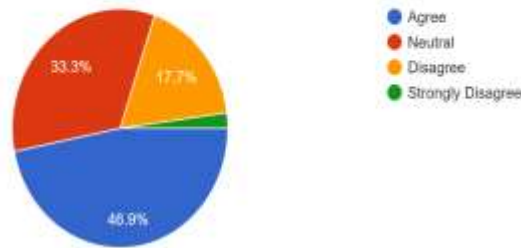


Television	Social Media	Newspaper/magazine	Billboards/Poster	Radio
36.5%	28.1%	18.8%	9.4%	7.3%

- 36.5% mostly find the advisement on Televisions.
- 28.1% mostly find the advisement on social media.
- 18.8% mostly find the advisement on Newspaper.
- 9.4% mostly find the advisement on Billboard.
- 7.3% mostly find the advisement on Radio.

6. Do you feel that Amul advertisements effectively communicate the brand's message and product quality?

96 responses

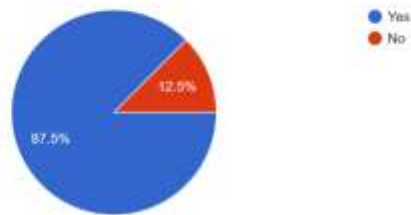


Agree	Neutral	Disagree	Strongly Disagree
46.9%	33.3%	17.7%	2.1%

- 46.9% agree that Amul Advertisement tells their product quality.
- 33.3% Neutral that Amul Advertisement tells their product quality.
- 17.7% Disagree that Amul Advertisement tells their product quality.
- 2.1% Strongly Disagree that Amul Advertisement tells their product quality.

7. Has the recommendation of Amul products by friends or family influenced your buying decisions?

96 responses

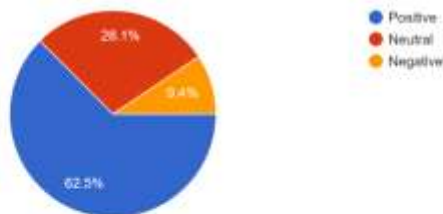


Yes	No
87.5%	12.5%

- 87.5% says Yes, they will recommend Amul product to their friends and family to buy their product.
- 12.5% says No they will recommend Amul product to their friends and family to buy their product.

8. How would you describe your overall perception of Amul as a brand?

96 responses



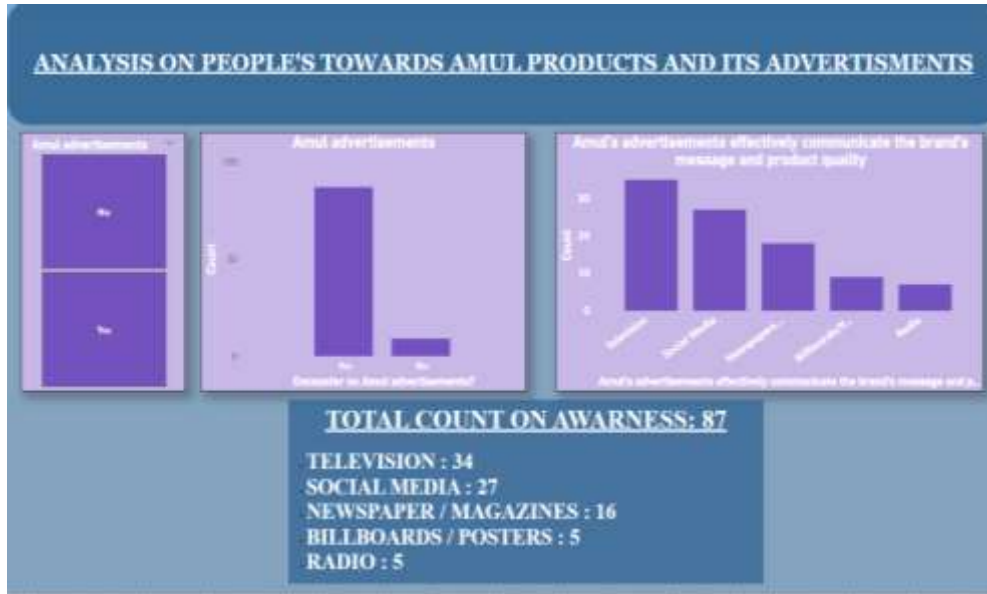
Positive	Neutral	Negative
62.5%	28.1%	9.4%

- 62.5% are positive describe that Amul is good as brand.
- 28.8% are Neutral describe that Amul is good as brand.
- 9.4% are Negative describe that Amul is good as brand.

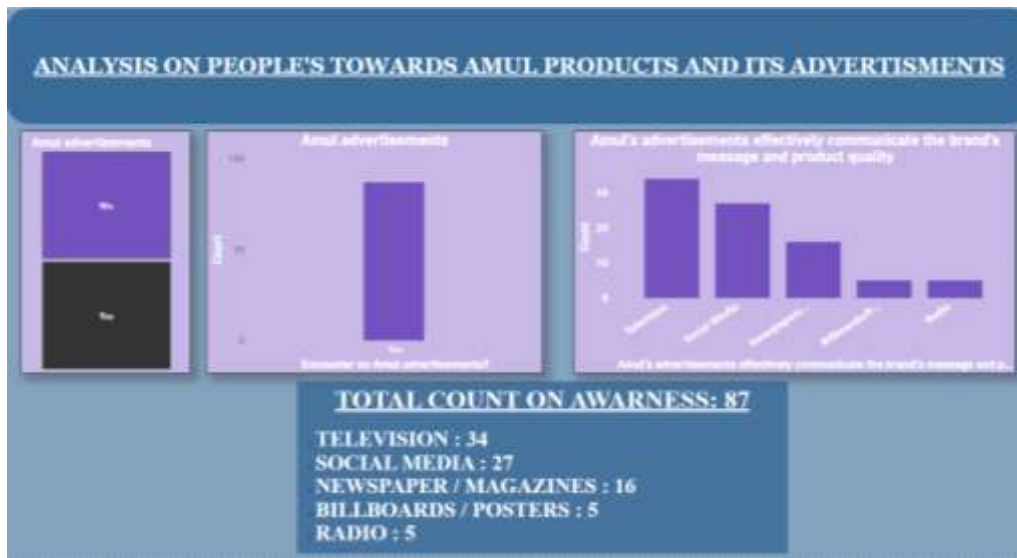
- 61 people which is 63.5% of responded like the advertising of Amul milk.
- 38 peoples which is 39.6% of responded like the advertising of Amul product test.
- 19 people which is 19.8% of responded like the advertising of Amul Ghee.
- 22 people which is 22.9% of responded like the advertising of Amul Cheese.
- 21 people which is 21.9% of responded like the advertising of Amul Buter.
- 23 people which is 24% of responded like the advertising of Amul Ice-cream.

ANALYSIS AND RESULT INTERPRETATION

Analysis on AMUL’s Advertising and their awareness on different Platforms.

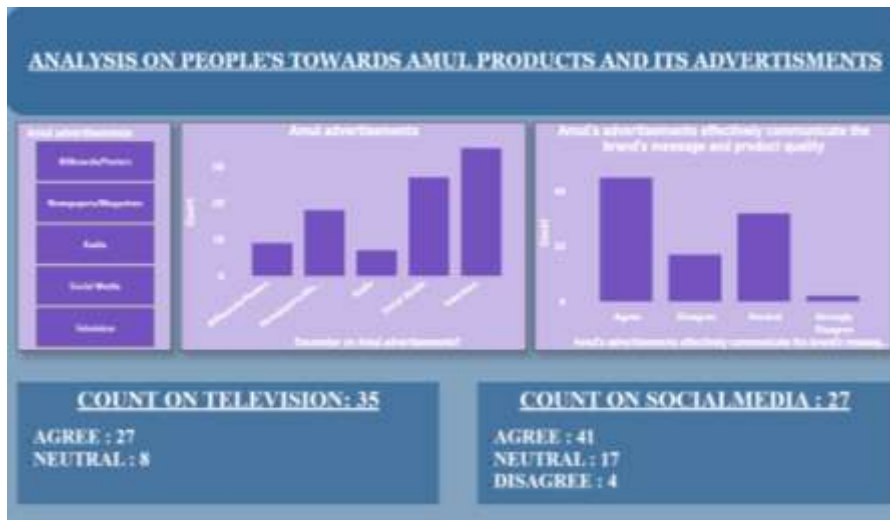


This dashboard represents the count on customers awareness about AMUL’s Advertisements and the impact through Social Media platforms.



Through this analysis we know that AMUL’s Digital presence has the highest responses for Television with 34 in number, this show that AMUL still practices the traditional was of Advertising. Their second most highest Digital presence being Social Media having 27 responses states that they also are equally performing well on the Modern ways of Advertising.

Analysis on how AMUL’s Digital platform appearance has impacted customers based on their Brand message.

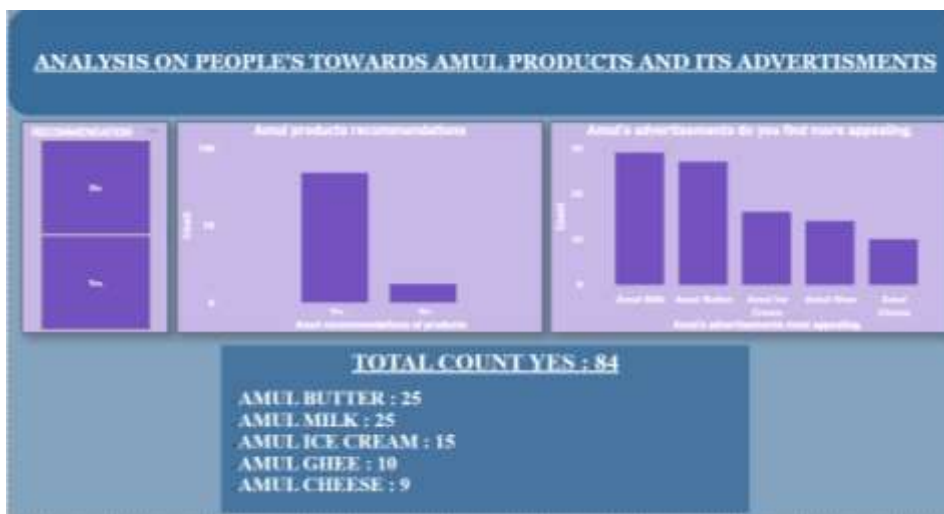


This dashboard represents the count on customers preference and AMUL’s Digital presence on different platforms.



Through the analysis we understand that Television has 35 responses and Social Media has 27 responses, which states that AMUL’s advertising strategy to seek customers and communicate their message about their Products through advertisements. This keeps AMUL on a higher lever in terms of Branding and Advertising. They know how to seek customers attention through advertising.

Analysis on how AMUL’s Products and consumers recommendation of Products.



This dashboard represents the count on customers recommendation of AMUL’s Products and the impact created through Advertising.



Through the analysis we can see that the maximum number of responses have been YES, when asked if they would recommend AMUL Products to others. The most popular products that is recommended among the mentioned are AMUL BUTTER with 25 responses and AMUL MILK 25 responses. We all know the famous ad about AMUL's milk with the tagline "Amul Doodh Peeta Hai India" and AMUL's butter with the tagline "Utterly Butterly Delicious".

Analysis on AMUL's Product Quality and their Brand Perception on consumers.



This dashboard represents the count of AMUL's Products and quality of the product with their impact created towards Brand.



Through this analysis we can see that Agree and Neutral have the maximum number of responses with totally being 77, this states that AMUL's Products and liked by the consumers. This shows how AMUL is not just famous for it's advertising but also known for it's Quality Products and this helps AMUL build their Brand and their Reputation towards their consumers.

CONCLUSION

According to a study conducted using Amul products, consumers consume more Amul products than they do other. Strong buying behavior indicates that consumers have high levels of buying behavior. In order to boost the company's sales as much as possible, its product's advertising strategies might be improved. Therefore, the results of the research indicate that consumer buying habits are acceptable and that Amul product have high market reach.

The research supports the finding that advertising has a big effect on what people buy. This study can help marketers learn more about what makes a customer buy something. They can tell which parts of advertising have a big effect and which ones don't.

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