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A Study on Advertising Strategies and their Effectiveness for Dairy Products (Reference to Milk)

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ABSTRACT:

This study explores an effective advertising strategy aimed at enhancing consumer awareness and increasing the market penetration of dairy products. The strategy integrates traditional and digital media approaches to communicate the nutritional benefits, freshness, and versatility of dairy products. By leveraging targeted marketing, influencer collaborations, and informative campaigns, the strategy seeks to build brand trust, influence consumer behavior, and ultimately boost sales. Market research, consumer feedback, and competitor analysis guide the development of messaging tailored to various demographic segments. The study concludes that a balanced, data-driven advertising approach can significantly improve the visibility and perceived value of dairy products in a competitive market.

INTRODUCTION:

Dairy products, or milk products, also known as food products made from (or) milk. The most common dairy animals are cows, water buffalo, nanny goats containing, and ewes. Dairy products include common grocery store foods around the world, such as yogurt, cheese, milk, and butter. A facility that produces dairy products is a dairy. Dairy products are consumed worldwide to varying degrees. Some people avoid some or all dairy products because of lactose intolerance, veganism, environmental concerns, or other health reasons or beliefs.

A dairy is a farm that specializes in milk and products made from milk. Cheese, yogurt, cream, and ice cream are all things that might be produced at a dairy. While one kind of dairy is a farm where cows or goats are kept and milked, other dairies focus only on making products from milk that farmers sell to them.

Milk and dairy products, such as cheese and yogurt, are great sources of protein and calcium. They can form part of a healthy, balanced diet. Unsweetened calcium-fortified dairy alternatives, made from plants like soy, coconuts, or oats, also count as part of this food group.

STATEMENT OF PROBLEM:

Dairy products, like many brands, use advertising to promote their products and build their brand. However, there can be several challenges associated with advertising strategies. Here are some common problems they might face: The advertising campaign might not effectively reach or resonate with the intended target audience. For example, if dairy products are targeting health-conscious consumers but their ads are more focused on price or convenience, there could be a disconnect. The milk market is highly competitive, with many established players. Dairy product advertisements might not stand out or might struggle to differentiate the brand from competitors. If the brand has had past quality issues or negative publicity, it can affect the effectiveness of new advertising campaigns. Consumers might be skeptical or have a negative perception. Inconsistent or conflicting messages across different advertising channels can confuse consumers and dilute the brand's message. Consumer preferences and behaviors can change rapidly. An advertising strategy that was effective a few years ago might not resonate with today's audience. Advertising for food products, including milk, is subject to regulations. Misleading claims or failure to meet regulatory requirements can lead to legal problems and damage the brand's credibility.

OBJECTIVES OF THE STUDY:

- To study the impact of the advertisements on the brand preference of consumers.
- To find out the consumer preference regarding the most effective media for advertisements

REVIEW OF LITERATURE:

Elangoven N and Gomatheswaran M (2010) focused on consumers behaviors towards various brands of milk and milk products. consumers Hestyles are influenced by a number of factors, like culture. subcultures, values, demographic factors, social status, references, groups, households, and also the

internal makeup of the consumers, which are and learning The study was examining personality motives of buying perceptions and differences in consumer behavior with socio-economic characteristics towards brand selection.

Jothi Mary C. (2010) conducted a study on consumer behavior of Aavin. The study on consumer behavior of Aavin The study focused on consumer behavior, specifically the sunset of consumer behavior, which is concerned with decisions that lead up to the act of purchase. It could be the influence of the variable: price, brand image, quality of the products, and regularity of services the study attempts to bring out the factors leading to the purchase behaviour and perception of consumer in buying aavin milk the consumers are satisfied with quality of aavin brands.

Rangasami and Dhaka (2011) undertook a study on the cooperative and private dairy plants in Tamil Nadu, milk, and products. The study aimed at comparing the marketing of the cooperative and private sectors in Tamil Nadu. It was found that the marketing cost for toned milk was the same in both milk and yogurt plants, but it was higher for co-operative dairy plants, except for toned milk. Hence, The marketing efficiency of the co-operative dairy plant for all dairy plants except.

Daniel Kahneman's paper (2011) presents over three decades of Nobel Prize-winning research exploring the concept of bounded rationality in the way in which decisions diverge from those predicted by rational choice theory. It focuses largely on "cognitive economics (it does not, for example, consider the impact of social norms on decision-making) but provides a comprehensive summary of many of behavioural economics most well-researched phenomena.

Jackson's (2011) review of consumer behavior remains perhaps the most comprehensive and accessible, and the foundation on which the majority of the more recent reviews have largely been based. The report sets out in an accessible way the main drivers of behavior and theoretical models that attempt to explain it and does so with a consistent critique of national choice.

PROFILE OF THE STUDY:

HISTORY OF AAVIN

AAVIN is the trademark of Tamil Nadu Co-operative Milk Producers' Federation Limited, a Tamil Nadu-based milk producer's union. Aavin procures milk, processes it and sells milk and milk products to consumers. The Dairy Development Department was established in Tamil Nadu in the year 1958 to oversee and regulate milk production and commercial distribution in the state The Dairy Development Department took over control of the milk cooperatives. It was replaced by the Tamil Nadu Cooperative Milk Producers Federation Limited in the year 1981. On 1 February 1981, the commercial activities of the cooperative were handed over to Tamil Nadu Co-operative Milk Producers Federation Limited which sold milk and milk products under the trademark "aavin". Tamil Nadu is one of the leading states in India in milk production with about 14.5 million liters per day.

ADVERTISING STRATEG OF AAVIN:

Aavin Milk, a leading dairy brand in Tamil Nadu, has implemented a strong marketing strategy focusing on trust, affordability, and quality. As a government-backed brand, Aavin leverages its reputation for purity and freshness, positioning itself as a reliable choice for consumers. Its advertising strategy includes traditional media such as newspapers, TV, and radio, along with digital marketing efforts through social media platforms like Facebook and Instagram. The brand also utilizes billboards and transit advertising to maintain visibility. Product diversification plays a key role in Aavin's marketing, offering a range of dairy products including different milk variants, flavored milk, ghee, butter, ice cream, and sweets. To appeal to health-conscious consumers, Aavin has introduced low-fat and probiotic products, along with seasonal offerings for festivals. The brand's distribution strategy includes exclusive retail outlets, supermarket tie-ups, and an increasing focus on online ordering and home delivery services. Pricing remains competitive, with government subsidies allowing Aavin to offer milk at lower rates than private competitors while maintaining quality.

HISTORY OF AMUL:

Amul was founded on 14 December 1946 as a response to the exploitation of small dairy farmers by traders and agents. At the time, milk prices were arbitrarily determined, giving Polson an effective monopoly in milk collection from Kaira and its subsequent supply to Mumbai. Frustrated with the trade practices (which they perceived as unfair), the farmers of Kaira, led by Tribhuvandas Patel, approached Vallabhbhai Patel, who advised them to form a cooperative. If they did so, they would be able to directly supply their milk to the Bombay Milk Scheme instead of working for Polson. Sardar Patel sent Morarji Desai to organise the farmers.

Following a meeting in Chaklasi, the farmers formed the cooperative and resolved not to provide Polson with any more milk. Milk collection was decentralised, as most producers were marginal farmers who could deliver, at most, 1–2 litres of milk per day. Cooperatives were formed for each village. By June 1948, the KDCMPUL had started pasteurising milk for the Bombay Milk Scheme. Then-Prime Minister Lal Bahadur Shastri visited Anand to inaugurate Amul's cattle feed factory. On 31 October 1964, he spoke to farmers about their cooperative. After returning to Delhi, he set in motion the creation of an organisation, the National Dairy Development Board (NDDB), to replicate the Kaira cooperative in other parts of India. Under the leadership of Tribhuvandas Patel, in 1973, Amul celebrated its 25th anniversary with Morarji Desai, Maniben Patel, and Verghese Kurien.

ADVERTISING STRATEGY OF AMUL:

Amul, India's leading dairy brand, has a well-established advertising and marketing strategy that has helped it dominate the dairy industry for decades. Its strategy revolves around strong branding, innovative advertising, and an extensive distribution network. One of the most iconic aspects of Amul's advertising is the Amul Girl campaign, featuring witty and humorous topical ads that have resonated with audiences for over 50 years. The brand uses a mix of traditional and digital marketing channels, including television, print, radio, and social media, to engage with consumers. Amul's marketing

emphasizes its cooperative model, reinforcing the idea of supporting farmers while ensuring quality and affordability. The company has also diversified its product portfolio, offering various types of milk, butter, cheese, ice cream, chocolates, and value-added dairy products, catering to different consumer segments. It leverages festivals, sports events, and national moments to connect emotionally with its audience. Amul maintains competitive pricing while highlighting its quality standards and health benefits. Its distribution network is one of the largest in India, ensuring easy availability through retail stores, supermarkets, and e-commerce platforms. Additionally, Amul actively engages in CSR initiatives, promoting sustainable farming and ethical dairy practices. Through a combination of innovative advertising, product diversification, and a strong distribution network, Amul has successfully positioned itself as the most trusted and beloved dairy brand in India.

ANALYSIS AND INTERPRETATION OF DATA:

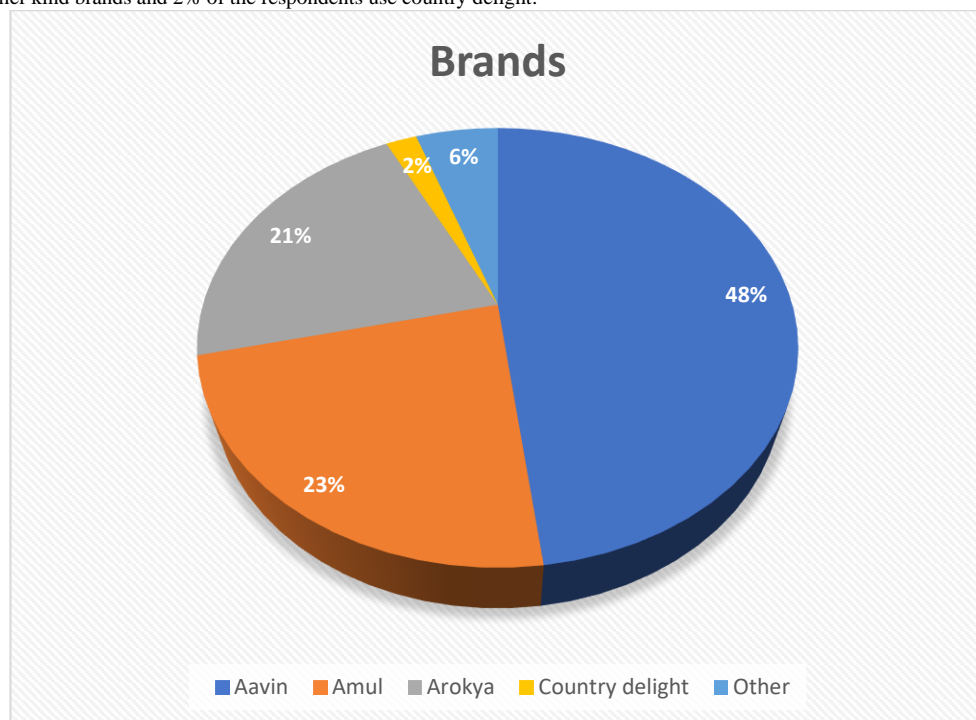
4.1 SIMPLE PERCENTAGE METHOD

The brands of dairy products used by the respondents

Brands	Frequency	Percentage
Aavin	72	48%
Amul	35	23%
Arokya	32	21%
Country delight	3	2%
Other	8	6%
Total	150	100%

Interpretation

The table states that 48% of respondents use Aavin brand, 23% of the respondents use Amul brand, 21% of the respondents use Arokya brand, 8% of the respondents use other kind brands and 2% of the respondents use country delight.



4.2 RANK ANALYSIS:**Table showing ranking of factors choosed by the respondents while purchasing dairy products**

Factors	R1	R2	R3	R4	Total	Rank
Thickness	57	27	18	49	393	2
Particular brand	25	45	51	29	366	4
Fat content	32	55	47	16	403	1
Price/Taste	46	26	29	49	369	3

Interpretation

Among the respondents the factors they look while purchasing dairy product fat content comes first followed by thickness of milk price and taste of milk and the particular brand stands last.

4.3 WEIGHTED AVERAGE SCORE METHOD:**Brand of milk preferred by the respondents**

Brand of milk	Satisfied	Unsatisfied	Neutral	Dissatisfied	Total	Weighted Average Score	Rank
Arokya	74	25	30	21	452	3.01	1
Amul	42	39	55	14	425	2.83	2
Country delight	25	16	40	69	297	1.98	4
Aavin	26	47	33	44	355	2.36	3

Interpretation

The above table shows that the respondents prefer Arokya brand milk more followed by Amul, Aavin and country delight.

4.4 CHI SQUARE ANALYSIS:**Table showing the Relationship between age of the respondents and duration/time of consuming milk in a day by the respondents**

AGE	DURATION OF CONSUMING MILK				TOTAL
	1 Time	2 Times	3 Times	I don't consume milk	
18-25	34	45	13	7	99
26-30	2	7	2	2	13
31-40	1	5	10	1	17
Above 40	4	10	7	-	22
TOTAL	41	67	32	10	150

CALCULATION OF χ^2

O	E	(O-E)	(O-E) ²
34	27.06	6.94	48.16
2	3.55	-1.55	2.40
1	4.65	-3.65	13.32
4	5.74	-1.74	3.02

45	44.22	0.78	0.60
7	5.81	1.19	1.42
5	7.59	-2.59	6.71
10	9.38	0.62	0.38
13	21.12	-8.12	65.93
2	2.77	-0.77	0.59
10	3.62	6.38	40.70
7	4.48	2.52	6.35
7	6.6	0.4	0.16
2	0.87	1.13	1.28
1	1.13	-0.13	0.02
150	148.59	1.41	191.04

CHI-SQUARE VALUE (Σ) (OBSERVED VALUE-EXPECTED VALUE)²

EXPECTED VALUE

EXPECTED VALUE

$$=191.04/148.59$$

$$=1.29$$

DEGREE OF FREEDOM = (ROW-1) * (COLUMN-1)

$$= (4-1) * (4-1)$$

$$= 9$$

CALCULATED VALUE X = 1.29

TABLE VALUE = 16.92

HYPOTHESIS

- **H0:** There is no significant relationship between age of the respondents and duration/time of consuming milk
- **H1:** There is a significant relationship between age of the respondents and duration/time of consuming milk

Level of significance = 5% or 0.05

Degree of freedom = 9

Chi-square value X = 1.29

Table value = 16.92

INTERPRETATION

In the above analysis, the calculated value (1.29) is less than the value (16.92) at the level of 5% significance. Hence, null hypothesis is accepted, thus, there is no significant relationship between age of the respondents and duration/time of consuming milk in a day by the respondents

SUGGESTIONS:

- To maximize the health benefits of dairy products, it's essential to choose options that are free from artificial additives and preservatives. Opt for natural, organic, and grass-fed dairy products, such as milk, cheese, and yogurt, to reap their nutritional benefits. These products are rich in essential nutrients like protein, calcium, and vitamins D and B12, which support bone health, weight management, and immune function. By choosing unadulterated dairy products, you can enjoy their numerous health benefits while avoiding unwanted artificial ingredients.
- Eco-friendly alternatives like glass bottles or biodegradable packaging to Aavin, and exploring ways to maintain nutrient content and taste, will be improve the milk quality and packaging.
- Making milk a daily habit is an excellent choice! Rich in calcium, milk supports strong bone health and provides a wealth of essential nutrients. Milk is a versatile ingredient that can be transformed into various delicious products like curd, yogurt, cheese, and sweets, making it a staple in our daily lives.

CONCLUSION:

Milk is a highly nutritious and versatile beverage that plays a crucial role in a balanced diet. Rich in essential nutrients like calcium, protein, and vitamins, it supports strong bones, muscle growth, and overall health. Milk and dairy products are widely consumed across cultures, offering various health benefits, including improved digestion and immune support. However, lactose intolerance and dietary preferences have led to the rise of plant-based alternatives. Despite this, milk remains a staple in many households, contributing to both traditional and modern diets. Its importance in nutrition and culinary uses makes it an irreplaceable food item for many, milk is an ideal addition to our daily diets. Whether consumed on its own or transformed into curd, yogurt, cheese, or other delights, milk remains an indispensable part of a healthy and balanced lifestyle.

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