
A STUDY ON IMPACT OF MARKETING STRATEGIES OF AMUL LTD

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ABSTRACT: -

The Amul brand which is operated by the GCMMF (Gujarat cooperative milk marketing federation) has built a strong market presence across India's dairy sector through its low cost but more effective marketing strategies. This is conducted to know how Amul's marketing strategies affect consumer awareness, preferences and buying behaviour in Hyderabad. The data is collected from 100 consumers of Amul with the help of structured questionnaire and analysed the responses using t test and f test Results show that 85 out of 100 respondents said Amul advertisements influenced their purchase decisions, while 66 respondents first heard about Amul through advertising. Nearly 98 respondents expressed satisfaction with product quality, and 63 felt Amul offers good value for money. Among promotional tools, discounts were preferred by 67 respondents. It is found that television and social media are the main channels through which Amul gains its customers Overall, 87 out of 100 respondents rated the impact of Amul's marketing strategies on their buying behaviour as positive or very positive. This suggests that Amul's simple and cost friendly marketing approach continues to build consumer trust and drive purchases effectively in urban markets like Hyderabad.

KEYWORDS: Amul, marketing strategies, brand recall, consumer behaviour, digital marketing, FMCG, Hyderabad.

INTRODUCTION OF THE STUDY

Marketing strategies play an important role and are considered essential for the survival, growth and competitive advantage of the organisation in today's dynamic business environment. An important role is played by effective marketing in shaping the areas like

brand perception, customer loyalty and overall business performance and particularly in price sensitive industries such as Indian dairy sector.

"Every successful brand has a unique story; and Amul's journey is one of the most inspirational in Indian business history ". From a small dairy cooperative founded in 1946 to becoming India's largest and most trusted dairy brand, Amul has shown the world that smart marketing does not need any heavy financial investment. In a country like India, where consumers are price-conscious and brand loyalty is difficult to earn. However, Amul has managed to win the trust of millions of consumers through their simplicity, creativity and consistency. An important factor that made Amul a successful brand is because of its unique marketing techniques, while many companies spend more budget on advertising, only 1% of its revenue is spent on marketing. This recognition of the brand is made matchless across the country through this strategy

The famous "Amul Girl" mascot, by which consumers have been entertained and updated since 1966, is widely known for building a deep emotional connection between the brand and its consumers (Chauhan & Gupta, 2021). The factors such as affordable pricing, witty topical advertisements and wide distribution network has reached every corner of India and made the bond stronger .The engaging campaigns on social media platforms are adapted by Amul to meet the rapid evolution of digital media on social media platforms like Instagram, YouTube, and X(formerly Twitter), which have shown a clear positive impact on consumer behaviour and sales (Longani & Sharma, 2023; Srivastav & Mittal, 2021). The launch of new products is made easy through an umbrella branding strategy with minimal advertising effort, while its effective supply chain continues to keep it ahead of both domestic and international competitors (Arutselvi, 2022; Sharma & Singh, 2018).

However, as the preferences of the consumer continue to evolve especially among younger and urban audience's questions are being raised whether the current marketing strategies are enough to maintain its leadership position in the future (Agrawal & Sahu, 2025; Gupta, 2025). This study is therefore conducted to understand how Amul's marketing strategies influence consumer awareness, preferences, and buying behaviour, with a specific focus on consumers in Hyderabad.

REVIEW OF LITERATURE

1. **Riya, R. Lakshmi, et al. (2025)** According to a study published in the International Journal of Marketing Management (2025), Dr. R. Lakshmi Priya and her team examined how Amul's branding and marketing strategies influence consumer purchase drivers.shows us how

Amul branding and its marketing strategies can influence the way people buy its dairy products and researchers also found that the customers of Amul stay loyal to the company because they trust Amul and its long history of providing high quality milk products like milk and panner. The study shows that having products available in every local shop and keeping prices cost friendly are the main reasons for their market share. It also explains that Amul's "umbrella branding" makes it easy for the company to introduce new products successfully.

2. Ansh Gupta (2025) she specifically examined the "Impact of Digital Marketing on Sales and Consumer Behaviour of Amul". This 2025 study noted that in 2016, Amul "strategically intensified its presence across digital platforms" and shifted from predominantly traditional advertising to integrating digital campaigns. The findings suggest Amul's social media promotions and paid ads have a measurable effect on sales and consumer behaviour.

3. Vaibhav Agrawal and Dr. Kailash Kumar Sahu (2025) found that Amul's value-based branding, affordability, and trusted quality significantly influence consumer preferences. Their research, which included surveys and analysis of secondary data, indicated that while traditional strengths are key, there is "room for improvement in digital engagement and urban segmentation". The authors concluded that Amul's success model combines business efficiency with social equity.

SCOPE OF THE STUDY

This study is conducted to examine the impact of Amul's marketing strategies on consumer awareness, preferences, and buying behaviour in Hyderabad. Primary data is collected with the help of structured questionnaire. Specific topics such as product strategy, pricing, promotion, and distribution are covered, and the scope is limited to consumer perceptions and marketing related factors and confidential data of the company is excluded from this study

OBJECTIVES OF THE STUDY

1. To analyse the purchasing patterns of Amul products across different socio-economic and demographic groups.
2. To examine the effectiveness of advertising and promotional activities of Amul products

DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation is done by collecting primary data from 100 respondents through a structured questionnaire. The responses are analysed using statistical tools including T-test and f-test to examine the impact of marketing strategies on consumer

behaviour, where a p-value less than 0.05 leads to rejection of the null hypothesis and a p-value greater than 0.05 leads to acceptance of the null hypothesis.

STATISTICAL TOOLS USED:

- **T test** – Used to Compare Mean Responses Between Two Groups (Gender).
- **F-test** -Used to Compare Variances Across Multiple Groups (Age, Occupation, Income, Marital Status).

DEMOGRAPHIC ATTRIBUTES AND PURCHASING PATTERNS

H₀ - There is no significant difference between demographic variables and purchasing patterns.

The following table presents the results of f-test and T-test conducted to analyse the purchasing patterns of Amul products across different demographic groups such as age, gender, occupation, monthly family income, and marital status. A significance level of 0.05 is used to determine whether the null hypothesis is accepted or rejected.

Table 1

Category	Test used	f value/ t value	P value	Status
AGE	f test	4.7570	0.2807	ACCEPT
GENDER	T test	2.36462	0.769211	ACCEPT
OCCUPATION	f test	4.75706	0.2401024	ACCEPT
MONTHLY FAMILY INCOME	f test	0.111848	0.0171232	REJECT
MARITAL STATUS	f test	5.143252	0.134042	ACCEPT

SOURCE: COMPUTATION FROM PRIMARY DATA

INTERPRETATION

Table 1 shows the f-test and T-test values of demographic factors and purchasing patterns of Amul products. Further, the demographic factors are categorized into five i.e., Age, Gender, Occupation, Monthly Family Income, and Marital Status. The data reveals that Monthly Family Income has the lowest p-value of 0.0171 with f = 0.111848, while Age has the highest p-value of 0.2807 with f = 4.7570. It is inferred that Monthly Family Income has a higher significant influence on purchasing patterns of Amul products compared to other demographic factors under the study. Moreover, the computed values of Age (f = 4.7570, p = 0.2807), Gender (T = 2.36462, p = 0.7692), Occupation (f = 4.75706, p = 0.2401) and Marital Status (f = 5.143252, p = 0.1340) recommend to accept H₀. It is also suggested that these demographic factors do not significantly impact the purchasing patterns of Amul products.

DEMOGRAPHIC ATTRIBUTES AND PURCHASE INFLUENCE, ADVERTISING EXPOSURE, SALES RESPONSES

H₀. There is no significant difference between demographic variables and advertising and promotional activities of Amul

The following table presents the results of f-test and T-test conducted to examine the effectiveness of advertising and promotional activities of Amul products across different demographic groups such as age, gender, occupation, monthly family income, and marital status. A significance level of 0.05 is used to determine whether the null hypothesis is accepted or rejected.

Table 2

Category	Test used	f value/ t value	P value	Status
AGE	f test	9.27662	0.37465	ACCEPT
GENDER	T test	3.1824463	0.2534376	ACCEPT
OCCUPATION	f test	9.2766281	0.3372960	ACCEPT
MONTHLY FAMILY INCOME	f test	0.107797	0.016370	REJECT
MARITAL STATUS	f test	9.552094	0.2183609	ACCEPT

SOURCE: COMPUTATION FROM PRIMARY DATA

INTERPRETATION

Table 2 shows the f-test and T-test values of demographic factors and effectiveness of advertising and promotional activities of Amul products. Further, the demographic factors are categorized into five i.e., Age, Gender, Occupation, Monthly Family Income, and Marital Status. The data reveals that Monthly Family Income has the lowest p-value of 0.0163 with $f = 0.107797$, while Age and Occupation show similar f-values of 9.27662 and 9.2766281 with p-values of 0.37465 and 0.3372960 respectively. It is inferred that Monthly Family Income has a higher significant influence on the effectiveness of advertising and promotional activities compared to other demographic factors under the study. Moreover, the computed values of Age ($f = 9.27662$, $p = 0.37465$), Gender ($T = 3.1824463$, $p = 0.2534376$), Occupation ($f = 9.2766281$, $p = 0.3372960$) and Marital Status ($F = 9.552094$, $p = 0.2183609$) recommend to accept H_0 . It is also suggested that these demographic factors do not significantly impact the effectiveness of advertising and promotional activities of Amul products.

SUGGESTIONS

- ❖ Amul should introduce income-based pricing strategies to attract consumers from different income groups.
- ❖ Amul should increase its presence on digital platforms like Instagram, YouTube, and Twitter to reach more consumers.
- ❖ Amul should collaborate with popular social media influencers to improve brand visibility among younger consumers.
- ❖ Amul should invest in AI-based tools and quick-commerce platforms to improve its digital marketing effectiveness.
- ❖ Amul should conduct more promotional campaigns in Hyderabad to increase awareness about its complete product range.
- ❖ Amul should introduce more health-focused and plant-based dairy products to meet the changing preferences of consumers.
- ❖ Amul should develop fresh and modern branding approaches to connect better with Gen Z and Millennial consumers.
- ❖ Amul should focus more on premium product positioning to compete effectively in the growing premium dairy segment.
- ❖ Amul should use more celebrity endorsements and brand ambassadors to strengthen its promotional activities.
- ❖ Amul should introduce loyalty programs and feedback mechanisms to improve consumer satisfaction and retention.

CONCLUSION

During the research we found that that age, gender, occupation, and marital status do not significantly influence the purchasing patterns of Amul products, while monthly family income is found to significantly influence the purchasing decision. The key factors that contribute to Amul's success and consumer loyalty is because of its mass marketing approach including the Amul girl(mascot), affordable pricing and wide distribution network Overall, Amul's cost-effective marketing strategy is found to be remarkable and effective, and areas such as digital engagement and premium branding are identified as opportunities for further growth.

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