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AMUL BRANDING AND MARKETING STRATEGY: AN ANALYSIS OF CUSTOMER SATISFACTION AND BRAND CONSISTENCY OF AMUL ACROSS URBAN AND RURAL MARKETS

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ABSTRACT

This study investigates customer satisfaction and the consistency of Amul's brand messaging across urban and rural markets. It focuses on evaluating consumer perceptions of product quality, pricing, availability, and flavor, as well as assessing how consistently the brand communicates its identity to diverse audiences. A survey of 250 respondents in Coimbatore, Tamil Nadu, was conducted, and data were analyzed using t-tests, Chi-square tests, ANOVA, and percentage analysis. The study examines how demographic factors such as age, income, occupation, and location influence satisfaction levels and perceptions of brand messaging consistency. The findings aim to provide actionable insights for enhancing Amul's marketing strategies, improving consumer engagement, and ensuring uniform brand perception across varied market segments.

KEY WORDS

Amul, Brand Consistency, Product Quality, Availability, Rural and Urban Markets, Customer Perception.

INTRODUCTION

This research investigates consumer satisfaction and brand communication effectiveness of Amul, examining product quality, price, availability, taste, and consistency of its brand message in urban and rural markets. As a trusted and dominant dairy brand in India, Amul has gained a robust market position through a wide range of offerings, competitive pricing, and targeted

promotions. Though it has universal acknowledgement, the perceptions and satisfaction levels of customers can be divergent based on demographic variables like age, income, and territory. To get a holistic view, the study covered 250 respondents in Coimbatore, Tamil Nadu, and made use of statistical techniques like t-tests, Chi-square tests, ANOVA, and percentage analysis to determine how the preferences, experiences, and brand attitudes of consumers dictate their satisfaction and engagement with Amul products.

STATEMENT OF THE PROBLEM

In India's diverse and competitive dairy market, achieving customer satisfaction with consistent brand communication is a key challenge for Amul. While product quality, price, availability, and taste influence buying decisions, satisfaction levels across different segments remain unclear. Similarly, the consistency of Amul's brand messaging in urban and rural markets has not been thoroughly examined. This study aims to address these gaps by evaluating customer satisfaction and assessing brand messaging consistency, providing insights to strengthen marketing strategies and enhance consumer engagement.

OBJECTIVES

- ❖ To determine how satisfied customers are with product quality, pricing, availability, and flavor.
- ❖ To examine the consistency of Amul's brand messaging across rural and urban markets.

NEED OF THE STUDY

With the fast-changing Indian dairy sector, customer satisfaction and coherent brand communication are essential to sustaining competitive edge. While there is broad-based recognition and loyalty for Amul, there is an urgent need to scientifically analyze how consumers view product quality, price, availability, and taste, and how these factors drive their buying behavior. No less crucial is evaluating the congruence of Amul's brand communication in urban and rural markets to spot gaps, differences, or opportunities where the message can be improved. Through these observations, the study hopes to offer prescriptive recommendations to enable Amul to improve customer satisfaction, strengthen brand loyalty, and adapt its marketing strategies to address differing consumer needs. The conclusions will be expected to enhance informed decision-

making, enhance consumer participation, and make Amul's continued growth and leadership in the growing dairy industry more possible.

RESEARCH METHODOLOGY

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

LIMITATION OF THE STUDY

The research is targeting only a particular group of consumers in Coimbatore, and thus cannot guarantee that the findings are representative of the perceptions and satisfaction levels of the total population in India. It measures certain dimensions of Amul's product quality, price, availability, taste, and brand communication, without considering external factors like the marketing plans of the competitive brands or local economic conditions. Also, the use of survey replies can introduce subjective bias, because respondents' responses are based on individual perspectives and experiences. Time and budget limitations also limit the level of analysis, thus generalizability to all demographic categories and markets.

REVIEW OF THE LITERATURE

T. Dhanalakshmi and K. Kohila (2018)⁷, in their research titled “Brand Equity of Amul in Sivakasi”, investigate the brand equity of Amul dairy products in the town of Sivakasi, located in southern India. The study explores various dimensions of brand equity, including brand loyalty, brand image, brand association, brand awareness, and perceived brand value. It acknowledges that despite Amul's availability in supermarkets, local brands often dominate consumer preference in semi-urban and rural regions like Sivakasi. Using a convenient sampling method, the researchers

surveyed around 100 customers who regularly purchase from supermarkets and departmental stores and have experience using Amul products. The study employed statistical tools such as SPSS, utilizing Chi-square tests, weighted arithmetic means, frequency analysis, and percentage analysis to interpret the data. The findings offer insights into consumer perception of Amul’s brand equity in a region where national brands often face challenges in competing with strong local preferences.

Uttam Chakraborty and Santosh K. Biswal (2024)⁸, in their study titled “Amul’s Brand Storytelling: From Communicative Narratives to Action” published by SAGE Business Cases, explore the strategic use of brand storytelling by Amul in navigating the modern marketing landscape. The case highlights how, in an era where consumers are overwhelmed by advertising messages, traditional methods are no longer sufficient to capture attention. Instead, brand storytelling emerges as a powerful and nuanced approach that enables brands to establish emotional connections with their audiences. The authors analyze how Amul has effectively embedded narrative elements into its communication strategy, transforming conventional advertisements into memorable brand stories. The study positions Amul as a leading example of how storytelling can be leveraged not just for visibility, but also for building lasting brand equity and gaining competitive advantage in a saturated market.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Demographic profile of the Respondents

Table 1

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

	Entrepreneur	15	5.88%
	Home maker	7	2.75%
	Total	255	100
Monthly income	Below 10000	147	57.65%
	10000-30000	35	13.73%
	30000-50000	31	12.16%
	50000-100000	26	10.2%
	Above 100000	16	6.27%
	Total	255	100
Location	Urban	155	60.78%
	Semi-urban	68	26.67%
	Rural	32	12.55%
	Total	255	100

(Source: Primary data)

- ❖ Majority of respondents (63.53%) are below 20 years, followed by 27.45% in 20–30 years.
- ❖ Most respondents are students (71.37%), while 20% are employed.
- ❖ Only a small share are entrepreneurs (5.88%) and homemakers (2.35%).
- ❖ More than half (57.65%) fall under the income group ₹10,000–30,000.
- ❖ 13.73% earn between ₹30,000–50,000, and 12.16% earn above ₹1,00,000.
- ❖ Only 2.75% earn below ₹10,000.
- ❖ Majority of respondents live in urban areas (60.78%).
- ❖ 26.67% are from semi-urban areas, while 12.55% belong to rural areas.

DESCRIPTIVE STATISTICS

Source of information on level of satisfaction with Amul

Table 2

Source of information	N	Minimum	Maximum	Mean	Std. Deviation
The effectiveness of Amul's branding	251	1	5	1.88	1.082

The marketing strategies used by Amul based on how effective you think they are in reaching and influencing consumers	251	1	4	1.69	0.856
The factors that contribute most to your trust and loyalty toward the Amul brand	251	1	3	1.84	0.820
The consistency of Amul's messaging across various platforms in terms of how well it reinforces the brand image	251	1	3	1.75	0.767
The effectiveness of Amul's campaigns in building long-term brand recall among consumers.	251	1	5	2.18	1.278

(Source: Primary data)

According to descriptive analysis, most consumers value the effectiveness of Amul’s branding as the primary factor influencing their satisfaction, as shown by the highest mean rank of 2.18. This finding highlights the importance of strong and impactful branding in creating positive consumer perceptions. The consistency of Amul’s messaging across platforms (1.84) and the factors contributing to trust and loyalty (1.75) also play a significant role, while the effectiveness of marketing strategies in reaching and influencing consumers (1.69) shows a relatively lower impact. Ensuring continued focus on branding and consistent messaging can further strengthen consumer trust and loyalty, ultimately enhancing overall satisfaction with Amul’s products.

CHI-SQUARE

Factors Influencing Consumer Recall of Amul’s Branding

Table 3

Demographic Factor	Group	Factors Influencing Consumer Recall of Amul’s Branding										Chi-square
		P1		P2		P3		P4		Total		
		N	%	N	%	N	%	N	%	N	%	

Age	Below 20	102	60.35	33	19.52	16	9.4	18	10.65	169	100.0	22.926
	20-30	22	40.0	11	20.0	12	21.81	10	18.18	55	100.0	
	30-40	9	50.0	4	22.22	4	22.22	1	5.55	18	100.0	
	40-50	2	25.0	4	50.0	1	12.5	1	12.5	8	100.0	
	Above 50	0	-	0	-	1	100	0	-	1	100.0	
	Total	135	53.78	52	20.71	34	13.54	30	11.95	251	100.0	
Occupation	Student	108	60.0	36	20.0	19	10.55	17	9.44	180	100.0	24.913
	Employed	23	44.23	9	17.3	10	19.23	10	19.23	52	100.0	
	Entrepreneur	3	21.42	6	42.85	2	14.28	3	21.42	14	100.0	
	Home maker	1	20.0	1	20.0	3	60.0	0	-	5	100.0	
	Total	135	53.78	52	20.71	34	13.54	30	11.95	251	100.0	
Monthly income	Below 10000	72	51.42	38	27.14	21	15.0	9	6.42	140	100.0	
	10000-30000	11	31.42	10	28.57	8	22.85	6	17.14	35	100.0	
	30000-50000	6	15.78	18	47.36	9	23.68	5	13.15	38	100.0	

	50000-100000	6	27.27	10	45.45	5	22.72	1	4.54	22	100.0	25.227
	Above 100000	6	37.5	5	31.25	2	12.5	3	18.75	16	100.0	
	Total	101	40.23	81	32.27	45	17.92	24	9.56	251	100.0	
Location	Urban	30	35.71	27	32.14	17	20.23	10	11.90	84	100.0	36.986
	Semi-urban	37	48.05	20	25.97	7	9.09	13	16.88	77	100.0	
	Rural	68	75.55	5	5.55	10	11.11	7	7.77	90	100.0	
	Total	135	53.78	52	20.71	34	13.54	30	11.95	251	100.0	

(Source: Primary data)

Chi-square analysis was applied to examine the relationship between demographic factors and the elements influencing consumer recall of Amul's branding. The results revealed that at a 5% significance level, demographic variables such as age, occupation, monthly income, and location showed a significant association with the factors driving brand recall. Across all groups, television jingles and animated cartoons emerged as the most influential medium in shaping consumer recall, reflecting their strong impact across varying demographics. These findings suggest that while television remains the dominant platform for brand recall, demographic characteristics play a crucial role in determining how consumers perceive and respond to Amul's branding strategies.

ANOVA

Rank based on level of satisfaction with Amul

Table 4

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

	50000-100000	22	2.1000	0.46904	6.954	0.000	S
	Above 100000	16	1.9500	0.71740			
	Total	251	1.8669	0.67975			
Location	Urban	84	2.1833	0.54857	35.125	0.000	S
	Semi-urban	77	2.0078	0.62445			
	Rural	90	1.4511	0.63072			
	Total	251	1.8669	0.67975			

(Source: Primary data)

ANOVA was employed to examine whether customer satisfaction with Amul's products—covering aspects such as quality, pricing, availability, and flavor—varies across different demographic groups. It indicates that satisfaction levels differ by age, occupation, monthly income, and location, as reflected in the associated F-values and p-values. Respondents aged 20–30 and 30–40 years reported higher satisfaction levels compared to those under 20 years. Similarly, working professionals and homemakers expressed greater satisfaction than students. On the income dimension, consumers earning between ₹30,000–₹50,000 exhibited the highest satisfaction, while those earning below ₹10,000 showed lower mean scores. Regarding location, urban and semi-urban consumers demonstrated higher satisfaction compared to rural respondents. These findings suggest that demographic factors not only influence overall product satisfaction but may also affect the perception of Amul's brand, highlighting the importance of communication strategies to different consumer segments for maintaining brand perception across diverse markets.

MEAN RANKING

Evaluation of the Effectiveness of Amul's Branding Strategies.

Table 5

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

(Source: Primary data)

The mean ranking analysis of Amul's branding strategies highlights consumer perceptions of effectiveness across key attributes. The highest-ranked factor is the ability of Amul's campaigns to create long-term brand recall (mean 3.34), reflecting the strong impact of its memorable advertising. This is followed by consumer trust and loyalty (mean 3.05), indicating the brand's credibility and reliability. Overall satisfaction with Amul's products—including quality, pricing, availability, and flavor—ranked third (mean 3.01), showing a positive response from consumers. The consistency of Amul's brand messaging across urban and rural markets ranked fourth (mean 2.86), suggesting some room for improvement, while the effectiveness of marketing strategies in engaging consumers ranked lowest (mean 2.74). These results indicate that while Amul excels in brand recall and trust, enhancing messaging consistency and marketing reach could further strengthen consumer satisfaction and engagement.

SUGGESTIONS

- ❖ Knowledge of customer satisfaction is essential for Amul to maintain leadership in the very competitive Indian dairy industry. Despite the high brand recognition, there is little empirical evidence of how customers evaluate the product quality, price, availability, and taste of the brand. Differences in satisfaction among various demographic segments may impact purchase behavior, brand loyalty, and repeated consumption
- ❖ Maintaining uniform brand messaging in urban and rural markets is the key issue for Amul. Variation in cultural settings, information access, and customer expectations can influence marketing communications perception. Evaluating the strength and consistency of Amul's brand messaging can identify points at which the brand connects with diverse audiences.

CONCLUSION

The research points out that knowing what satisfies customers and a consistent brand message are the key to Amul's sustained success in the competitive milk business. Investigation shows that satisfaction levels for product quality, price, availability, and taste differ among different demographic segments, calling for the need for differential strategies in dealing with various consumer expectations. Meanwhile, although Amul's brand messaging in general is robust, there are areas to maximize consistency between urban and rural markets in order to obtain uniform perception and more powerful brand loyalty. In all, the results highlight that the comingling of product excellence with consistent and pervasive brand communication can highly enhance consumer interaction, reaffirm confidence, and maintain Amul's leadership in the market.

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