



Impact Of Digital Marketing On Sales And Consumer Behavior Of Amul

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ABSTRACT

The current study examines the effects of digital marketing on digital sales and consumer behavior using the example of Amul, a leading dairy brand in India. The work investigates Amul's actions in launching digital marketing campaigns, including promotions on social media and paid advertisements, and their impacts on various company functions and sales. A mixed methodological approach was used, combining quantitative metrics gained through sales records and qualitative insights from consumer engagement. The current study shows that digital marketing activities have fundamentally different impacts on Amul's pathway and consumer behavior.

Digital marketing has been significant to the growth and presence of Amul; a popular dairy cooperative that is based in India. Through numerous digital channels, Amul has been able to market its various dairy products to different consumers across the world. Different strategies fall under in terms of reaching out to consumers across various online platforms directly affecting Amul's digital marketing strategy. These strategies involve the use of social media such as Facebook, Instagram, and Twitter used to create a strong personal connection with customers through identifying different problems, meeting their needs, and delivering relevant information. Additionally, search engine optimization strategies have been used to ensure high placement on the search engine results pages in various search engine platforms.

1. INTRODUCTION

The practice of promoting products or services through digital technology, principally the Internet but also mobile phones, display ads, and other digital channels .from 1996 to 2005 , Digital marketing began in india, with scope to improve overall advertisement industry and also helping brand to create awareness about their product to consumer, But the actual growth of Digital Marketing started in 2008, when people across nations understood the potential of digital marketing.

Soon Brands utilize technology for marketing for increasing their reach ,its made various brand to adapt to the technology , digital marketing campaigns became more widespread and efficient.The dominant players of many sector started using digital marketing to promote their product , One of which was Amul, one of leading players in the Dairy sector today, it was initially created to stop the exploitation of local milk producers by middlemen , Anand, a town in Gujarat, is home to Amul, an Indian dairy cooperative society. In Sanskrit, which is an ancient language in India translates Amul into word "Amulya," which means priceless or precious. Amul, established in 1946, is under the supervision of Gujarat Cooperative Milk Marketing Federation Ltd. it gathered many millions of milk producer to work together.

Amul began its digital marketing in 2013, Amul hired a company in order to design a print and digital media strategy. The purpose of the campaign was to inform Indian customers about the health advantages of milk and its byproducts. In 2014, Amul uploaded a three-minute movie to YouTube as its debut social media post.

1.1 HISTORY OF DIGITAL MARKETING

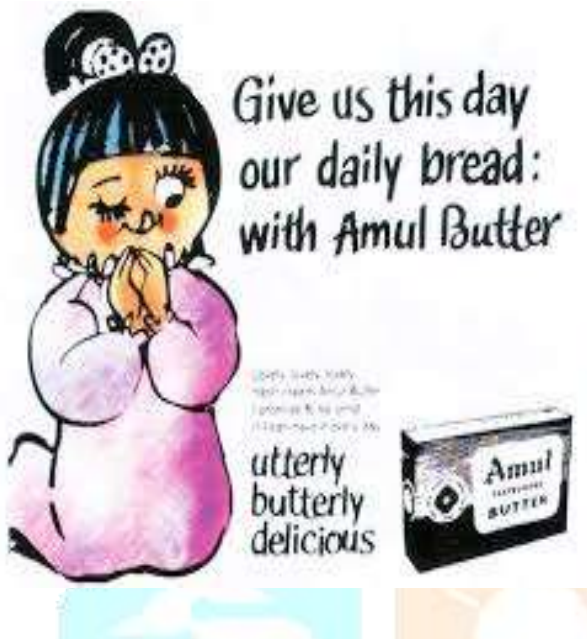
As we know basic of digital marketing is, let's see the depth of digital marketing, about how it came into existence

In the 1990s the term "digital marketing" came into existence and was then used for first time. The intense competition forced vendors to include more services, like apps for sales, marketing, and customer support, into their software. After the creation of the Internet, marketers also gained control over online customer

data through the use of eCRM (Electronic Customer Relationship Management) software

Due to rising Internet usage and the introduction of the iPhone, consumers started conducting product research and making decisions about their needs online in the 2000s before speaking with salespeople, which presented a new problem for marketing departments in businesses. Still, a 2000 UK survey indicated that most stores lacked a domain name. These issues forced marketers to create cutting-edge plans for using fresh digital technologies into their efforts to expand their markets.

Marketing automation was developed in the latter part of the 2000s as a result of the dynamic nature of modern marketing. This entails automating tedious marketing processes with software. Businesses can use it to segment their clientele, launch multichannel marketing campaigns, and provide users with content that is tailored to their individual actions. In this sense, user behaviors set off automatic messages, which makes them interesting and



relevant. Despite the benefits of marketing automation, many companies find it difficult to use it successfully.

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As in 2000's to 2010, there if showed the surged for users using digital media frequently, Moreover some reports showed that between 2012 and 2013, the digital marketing sector rapidly as social media like, facebook, youtube, linkedin started to grow which led, as consumer searched for products information across this platforms, the alternation in consumer behavior led boost in various marketing technologies

In 2010, there was surge is spending on digital advertising which led to growth of 48% with over 4.5 trillion online advertisements displayed yearly

1.2 EVOLUTION OF DIGITAL MARKETING

So we will be looking at some Big milestone that were achieved in the past as the evolution happened , It also led several big chances in different sectors

1.Search Engines Come Into Play

The world wide web was launched in 1991, however it didn't get too popular as people weren't aware and didn't know the uses of internet at the time , It was only when the popular browser Netscape made through in the market, In 1994 the usage of web rapidly increase among the people as people were to learn about the new technology which was web surfing, soon in early 2000s ,Search engines like google was introduced in the market.

Search engines worked by crawling web pages and storing them for later use . This led to rise in another thing that is search engine marketing, which made companies promote their website and products through seo(Search Engine Optimization).

2. The Social Media Revolution

The world wide web was initially made to share information about area of interest or world, but it eventually became much more than just a platform to share information , it helps people of different genders, caste, race, and choice of interest to connect together. It also helped business and people to reach a wider audience around the globe to connect with each other. As brands can utilize the space by targeting a specific set of audience ,or work with global influencers to promote their products and services

As an example of this could be facebook , which was launched in 2004 and , by end of the year to it rapidly gain a million users on the app, resulting facebook released self service advertising platform ,also business page on their app, which was used many brands to start promoting their websites and product on it , many other platform also started providing a space to business and people to promote their products , this was adapted as companies could clearly figure out brand and people wanted a platform to promote.



3. Mobile-First Marketing

In 2015 Google's launched Accelerated Mobile Pages (AMP) project ensure that Seo is used effectively and As Internet connectivity was slow it led google to launch Amp ensures that the user gets a smooth experience while loading pages , it creates a duplicate page of an original page as the duplicate page uses less resources , So it lightweight and loaded easily which gave user very smooth experience on their tablets and mobiles

This increased mobile usage and also Amp initiative has made it essential for the user to not only view the marketing campaigns on a large screen but also in small devices like tablets and mobiles without any performance issue.

4. Consumer Data and Targeted Campaigns

Another milestone in the history of digital marketing , dependency on data for specific targeted marketing campaigns to create customer relationship management , as CRM helps to develop good relationships with customers' data driven marketing activities.

CRM tools help understanding the data by analyzing the customer buying pattern , this helps predict customers purchasing habits, also help to understand potential customer so which makes it easier for the companies to find target audience and which eventually increase consumer satisfaction and overall sales. It is very hard to predict consumer buying behavior ,as technology is constantly evolving and ever changing. Now CRM techniques like statistical analysis make it easier to understand consumer habits .

5. Voice Search and Interactive Content

Every brand aims to engage their audience by some way or the other and also creating a sense of trust and loyalty . This has given rise to immersive high quality and interactive contests such as games , fun ,quiz , social media activities. This not only engages customers but sustains their attention for long term. Voice search is a game changer in the digital marketing world, as voice searches leans toward natural language for example, people ask questions like , what's the best pizza place near me?

It can help local business by finding local seo and optimizing their local presence and business listings. As mobile phone and voice search is best duo that well Together

These are some of the products what amul serves to its consumers.they have many categories to target different segments of customers.



As amul has been an integral part of india, it has made impact to lives of thousands and much more. It has carefully crafted different strategies for various segments. to fulfill various demands and needs of conquer of india

1. Amul Brands Itself as “ THE TASTE OF INDIA”



The tagline for amul goes by “The Taste of India”, which symbolizes amul commitment to quality and authenticity, as this also showcase the amul understands the diverse culture of india and works toward it like, amul recently launched mishti doi for the people who love sweet food, amul also launched protein lassi and milkshake targeting the healthy and athletic audience. moreover they also ended the myth that bread and butter was for british only. amul provided quality a price that no one can in india can match.

2. Amul’s Mascot Girl



Amul genius marketing strategy to introduce a little girl as a mascot, people can easily recognised the brand very easily as they connect with the mascot, the amul also delivers latest news on sport, politics, or social issues in funny way that entertains the audiences other than the mascot, the amul girl shows the diverse and rich culture of india which is loved and supported by audience

1.5 AMUL’S DIGITAL MARKETING STRATEGIES

1. Search Engine Optimization (SEO)

Search engine optimization basically helps any brand or business to increase footfall or traffic on the website through search engines like google, yahoo, mozilla firefox etc. The aim is to improve website overall ranking, so whenever someone’s searches for any keyword to a particular thing, your business appear on the top, also your business shows higher on Serp (search engine result page) which basically showcases that a business has organic reached on the top not by sponsored, as sponsored result have ad write near there website.

Amul’s website is not very stylish and hightech but it still uses basic seo so that it helps the brand to appear in relevant search and result related to their business that dairy product, as using keywords and descriptions help the brand to cater specific product that fulfills the consumer demand.

2. Social Media Marketing

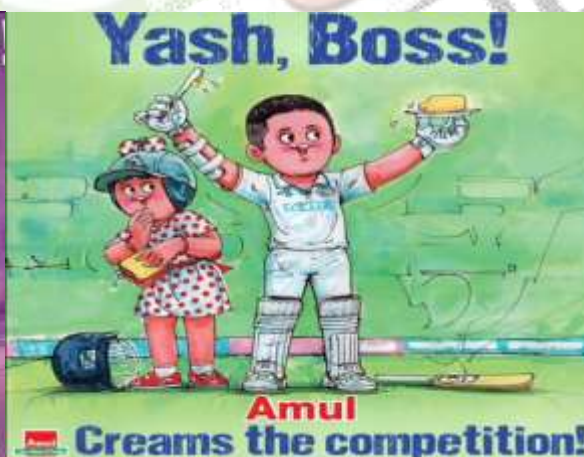
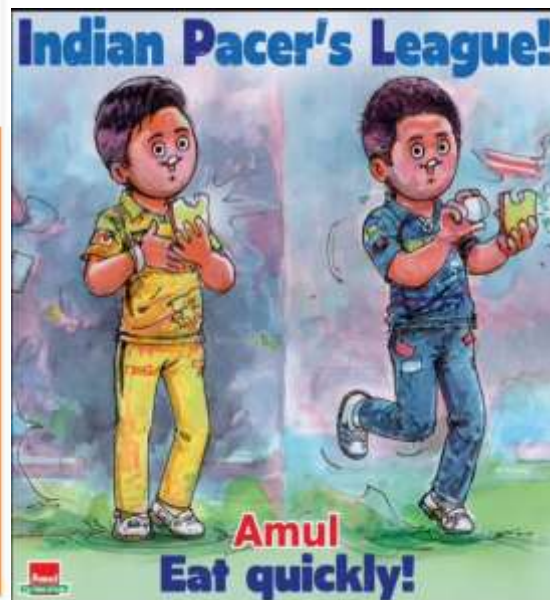
Social media marketing is basically where a brand can use social media or other platform for promoting their products, recently social media marketing has started to become popular because the conversion of audience is greater than other marketing methods as nowadays almost 70-75% people use different media platform so which make it easier for brands to reach wider audience through marketing on different platform.

Amul has strong presence on social media platforms such as facebook, instagram, twitter etc, Where it shares informative content about their products and also several recipes about the product. now this not only engages consumer but gains their attention. This is amul’s instagram page where it has 436000 people connect with amul of different profession like, student, working professional, dealers, suppliers, general



public. With a collection of 8665 posts made, its generally post about its products though instagrans on daily basis which are eye-catching also amul posts and relates their products with hot topics in the market, whether it is cricket league like ipl , T20, or about some celebrities and also opinion based post. Moreover as we all know that india is where lots of festival are celebrate so amul particularly focuses on these events so that amul can emotionally connect with people on these festivals by relating there products with festive, so that people feel more connected to the brand, example amul wanted create awareness about their that is amul mithai maid , so they connect the product with chhath puja which is hugely celebrated in India, where the Sun god is worshiped and later sweets are made on this occasion so amul connected there product mithai made which is

used to make sweets with chhat puja so understood the product better and easily got attracted to it , this marketing strategy helped them to make impact as well as brand awareness about their new product



as we can see that amul is actively marketing through latest trends and hot topics, as the second image is from IPL where two pace bowlers of two different team i shown , as they both have debut to the respective teams , also are very good players. Third picture of christopher nolan taking award for oppenheimer movie and last picture is of yashasvi jaiswal an rising star to Indian team, by all of this amul showcases that they constantly following with news and trends in the market. people love these images of their favorite inspiration in cartoon character

3.Video Marketing

Video marketing is strategy that helps to promote products and services through video content as it clearly explains the about the products,its includes creating and sharing of video in platforms like youtube, to reach the targeted audience.as people find videos engaging more than images and text as emotions can be expressed clearly. Amul is also a platform like youtube,where their brand presence is clearly seen by the amount of subscribers they have that is 500,000 on its official channel that is Amul “The taste of india”,however it showed ads that are already aired on television.

This was the case until covid-19, as covid began india it was hard for people to step outside to visit a restaurant due to lockdown, so amul solved this problem by introducing a campaign that is #simplehomemaderecipes.

Amul invited chefs from all over india like, from bakeries, catering, hotels,restaurants and various other places to showcase their cooking skills to the youtube audience by sharing videos of chefs cooking simple recipes from amul products which were actually posted on amul official youtube account.To which amul got a good response as people had nothing to possibly do so people were engaged to the content which helped amul increase its awareness about ceratin products also resulting in an increased revenue.also people got something new to learn for free at home, so its was a win - win situation for both the brand and the public.

In relation to video marketing, in covid-19 we all know that many shows like ramayan and mahabharat were aired again, amul got many request to air their 90's ad that “Amul Doodh Peeta Hai India”



THE CLASSIC AMUL AD

Image of amul recipes on youtube

4. EMAIL MARKETING

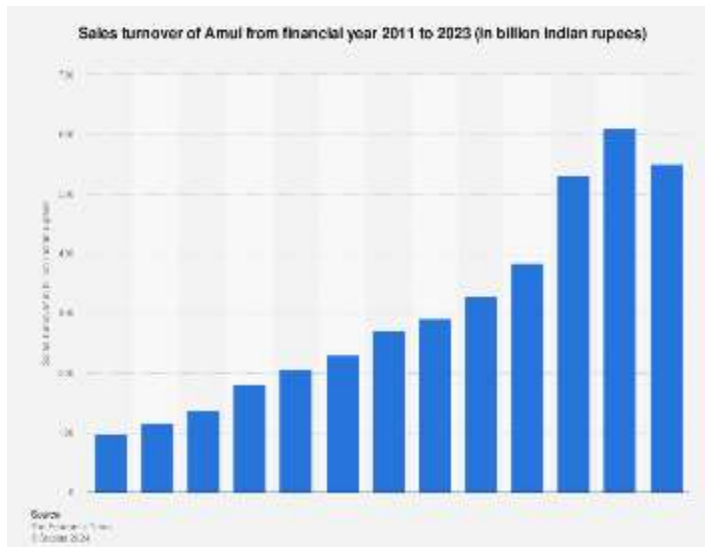
Email marketing is method which helps brands to promote their products through email often a large audience, it can help market large audience easily.usually an email marketing aim to create recognition, ,trust and loyalty among the customer base, and try to make repeat purchase and create potential customer for the brand,moreover it is also aim to strengthen the relationship of customer with company. Amul uses email marketing to send special offers and discounts to its consumers in order to grab their attention.

5. Influencer marketing

Influencer marketing is where marketing is done through hiring influencers to promote a brands product,moreover this powerful marketing also enables a brand to tap into a new potential audience.this helps amul to increase its reach. Influencers surely help brands to effectively cater a large audience. As sometimes people follow some fitness influencers, so if these influencers promote amul product in particular which then make people try the product as they assume that if they are been referred something by their influencers the product may be exceptionally good therefore my favorite influencers suggest this product. This mentally help brands achieve good sales and profits.

6. Umbrella marketing strategy

Amul spends very little money on advertisement on the other hand many brands spends thousands and lakhs of rupees on advertisement, other brands believe that the more you spend the more sale you get.but not in case of amul as they don't have spend too much.Any mnc or giant has multiple sub brands under their parent brand.or example brand like hindustan unilever may have many sub brands like, axe perfumes,kwality wall ice cream, lifebuoy and each of brand are marketing differently, on the other hand amul is like a umbrella where there are many products but under the name of amul so its reduces amul cost of advertisement.so its help amul to reduce resources required to allocate on advertisement , also helping amul to create centric focus on products like cheese, milk,butter and ghee.this approach help amul to be successful and increase brand awareness.



1.6 Swot analysis of amul

Swot analysis help a company to identify its strength, weakness, opportunities and threats. Its helps company to understand the factors that could internally or externally affect the business

Strengths of Amul

Strengths are always the backbone of a company, it always comes from inside the company Strength is basically advantage that a company gain over a competitor

1. Investment in technology

In recent years Amul invested heavily on its technology ,to increase its production to match increasing demand of consumers for its products. Amul aims to achieve a target of rs 80,000 crore in fiscal year 2024

2. Production capacity

Amul is one of the largest manufacturers of milk and dairy products in the world. amul currently has 98 plants installed with give it a massive production 410 million litres of milk per day which almost equal to 1,666,666 cups of milk produced

3. Market share

In the dairy sector, amul has made its way to the top by becoming a market leader in the dairy sector in the country. Today amul hold 70-75% of market in milk and 85% in butter which then prove that amul has strong presence in its sector, other products amul are also expected to grow by 10-15% in upcoming years.

4. Quality

The main reason for Amul success in India and also building an trust that is unbreakable, In amul quality speaks for the company it has never failed the consumer expectations ,company maintains transparency in the quality work.

Weakness of Amul

Just like strengths, there are several weaknesses a company may have that may be internal or external. There are several aspects where the company isn't able to perform well and lack.

1. High operational cost

Amul may have high operation cost due its broad and complex structure which make it hard for the company , if demand falls

2. Lack of Success in Certain Areas of Portfolio Expansion

As company made various products for the markets like amul milk, amul butter, amul icecream and some of them got very popular but it was not in the case of some products. Amul expanded its portfolio line into icecreams and chocolate, but not only every produced tasted like there best one. Amul chocolate didn't get much sales compared to its ice creams and others products.

Opportunities for Amul

Opportunities are basically where amul can convert it to make it their strength and it also means they have scope of improvement in some aspects.

1. High per capita milk consumption

India is a developing country and a high milk consumption country, also growing day by day. With a population of 141 crores and still increasing, which means Amul has a lot of expansion that can be done, so amul can reach new customers.

2. International Expansion

Amul is currently in India and is also exporting to some countries outside India, so amul has scope of creating business abroad in the middle east and Europe where you can have a lot of demand for amul and dairy products which increase capacities and sales as we say.

Threats for Amul

A company like amul may face threats coming from all sides, amul takes care of threats by working on their strength.

1. Increasing Competition

Amul faces competitions from many other players in the market such as Mother Dairy, Britannia, Godrej, Nandini Dairy. Also facing competitions in products like ice creams too where there are many players in the market, like Kwality Walls, Sheetal, Vadilal, Dishaw's.

2. Growing trend of Veganism in India

As India people are moving to a mindset of vegan, people who are not going to consume dairy products, this may have an impact on demand of amul products as it may also impact on sales of amul. So in my opinion amul should also have a vegan series to cater these customers.

1.7 OBJECTIVES OF THE STUDY

By conducting a survey on impact of digital marketing on sales and consumer behavior of amul.

We would get potential results about how consumer behavior is rapidly changing due to different factors affecting the choices of consumers toward making a decision making process. How effectively amul digital marketing has an impact on decision making of consumers.

The aim of the study is to achieve specific objects :

- 1) Assess the effectiveness of Marketing campaigns
- 2) Understand the consumer engagement level
- 3) Understanding strengths, weakness, opportunity, and threats
- 4) Predict sales and patterns in the Dairy sector

2.0 RESEARCH METHODOLOGY

This study research is designed to explore nature and is survey based to understand consumer behavior, my data collection included random sampling through google form.

2.1 SOURCES OF DATA

The source of data for this research project has been taken by both digital and physical sources of primary data. Digital sources include google form being circulated through social media like whatsapp, instagram, and physical data is where approaching various individuals for the research.

There are both internal and external sources of data available. Data can be taken from internal sources referred as primary data, external sources are referred as secondary data.

To do an analysis, data which is obtained from primary and secondary data which could be statistical or nonstatistical used by the researcher for his research to make certain interpretations.

Internal source of data - are basically internal information about the organization that may be in report, article. It helps researchers to understand various things by analyzing these crucial data.

External source of data - are basically data that is obtained from outside of the company. It includes various

surveys and third party researches, as this external helps create a better customer experience.

2.2 primary and secondary data

surveys , interviews with investments experts, one on one discussion with decision makers, will be primary data and secondary data is where academia, articles, books would be considered.

2.3 POPULATION

This study population consisted of students, undergraduate level, working professional, And businessmen. This study is a cross sectional design where the study describes the impact of digital marketing on sales and consumer behavior of amul. This study was taken through a survey, where a questionnaire is drafted to understand consumer behavior toward digital marketing ads that are displayed by amul.so we took 100 people through random sampling and floated them surveys, which consists of 11 questions to understand the consumer behavior towards amul.

2.4 SAMPLING METHOD

To ensure that the findings are accurate, This survey used to find the impact of digital marketing on sales and consumer behaviour of amul. As there are many sampling techniques like cluster , stratified, random or systematic are the techniques that have their advantages and disadvantages associated with them. I used random sampling to take random opinions and expertise of people to understand their views. In random sampling the population has an equal chance of being selected and little or absolutely no biasness.

2.5 METHOD OF DATA COLLECTION

The method of data collection used in the study to find impact of digital marketing on sales and consumer behavior of amul. It's important to know that quality and reliability of data is maintained so this case a survey was taken by using google forms in which 101 people participated. Surveys can be one of the best ways to collect data, however it can be affected by various factors.

2.6 DRAFTING A QUESTIONNAIRE

A well structured questionnaire was made after going through the topic very calmly. The questionnaire had 11 questions which include questions like age , gender , purchasing habits to understand the demographics of the respondents. Questions are in such a form that assesses the topic that is impact of digital marketing on sales and consumer behavior of amul. In the questionnaire there are questions which have yes and no as their options to understand the views of the surveyed population. After the questionnaire was able to predict more about respondents behavior and purchasing habits.

2.7 DATA ANALYSIS TECHNIQUE

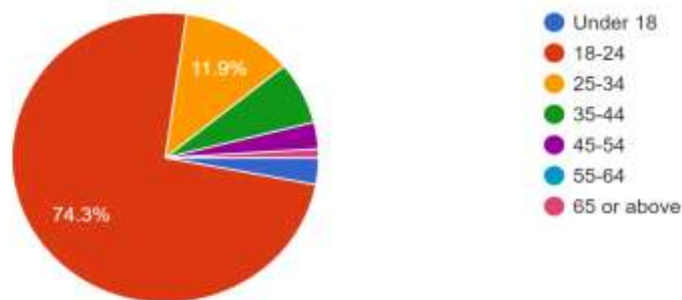
As we all know that there are several techniques that can be used for data analysis for this survey like descriptive analysis, correlation analysis, or cluster analysis, the technique used here is random sampling through google forms and non probability method.

2.8 DATA ANALYSIS

1) Age

Age

101 responses

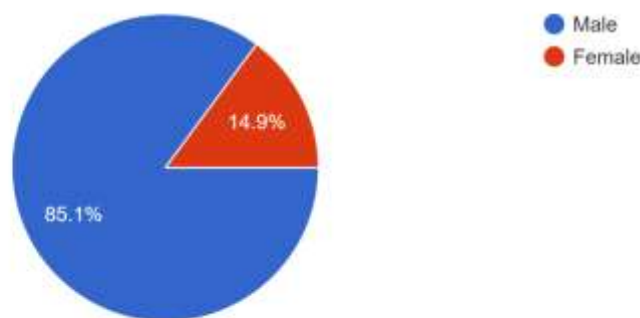


So the initially question was about the age of the respondents, To which people responded almost 74.3% people are aged 18 -24 so we have a young undergraduate population who can also be working professionals, other than that 25-34 aged people are 11.9% and other people are of 35-44 which is 6.9% and 45-54 and under 18 are both 3% , at last we have 65 and above which is 1%. This is the surveyed population which participated in the survey.

2) Gender

Gender

101 responses

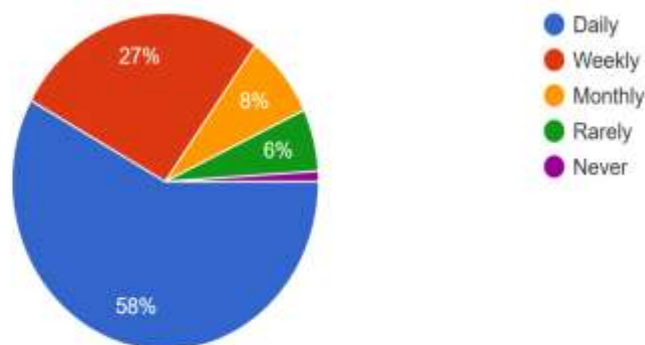


so we asked the next question to the population, which was a demographic question which is gender, then we observed that 85.1% was male who participated in the survey. On the other hand there are only 14.9% female who participated in the survey. we can understand choices according to percentage of male and female participants.

3) How often do you purchase Amul products?

How often do you purchase Amul products?

100 responses

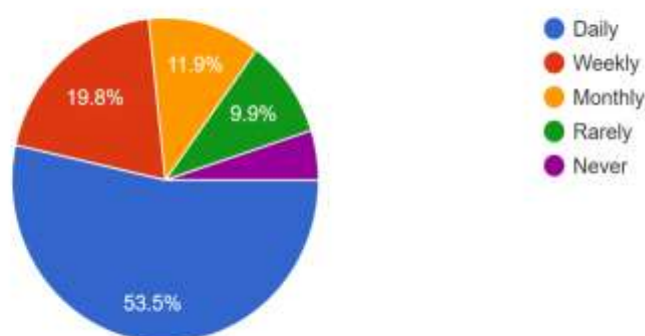


As we asked respondents that how often do they purchase amul products, so to which out 101 respondents, 58% people which is 58 respondents are people who daily purchase amul products, this may be people who may buying essentials from amul that may be amul milk, amul butter, or even cheese which are required in the household on daily basis. 27% which is almost 27 respondent buy amul products on weekly basis, this may people who are bachelor who don't consume too much essentials like butter, cheese etc. moreover also people who are buying products ice creams, chocolates sometimes. 8% of people who are 8 respondents buys amul products on monthly basis and 6% of population buys amul products rarely and only 1% is of population that is 1 respondent never buys amul products. Amul has successfully catered to a larger population and has a huge impact on the population.

4) How often do you engage with Amul's digital content?

How often do you engage with Amul's digital content?

101 responses

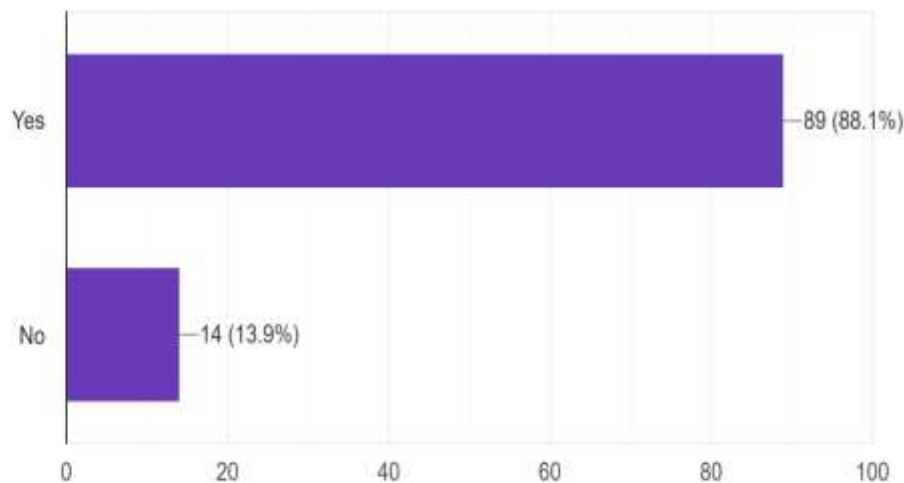


As we can see, the question was How often do you engage with Amul's digital content? To which respondent answered that almost 53.5% of the population is daily up to date with amul's content including those posted by amul on their instagram, facebook, youtube page. and 19.8% population is weekly engaged with amul digital content. 11.9% people monthly check and see the amu content and 9.9% who rarely see the content and 1% never engaged themselves with mail content. This surveyed population explains amul's digital marketing is going very well as they target latest memes and actors and social issues in comical ways which entertains everyone

5) Have you ever purchased Amul products after seeing digital advertisements?

Have you ever purchased Amul products after seeing digital advertisements?

101 responses

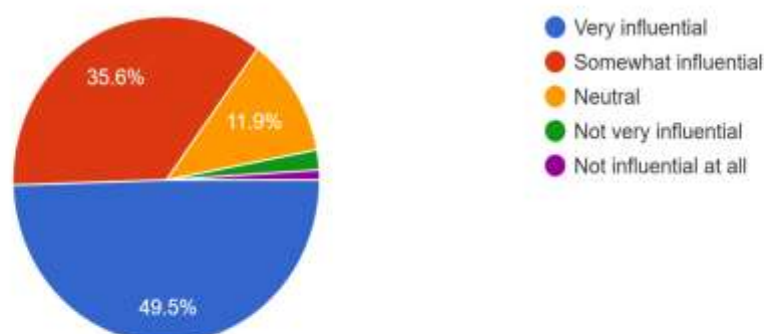


The next question that was asked to the respondents was Have you ever purchased Amul products after seeing digital advertisements? To which 88.1% people agreed and said yes which is almost 89 respondents and 13.9% people disagreed that is almost 14 people have not bought amul's products after seeing an digital advertisement, however we can say that majority of the population have been influenced enough to buy amul's products. Amul ads have created a positive response to the surveyed population.as almost 90% population is influenced by ads that means amul is on the right track to success.

6) How influential are Amul's digital marketing campaigns in your purchase decision-making process?

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101 responses

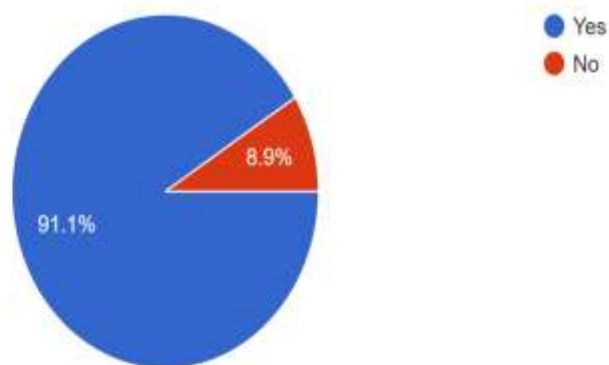


In this question, which is How influential are Amul's digital marketing campaigns in your purchase decision-making process? Out of 101 respondents, 49.5% have agreed that amul ads are very Influential towards purchasing decisions, that means 50 respondents get influenced by marketing campaigns run by amul, moreover 35.6% believe that amul marketing campaigns are somewhat influential. That means some of Amul campaigns are very good because of its influence on too many people. People who say that it's somewhat influential for them purchasing a amul product is not only by its campaigns but there decision making could also depend to factors like price, product, uses and benefits.Now 11.9% respondents do not have any impact on them from campaign, they may like it o may not it's does not truly impact their decisions.Only 2% believe that amul campaigns are not very influential and only 1% say that not influence at all

7) Do you tend to explore new Amul products after seeing digital advertisements?

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101 responses

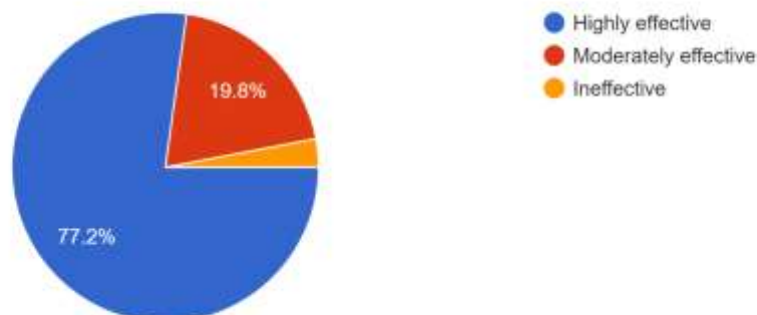


So the next question was: Do you tend to explore new Amul products after seeing digital advertisements? Out of 101 respondents, 91.1% of people agreed to try a new Amul product. That means people are curious to try new products as they have known the quality of Amul before and their transparency towards work and ethics towards quality, and only 8.9% are the people who haven't anything from Amul due to the price or product may be seeking may have been launched by Amul. Also some people tend to wait for other people to try the product first and then they would try.

8) How would you rate the effectiveness of Amul's digital marketing strategies in reaching its target audience?

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101 responses

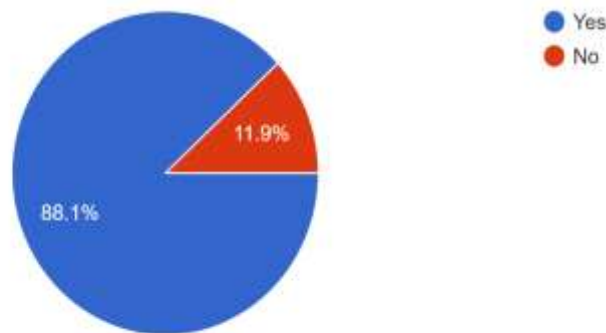


So as we can see that the question that is asked to the surveyed audience is 'How would you rate the effectiveness of Amul's digital marketing strategies in reaching its target audience?', where more than 77% respondents agree that it is highly effective, this means that Amul's has successfully reached its target audience, for example, for Amul understood one of its most selling items is cheese so they can bring varieties in cheese flavours and spreads. Therefore introduce Gouda cheese and spreads like, Jalapeno, Mexican, herbs to increase the attention of the audience who love cheese. On the other hand 19.8% believe that Amul digital marketing is moderately effective so which means Amul have to think of something more creative to gain this 19.8% audience. Only 3% believe that it is ineffective due to their being very high with the brand.

9) Do you find that exposure to Amul's digital marketing campaigns influences your purchases at physical retail stores?

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101 responses

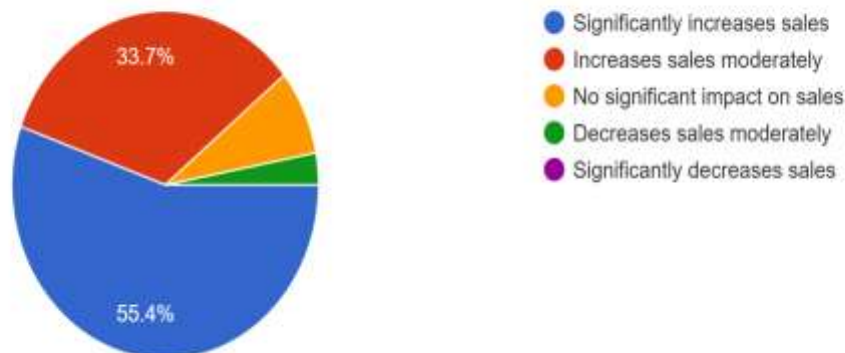


We asked people, " Do you find that exposure to Amul's digital marketing campaigns influences your purchases at physical retail stores? By seeing the pie chart we understand that 88.1% of people that had visited the physical amul parlour for the product engaged their attention, which means amul has able attract new customers and retain customers who are already connected with the business. However amul wasn't able to attract 11.9% from the campaign for a quick purchase. But it's still good for amul if they are able maintain this level of engagement. Amul would have problem in keeping them engaged and convenience them for repeat purchase

10) In your opinion, how does digital marketing impact the overall sales of Amul

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101 responses

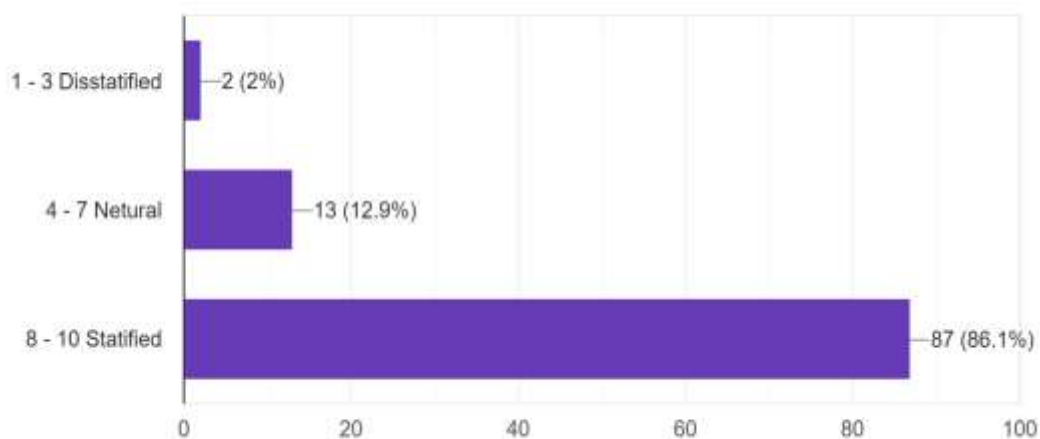


We asked people in your opinion, how does digital marketing impact the overall sales of Amul. We observed that 55.4% that is 56 respondents out of 101 believe that amul marketing plays an impactful role in the sales of amul. This also showcases that amul efforts are being seen and have positive responses from the consumers. But 33.7% people believe that there is a moderate sales increased in amul's company through its digital marketing campaigns. Amul has lot of space to expand. As 7.9% thinks that's there is no significant impact and benefit of digital marketing. Only 3% believe that there is no improvement its worse than neutral only.

11) On a scale of 1 to 10, how satisfied are you with the overall digital marketing approach of Amul?

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101 responses



we

asked people, On a scale of 1 to 10, how satisfied are you with the overall digital marketing approach of Amul?, we observed that there are 87 people who are satisfied with the marketing approach of amul. However there are only 13 people who agree to neutral and at last 2 people are dissatisfied with amul's marketing. This means Amul has successfully created an impact on people with their marketing campaign and which people are happy to use amul products and would recommend it to everyone, which would benefit amul as this brings new customers through word of mouth and also amul can see Retained customers.

3.0 Recommendation

- Amul can use data analysis to target a specific and range of customers and increase personalisation to increase attention of customers and also help amul to tap new opportunities in the market.
- Amul can also invest in new technologies to increase production and amul can also supply in foreign countries to increase its products reach and would have a massive impact on sales which would be on a positive side.
- Amul can increase its presence on e-commerce websites to increase its sales and revenue, and would also reach a wider audience easily.
- Amul can also try to increase its reach by collaborating with international content creators and local content creators.
- Amul can invest in AR and VR technology to showcase its products in 3d version for consumer to understand and see it better
- Amul can also create sample packets of latest products, so that consumer buy at small quantities and would make it affordable for the people
- Amul also could conduct weekly surveys from people who have visited amul parlor to keep a record of footfall and increase consumer engagement in the brand. Also would have daily improvement in the business.

4.0 Conclusion

In conclusion the research conducted on the topic impact of digital marketing on sales and consumer behavior of amul, highlights why amul's role is important in dairy sectors. its also explains how different marketing techniques deployed in the market by amul could create significant change in consumer perception and choice toward buying amul products

On the other hand it also explains where there is a scope of improvement in this sector, as the technology is constantly evolving with new players entering the market. Amul can keep their customers engaged and loyal toward the brand.

However, Through engaging content, personalized communication, and interactive experiences, Amul has successfully built strong emotional connections with consumers, driving loyalty and advocacy for its brand.

Amul needs to continue this brand image in the eyes of the consumers.

Overall, the findings of this research helps understand the importance of having good digital marketing as a strategic move for dairy companies like Amul to remain competitive and relevant in an increasingly digitized marketplace.

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