

A STUDY ON THE IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR OF AMUL

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ABSTRACT

The purchasing behaviours of consumers towards Amul Products are examined in this article. Data collection utilised a straightforward sampling approach instrument. 108 respondents were included in the sample size for this study. Through the use of questionnaires, the data is gathered. Positive buying behaviour indicates that consumers have high levels of buying activity. To boost business sales as much as possible, the product's marketing strategies might be improved. Thus, the project's conclusion is that consumers' purchasing habits are favourable, and a sizable market is accessible to the product.

Keywords: *Purchasing Behaviour, Consumers, Brand, Products Sampling.*

Introduction

Advertising significantly impacts how consumers behave and make judgements about what to buy. Businesses may communicate with their target market and raise brand awareness with this effective technique. Advertising has become a potent instrument for businesses in the presence of globalisation and fierce market competition to draw consumers' attention, sway their tastes, and eventually influence their purchasing behaviour. In order to develop brand recognition, foster good brand connections, and increase customer demand, advertising is crucial. With its wide assortment of products and numerous rivals, the dairy business is not an exception to the huge impact of advertising on consumer purchasing behaviour.

The renowned dairy cooperative Amul in India has been actively involved in marketing initiatives to promote its goods and have a strong brand presence in the marketplace. The business sells a variety of dairy goods, such as milk, butter, cheese, ice cream, and so on. Amul has used advertising as a tactical means of attracting consumers' attention over the years. Consumers in India and worldwide have shown a great deal of recognition for and commitment to the well-known dairy brand Amul. To reach its target demographic, convey its brand message, and affect consumers' purchasing decisions, the company has effectively used advertising methods. Understanding how advertising affects customer purchasing decisions, particularly in relation to Amul, can help marketers and researchers alike determine how effective a campaign is. Marketers must comprehend how advertising affects customer behaviour in order to create advertising campaigns that successfully reach their target demographic.

The study also examines how various advertising mediums, such as television, print media, digital platforms, and social media, affect consumers' purchasing decisions. It analyses the platforms with the most influence on consumer decision-making processes and offers information on how Amul ought to

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use its advertising budget. This study adds to the body of knowledge already available in the area of advertising and consumer behaviour by examining the effect of advertising on customer purchase behaviour in relation to Amul. The results offer insightful information that Amul and other dairy brands may use to maximise their advertising efforts and strengthen their market position.

Objectives

- To examine how to improve consumer knowledge of FMCG (Amul).
- To identify how advertisements influence buying behaviour of consumer.
- To determine the kind of Amul advertising that catches consumers' attention.

Scope of the Study

The study focuses on consumer purchasing behaviour for Amul products, taking advertising into consideration as one of the factors. The emphasis will be on studying the most effective forms of advertising and their contribution to rising sales, which will aid in examining customer insights and allow marketers to concentrate on those variables. The focus is only on the advertisement as a factor influencing the influence on purchasing behaviour, and the sample size is restricted to 108 respondents.

Research Methodology

Data Collection

- **Primary Data:** Data that the researcher has produced themselves, such as surveys, interviews, and experiments created specifically for analysing and resolving the current study issue. This study makes use of primary data. To acquire main data, respondents have to fill out a form, thus it is accurate information. There are closed-ended questions on the survey.
- **Secondary Data:** refers to information that has been obtained by a user apart from the main one. Websites are used to gather data.

Research Design

- **Sample Technique**
Data collection utilised a practical sample approach tool.
- **Sample Size**
108 respondents were included in the sample size.
- **Tool for Analysis**
The numerous instruments used for data analysis include:
 - Percentage analysis
 - Likert scale analysis
 - Standard deviation analysis

Analysis and Interpretation

Percentage Analysis

Table displaying advertising channels which typically encounter Amul advertisements

S.NO	Channels	Respondents	Percentage (%)
1	Television	67	62%
2	Print	37	34.3%
3	Mobile Apps	41	38%
4	Online platforms	33	30.6%
5	Outdoors ads	21	19.4%

The table above displays that 62% of respondents encounter Amul Advertisement through Television, 34.3% of respondents through print media, 38% of respondents through mobile apps, 30.6% through online platforms and 19.4% of respondents through outdoor ads.

The survey shows that the majority of consumers encounter Amul Advertisements through Television.

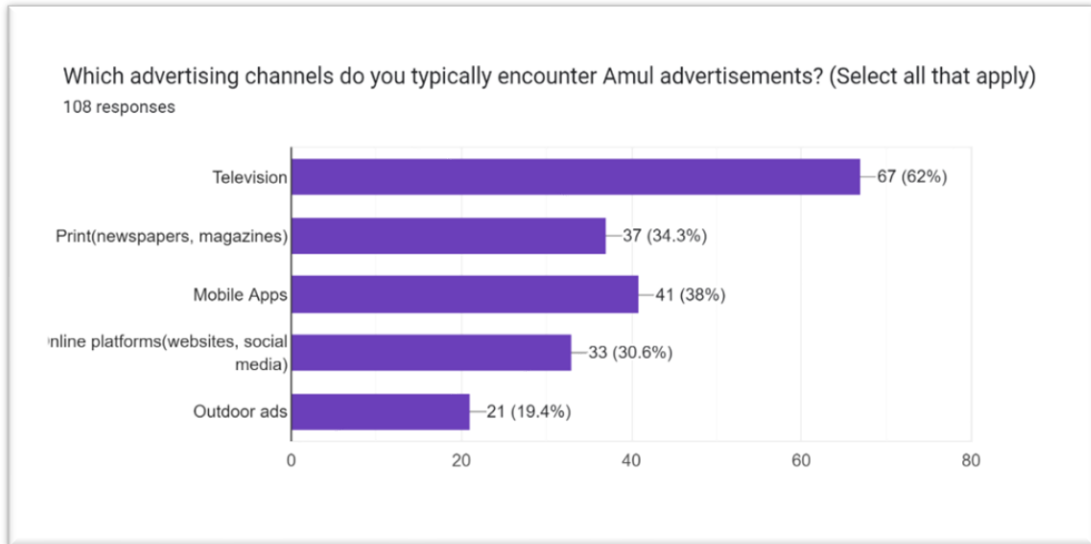


Figure 1

Table displaying how often consumers come across Amul Advertisements

S.NO	Factors	Respondents	Percentage (%)
1	Very Frequently	42	39.3%
2	Frequently	33	30.8%
3	Occasionally	16	15%
4	Rarely	9	8.4%
5	Never	7	6.5%
	Total	107	100

The table above displays that 39.3% of respondents come across Amul Advertisements very frequently, 30.8% of respondents come across frequently, 15% of respondents come across occasionally, 8.4% of respondents come across rarely and 6.5% of respondents come across never.

The survey shows that the majority of consumers come across Amul Advertisements very frequently.

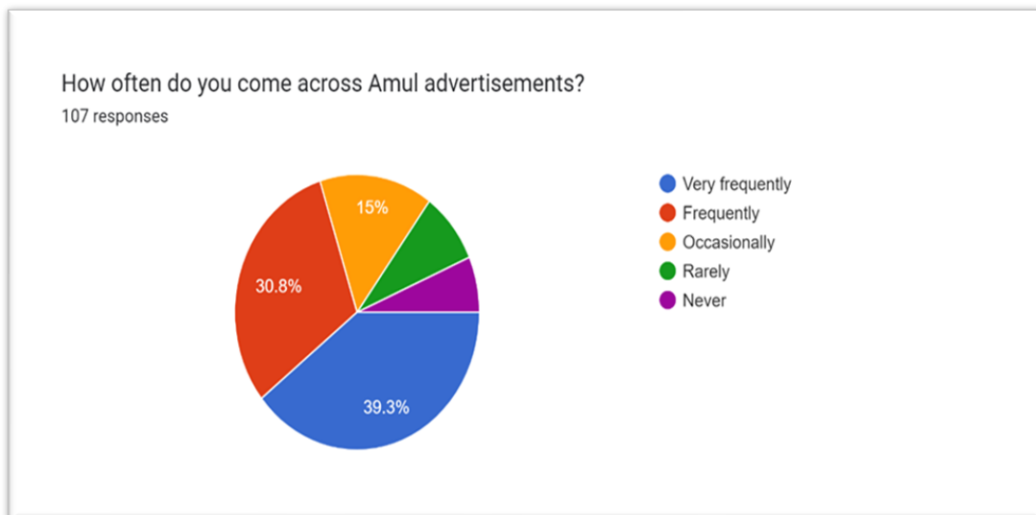


Figure 2

Table displaying Amul Advertisements influence consumer perception of their products

S.NO	Factors of Perception	Respondents	Percentage (%)
1	Positive Perception	60	56.1%
2	It makes it more likely to consider Amul products	37	34.6%
3	Doesn't have any impact on the perception	6	5.6%
4	Negative Perception	4	3.7%
	Total	107	100

The table above displays that 56.1% of respondents think Amul Advertisement influence the positive perception of their products, 34.6% of respondents think it makes the consumer more likely to consider buying Amul products, 5.6% of respondents think it doesn't have any impact on buying behaviour and 3.7% respondents thinks it creates a negative perception.

The survey shows that the majority of consumers have a positive perception while buying Amul products.

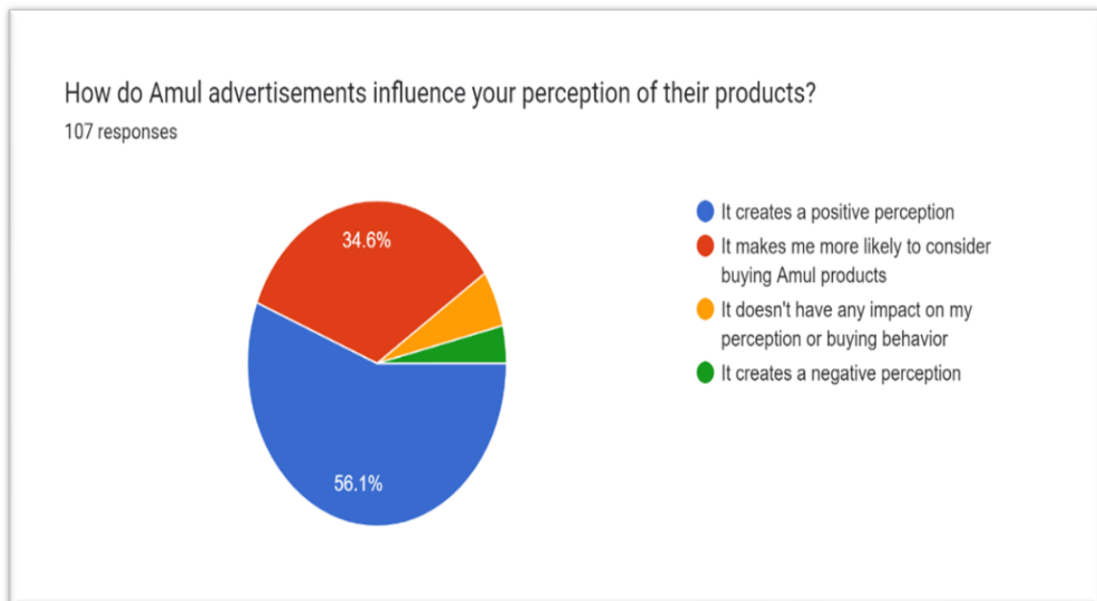


Figure 3

Table displaying consumers who have purchased Amul products on the basis of advertisements.

S.NO	Opinions	Respondents	Percentage
1	Yes	72	67.3%
2	No	28	26.2%
3	May Be	7	6.5%
	Total	107	100

The table above displays that 67.3% of respondents purchased Amul products on the basis of advertisements, 26.2% of respondents don't purchase Amul products on the basis of advertisements and 6.5% of respondents are not sure if they have purchased Amul products on the basis of advertisements or not.

The survey shows that the majority of consumers purchased Amul products based on their advertisements.

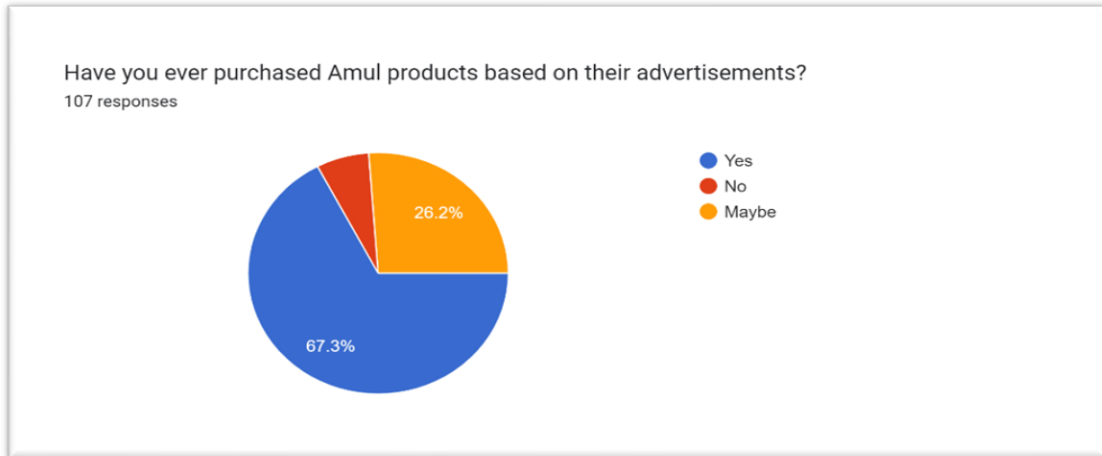


Figure 4

Likert Scale Analysis

Table displaying consumers who are likely to recommend Amul products to others.

S.NO	Variables	Respondents	Likert Scale	Score
1	Very likely	67	5	335
2	Somewhat likely	18	4	72
3	Neutral	18	3	72
4	Not very likely	3	2	6
5	Not likely at all	2	1	2
	Total	108		487

$$\text{Likert scale} = \sum (fx / \text{Total no. of. respondents})$$

$$= 487/108$$

$$= 4.509$$

The Likert scale value of 4.509 is greater than the second value (2).

The survey shows that the majority of Respondents' opinions are very likely to recommend Amul Products.



Figure 5

Standard Deviation

Table displaying the standard deviation of variables that affected the respondents' decision to buy Amul products

Factors	X	X- \bar{X}	(X- \bar{X}) ²
Quality	88	52.2	2724.84
Price	33	-2.8	7.84
Brand Reputation	39	3.2	10.24
Packaging	25	-10.8	116.64
Promotions/ offers	13	-22.8	519.84
Personal recommendations	17	-18.8	353.44
Total	215		3732.84

Mean = sum of respondents / total no. of factors
 = (88+33+39+25+13+17)/ 6
 = 35.8

Standard Deviation:

$$s = \sqrt{\frac{\sum(X - \bar{X})^2}{n - 1}}$$

$$s = \sqrt{\frac{3732.84}{6 - 1}}$$

$$s = \sqrt{746.568}$$

$$S = 27.3233$$

The survey shows that the quality of Amul products influences the respondents to purchase.

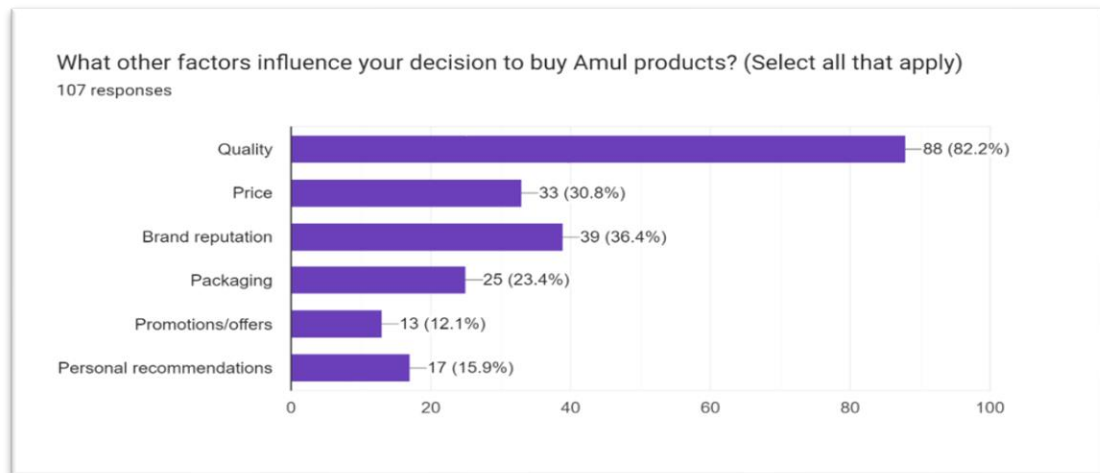


Figure 6

Findings

Percentage Analysis

- 59.3% of respondents belong to males and 40.7% belong to females.
- 84.3% of respondents belong to 18-25 years, 11.1% belong to 26-35 years, 2.8% belongs to 36-45 years and 1.9% belong to 46-55 years.
- 62% of respondents encounter Amul Advertisement through Television, 34.3% of respondents through print media, 38% of respondents through mobile apps, 30.6% through online platforms and 19.4% of respondents through outdoor ads.
- 56.1% of respondents think Amul Advertisement influence the positive perception of their products, 34.6% of respondents think it makes the consumer more likely to consider buying Amul products, 5.6% of respondents think it doesn't have any impact on buying behaviour and 3.7% of respondents thinks it creates a negative perception.

- 60.7% of respondents think that the product benefits and features aspect of Amul appeal to them most.
- 67.3 % of respondents bought Amul goods as a result of their marketing.
- 29.2% of respondents rate 3 to the effectiveness of Amul advertisements which influence their buying decisions and 27.4% of respondents rate 5 to Amul advertisements.
- 75.9% of respondents agree that they will continue purchasing Amul products even if they stop advertising their products.

Likert Scale Analysis

The majority of the respondents' opinions are very likely to recommend Amul products to others.

Standard Deviation Analysis

The majority of respondents choose the quality of the product which influences them to purchase Amul products.

Suggestion & Recommendation

Determine the distinctive features of Amul's target market through evaluation of the data gathered. Create customised promotional strategies that appeal to particular customer groups using the information provided. Amul can maximise the effect of its advertising efforts by targeting the appropriate audience with messages and media channels.

Utilise digital marketing avenues to increase engagement and reach a larger audience. Invest in social media campaigns, influencer collaborations, and online advertising platforms to promote your brand and draw in customers with advanced technology who are more likely to make online purchases.

In marketing initiatives, emphasise Amul's dedication to sustainability and social responsibility. Consumers of today are becoming more concerned about supporting businesses that share their beliefs. Amul can draw in socially conscious customers and have a beneficial effect on their purchasing behaviour by highlighting the company's ethical business practises, such as helping farmers or utilising sustainable packaging.

Through user-generated content campaigns, entice customers to contribute their experiences and facts relating to Amul products. In addition to boosting brand loyalty, this also makes use of the influence of word-of-mouth advertising since customers are more likely to believe suggestions from their peers.

Limitations

- It may take some time for the effect of advertising on consumer behaviour to become apparent. It can be difficult to pinpoint the exact interval between exposure to advertising and its impact on consumer behaviour.
- It can be difficult to be sure that the sample accurately represents the target population, even with an acceptable sample size. If the sample is not representative, the results might not be generalizable to Amul's larger customer base.
- Participants may find it challenging to recall earlier experiences and behaviours while providing information on consumer purchasing behaviour. As a result, the data's reliability may be impacted by recollection bias.
- Surveys and interviews that collect data rely on participant self-reports, which might be skewed by memory distortions or social desirability bias. Participants may give answers they believe to be socially acceptable rather than ones that really describe their actions.

Conclusion

Amul's advertising efforts have significantly influenced consumers' decision-making processes. Advertising is a critical factor in determining consumer purchasing behaviour. Amul's advertising strategies have been successful in persuading consumers to prefer their products over rivals by raising brand awareness, fostering a favourable brand image, establishing perceived quality, and motivating purchase intention. Amul is poised to significantly bolster its market position and customer devotion as it invests in creative and compelling advertising methods. The investigation leads to the conclusion that advertising significantly affects consumer purchasing decisions. This study can assist marketers better understand what motivates a customer to make a purchase. They can identify which aspects of advertising are highly impactful and which are less so.

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