

Impact of Brand Building in Rural Areas-A Case Study of AMUL

*¹Dr. Namrata Khemraj Yadav and ²Shivangi Mali

^{*1}Assistant Professor Govt. Meera Girls College, Udaipur, Rajasthan, India.

²Research Scholar, Mohan Lal Sukhadia University (UCCMS), Udaipur, Rajasthan, India.

Abstract

In the world of globalization, the strength of a company depends on a branding strategy for the success of its products. Corporate branding strategies are carefully crafted to appeal to rural consumers' market and attention dominance. Many foreign businesses are expanding into India, one of the world's fastest-growing and most competitive marketplaces, as a result of rising globalization and international trade. Despite massive efforts made by businesses to raise awareness of their products and services, large portions of the rural sectors in our country still lack. It also demonstrates how much urban populations rely on the internet as a source of information, whereas rural populations rely on television advertisements and mobile phone stores. Most corporate organizations make their branding strategy according to consumers of rural and urban areas. Eg. Amul: "The Taste of India" had great influence of the rural area. The song *Mero Gam Katha Parey, Jahan Dhudh Ki Nadiya Wahe Mero Gam Katha Pare Ja, Dhudh Ki Nadiya Wahe Ja..* Still remembered by large number of people in a rural areas.

Keywords: Globalization, brand building, rural area, corporate branding, advertising and marketing, rural marketing

Introduction

According to Philip Kotler/Gary Amstrong a brand is defined as a "name, term, sign symbol (or a combination of these) that identifies the maker or seller of the product".

A commercial and marketing idea known as a "brand" aids consumers in recognizing a specific organization, item, or person. Because brands are immaterial, you cannot physically touch or see them. As a result, they influence how people view businesses, their goods, or particular persons. Brands frequently employ distinguishing characteristics to build their identities in the marketplace.

Rural marketing is a marketing system that involves the development, planning, pricing, and distribution of goods and services so that people in rural areas can access basic products at fair prices.

Rural area defines a places that have low population density and lack of amenities, living outside the city. It has a place where people. It has a region outside of the city or town where there are fewer residences and less basic necessities, making it potentially challenging to grow a brand there.

Brand Building is a process that uses advertising, word-of-mouth marketing, and other strategies to increase a business's sales and profits. It aids in building a brand's reputation with consumers. Currently, many businesses prioritize long-term customer relationships over short-term financial gain.

We Can Use Amul as an Example to Explain Brand Building in Rural Areas

For an Example: Since 1946 until the present, Amul has been the leading milk product brand both in urban and rural areas. According to information on the internet, Amul

operates 222 distinct co-operative milk unions in 28 states. Building a brand is the primary motivation for engaging in international marketing. Every single person knows about the products and their brand, from rural to urban areas.

Objectives

- To study the process and strategy for brand building in the rural areas.
- To study the effect of brand building in rural areas.
- To study Amul's advertising strategies and examine the value of branding in the globalized world.
- The examination of the future-oriented advertising and promotion skills in respect of the traditional product and rural areas.

Research Methodology (Based on Secondary Data)

In order to do the study with the help of the objectives, we use a variety of strategies, methods, and data sources called research methodology. In order to achieve the objectives of this study we are using descriptive research methodology. In order to find a impact of the brand building in rural areas we are taking the example of Amul. The case study done of the basis of secondary data available on the internet, newspaper, books and various other mode like official side of the Amul, Annual report of financial year (2020-21)and the various papers which are already published in various journal's.

Branding Build Process: To build a strong brand in the market major steps are as followed

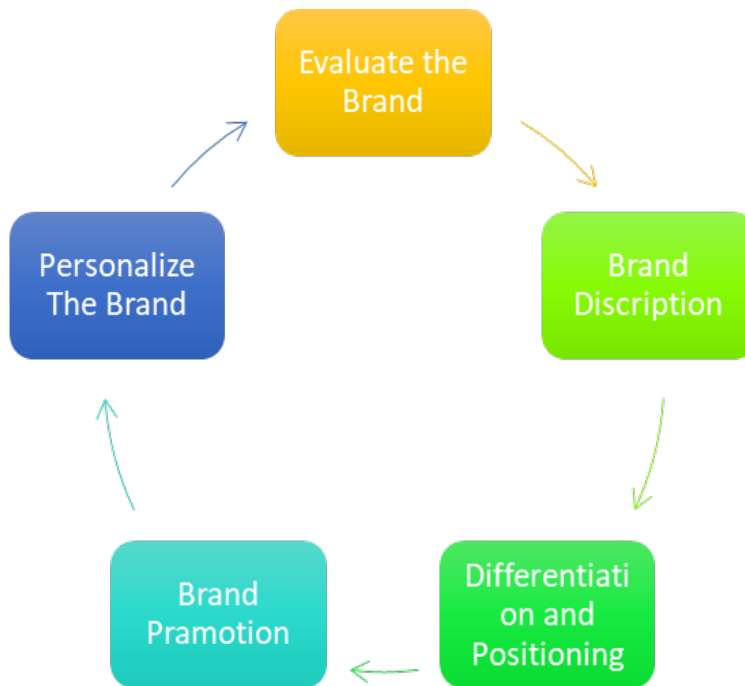


Fig 1: Market major steps to build a strong brand

Personalize the Brand: As part of brand personalization, data is gathered, analysed, and insights are drawn to help create a distinctive experience for each user.

Evaluate the brand: A brand's strength is measured through brand evaluation.

Brand Description: A brand is an abstract idea used in marketing or business that makes it easier for customers to recognise a certain business, item, or person.

Differentiation and Positioning: Product features, performance, attributes, quality, benefits offered, or uniqueness can all be used to differentiate a product. Positioning is based on product promotional aspects and is carried out by advertising products as being superior to other similar products on the market.

Brand Promotion: Brand promotion use a number of methods and tactics to highlight a company's personality, values, and objective while selling products and brands. How a firm operates and what items are produced reveals all of its fundamental characteristics.

Rural Brand Building Strategy

Local media should be used to market companies like Melas, Haats, film shows, street shows, and road shows in order to create a brand that truly feels too rustic. A sustained campaign will increase brand loyalty and keep your brand top-of-mind. The brands are therefore in good hands. These have a lasting aesthetic impression and brand recognition. The rural public is the intended audience, so the portfolio of event management must be properly handled with the extreme care and a wide-ranging perspective.

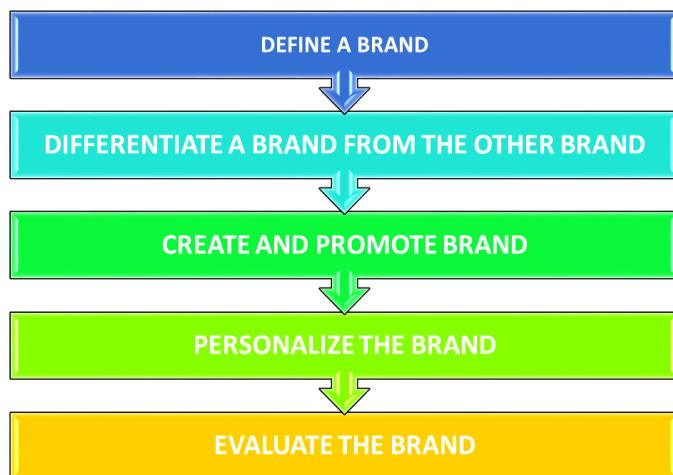


Fig 2: Rural Brand Building Strategy

- 1. Define a Brand:** Defining the brand is the first step in brand development. This is an extremely important step because it ultimately decides what the brand genuinely stands for and what products and services the business will offer. The management must consider the company's fundamental competencies while developing the corporate brand. Similar to that, while developing a brand, take into account a wide range of skills and knowledge to enable customers to connect with the brand.
- 2. Differentiate a Brand from the other Brand:** Create a distinctive logo and image in the customer's imagination in order to distinguish the brand. We are using the Amul as an example. The marketing mascot for the Indian dairy company Amul is known as the "Amul Girl." The management will position the brand in a way that will enable customers to recognise and appreciate the better worth of your brand over rival ones in the market once it has developed a unique value proposition.

3. **Create and Promote Brand:** It is essential to promote the brand once management has developed a branding plan. In today's digital environment, branding is promoted through a variety of channels including Instagram, Facebook, websites, and other platforms. It takes time and perseverance to develop a distinctive and effective personal or corporate brand.
4. **Personalize the Brand:** In a start-up business, the company must ensure that the brand is personalized because people in rural areas rely heavily on word-of-mouth advertising. Customers fully perceive and experience the brand's personality.
5. **Evaluate the Brand:** Following brand advertising, the corporation needs check to see if clients are happy with the product. Customer happiness is crucial for maintaining long-term relationships and a successful business. The organisation must examine its market approach as time goes by. For instance, Amul regularly reviews its marketing and advertising tactics to please its customers and meet their needs. The best example of marketing and advertising strategy is the Amul doodles.

We are using Amul as an example to examine the effects of brand building in rural areas. The following considerations are made

- According to this Amul currently ranked (2020-21) as the eighth largest dairy organisation in the world According to information obtained from the Amul Federation's official website on dated 01.04.2020, the company has been growing at a compound annual growth rate (CAGR) of more than 17% over the past ten years as a result of increased milk procurement, ongoing expansion into new

markets, the introduction of new products, and the addition of new milk processing facilities throughout India.

- AMUL is a major player in the globe today. By utilising an automatic, computerised collecting system that decreases the time for weighing, quality testing, and payment processing from a few hours with payment due days later to five minutes with immediate payment, Amul has revolutionized the process for millions of small farmers.
- Amul solely purchases from women, a choice that has improved the status of women while building a positive brand image for India's largest food products company. Amul created a computerised quality testing system that makes the process clear and fair to the farmer.
- The "The taste of India" campaign has established itself as a trend-setter. The brand name currently acts as a contract with the average consumer. It gives the customer the reassurance that her requirements will be met. Days later, to five minutes and immediate payment is the seller's guarantee that quality is being delivered at a fair pr.
- The Amul Federation and its 18 member unions' provisional unduplicated group turnover has surpassed Rs. 50,000 crores, which is also 17% more than the previous years. The organization's turnover was 38,550 crores, compared to 8005 crores in 2009–2010.. The 18 Amul Federation member unions, which have more than 36 lakh farmer members spread throughout 18,700 Gujarati villages.



Fig 3: (Official source)

The amul is currently advocating for sustainable development. The main aspects affecting the performance of the organisation are brand trust and customer satisfaction at the lowest price. The aforementioned factors make it evident that a company can use branding to boost profit and maintain it in a dynamic market. Since a major portion of the population in India resides in rural areas, every company and product has the opportunity to influence it through its advertising approach. Organizations can accomplish their aims with the aid of the local populace or the rural market since they have poetnial customers.

The customer has the option to switch to another product at any time if they are dissatisfied with the current one. The amul is currently advocating for sustainable development. Customer satisfaction at the lowest price and brand credibility are priorities. In India, rural areas have more cultural values than urban areas do. Because of this, brand-building strategies can be developed accordingly. For example, on Diwali, local products like clay products can be used in conjunction with brand advertising to connect locals to the organisation.



Fig 4: Amul Brand

Amul’s Brand Building Process with Help of Different Advertising Strategies

Many individuals believed that AMUL's advertising approach was the primary factor in the company's brand development. From young to old, everyone is familiar with the brand name AMUL and its marketing slogans, such as "Uttery Battery Taste" and "Amul the Taste of India." In the modern world, using a well-known brand name to keep a customer's trust allows a seller to reassure customers that they are getting a quality product at a reasonable price. To maintain a brand's value, it is imperative to regularly assess the market strategy and determine whether consumers are satisfied with the offered goods, prices, and brand names.

Amul regularly reviews its market approach and makes adjustments as necessary. AMUL products are mostly recognized for their quality and affordability. AMUL never lets their clients down, and they enjoy the brand loyalty of their patrons. To maintain a brand's worth, it is essential to regularly assess the market strategy and determine whether customers are satisfied with the offered goods, prices, and brand names. Due to the high quality of the products and the brand devotion of the clients, AMUL also offered its products in the worldwide market, where it had the same level of recognition as in India.

The distinctiveness of Amul's advertising is the major factor in consumer brand loyalty. Amul consistently presents a distinctive advertisement that keeps its customers. AMUL also sold their products in international market, at that place amul had same brand value as in india because of the quality of product and brand loyalty of customers.



Fig 5: (Official Source)

An essential component of a successful brand is quality. Keep in mind the "primary benefits"-the features that buyers anticipate. These need to be given consistently and well. The brand must constantly represent the highest hygienic and bacteriological requirements while marketing food products. The most important quality is taste, and it should be absolutely excellent. If a consumer receives what he pays for, he will be extremely satisfied every time. AMUL has always

prioritised the average consumer and offers much higher-quality goods than its competitors. The cost of AMUL goods has always been centred on growing its market share, but not at the expense of taking advantage of customers. However, even though a corporation occasionally makes fewer mistakes, it also has a top-notch review process to ensure that every customer is happy. Amul is more than just a brand; it stands for trust, quality, and fair pricing.



Fig 6: (Source-The times of India-14.08.2022)

The Amul Model

A milk union at the district level, a federation of member unions at the state level, and dairy cooperative societies at the village level are all part of the three-tiered Amul Model of dairy development.

1. Creation of a direct connection between milk producers and customers by getting rid of intermediaries
2. Farmers who produce milk are in charge of its production, processing, and marketing.
3. Professional management

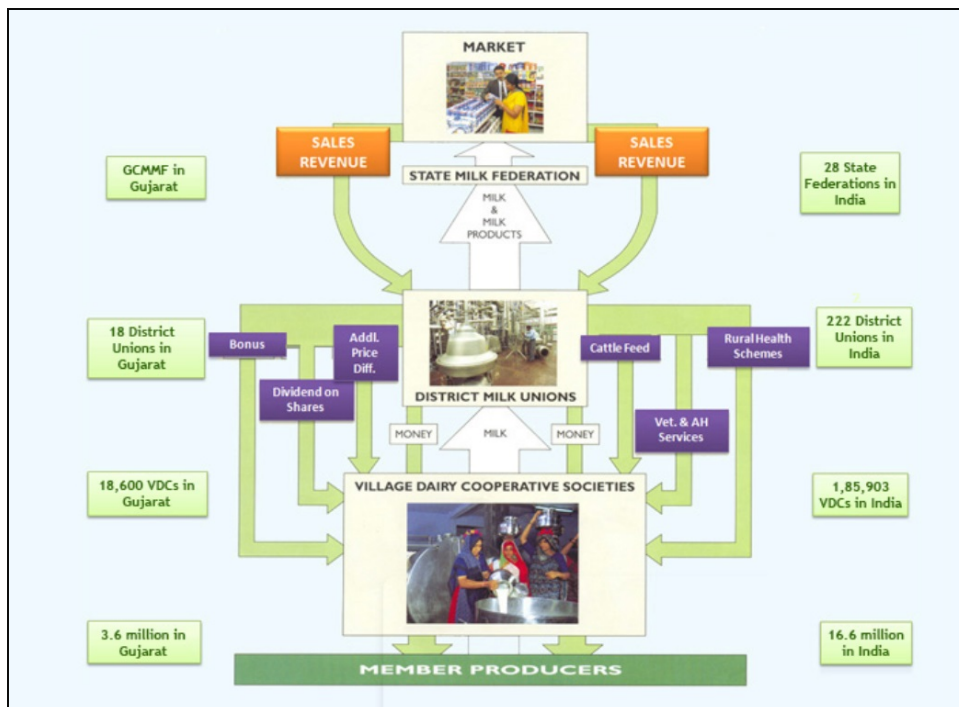


Fig 7: (Official Source)

Future-Oriented Advertising and Promotion Skills in Rural Area Including Traditional Product

The rural population is now more enlightened about the product, its quality, and its pricing thanks to digitalization. Therefore, the business does not need to advertise its goods extensively in the rural area. The rural folks can access merchandise from the television, websites, social media, and any other medium. However, because consumers are more aware of product costs and quality in rural areas, businesses must ensure that their goods meet or exceed industry standards to keep their clients. Since everyone has a cellphone, businesses can communicate with their customers via telecommunication to conduct reviews and, if necessary, take further action.

Firm is also mindful of branding strategy because consumers today are more educated than they were in the past. When promoting a brand, a company must make sure that the right product specifications, pricing, and other details are mentioned. In India, 65 percent of the population lives in rural areas, making it important for businesses to understand their moral values. Due to several health and environmental concerns that have surfaced in recent decades, businesses are now more aware of the need for environmentally friendly products. Companies in rural areas are not required to hold meetings, seminars, etc., but they must be aware of their moral values in order to effectively express them.

In the digital age, businesses may advertise rural goods as well as create a strong brand for their business. Because of the lack of infrastructure and sufficient financing that prevents many small companies in rural areas from getting off the ground. Local for vocal is the best illustration of how the government is now promoting entrepreneurship. The government has taken numerous initiatives to promote our own Indian brands on a global scale so that small company owners might also have a platform to promote their operations.

Conclusion

1. The sales and profits of an organisation are greatly influenced by its brand since consumers are more conscious of their rights nowadays, necessitating the need for companies to provide quality goods at reasonable prices.
2. In a world that has become more globalised, every company trades internationally. Consumers were greatly influenced by the company's brand. People are increasingly aware of brands and their advertising strategies in western nations.
3. In India, 65% of the population still lives in rural areas or villages, where access to digital resources is limited. In these circumstances, businesses make sure that their advertising strategies are tailored to their needs, such as holding seminars, recruiting locals to promote their brands, and using hoarding to increase brand awareness.
4. In the digital age, a company's brand secures its power in the market, or more specifically, the market's future of the company. The market niche and consumer perception of the company are determined by how strong the brand is.
5. The majority of multinational corporations are now concentrating on local promotions, local products, pricing strategies that take into account local needs, and local distribution for Indian markets rather than using their global marketing communications mix to draw Indian consumers to their brands. Indian markets are switching

to this strategy of presenting themselves as a local company so that people can identify themselves with these firms as their own.

6. Due to social media and the accessibility of the internet everywhere, rural residents are now more aware of brands and advertisements. As a result, businesses must be aware of all the parameters relating to their branding and advertising strategies in order to maintain strong relationships with their clients.
7. Using the amul as an example, data from the past ten years that are readily available online show an annual rise of 17%. Today, AMUL is a significant player in the world. Millions of small farmers now benefit from a process revolution thanks to Amul. Amul only makes purchases from women, a decision that has raised the standing of women while enhancing the company's reputation as India's largest food goods manufacturer.

Many businesses have started initiatives for eco-friendly products in response to the growing environmental concerns, saving trees and the environment while producing natural products. So that their brand's reputation would grow quicker-Mama's earth product.

Due to the diversity of its population, culture, socioeconomic processes, etc., the rural area has a significant influence on brand formation. The bulk of the population still resides in rural areas; they are the company's strongest clients and, in general, are also brand loyal. Digitalization has made it simple to get product information, and now that rural residents are also literate, they are aware of brand specifications and product specifics. Therefore, it is simple for all businesses to communicate with them through advertising. Advertising significantly affects the development of the brand in the rural area.

References

1. http://www.amul.com/files/pdf/Final_English-GCMMF_sales_Turnover-2019-2020_1st_April_2020.pdf
2. <http://www.amul.com/m/about-us>
3. https://www.researchgate.net/publication/279923559_A_mul_A_Cooperative_with_a_Brand
4. https://www.researchgate.net/publication/233712021_Branding_knowledge_Brand_building_beyond_product_and_service_brands
5. Mandeep Choursia, A Study on Amul Doodles before and during the lockdown. Mandeep Choursia,
6. https://www.researchgate.net/publication/352902960_The_brand_building_process_5_steps_to_building_a_strong_brand