

A Study on Role of Promotional Policies in Dairy Industry

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ABSTRACT

Promotion is considered as a key element of the marketing mix. The proper promotional mix is the one that management believes will meet the needs of the target market and fulfils the organisation's overall goals. Promotion is an essential prerequisite for market development. It is a known fact that about 80 percent of the Indian population lives in villages. Agriculture is their main occupation. The Government of India has taken up dairying as a secondary occupation to develop the rural areas. Major dairy business can be taken place based upon the procurement of milk and the role of promotional strategies are limited and linked to procurement. However, in the dairy industry, there are various dairy products which are not known to the consumers. Consumers may have limited awareness of milk and few milk products. Therefore, the appropriate promotional policies of the companies can create the right kind of awareness among consumers about the quality, perishability and other aspects of dairy products. In view of the significant role and contribution of the dairy industry to the national and state economy in terms of rural employment and income generation, a modest attempt is made to study the "Role of Promotional policies in Dairy Industry". Two prominent dairy companies viz., Guntur District Milk Procurers Mutually Aided Cooperative Union Limited (GDMPMACUL) and Thirumala Milk Products Private Limited (TMPPL) in Guntur City in Andhra Pradesh have been taken for this study. A sample size of 400 consumers through stratified two-stage random sampling has been taken for this study.

KEYWORDS: Consumer awareness, Dairy industry, Marketing mix, Promotion mix.

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