

To Study the Impact of Online and Offline Advertisement on Brand Loyalty of H. P. Milkfed

Niharika Agnihotri¹, Ramandeep Gautam¹

¹Department of Management Studies,CT University, Ludhiana, India

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Abstract:

The Himachal Pradesh Milk Federation (H.P. Milkfed) has established itself as a prominent dairy brand in Himachal Pradesh, known for its quality products and community-focused initiatives. This research investigates the influence of online and offline advertisements on the brand loyalty of H.P. Milkfed. Through a mixed-methods approach, including surveys, interviews, and secondary data analysis, the study evaluates consumer perceptions and the effectiveness of advertising mediums. The findings highlight the significance of integrating traditional and digital marketing strategies to foster strong brand loyalty. The study also discusses potential improvements to optimize the use of both mediums in building a sustainable consumer base.

Keywords: Brand Loyalty, Online and Offline Advertisement, Consumer Behavior, Digital Marketing, Marketing, H.P. Milkfed

Introduction:

Brand loyalty plays a crucial role in achieving long-term success in competitive markets, particularly in the dairy industry. It reflects a customer's tendency to continue purchasing from a specific brand, even when alternatives are available. Several factors, including product quality, pricing, and effective communication strategies, contribute to this loyalty. Among these, advertising is vital for shaping customer perceptions and fostering lasting relationships between brands and their audiences. In the dairy sector of Himachal Pradesh, H.P. Milkfed, a government-supported cooperative, has established a strong reputation. The federation caters to both rural and urban consumers and is recognized for its high-quality, locally sourced products. Its offerings include essentials like milk, butter, and ghee, with Himghee being a notable highlight. However, given the evolving market landscape marked by increased competition from private players and changing consumer preferences, a closer examination of H.P. Milkfed's advertising strategies has become essential.

The rise of digital technology has fundamentally changed how businesses engage with their customers. Online advertising, with its ability to reach a global audience, offers opportunities for personalized and interactive communication. Meanwhile, traditional advertising methods like television, radio, and print media still hold significant sway, particularly in regions with limited internet access. This duality poses a unique challenge for H.P. Milkfed: figuring out how to effectively balance and integrate both online and offline advertising strategies to build and sustain brand loyalty among its diverse consumer base.

This research seeks to address the following questions:

1. How do online advertisements impact the brand loyalty of H.P. Milkfed?
2. What role do offline advertisements play in fostering consumer trust and loyalty?
3. How can the collaboration between these two channels be optimized to enhance overall brand loyalty?

By investigating these questions, the research aims to offer practical insights into the advertising strategies of H.P. Milkfed, aiding its strategic growth in the face of emerging market challenges.

Literature Review : The loyalty to the brand defined by AAKER (1991) is the affection that consumers feel the brand and leads to repeated purchases. The growth of digital marketing has revolutionized how the brand interacts with consumers, and is personalized and controlled by these approaches. But traditional advertising remains important, especially in areas with limited digital penetration. For cooperative brands like H.P. Milkfed, offline advertising remains a key tool to reach rural consumers.

Studies suggest that offline channels create a sense of trust and familiarity, which are essential for products positioned as natural and community-oriented. Conversely, online ads are more effective in attracting urban and younger audiences who seek convenience and innovation.

Research Methodology A mixed-methods approach was adopted for this study:

- **Primary Data Collection:** Surveys and interviews Interviews and surveys were conducted with the consumers of H.P.Milkfed products across Himachal Pradesh. The sample included the individuals from various age groups, their socioeconomic backgrounds and from their locations including urban and rural area.
- **Secondary Data Analysis:** Data from H.P. Milkfed's marketing campaigns, sales reports, and industry studies were analyzed to supplement the key findings.
- **Analytical Tools:** Statistical tools such as regression analysis, correlation testing, and consumer sentiment analysis were used to evaluate the data.

Findings and Discussion

1. Impact of Online Advertising: It has been observed that the online platforms such as Instagram, Facebook and Google ads reach to the digital –savvy consumers of the H.P.Milkfed, especially in the urban areas. Seasonal offers, interactive campaigns and the influencer support increased the consumer engagement. Young consumers of age 18-35 years are more interested in trying new products after seeing the advertisement online. The social media campaigns of Himghee with the product's benefits as "Purity of Himghee" proven as very effective social media campaign.

2. Effectiveness of Offline Advertising: Offline ads during the festivals and public events plays an important role as it attracts the traditional values. Advertisement on TV, radio and printed advertisements in the local newspapers have strong influence on elder consumers and rural areas. Campaigns which focus on Himachal Pradesh's natural and confident aspect connect more with people like "Devbhumi ki Mithas".

3. **Synergistic Effect:** According to the finding, the result says that the consumers who engage with both the forms of advertisement online and offline were more likely to remain loyal to the brand.

Challenges:

1. In remote areas less number of people uses social media which reduces the effect of online campaigns.
2. To maintain an integrated marketing strategy it involves high costing.
3. It is difficult to measure the direct impact of the offline advertisements on the sales.

Recommendations

1. By integrated online and offline marketing campaigns can help H.P. Milkfed to develop and to reach both type of its audience which can help in increasing its impact.
2. The focus of Digital Marketing should be on the targeted young audience by providing ads on the social media.
3. Improved local engagement can help in boosting the sales and building the brand loyalty by attending community events, regional festivals and working with local people and social media influencers.

Conclusion: This study suggests that there is a need for ideal combination of the online and offline advertisement to build the brand loyalty within the different groups of H.P.Milkfed. This can be achieved only by utilizing both the mediums to build stronger connection with the consumers. As rural area consumers prefer traditional method of advertisement and urban area consumers prefer digital platforms over traditional. By focusing on both can help in building brand loyalty.

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