

“Effectiveness of Digital Marketing in Promoting A2 Milk Brands in Pune”

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ABSTRACT

The rapid growth of digital technology has significantly transformed the way companies promote their products and communicate with consumers. Digital marketing has become an essential tool for businesses to create awareness, build brand image, and influence consumer purchasing behavior. In the dairy industry, the demand for premium products such as A2 milk has increased due to rising health awareness among consumers. A2 milk is believed to be easier to digest and healthier compared to regular milk, which has encouraged several dairy brands to promote it actively through digital platforms.

The present study titled “Effectiveness of Digital Marketing in Promoting A2 Milk Brands in Pune” aims to examine how digital marketing strategies influence consumer awareness, perception, and purchasing decisions regarding A2 milk brands such as Amul and Country Delight. The study focuses on consumers residing in Pune, a city known for its digitally active and health-conscious population.

The research is descriptive in nature and is based entirely on primary data collected through a structured questionnaire. A total of 160 responses were collected using an online survey. The collected data was analysed to understand consumer awareness of A2 milk, exposure to digital marketing campaigns, perception of the product, and the factors influencing purchase decisions.

The findings of the study indicate that digital marketing platforms such as social media, online advertisements, and mobile applications play an important role in increasing consumer awareness and influencing purchasing behavior. The study highlights the importance of digital marketing strategies in promoting A2 milk brands and strengthening their market presence among urban consumers.

Introduction

India is the largest producer and consumer of milk in the world, and the dairy sector plays a crucial role in the country's agricultural economy. In recent years, consumer awareness regarding health, nutrition, and food quality has increased significantly. This shift in consumer preferences has resulted in growing demand for healthier dairy alternatives such as A2 milk. A2 milk is derived from indigenous cow breeds that produce milk containing only the A2 beta-casein protein, which is believed to be easier to digest compared to conventional milk containing A1 protein. Because of these perceived health benefits, A2 milk has gained considerable attention among health-conscious consumers in urban markets.

The Indian A2 milk market has experienced rapid growth in the past decade due to rising awareness about its nutritional benefits and the increasing popularity of organic and natural food products. Urban consumers are increasingly seeking dairy products that are free from hormones, antibiotics, and artificial processing. As a result, several dairy brands have introduced A2 milk as a premium product targeted toward health-conscious households. Market trends indicate that increasing health awareness and lifestyle changes are major factors contributing to the growth of A2 milk consumption in India.

Along with changing consumer preferences, the rapid expansion of digital technology has transformed the way companies promote their products. Digital marketing has become one of the most effective tools for businesses to reach potential customers, build brand awareness, and influence purchasing behaviour. Platforms such as social media, search engines, mobile applications, and online advertisements allow companies to communicate directly with consumers and promote their products more effectively than traditional marketing methods. Digital marketing enables brands to create targeted campaigns, share product information, and engage with consumers in real time.

In the dairy industry, digital marketing has played a significant role in educating consumers about the benefits of premium dairy products such as A2 milk. Since A2 milk is relatively new in the Indian market compared to traditional milk, companies rely heavily on digital platforms to create awareness and explain its health benefits. Through social media campaigns, influencer marketing, online advertisements, and educational content, dairy brands aim to build consumer trust and differentiate their products from conventional milk. Digital marketing also allows brands to communicate their production practices, quality standards, and farm-to-home delivery models, which are important factors for modern consumers.

Major dairy brands such as Amul and Country Delight have actively adopted digital marketing strategies to promote their products and strengthen their market presence. These brands use digital platforms to showcase product quality, highlight nutritional advantages, and maintain direct interaction with customers. For example, many dairy companies utilize mobile applications and subscription-based delivery models to offer convenient home delivery services. This direct-to-consumer approach not only improves customer convenience but also strengthens brand loyalty and engagement.

Consumer awareness and perception play a critical role in determining the success of new products like A2 milk. Studies suggest that consumers often associate A2 milk with better digestion, higher nutritional value, and improved health benefits compared to conventional milk. Such perceptions influence their purchasing decisions and willingness to pay a premium price for the product. In addition, factors such as brand image, product quality, availability, and marketing communication significantly affect consumer attitudes toward A2 milk.

In urban cities such as Pune, the demand for premium dairy products has been increasing due to higher income levels, better education, and growing health consciousness among consumers. Pune is known for its technologically advanced and digitally connected population, making it an ideal market for digital marketing campaigns. Consumers in this city frequently use online platforms and mobile applications for information, shopping, and product subscriptions, which makes digital marketing particularly effective in influencing their purchasing behaviour.

Despite the increasing popularity of A2 milk and the widespread use of digital marketing strategies by dairy brands, there is still limited research on how digital marketing specifically influences consumer awareness, perception, and purchasing decisions regarding A2 milk. Understanding this relationship is essential for dairy companies to design effective marketing strategies and improve their market performance.

Therefore, this study aims to analyse the effectiveness of digital marketing in promoting A2 milk brands in Pune. The research focuses on examining the digital marketing strategies used by major brands such as Amul and Country Delight, evaluating their impact on consumer awareness and perception, and understanding how these marketing activities influence consumers' buying decisions. By exploring these aspects, the study intends to provide valuable insights into the role of digital marketing in shaping consumer behaviour in the growing A2 milk market.

Literature Review

1. Mounika & Kumar (2020) Consumer Buying Behaviour, Awareness and Preference for A2 Milk in Hyderabad

The study analysed consumer awareness and purchasing patterns of A2 milk using survey data from urban consumers. It found that health awareness and perceived digestibility significantly influenced consumer preference for A2 milk.

Research Gap: The study focuses mainly on consumer behaviour but does not analyse the role of digital marketing strategies in influencing consumer awareness or purchase decisions.

2. Srivastava, Das & Giri (2022) Consumer Buying Behaviour Towards Dairy Products

This research examined demographic factors, brand loyalty, and satisfaction levels influencing dairy product purchases in India. The results indicated that brand reputation, product quality, and taste play major roles in consumer decision-making.

Research Gap: The study broadly focuses on dairy products but does not specifically address A2 milk or the impact of digital marketing on consumer choices.

3. Manuelian (2025) Consumer Perception and Potential Market for A2 Milk

The study investigated consumer opinions about dairy production and factors influencing demand for A2 milk. It highlighted that perception of product quality and health benefits strongly affect consumer acceptance of A2 milk.

Research Gap: The research was conducted in an international context and does not analyse digital marketing strategies or Indian consumer behaviour.

4. Kalili et al. (2019) Consumer Perception Towards Dairy Products

The study explored consumer perceptions, attitudes, and motivations behind dairy product consumption. Results indicated that nutritional value and health benefits influence consumer preferences.

Research Gap: The study examines general dairy products but lacks specific analysis of A2 milk promotion through digital marketing platforms.

5. Jeong et al. (2024) Demographic Influences on A2 Milk Consumption

The research highlighted that health-conscious consumers prefer fresh and pure milk products and are influenced by marketing messages emphasizing natural production.

Research Gap: The study focuses on product attributes and demographics but does not explore digital marketing strategies used by dairy brands.

6. Technavio Market Analysis (2024) Global A2 Milk Market Growth and Consumer Perception

The report highlighted that the demand for A2 milk is increasing due to perceptions that it is healthier and easier to digest than conventional milk.

Research Gap: The report provides market insights but does not examine consumer behaviour in specific cities or the role of digital marketing campaigns.

7. IMARC Group (2024) India A2 Milk Market Trends

The study identified growing consumer awareness, urban health consciousness, and digital marketing campaigns as key drivers of A2 milk demand in India.

Research Gap: Although it discusses market trends, the study does not analyse the effectiveness of digital marketing in influencing consumer buying decisions.

8. Manuelian et al. (2025) Factors Affecting Milk Consumption Preferences

The research showed that product perception, sensory qualities, and consumer beliefs influence milk consumption behaviour.

Research Gap: The study focuses on general consumer attitudes but lacks emphasis on digital marketing communication strategies.

9. Mamidi (2018) Advertising Strategies and Consumer Engagement in Dairy Marketing

The research examined how creative advertising approaches help brands communicate with audiences effectively and build brand identity.

Research Gap: The study emphasizes advertising techniques but does not specifically examine digital marketing channels or A2 milk promotion.

10. Sath guru Market Study (2021) Market Development of A2 Branded Milk in India

The study discussed the emerging market for A2 milk and highlighted consumer awareness as a key factor in market growth.

Research Gap: The research focuses on market potential but does not examine how digital marketing influences consumer awareness and purchasing behaviour.

Objectives

1. To study the digital marketing strategies used by A2 milk brands such as Amul and Country Delight in Pune.
2. To analyse the impact of digital marketing on consumer awareness and perception of A2 milk.
3. To evaluate how digital marketing influences consumers' buying decisions for A2 milk brands in Pune.

Research Methodology

Research methodology refers to the systematic process used by a researcher to collect, analyze, and interpret data to achieve the objectives of a study. It provides a clear framework that explains how the research has been conducted and ensures that the results obtained are reliable and valid. For the present study titled “Effectiveness of Digital Marketing in Promoting A2 Milk Brands in Pune,” the methodology focuses on collecting primary data from consumers to understand their awareness, perception, and buying behaviour regarding A2 milk brands influenced by digital marketing activities.

1. Research Type

The present research is descriptive in nature. Descriptive research aims to describe the characteristics, opinions, and attitudes of consumers regarding a particular product, service, or phenomenon. In this study, descriptive research is used to understand how digital marketing strategies influence consumer awareness, perception, and purchasing decisions related to A2 milk brands.

The study examines how consumers in Pune respond to digital marketing efforts made by A2 milk brands such as Amul and Country Delight. It also attempts to identify the level of awareness about A2 milk among consumers and evaluate whether digital platforms play a significant role in influencing their purchase decisions.

1.1 Respondents

The respondents selected for this study include individual consumers who regularly consume milk or dairy products. The respondents belong to different demographic groups such as students, working professionals, homemakers, and business owners. These individuals represent potential customers for A2 milk brands and provide valuable insights regarding their awareness, perception, and purchase behavior. Their responses help in understanding the effectiveness of digital marketing in promoting A2 milk products.

1.2 Area of Study

The research has been conducted in Pune city, Maharashtra. Pune is one of the rapidly growing urban cities in India with a large population of educated and health-conscious consumers. The city also has high internet usage and active engagement with digital platforms such as social media, websites, and mobile applications. These factors make Pune an appropriate location for studying the influence of digital marketing on consumer awareness and purchasing behavior related to A2 milk brands.

1.3 Study Population

The study population consists of milk consumers residing in Pune who purchase milk or dairy products for daily consumption. This population includes people from various age groups, occupations, and income levels. Since A2 milk is mainly targeted toward urban consumers who are conscious about health and nutrition, this population provides relevant data for the research.

2. Sample Size

A sample size of 211 respondents was selected for the purpose of this study. The sample represents a portion of the overall population and helps the researcher collect relevant information within limited time and resources. The responses obtained from 160 participants provide sufficient data to analyze consumer awareness, perception, and buying behavior related to A2 milk brands promoted through digital marketing.

3. Sampling Method

The study uses a convenience sampling technique to select respondents. Convenience sampling is a non-probability sampling method in which participants are chosen based on their availability and willingness to participate in the research. This method is commonly used in consumer behavior studies where quick and efficient data collection is required.

In this research, respondents were selected from individuals who were easily accessible through online platforms and social networks. Those who were willing to participate voluntarily completed the questionnaire. This approach allowed the researcher to gather responses from a diverse group of consumers within the selected study area.

4. Data Collection Method

The data for this research was collected only through primary sources using a structured questionnaire. The questionnaire was designed to gather information related to consumer awareness, perception, and buying decisions regarding A2 milk brands.

The questionnaire consisted of 15 structured questions covering areas such as consumer awareness of A2 milk, exposure to digital marketing campaigns, perception of A2 milk compared to regular milk, and factors influencing purchase decisions. The survey was distributed online using Google Forms, which allowed respondents to easily access and complete the questionnaire.

The use of an online questionnaire helped in collecting responses efficiently from participants across different parts of Pune and ensured faster data compilation for analysis.

5. Nature and Type of Data

The present study is based entirely on primary data. Primary data refers to the original information collected directly from respondents for the purpose of the research.

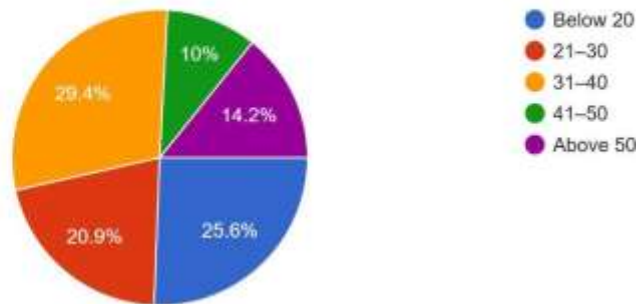
In this study, primary data was obtained through a questionnaire survey conducted among milk consumers in Pune. The responses collected from participants provide direct insights into their awareness, perception, and purchasing behavior related to A2 milk brands and digital marketing promotions.

The collected data was then organized and analysed to understand patterns and trends regarding the effectiveness of digital marketing in promoting A2 milk brands in Pune.

Data Analysis & Interpretation

What is your age group?

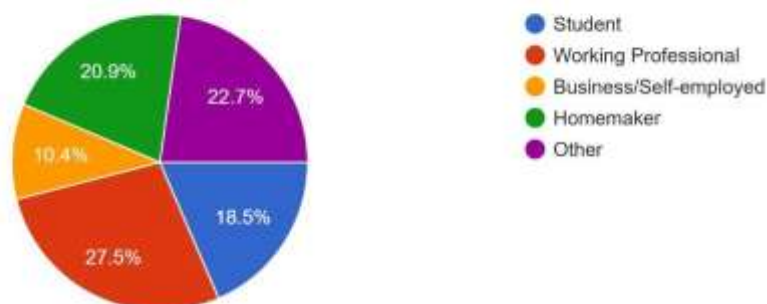
211 responses



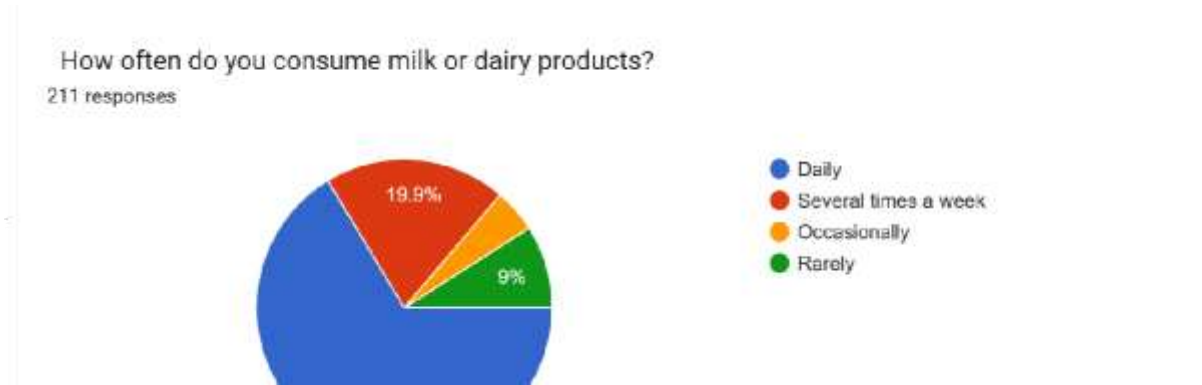
Interpretation: The survey reached a mature audience, with the largest group being **31–40 years old (29.4%)**. When combined with those below 20 and the 21–30 bracket, it shows a strong representation of younger and middle-aged consumers.

What is your occupation?

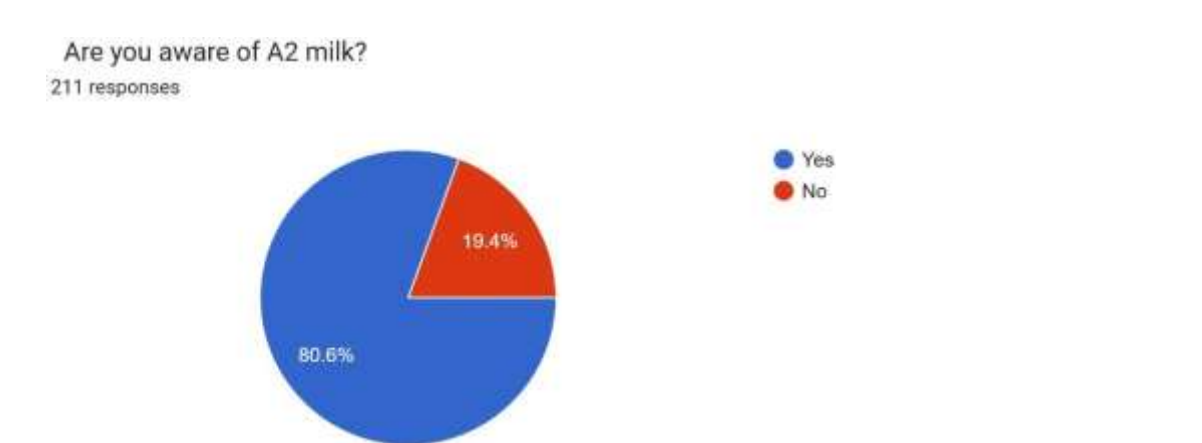
211 responses



Interpretation: The respondent base is diverse, led by **Working Professionals (27.5%)** and **Homemakers (20.9%)**. This indicates that the data reflects the views of primary household decision-makers and earning individuals.



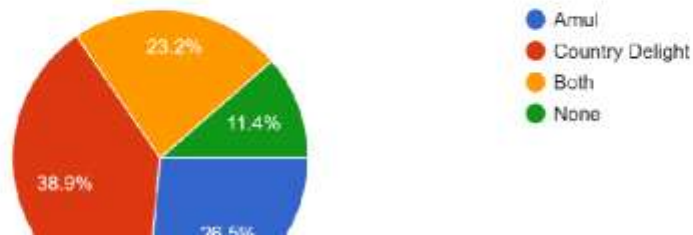
Interpretation: Dairy is a staple for this group, as a significant **66.4% consume milk or dairy products daily**. This high frequency suggests a very consistent and reliable market for milk-related brands.



Interpretation: Brand education efforts seem successful, with a vast majority (**80.6%**) already aware of what A2 milk is. Only a small fraction (19.4%) remains unfamiliar with the product.

Which A2 milk brands are you familiar with?

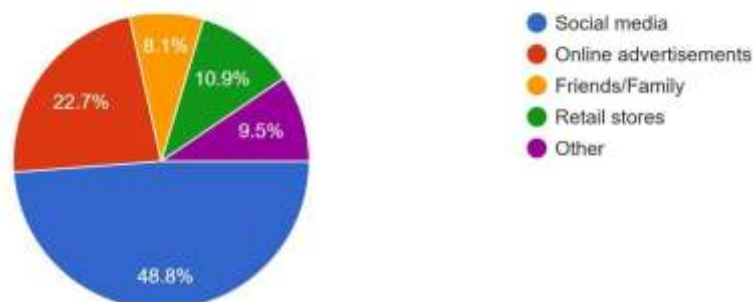
211 responses



Interpretation: Country Delight (38.9%) has the highest individual brand recognition, followed by Amul (26.5%). Interestingly, nearly a quarter of respondents are familiar with both, showing strong market competition.

How did you first learn about A2 milk?

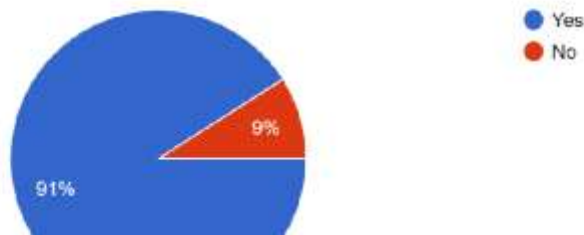
211 responses



Interpretation: Social media (48.8%) is the primary discovery tool for A2 milk, nearly doubling the impact of online ads. This highlights the power of social platforms over traditional retail discovery for this product.

Have you seen digital marketing promotions of A2 milk brands online?

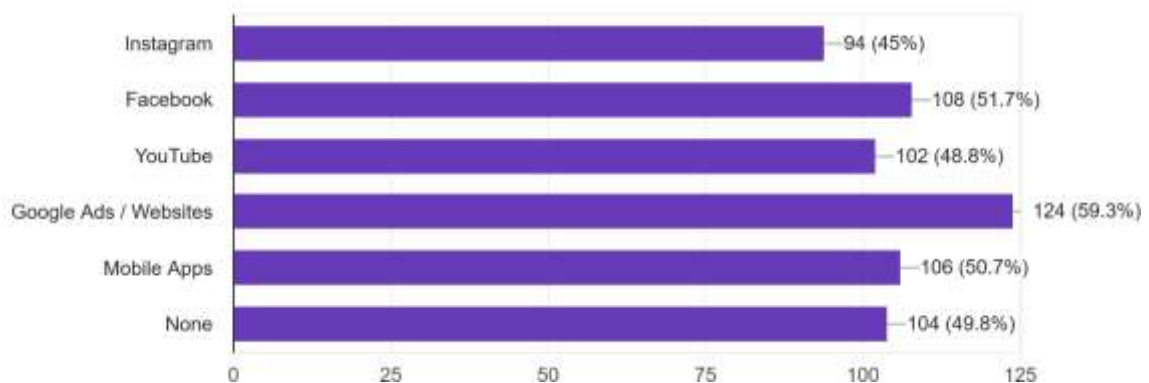
211 responses



Interpretation: An overwhelming **91% of respondents** have seen A2 milk promotions online. This confirms that digital marketing is reaching almost the entire target audience effectively.

Which digital platforms have you noticed A2 milk advertisements on?

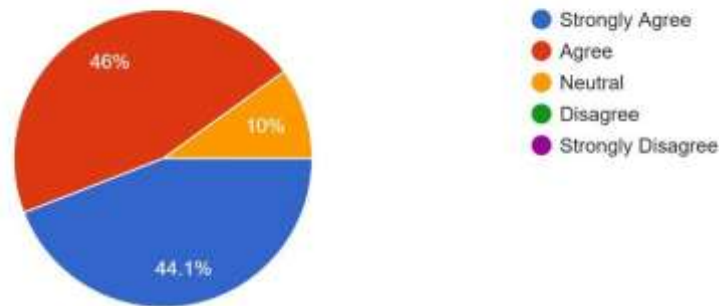
209 responses



Interpretation: **Google Ads and Websites (59.3%)** are the most effective at grabbing attention, followed closely by Facebook and Mobile Apps. The spread across all platforms is relatively even, suggesting an omni-channel presence is key.

Do you believe A2 milk is healthier than regular milk?

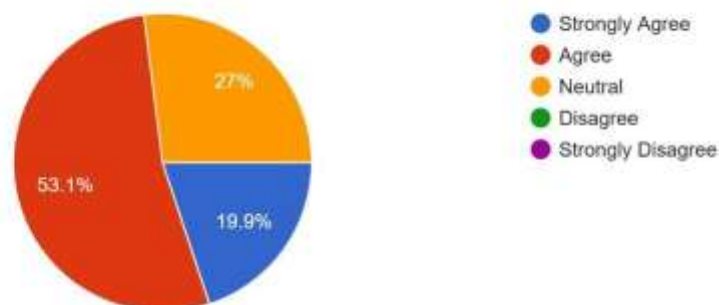
211 responses



Interpretation: Consumer belief in the product is very high, with over **90% agreeing or strongly agreeing** that A2 milk is healthier than regular milk. There is almost zero disagreement regarding its health benefits.

Digital marketing helps me understand the benefits of A2 milk.

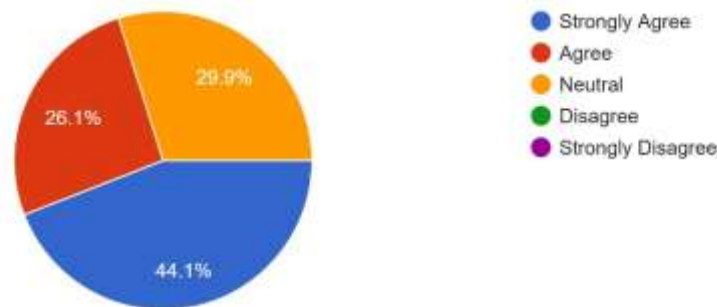
211 responses



Interpretation: Digital marketing is successfully educating the public, as **73% of respondents** agree that these promotions help them understand the benefits of A2 milk. It serves as an effective tool for both awareness and education.

Online advertisements and social media content increase my trust in A2 milk brands.

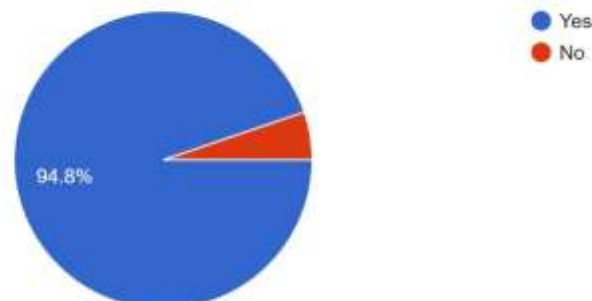
211 responses



Interpretation: Online presence is a major trust-builder, with **over 70% of respondents** agreeing that advertisements and social media content increase their confidence in A2 milk brands. This shows that digital visibility translates directly into brand credibility.

Have you ever purchased A2 milk?

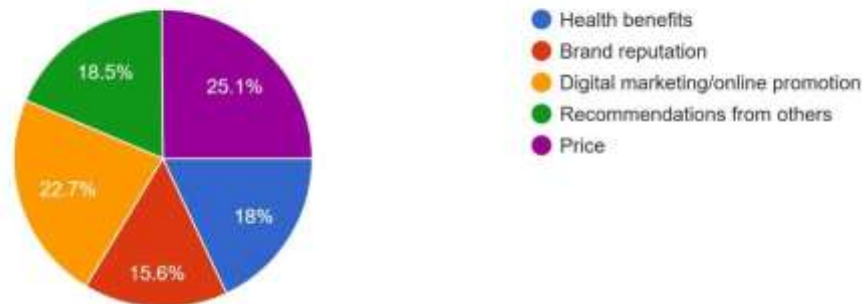
211 responses



Interpretation: The market conversion is incredibly high, as **94.8% of respondents** have already purchased A2 milk at least once. This indicates that the product has successfully moved beyond mere awareness to actual trial and usage.

What influences your decision to buy A2 milk the most?

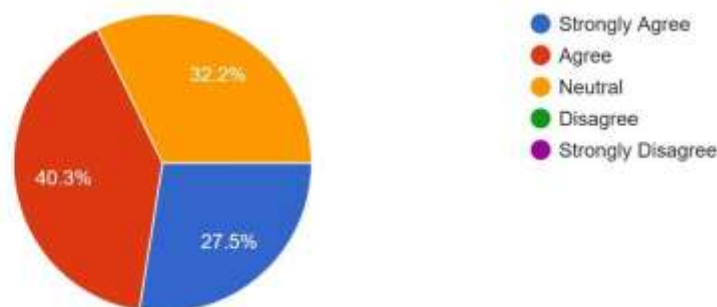
211 responses



Interpretation: While multiple factors play a role, **Price (25.1%)** and **Digital Marketing (22.7%)** are the most significant drivers of the decision to buy. This suggests that while marketing gets them interested, competitive pricing helps seal the deal.

Digital marketing campaigns influence my decision to try A2 milk brands.

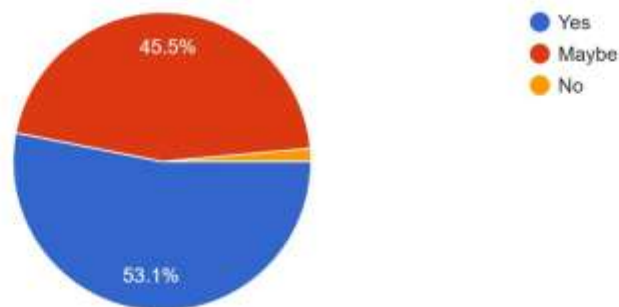
211 responses



Interpretation: Digital campaigns are highly effective at pushing consumers to try new brands, with **67.8% agreeing** that marketing influenced their choice. This confirms that a strong "call to action" in digital ads is working.

Would you consider purchasing A2 milk in the future due to online promotions and information?

211 responses



Interpretation: The outlook for the industry is very positive, as **nearly 99% of respondents** say they would either definitely or "maybe" buy A2 milk in the future due to online information. There is almost no resistance to future purchases among this group.

Findings

1. **Prime Age Group:** The largest group of customers is aged 31–40, showing that middle-aged adults are the main target.
2. **Professional Reach:** Most buyers are working professionals and homemakers, who are usually the ones making health decisions for the family.
3. **Daily Necessity:** Over 66% of people consume dairy daily, meaning there is a constant, high demand for the product.
4. **High Awareness:** 8 out of 10 people already know about A2 milk, so the market is well-informed.
5. **Social Media Impact:** Most people first learned about A2 milk through social media rather than traditional shops or friends.
6. **Brand Leaders:** Country Delight and Amul are the most recognized names, with Country Delight currently leading in familiarity.
7. **Digital Reach:** A massive 91% of people have seen A2 milk promotions online, proving that digital ads are reaching the audience.
8. **Ad Placement:** Google Ads and Websites are the most effective places where people notice these advertisements.
9. **Education Tool:** Digital marketing is successfully teaching people why A2 milk is better, not just selling it.
10. **Health Perception:** Almost 90% of consumers firmly believe that A2 milk is a healthier choice than regular milk.
11. **Building Trust:** Seeing online content and social media posts makes consumers trust the brand much more.
12. **High Trial Rate:** Nearly 95% of respondents have already purchased A2 milk, showing that people are very willing to try it.
13. **Price Sensitivity:** Price is the biggest factor that influences which brand a person finally decides to buy.

14. Decision Driver: Digital campaigns are the main reason why people feel encouraged to try a new brand.
15. Future Growth: Almost 100% of people plan to continue buying A2 milk in the future, indicating very strong customer loyalty.

Recommendations

Recommendations for Brands

Brands should offer more competitive pricing and subscription deals, as price is the main factor influencing buyers. Since social media is where most people discover the product, marketing should focus on engaging content rather than just plain ads. Using these platforms to share clear health facts will further build trust and turn interested viewers into loyal, daily customers.

Recommendations for the Public

Consumers should take advantage of the high competition between brands like Amul and Country Delight by comparing prices and looking for online discounts. Since most people already believe in the health benefits, it is wise to check for verified certifications on brand websites before buying. Staying active on social media can also help users find educational content to better understand what they are paying for.

Recommendations for the Government

The government should introduce strict labelling standards to ensure that "healthier" A2 milk claims are scientifically proven and honest. Since dairy is a daily necessity for over 66% of people, monitoring prices will help keep these premium options affordable for the public. Creating an official certification logo would also make it easier for citizens to identify genuine A2 products online and in stores.

Conclusion

The study concludes that digital marketing is a highly effective tool for promoting A2 milk brands like Country Delight and Amul in Pune, reaching 91% of the target audience. Social media and online advertisements have successfully built high levels of consumer awareness and trust, with 90% of respondents believing in the product's health benefits. While digital campaigns drive the initial trial and brand interest, competitive pricing remains the most critical factor for final purchase decisions. Ultimately, the market shows strong growth potential and high customer loyalty, as nearly all respondents intend to continue purchasing A2 milk in the future.

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Annexure

Questionnaire

1. What is your age group?

- Below 20
- 21–30
- 31–40
- 41–50
- Above 50

2. What is your occupation?

- Student
- Working Professional
- Business/Self-employed
- Homemaker
- Other

3. How often do you consume milk or dairy products?

- Daily
- Several times a week
- Occasionally
- Rarely

4. Are you aware of A2 milk?

- Yes
- No

5. Which A2 milk brands are you familiar with?

- Amul
- Country Delight
- Both
- None

6. How did you first learn about A2 milk?

- Social media
- Online advertisements
- Friends/Family
- Retail stores
- Other

7. Have you seen digital marketing promotions of A2 milk brands online?

- Yes
- No

8. Which digital platforms have you noticed A2 milk advertisements on?

- Instagram
- Facebook
- YouTube
- Google Ads / Websites
- Mobile Apps
- None

9. Do you believe A2 milk is healthier than regular milk?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. Digital marketing helps me understand the benefits of A2 milk.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

11. Online advertisements and social media content increase my trust in A2 milk brands.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. Have you ever purchased A2 milk?

- Yes
- No

13. What influences your decision to buy A2 milk the most?

- Health benefits
- Brand reputation
- Digital marketing/online promotion
- Recommendations from others
- Price

14. Digital marketing campaigns influence my decision to try A2 milk brands.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. Would you consider purchasing A2 milk in the future due to online promotions and information?

- Yes
- Maybe
- No