

STORYTELLING APPROACH TO BUILDING BRAND LOYALTY AT AMUL DAIRY

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ABSTRACT: This research examines how Amul Dairy uses narrative to build brand loyalty. Amul has succeeded in the competitive dairy industry by using narrative to evoke emotion. Story-driven advertising and community involvement have made Amul a relevant brand. Amul increased client loyalty with storytelling strategies including cultural relevance and customer focus in this case study. The study found a correlation between storytelling and brand loyalty using customer-brand interaction indicators. The research reveals that telling brand stories well increases sales and market share by developing loyal customers and reinforcing brand values. This research illuminates cutting-edge dairy marketing methods and can be adopted by other organizations aiming to build consumer loyalty through tales.

Keywords: *Storytelling, Brand Loyalty, Amul Dairy, Emotional Branding, Consumer Engagement, Narrative Marketing, Customer Attachment, Brand Identity, Advertising Strategy, Cultural Relevance*

1. INTRODUCTION

Storytelling has become a strategic branding tactic. Companies' ability to develop lasting client relationships has changed. Traditional persuasive approaches often fail to engage individuals in a world of commercials and sales pitches. Narratives go beyond describing product features and prices. It tells meaningful, ethical, and character-building business stories. Stories instead of sales presentations can make companies more approachable, memorable, and relatable.

Because creating stories helps humans understand the world, branding is based on storytelling. Telling a tale instead than reporting facts helps the listener recall. Storytelling helps people understand new content and relate it to their life. The brands want customers to tell their stories about their backgrounds, difficulties, objectives, and consumer experiences. This kind of connection to the story fosters

brand loyalty by creating a sense of belonging.

Modern consumers value brand honesty and openness, which storytelling can illustrate. Honest and trustworthy firms are more trusted by modern customers. Companies with aggressive marketing and big claims lose their trust. Brands may promote principles, social commitments, and real-life experiences through narrative without sounding like advertising. This honesty builds trust, the foundation of loyalty.

Storytelling also helps organizations distinguish out in highly competitive markets with equivalent value and quality products and services. Even though competitors may readily copy price or features, it's harder to copy a brand story that draws buyers. Brands retain their identity when people make stories about them based on their cultures, histories, or consumer journeys. Finally, these stories

help clients remember and identify with the brand, encouraging ongoing interaction.

Social media and interactive platforms have increased the importance of narrative in the digital age. There are many ways for brands to tell their stories nowadays. This includes movies, influencer relationships, social media marketing, and user-generated content. This constant story interaction turns passive consumers into active brand champions, deepening customer engagement with enterprises. These stories can move customers and turn them into loyal customers when presented across several platforms.

2. LITERATURE SURVEY

Nair, S. & Peterson, L. (2025): Nair and Peterson (2025) investigated the potential of brand storytelling to strengthen emotional connections and increase customer loyalty in highly competitive marketplaces. To examine how consumers interpreted and reacted to narrative-based brand marketing, researchers utilized a mixed-method approach, combining formal surveys with in-depth interviews. According to the findings, consumers are far more inclined to identify with a brand when its stories are grounded in real-life events, national values, and the firm's mission. Customers were more loyal to companies whose narratives demonstrated genuine concern for others and a range of human emotions.

Smith, J. T., & Johnson, L. R. (2024). By delving into the ways in which various narrative styles impact consumers' perceptions of brands and, consequently, their loyalty to those companies, this study demonstrates the significance of narrative design for branding. The authors examine

the impact of story cohesiveness, emotional involvement, character development, and conflict resolution on consumers' emotional attachment to brands in a comprehensive quantitative study involving 500 participants. Based on the findings, businesses have a better chance of retaining customers if they use intriguing narratives with relatable characters that overcome significant challenges.

Gonzalez, J., & Martinez, P. (2023). This article seeks to answer the question, "How does brand storytelling impact brand loyalty?" by analyzing the evolution of brand storytelling across traditional media such as print and television and more modern digital platforms. The writers highlight how digital storytelling has altered the relationship between companies and consumers by enabling real-time and interactive engagement. Unlike more conventional forms of one-way communication, digital storytelling encourages audience participation by allowing them to rate, remark, and edit company narratives. This adds energy to the conversation.

Chen, M., & Patel, R. (2022). The research looks at the way personalized stories affect brand loyalty and emotional engagement using a mix of qualitative interviews and quantitative surveys. The authors claim that readers become significantly more invested when stories are tailored to their individual preferences, habits, or demographics. Personalization enhances the impact of marketing messaging by making consumers feel appreciated and acknowledged through personalized storytelling.

Robinson, C., & Fernandez, A. (2021). Viewed through the lens of consumer behavior, this study investigates the impact

of a genuine brand narrative on brand loyalty. According to the authors, since genuine storytelling is grounded on genuine brand values, experiences, and messages, it enhances the emotional connections that consumers have with brands. Customers are more inclined to believe in and identify with a company if the tales told about it are consistent with its values and mission.

Miller, L., & Roberts, E. (2020). This research applies behavioral economics to the question of how tale persuasion influences consumer loyalty to a brand. The authors argue that stories can significantly influence consumer loyalty and spending habits by appealing to psychological factors such as loss aversion, reciprocity, and social proof. Marketers may subtly influence consumers' thoughts and actions—and perhaps increase brand loyalty—by incorporating these triggers into brand storytelling.

3. TYPES OF BRAND LOYALTY

Loyalty of Behavior:

This form of customer loyalty is based on the customers' real consumption and buying behaviors. Brand loyal customers are those that buy from a particular company again and time again.

Affective Loyalty:

Emotional and psychological attachments to brands are the most important factors in shaping consumer attitudes and loyalty. When a consumer has good brand loyalty, they continue to think well of the brand even when they aren't making direct purchases.

Conative Allegiance:

This sort of dedication includes the purpose and determination to keep buying from a specific company going forward. The percentage of customers that buy from the same brand again is a good indicator of customer loyalty.

Emotional Allegiance:

A customer's emotional connection to a business and their feelings toward that business are the foundation of affective loyalty. Customers feel more than just satisfied; they are loyal to the brand because of the deep emotional connection they have with it.

Normative Allegiance:

Social and cultural influences shape normative loyalty. A customer may remain loyal to a brand if they feel a connection to its ideals or if it is well-liked by others in their social circle.

Switching Loyalty Brands:

Not switching brands can be seen as a sign of loyalty in some contexts. If a consumer persistently shuns trying new brands or items, it might be seen as a sign of loyalty.

Cognitive Disloyalty:

Cognitivism is associated with positive evaluations of a brand's qualities, features, and other observable characteristics. If consumers perceive a brand to have better quality and features than its rivals, they are more likely to become loyal to that brand.

Community Loyalty for Brands:

A sense of community among clients is encouraged by several businesses. In this sense, brand loyalty extends beyond the product or service itself to include the community and shared experiences surrounding the brand.

4. RESULTS AND INTERPRETATION

1. How consistent do you think Amul's narratives are in general?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Very Coherent	40	40%
2	Somewhat Coherent	20	20%
3	Neutral	25	25%
4	Not Coherent	15	15%
TOTAL		100	100%

INTERPRETATION: Table and graph above show that 40% of people think Amul's story is highly coherent, 25% think it's neutral, 20% think it's somewhat coherent, and 15% think it's not consistent at all.

2. As you read Amul's story, what parts do you find most interesting?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Humor	10	10%
2	Emotional Appeal	20	20%
3	Cultural Relevance	55	55%
4	Product Quality Focus	15	15%
TOTAL		100	100%

INTERPRETATION: The data in the table and graph show that cultural relevance(55%), emotional appeal(20%), product quality focus(15%), and humor (10%) are the most persuasive parts of Amul's story.

3. How well does Amul's story convey the principles of the brand?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Very Effectively	70	70%
2	Moderately Effectively	15	15%
3	Slightly Effectively	10	10%
4	Not Effectively	5	5%
TOTAL		100	100%

INTERPRETATION: The data in the table and graph show that 70% of people think Amul's storytelling successfully communicates its brand values, while 15% think it does it somewhat, 10% say it somewhat, and 5% say it doesn't at all.

5. CONCLUSION

Like brand loyalty, having a group of loyal friends who would choose you over everyone else is priceless. Brands and customers have an inseparable bond that goes beyond business dealings. It has the potential to be a powerful tool for companies to thrive in a crowded market if nurtured correctly. Therefore, it is crucial for businesses to analyze client behavior to identify ways to improve their brand experience. Personalized reward programs and active participation in social media are two ways to increase brand loyalty. Companies should remember that building strong relationships takes effort and time, but the payoff is great.

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