

## Study on market for Uthukulli Butter and Ghee - Understanding missing marketing mix elements

A.V. Sekhar<sup>1</sup>, Prof. M. Prabu<sup>2</sup>, K. Sathish<sup>3</sup>, A. Saravana Kumar<sup>4</sup>, R. Renupriya<sup>5</sup>

1. Associate Professor, Department of Hotel Management & Catering Technology, Dr.MGR Educational & Research Institute (Deemed to be University), Maduravoyal Chennai-95,
2. Joint Registrar & Head - Department of Hotel Management & Catering Technology, Dr. MGR Educational & Research Institute (Deemed to be University), Maduravoyal Chennai-95,
3. Associate Professor, Department of Hotel Management & Catering Technology, Dr.MGR Educational & Research Institute (Deemed to be University), Maduravoyal Chennai-95,
4. Assistant Professor, Department of Hotel Management & Catering Technology, Dr.MGR Educational & Research Institute (Deemed to be University), Maduravoyal Chennai-95,
5. Lecturer, Department of Hotel Management & Catering Technology, Dr.MGR Educational & Research Institute (Deemed to be University), Maduravoyal Chennai-95,

**How to cite this article:** A.V. Sekhar, M. Prabu, K. Sathish, A. Saravana Kumar, R. Renupriya (2024). Study on market for Uthukulli Butter and Ghee - Understanding missing marketing mix elements. *Library Progress International*, 44(3), 11717-11726.

### ABSTRACT

Uthukulli Butter has been popular not only in Tamil Nadu but even outside the state, and we can say the town UTHUKULLI, which is near TIRUPPUR, the largest hosiery industrial town, became popular through the Butter (and the Ghee) that is produced in the town for years now. While Uthukulli butter is famous even today, the growth in demand for this niche and fast consuming food product has not been the way it should have been, due to reasons which could be many. The study on the butter, as the product produced in Uthukulli, its features and the associated factors, which were the reasons for the popularity that it could achieve, has been done to bring out knowledge about it from the early days - highlighting the essential aspects for the market success for the Uthukulli butter. A product which becomes a brand is often recalled and longed for, if the same is not found in the store shelves for some time. Uthukuli butter has always been a choice when available, but the stage of brand absence did not seem to have created a void for butter. Other brands and varieties of butter ably met the demand for butter & Ghee. The study is mainly done to find out the special features of the product because of which it became popular, and also the reason why there was no consolidation for increased popularity narrating the factors that worked against for the so called town-brand "Uthukulli". The marketing mix elements of the product and the strength or weakness of each element portray the reasons for the brand Uttukuli suffering the brand popularity that it is due to attain.

**KEY WORDS** Uthukulli Butter and Ghee – Churned butter – Brand Uthukulli -

### INTRODUCTION:

It is but common in every community to try and have a balanced diet consisting of Carbohydrates, Fiber, Protein & Fats in the proportions required for maintaining good health. While each culture has its own unique feature to make it

an exclusive meal relevant to their culture, India continued to have its ancient genre without many changes seen even after several centuries. Ghee has been the choice of Indians to partly fulfill its needs of Fats and the meal has never been complete without Ghee made out of pure desi cow milk adopting the traditional churning technique. Changing times and increasing volumes made us turn to buffalo's milk too, while instances of Goat milk also seemed to have served the Indians in some regions.

Uthukulli, the town near Tiruppur - the hosiery exporting town in Tamil Nadu, which is globally renowned - had earned a strong brand like identity for the butter that is produced in the town, which became a hot favourite in Tamil Nadu and also known for Butter & Ghee Consumers of other locations beyond Tamil Nadu. There do not seem to be a product based brand identity for the Butter, but the butter produced in the town Uthukulli could establish a strong name for itself. 'Uthukulli Butter' is a popular product with no particular producer or their brand that had seemingly earned popular identity.

The town Uthukulli, it is believed, got its name, as is known, from the legend Sage - Agasthiyar. The sage is said to have come to Kaithamalai for meditation purposes. He could not find water, when he prayed to Lord Murugan, who appeared before the sage and created a source of water according to the wishes of the sage. Thus the place came into being as "Uthukuli" later becoming Uthukuli. Agriculture had been the primary activity of the people of the town due to the wide-spread green pastures. Goats, Sheep and buffaloes grazed. Butter making became popular activity in the town.

(Ref.No.1)

**The Opportunity** - The advantage for Uthukulli butter, in terms of the positive features that it had, was not effectively used as an opportunity and the marketers - both the butter making units and the marketing experts in the town or the business aspirers of Tamil Nadu did not leverage the strength of the product to brand the product effectively. Emulating Amulof Anand was quite

possible. Even if the milk production was not taken up for development, the production of brand Uthukuli butter should have been taken with a strong brand identity. Brand Uthukuli butter had its product advantage, the basic infrastructure of butter making units and the milk producers in the town and around it to expand their operations of production and distribution of cream to the butter making units in the town and otherwise. But the total eco-system seems to have continued to remain as a town producing the butter more known as Uthukulli butter attributing the best of physico-chemical features which was a strong feature worth branding and expanding the operations. It seems to have been a missed opportunity, as one could see in a marketing angle. The butter from Uthukuli was more a commodity rather than a brand

"Concentrating on the geographically important ghee, uthukuli ghee from region of TamilNadu is known for its extraordinary flavour. Exclusiveness in ghee production is primarily dependent on the **area of production, breed of animal, feed used for the animals, temperature and other intrinsic, extrinsic factors.**"

"physico-chemical parameters such as Reichert- Meissl (Rm) value (indicator of how much volatile fatty acid can be extracted from a particular fat or oil ), Polenske value (number of milliliters of 0.1 normal alkali solution necessary for the neutralization of the water-insoluble volatile fatty acids distilled and filtered from 5 grams of a given saponified fat) , Iodine value (measure of the relative degree of unsaturation in oil components, as determined by the uptake of halogen) , Saponification value (Saponification is the hydrolysis of an ester to form an alcohol and the salt of a carboxylic acid in acidic or essential conditions.) (SV), Butyro-refractometer(Butyrate is a type of fatty acid that is found in ghee - (BR) reading, Melting Point, Free fatty acid (FFA), peroxide value, Critical Temperature of Dissolution (CTD) have been determined for geographically relevant uthukuli ghee"

Ghee as Clarified butter is among the essential dairy products in the country. And Ghee has a predominant role in the platter of all Indians, which is due to the fine flavour that it adds to food, most pleasant aroma - all of them satisfying the statutory dietary guidelines pronounced. Uthukuli Ghee is well known for its extra-ordinary aroma

(Ref.No.2)

A Study on Physico-Chemical Properties of Uthukuli Ghee- S. Bhavani Ramya<sup>1</sup>, D. Baskaran<sup>2\*</sup>, K. Vijayarani<sup>3</sup>, R. Palanidurai<sup>4</sup> and D. Ramasamy<sup>5</sup> <sup>1</sup>College of Food and Dairy Technology, College of Food and Dairy Technology (TANUVAS), Koduveli, Chennai- 52, I -

Marketing of a product becomes easier and is done better, when the product is of good quality, has a strong brand identity, price is ideally set and competitive - with adequate profit margin, distribution is customer supportive with proper promotion done to create awareness to influence the customer decision. While apparently seen, all these attributes seem to be part of Uthukuli Butter and ghee, there were loose ends in the product's marketing mix.

**Product Popularity through the process - Churned butter - Churning is a traditional process. “Churned butter” is a term and a designation that indicates that butter has been churned and taken out from a cream which is matured and adopting traditional churning process. The end-product thus made is of superior quality and great flavour. The advantage of Traditional churning process is that compared to the continuous mechanical process, the product retains the natural physical and chemical qualities and preservation capacity.**

**The benefits experienced in the churned butter will be of:**

- less air content
- Naturally colorful butter
- consistency after storage will not be either soft or tough
- Better preservation quality (better water distribution)
- Distinctly better butter taste, (longer cream maturation)

**(Ref.No.3)**

Information on the Nutritional Value break up of Uthukuli butter - per 14.2 gm – 1 tablespoon). The Values, when observed closely, Uthukuli butter matches with the common butter, for which the values are recommended as per Agmark& FSSAI

Nutritional content	Uthukuli Butter	Common Butter
Energy	101.8 kca	102 kca
Energy from fat	814 kcal	814 kcal
Total fat	11.52 g	12.0 gms
Saturated fat	7.294 g	7 .0 gms
Protein	0.12 g	0.0 gms
Sugar	0.01 g	0.0 gms
Carbohydrate	0.01 g	0.00gms
Sodium	0 mg	2.0gms
Cholesterol	30.5	31.0 gms

**(Ref.No.4)**

## RESULTS & DISCUSSIONS

Is it then a lost opportunity for the brand Uthukuli butter to make it big in the market. Studying analytically the components of the Marketing mix would be the right method of finding out as to what actually went wrong for the Uthukulli Butter and Ghee to become a popular brand, considering its exclusive product features.

### **Product:**

Uthukulli Butter has its special characteristics, which are the reasons for its preference of the customers, among other types of butter available in the market. The features represent the natural source of material, the processes, the preservation, etc. Features correspond to advantages & benefits. Customers who prefer to enjoy the tastes, flavours and aroma of Uthukulli butter, would prefer it over others.

From what has been said, it can be understood that Uthukulli butter is of its distinct features and benefits making it a product which stands apart among the other types of butter. In fact the butter from Uthukulli town has to be looked at as a product of Variance among the generic butter that is sold and the strong brands enjoying their shares and the positioning in the market.

While the product has a good demand it's not a patented product for the scientific rationale supporting the product. The product is exclusive and is of special features, which are due to the processing that is adopted for manufacturing the butter. And every individual / Unit making butter in Uthukulli town follows the same processes. And every such unit's product is Uthukulli Butter. And every Unit's product is sold as a commodity and no brand identity is created and promoted for increasing sale volumes - year after year. It is, therefore, more a case of which trader or a wholesaler who sells Uthukulli butter, and not what brand they sell. And even in the case of a brand owner selling Uthukulli butter under his local brand, the butter is more recognized as the Uthukulli butter and not the brand under which it is sold.

So in short, Uthukulli butter is a generic product of a special nature and any butter sold generally is only known as Uthukulli butter that hailed from the town. The missing rationale here is 'branding' making the commodity to be identified as a branded product. A branded product, when popular, becomes a brand which speaks for the product, as long as the product carries the brand and the brand based image. The very brand name will speak for the product, which the market popularity enables the product to gain.

### **What could branding do:**

1. Brands make us feel good and build an emotional connect with the brand. Consumers of such brand relate themselves to the products and their brands.
2. Brands build trust in the minds of customers and build the reputation of the brand and the products thereof.
3. Brands can be made to create thus a unique place adopting careful construction of them with the stories that speak about them, relationships that breathe about them and the messages that mesmerize them.
4. Branding is therefore vital as it becomes a part of the brand and enhances the product's intrinsic value beyond expression. Brands go to the extent of adding emotional value,
5. which the customers account for themselves in a measure that their mind and heart would configure.
6. Branding when properly done could leverage brand based business without logic supporting it. But then the brand owner also would get committed to keep the value high by continuously adding layers of augmented value.
7. A well devised brand can push the marketing plan ahead for higher sale volumes and values.

### **(Ref.No.5)**

Study of the market will reveal that there are a few brands which are tag-lining their products as Uthukulli butter and ghee. The term "Uthukulli" the name of the town only indicates the nature, scope of the product and the processes the product undergoes. It is not something that an individual or an organization to own exclusively. The brand, therefore, cannot have a place in its name as "Uthukulli".

It can thus be concluded that 'Uthukulli butter and ghee' being termed as a product first has to be a "brand" and the brand, with proper advertising strategies and promotions has to be positioned among the brands and up-scaled in

volumes produced and sold matching the quantities for larger reach. The market size for butter and Ghee, in general, would provide clear indication as to where such a proposed brand of Uthukulli butter and ghee, has to be placed, what should be the volumes to be produced, what kind of manufacturing facility has to be planned. Sourcing of ingredients of which the milk is the main one, the processing of it, where and how it is sourced matter a great deal.

Creation of brand is not just for identification but positioning the product attributing the features that the consumers would want the branded product should have. Brand is created with a larger vision - for identity, for appeal, to make it a larger connect, to develop an emotional high and all these are done with a vision to attain a greater position - market size, position and through them larger share. Branding is the first step to take the branded product on a travel which otherwise won't be possible.

#### **Brand positioning**

Proper analysis is necessary before brand positioning is undertaken:

1. Have a clear Understanding of what the consumers would want.
2. Have a grasp of the capabilities of the company and brand
3. Understanding the competitors' plans and strategies - especially positioning their brands
4. A clear purpose statement - rather a positioning Statement has to be made.
5. The statement should resonate with the consumers
6. Ensuring that the brand promise could be delivered.
7. Product differentiation among the other brands is visible and felt.
8. Brand positioning statement should be clear and specific. Generic statement does not fit in the positioning statement.
9. Brand challenge should be all inclusive and comprehensive - everything that is done.

#### **(Ref.No.6)**

Now to conclude, the following are the missing factors which kept the Uthukulli butter and ghee, from growing into a brand enjoying a sizable market share:

1. Lack of Brand creation
2. Lack of enterprise and Unexplored & Unutilized opportunity of special characteristics of Uthukulli Butter and Ghee
3. Not determining the positioning in the market for butter and ghee of Uthukulli.
4. Unexplored marketing opportunity
5. Non-identification of the nature, scope and sourcing of Ingredients (mainly milk), manufacturing and processing facility for up-scaled volumes
6. Lack of Advertising and promotion strategy to tap the product strengths and marketing opportunities.

It is also seen that no promoter ever thought of properly doing the product profiling and working on the marketing mix in order to capitalize the special characteristics of the product. Product profiling, if properly done, the branding would have cropped up leading to do greater marketing initiatives, which was a great missed- opportunity

#### **Place**

Since product needed the profile-spruce up, the distribution plan and expansion would not have been possible. Volume Sale, Quality standard compliance and other distribution supporting planning would have to wait till the product profiling task is completed.

#### **Price**

Pricing again is an important factor as the Marketing Mix element, which need to wait till the Product profiling is complete. Especially the aspect of "Branding" remains to be properly decided for which product profiling has to be complete. The entire paper and the observations made herein are focused on the incomplete product profile, which is the current status for the so called product called "Uthukuli Butter"

Similarly **Promotion** policy and plan would depend on the Product - where the promoters would like to move to, the time period planned along with the positioning that is desired. There are, therefore, a number of aspects which need to be in place, before the Promotion could be done. As marketing always revolves around the product mainly, the other marketing mix activities could be determined only upon the completion of the product profiling. Hence for Uthukuli butter take the route of a brand and be popularized, the branding activities have to be initiated & completed,

which is the most important thing. It is the major gap about which the observations are drawn out in the paper.

**“Customers choose one brand over another because they’ve made an emotional connection with that particular brand because it means something important to them and they trust that brand. While that connection may sometimes be the brand with the lowest price, more often than not it’s due to the distinctive personality, characteristics, values and behaviours of a brand – the emotional experience and meaning that association with that brand gives them.”**

It could be noticed, from what is said, that every purchase transaction would always result as value for the money spent by the buyer + the emotional value that the buyer derives out of buying

“Newman talks about emotional capital; the asset on the balance sheet you can’t afford to ignore. In short without sounding cynical, **“there’s money in emotion”, “trust is fundamentally built on an emotional experience** and emotions are involved with everything a company does. **Emotions determine whether or not people will work well with you, buy from you, hire you, or enter into business with you.** For this reason, the value of these emotions eventually shows up in financial performance.”

The decision to buy is based on trust and hence the brand when bought delivers the value for money + emotional value that result in trust. So the brands that make us buy have the profiling carefully undertaken, which come with a promise to deliver both the values.

“In the new economy it is no longer sufficient to view a company or a brand simply as a commercial entity and its assets cannot be fully accounted for by inventories of financial capital and not even human capital.” **“Ultimately, the only way to create real profit is to attract the emotional rather than the rational customer by appealing to their feelings and imagination.”**

It is therefore clearly understandable, that when brand profiling is done, utmost care is to be taken to build the features that project emotional value, which, many times make a large difference. Customers may, at the spur of the moment, change their decision and decide not to buy and such instances would occur due to the reasons of breakup in emotional bonding.

Before concluding to state about the importance of Brand Creation and Brand positioning, studying the findings of a Case study on a brand and its positioning, which speeded up its growth in performance in the market would help understand from a real market situation.

“A brand that has become an extremely successful one, which gained a huge market share within a short period in the past Indian FMCG market is the PATANJALI, though it took a very long time for various MNC’s in the FMCG sector in India to win the heart of Indian consumers (Dr. Meda & Cristina). In this context, this case explores the tremendous growth of PATANJALI in the light of the paradigm shift in the Indian consumer behavior and understands the importance of brand positioning in brand management as the case of the successful business model developed”

It could be seen how PATANJALI brand became successful within a short time period. While MNCs marketing their brands of products in the similar markets took much longer time to achieve the market shares, PATANJALI could win in its way to become a strong contender. The pitching of the brand and the strengths of the product profile made the magic, The product positioning, the promotion strategy that was adopted, with the distribution that leveraged the whole process of marketing, all together could push the brand to a level that would not have been possible if the brand creation and brand positioning was left to its mediocre level. It would not have been possible for a brand to make great in roads - coming from nowhere, and also considering the big multinational companies vying with one another to advance or retain their positions.

“According to Edelweiss Research, PATANJALI operates in three broad business segments: 1) FMCG products which majorly include: cosmetics, shampoo, soaps, food supplements, digestives, etc 2) Home care products like detergent cakes, powder, liquid, etc and, 3) Ayurvedic products such as healthcare products for blood pressure, skin diseases, joint pain, etc). These products attracted an intention of Indian consumers as they are being promoted as SWADESHI (indigenous) and all-natural(Rupesh), made from ayurvedic and natural ingredients (Varun&Sweta). The Indian society is a brand obsessed society and Creating, Developing, Implementing, and Maintaining successful brands are at the heart of the marketing strategy of any company (McEnally,M . and Chernatony,L. de 1999) and for Successful brands there is a

need for strategic perspective (deChernatony1998) using which favorable brand images which reflect the brand's identity, are an outcome of strong brand concepts presented and communicated to target segments (Gardnerand Levy1955, Reynolds and Gutman1984, Kapferer 1997).”

PATANJALI had three segments of products and all were Fast moving consumer goods. They were - 1. Beauty Products; 2.Home care Products & 3. Health-care products. All the products had been created and projected as SWADESHI (Indigenous) made from AYURVEDIC and the products sourced from natural environs. The principle of Creating, Developing, Implementing and Maintaining the brand in the market was well followed. Distribution and Promotion did their levels of strong leveraging to push the brands to a level that was possible within a very short period of time. The patriotism and Natural characteristics of the products accelerated the market penetration. Increasing aversion towards chemical based raw materials and their effects on the newer generations had pushed the choices for products manufactured with the natural raw material with least processing.

“Patanjali used the brand positioning strategy (DR Krishan & kiran) effectively. Also, Patanjali used two main positioning strategies. The first one is swadeshi made (Made in India) and the second is “Natural Products available at affordable prices” and both prove very useful for Patanjali (Falguni, Asma, Yashkadwe, Yash Kshatriya, Mayur & Afrin). Besides these, Patanjali positioned its products through Ascetic Lifestyle (Sadhna), education (Shiksha), Health (Swasthya), Entrepreneurship (Swawlambar) (Ankit, Zillur & Akhil). Patanjali reinforced its strong positioning by spiritual gurus brand ambassador.(Dr. Mridanish).

The straight forward points of brand management adopted by the corporate brand PATANJALI was its focus directed on:

- Make in India -
- Natural products available at affordable prices

Pricing of the marketing mix elements was chosen to work upon to provide affordable prices, which had a deeper level impact in the middle-class dominated country like India. The customers in India want good products and at the same time, at a price that would not pinch their pockets.

The other essential aspect considered for promotion at a time the whole world is rejecting products made of chemicals and artificially created compounds, was NATURAL PRODUCTS, MEDITATION & YOGA.

#### **Ref. No. 7**

From the quotes of findings of the case study and the other excerpts on the brand profiling above, what could be brought into the study on the missing branding activities are IMPROPER BRAND PROFILING. That does not mean that there are no positive brand profiling features. In fact there are a number of brand profiling possibilities for building on the core product, the quality features of the product, scaling up of product volumes, effective pricing, distribution that could enhance market penetration and promotion.

The following six key elements are representative of some of the core ingredients included within this branding process, used to create and deploy a compelling personality for the brand.

**The key elements which are core and inherent are:**

#### **1. Knowing in the market**

This is the most essential process & aspect, which Uthukuli Butter and Ghee did not go through. Much study was missed to be done Had a promoter taken up the initiative to pool up the possibilities, the market possibilities would have been clearer and consolidation process would have been easy in completing the Brand profiling process

## **2. Defining the brand personality**

Knowing the market as mentioned above would have cleared possibilities for developing the brand personality, which, now looking like a generic one, is weak and fragile. Much needs to be done in this area. In fact, actually brand profiling is based on what definition the promoter has in mind to develop the product as a brand.

## **3. Create Distinction for Your Brand Profile**

This in fact is the Unique selling proposition, which would in all market tilt the scale towards the brand becoming the choice of the customer. In fact the commercial value, the emotional value build up, together with USP could push the activity in full throttle making the brand rich and appealing. The other competitor brands would find it difficult to match.

## **4. Develop or Refine Your Brand Story**

Brand profiling having been done with all seriousness to attain the winning edge and brand position strategy in place, building a brand story would not be difficult. Several strong and logical aspects could be brought into brand story.

## **5. Develop a Strategic Direction**

Strategy is a vital and strong weapon, which tilts the odds to favour a brand. The strategy could be on pricing (while introduction, offers, etc) or it could be innovative distribution policy supporting the grand decision, which would make the channel work wonders.

## **6. Maintain Brand Consistency**

Building a brand profile, determining brand positioning, creating a USP, building brand story and the strategy are all very essential for a brand to work wonders. But maintaining brand consistency is the most essential thing that the brand should be favoured with. This is possible not with maintaining what is built, but growing in size, enhancing quality and working on every marketing mix element to enjoy the limelight - one after the other and engaging the customer - delivering not only Commercial value (value for money) but also delivering the emotional value, which is the cementing element which actually ensures consistency. Brands like, Surf, Colgate, Horlicks are the standing examples for brand consistency. All the brands ensure the growing bottom lines of the companies promoting the brands - both in volumes and value.

## **Ref. No. 8**

So far we had discussed in detail about the processes of building the brand and the brand positioning processes, which the Uthukulli butter and ghee products should have gone through. But there has been another major issue called the Brand naming and the hiccups involved in branding a product, which became popular with the Town as the place of importance. A brief discussion below on this would take us to a better and clearer state of understanding.

The Brand-naming of Uthukuli Butter and Ghee could be based on the currently followed strategy, about which the existing practices would unveil the processes:

Uthukuli butter & ghee products being popular for the quality (Sourcing of milk, the town's environs, method of butter production, & the quality features thereof) of the products driving the popularity, the name of the town "Uthukulli" could have been chosen as a part of the 'brand name', instead of tag-lining the products using the popular name - without being a part of the brand name. Without being the part of the brand name and keeping it only as tag-lining the brand name would not bring any marketing mileage for Uthukulli butter and ghee.

It should be noted that the Brand name could have in it the name of the place, which is in vogue for several products becoming brands and making history in marketing successes. The brands with the places of origin as a part of the brand names here below would throw light on how the brand names with the places of origins work wonders, too.



### **Adyar Anand Bhavan (now also A2B)**

All the products marketed under this brand name enjoy the brand related popularity of 'AdyarAnandBhavan'. Adyar in the brand name here is a popular locality in the city of Chennai. 'AdyarAnandBhavan' is a registered brand. The place of origin which is pulled into the brand name has worked out well. And the brand name thus moved to the next stage - now being called A2B, where the first 'A' stands for Adyar - the name of the place.

### **Ref. No. 9**

### **Karur Vysya Bank**

Karur Vysya Bank is a Scheduled Commercial bank, headquartered in Karur in Tamil Nadu. It was founded in the year 1916. The brand name of the Bank now being popularly called as KVB is another classic example of the place of origin being a part of brand name. The bank - Karur Vysya Bank - is very popular now with 800 branches and 1650 ATMs operating.

### **Ref. No. 10**

There are a number of other brands having the places of origin as a part of the brand name such as - MRF Tyres (**Madras** Rubber Factory originally), **Bombay** Halwa House, **Mysore** Sandal Soap, **Kumbakonam** City Union Bank N, which in the later decades became City Union Bank (CUB). Nationally, there are innumerable other brands with the places of origin being a part of the brand name. Internationally also, there are brands like **Kentucky** Fried Chicken (KFC), **NOKIA** Mobile Phones (**Name of the town in Finland**) , **American Airlines**; **Komatsu**.

So the above excerpts and examples clearly show that it was a great opportunity missed for Uthukulli butter and ghee products, not to have used the town name '**Uthukulli**' which could have become the part of Brand name. The missed opportunity was critical, since the Uthukulli butter to become brand, was not properly ideated. Strong in its Product features with everything in its place, had the brand been created with Uthukulli - the name of the town (which meant a lot) being a part of the brand, the products of Butter and Ghee produced in this great town would have ruled the market winning sizable market shares which it deserved.

To wrap up the papers findings, the following facts found to be seriously missing which, being in there, would have taken the brand to a position that would have been among the popular front line brands both in Butter and Ghee markets.

### **What is now needed is a promoter to look at the**

- product - as a strong future brand
- build product features that make it distinct - which is not difficult as it is
- Branding done with the popular name of the town being a part of the brand name.
- work on the pricing that need not be based on penetrating policy
- Distribution that makes every brand handler - Whole-sale and Retailer involve to work with strong brand association.
- Promotion strategy that covers wider audience and is consistent.

With the needed attention and the important action elements, Uthukuli butter and Ghee products would be a popular and a strong and preferred brand not only in Tamil Nadu, but breaking the boundaries could reach locations and customers, far and wide.

## CONCLUSION

The paper thus has a clear objective of making observations as to why Uthukulli butter remained as a generic product for decades. The study reveals that no endeavour of any level has been there to do branding with “Uthukulli” being a part of the brand name. There has been no brand tagged to the term “Uthukulli butter” with the proper product profile. No promoter did think of a product profiling with Uthukulli butter as the Core product, over which the **actual** product and **augmented** product features could be built. Branding, being the most important factor, it makes the product get its identity in the market and enables promotion possible. Lack of branding has been found as ONE critical reason for the generic product not to become popular. Uthukulli butter not becoming popular has therefore been due to the lack of right branding, promotion and positioning - the essential factors for the products to become brands and brands to rule the markets. The market for Uthukuli Butter and Ghee had not scaled up due to missing marketing links in the marketing process - mainly ‘Branding’ & “Brand Positioning”.

## REFERENCES

- 1.
1. **Uthukuli-2022**  
<https://en.wikipedia.org/wiki/Uthukuli>
2. **A Study on Physico-Chemical Properties of Uthukuli Ghee** - S.Bhavani Ramya-2019  
<https://doi.org/10.20546/ijcmas.2019.804.246>
- 2.
3. **Uthukulli butter and its Benefits** – DM Traders - 2019  
<https://www.dmtraders.com/product/uthukuli-butter/>
4. **Butter: Are There Health Benefits** - Zilpah Sheikh, MD  
<https://www.webmd.com/diet/health-benefits-butter#:~:text=to%20Choose%20From-,Nutrition%20Information,%2C%20fiber%2C%20sugar%2C%20and%20protein>
5. **What is the Importance of Branding in Business Growth?** - Prasanna J - 2024  
<https://iimskills.com/importance-of-branding/>
6. **A Simple Definition of Brand Positioning** - MARION ANDRIVET - 2024  
<https://www.thebrandingjournal.com/2016/11/brand-positioning-definition/>
7. **HOW IMPORTANT IS BRAND POSITIONING IN BRAND MANAGEMENT? THE CASE STUDY OF PATANJALI** - Bashir Ahmad Joo - 2022  
[https://www.researchgate.net/publication/361051699\\_HOW\\_IMPORTANT\\_IS\\_BRAND\\_POSITIONING\\_IN\\_BRAND\\_MANAGEMENT\\_THE\\_CASE\\_STUDY\\_OF\\_PATANJALI](https://www.researchgate.net/publication/361051699_HOW_IMPORTANT_IS_BRAND_POSITIONING_IN_BRAND_MANAGEMENT_THE_CASE_STUDY_OF_PATANJALI)
8. **Brand Profiling** - Lorraine Carter - 2015  
<https://www.personadesign.ie/brand-profiling-top-6-components-to-creating-a-strong-brand-personality/>
9. **Adyar Ananda Bhavan** -2023  
<https://aabsweets.com/about-us.html>
10. **Karur Vysya Bank** - 2023  
[https://en.m.wikipedia.org/wiki/Karur\\_Vysya\\_Bank](https://en.m.wikipedia.org/wiki/Karur_Vysya_Bank)