

A Study on Marketing Strategy and its Impact on Branding of Haldiram Company, Nagpur

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Abstract: *Western companies are opening up their factories and offices in India in an unprecedented manner and thus creating a need to study the organization and management of their Indian counterparts. The emergence of India as an economic power over the recent years has created a need to understand the way business is carried out in that part of the world. Also important is to realize how businesses are founded and structured in India. Many Indian companies were family businesses to start with and even today some of the biggest companies listed on Indian stock exchange continue to be owned partly by the families. This research work attempts to study a typical Indian family run business, its inception, its aspirations, the challenges faced in the context of an emerging economy and the possible roadways to map the future.*

Keywords: Branding, Marketing strategy, Expansion, Business Acquisition, Innovation

I. INTRODUCTION

The essence of marketing is an exchange or a transaction, intended to satisfy human needs or wants. That is, marketing is a human activity directed at satisfying needs and wants, through an exchange process. A demand is a want for which the consumer is prepared to pay a price. A want is anything or a service the consumer desires or seeks. Wants become demands when backed by purchasing power. A need is anything the consumer feels to keep himself alive and healthy. A transaction consists of a value between two parties. A transaction differs from a transfer. A transferor may receive nothing in return. The aim of marketing is to make sales in order to earn reasonable profit for the producer. Previously market was considered to be a place where buyers and sellers would meet. But market does not necessarily mean a place. According to Harwell, marketing consists of identifying, anticipating and satisfying customer needs and desires. According to Stanton, "marketing is the creation and delivery of a standard of living; it is finding out what customers want, then planning and developing a product of service that will satisfy those wants; and then determining the best way to price, promote and distribute that product or service." Peter Drucker observes that the purpose of business is to create a customer by which he lays stress on two aspects: (a) identification of consumer needs and (b) organising the business to meet these needs. The modern concept focuses on the consumers and their satisfaction. The approach of modern marketing is consumer- oriented instead of solely product-oriented..

II. LITERATURE REVIEW

Haldiram Company is a well-known brand in the Indian snack food market, and it has been able to achieve this status through its effective marketing strategies. One of the main marketing strategies used by Haldiram is advertising. Advertising is an essential component of a company's marketing mix as it helps to create brand awareness, educate customers about the product's features and benefits, and influence customer purchasing behavior.

In the case of Haldiram, advertising has been a significant driver of its brand recognition and recall. The company has used various advertising channels such as TV, print, radio, and digital media to reach its target audience. The company's advertisements usually highlight the unique features and benefits of its products and also showcase its high-quality packaging. Haldiram's advertising campaigns have been successful in creating a positive image of the brand, and its ads are often remembered and recognized by customers.

2.1 OBJECTIVES

- To examine the importance of Marketing Strategies with reference to Haldiram Company .

- To identify the factors affecting marketing strategy of Haldiram Company.
- To know the perception and buying behaviour of customers towards brand image of Haldiram Company.

2.2 HYPOTHESIS

H0: The Marketing strategy adopted by Haldiram Company is satisfactory & creates good impact on customer.

H1: The Marketing strategy adopted by Haldiram Company is not satisfactory & not creates good impact on customer

III. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research method/techniques but also the methodology.

Eg :- An architect, who designs a building, has to consciously evaluate the basis of his decisions, i.e., he has to evaluate why and on what basis he selects particular size, number and location of doors, windows and ventilators, uses particular materials and not others and the like.

"Thus, when we talk of research methodology we not only talk of the research methods but also consider the logic behind the methods we use in the context of our research study and explain why we are using a particular method or technique and why we are not using others so that research results are capable of being evaluated either by the researcher himself or by others".

COLLECTION OF DATA

There are two types of collecting data

1. Primary data
2. Secondary data

1. PRIMARY DATA

Consumer survey, field survey, questionnaire, e- questionnaire has been used in their project.

2. SECONDARY DATA

Books, report, company website has been used these project.

Sample size

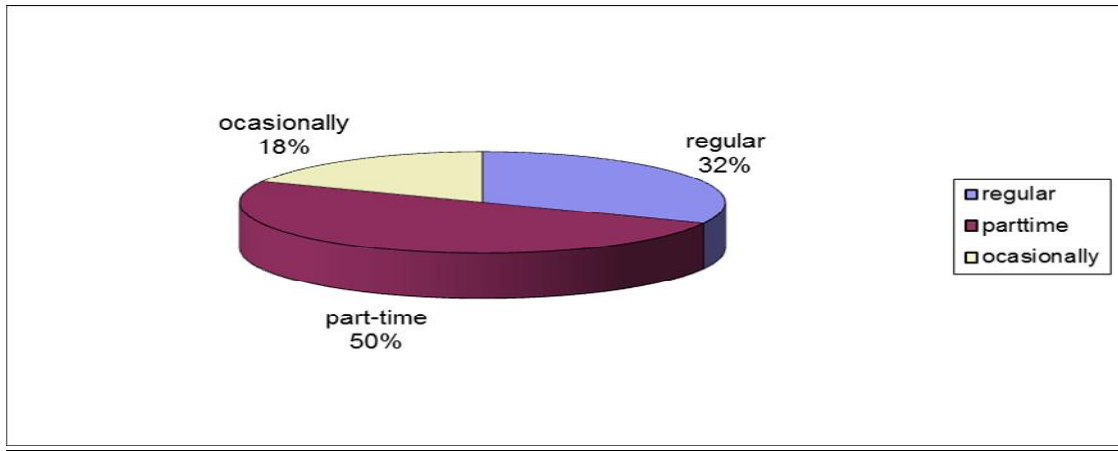
- The Sample size is 30 Respondents
- The Sample Area is Nagpur City.
- This study covering marketing mix and strategies.

IV. DATA ANALYSIS AND INTERPRETATION

Strategy used & group, chart statistical tool and excel has been used in these project

What type of customer you are?

Sr. No.	Consumption	In percentage
1	Regular	32%
2	Part Time	50%
3	Occasionally	18%

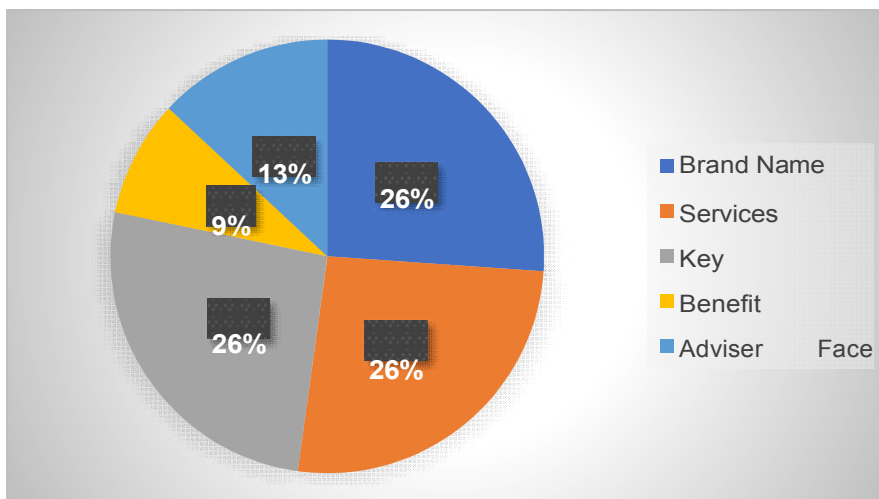


Users of Haldiram’s products:

Part time users are those type of users who use haldirams products anywhere any time. They occupy highest share that is 50%. Regular user compromises of about 32% who always use haldirams products. 18% users are of that type by chance they use Haldiram’s products

Which of the following factors affect consumer preference ?

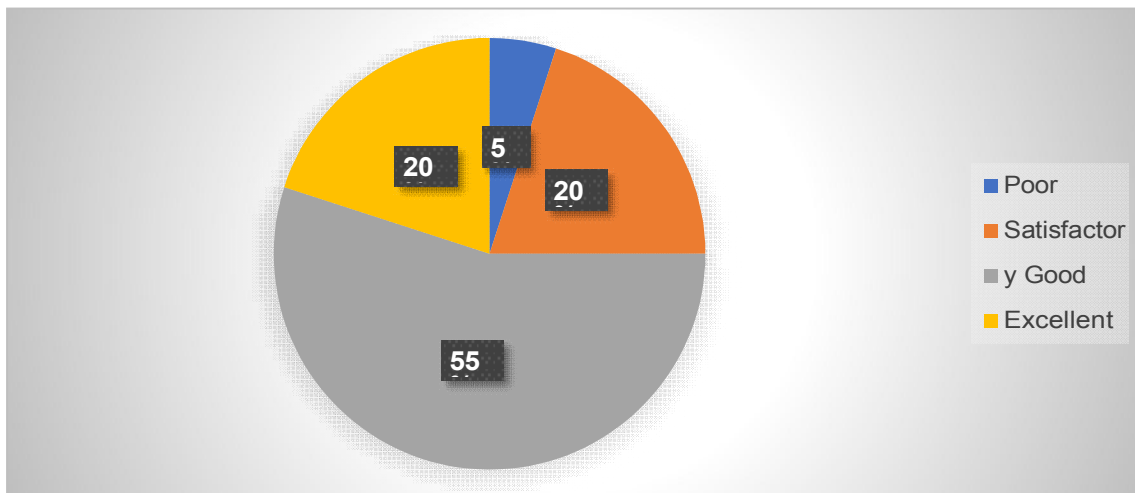
Sr. No.	Particular	In percentage
1	Brand Name	26%
2	Services	26%
3	Key Benefit	26%
4	Adviser Face Value	9%
5	Sales promotions	13%



The above observation it's clear that the customer major preference is toward Brand Name and service. In spite of sales promotion activity and of considering the advisor face value & key benefit does not matter as compare with brand name & service. While analyzing the preference of the customer for selecting the food or for making decision for purchasing, the relevant strategy has to make to emphasis and to forma the Brand name and service by mean of **proper sales promotion activity**

Q.3 How was your experience related to Haldiram Product's ?

Sr. No.	People	In percentage
1	Poor	5%
2	Satisfactory	20%
3	Good	55%
4	Excellent	20%



From the figure the range of option good is higher while analyzing the experience in HDFC Standard. **Majority of customer experienced it is ' good as considering the overall expectation and level of satisfaction.** Few people also said that it is a poor experience.

V. CONCLUSION

From the above study I conclude that, The first and the major problem is that the company does not have direct and permanent contract with retailers. It is general complain that there is a big communication gap between the company and the retailers and no one is to solve their problem.

The second problem of retailers is non availability of quick response of distributors.

Distributors do not send the ready stock and thus the delivery man suffers the problems when the retailer demands in emergency.

One of the major problems is i.e. they are the price difference. They are getting same product in different price from others suppliers (the other suppliers are giving on less price and schemes) thus this problem is very big for distributors and suppliers both.

Second problem is wholesale market; the wholesale market is creating problem entering in distributors areas.

The problem faced by the distributors is lack of stands in market. This problem disturbs the distributors and retailers both. Retailers demand stands to distributors because executive of others company does not allow to use their stands to put our product

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