

# META ANALYSIS APPROACH ON MARKETING STRATEGIES FOR HEALTH DRINK BRANDS IN INDIAN SCENARIO

<sup>1</sup>Mrs. S. Margaret, <sup>2</sup>Dr. D. Muthusamy

<sup>1</sup> Research Scholar, PG and Research Department of Commerce, Kurinji College of Arts and Science, Tiruchirappalli-620002.

<sup>2</sup> Associate Professor, PG and Research Department of Commerce, Kurinji College of Arts and Science, Tiruchirappalli-620002.

Corresponding Author E.Mail: margaretsusai@gmail.com

**Abstract:** A marketing strategy is a technique by which a firm endeavors to achieve its objective markets. Marketing strategy begins with statistical surveying, in which needs and mentalities and contenders' items are evaluated and proceeds through into publicizing, advancement, conveyance and where relevant, client overhauling, bundling, deals and circulation. Marketing strategy must concentrate on conveying more noteworthy incentive to clients and the firm at a lower cost. Be that as it may, measuring the arrival on speculation from marketing use on exercises, for example, publicizing, advancement and appropriation is a standout amongst the most mind boggling issues confronting leaders. Marketing execution is vital to accomplishment in the present quick moving focused markets, and estimating marketing's presentation is basic to overseeing it viably.

**Key Words:** Marketing Strategy, Competitive Markets, Marketing Performance, Advertising, Promotion and Distribution

## 1. INTRODUCTION:

There are various meanings of marketing strategy in the writing and such definitions reflect alternate points of view (Liet al, 2000). Notwithstanding, the agreement is that marketing strategy gives the road to using the assets of an association so as to accomplish its set objectives and targets. Marketing strategy is characterize as in a given market region, the best possible assignment of assets to help ventures to win upper hand. Goi (2005) characterize marketing strategy as the arrangement of the marketing instruments that organizations use to seek after their marketing goals in the objective market; the view which was before communicated by (Gronroos, 1999, and Osuagwu, 2006). Therefore, the capacity of marketing strategy is to decide the nature, quality, course, and cooperation between the marketing blend components and the ecological factors in a specific circumstance. As per (owomoyela, et al, 2013), the point of the advancement of an association's marketing strategy improvement is to set up, manufacture, guard and keep up its upper hand. Administrative judgment is significant in adapting to natural equivocality and vulnerability in key marketing. Lin (1993) as referred to in Long-Yi and Ya – Huei,(2012) recommends that marketing strategy can be separated into four different ways to look into that: (1) Dual-situated marketing strategy: utilizing sound and passionate item name, simple to recall, and valuing to consider the expense of administration and quality direction, mental elements and competitors' costs. (2) Rational marketing strategy: the utilization of useful requests of a sound position, consider after-deals administration, guarantees, conveyance and establishment joined by the item factors. (3) Emotional marketing strategy: the enthusiastic intrigue to find, accentuation on physical item shape, shading plan, the utilization of passionate item names, etc memory, thoughtfulness regarding item bundling and naming. (4) Maintenance marketing strategy: purchasers are increasingly worried about cost and quality, it isn't appropriate to utilize a ton of marketing strategies, makers can improve item bundling and naming, give a straightforward name for recollect, consider the quality position and contender estimating during evaluating. Lin (1993) isolates marketing strategy into four sections, which is double arranged, discerning, enthusiastic and low association, distinctive item types with various marketing strategy, so the producer's marketing strategy can be separated into five sections which is the decision of target showcase, item strategy, estimating strategy, channel strategy and marketing strategy. He utilize an aggregate of 29 inquiries to quantify new item marketing strategy and seven Likert scale is utilized to gauge. At the point when the business absence of rivalry, the business execution would be better notwithstanding when organizations are not by any stretch of the imagination showcase driven, the exhibition will have a progressively brilliant presentation (Kohli et al., 1993). Past investigations have set up connections between the marketing procedures and execution (Owomoyela et al, 2013; Shoham, 2002; Theodosiou and Leonidou, 2003). Leonidou, Katsikeas and Samiee (2002) propose an investigation wherein a meta-examination was likewise led to assess the connections between the marketing methodologies and execution.

## 2. META ANALYSIS:

Kotler and Armstrong (2006) characterize an item as anything that can be offered to a business opportunity for consideration, securing, use, or utilization that may fulfill a need or need. They further characterize a customer item as the item purchased by the last buyer for individual utilization. Buyers purchase items regularly, with cautious arranging, and by looking at brands dependent on value, quality and style. Borden, (1984) considers a to be as about quality, plan, highlights, brand name and sizes. Mohammad et al, (2012) likewise state that item is the physical appearance of the item, bundling, and marking Information, which can likewise impact whether shoppers see an item available, look at it, and buy it. past analysts have unmistakably recommended that item impacts significantly affect business execution (Kazem and Heijden, 2006; Kemppainen, Vepsäläinen, and Tinnilä, 2008; Ogunmokun and Esther, 2004; Owomoyela et al, 2013), kotler (2007) characterizes cost as an expense of creating, conveying and advancing the item charged by the association. Zeithaml (1988) is of the view that money related expense is one of the components that impact customer's impression of an item's esteem. Cost can be expressed as the real or evaluated estimation of a significant item which is up for trade; some characterize it as measure of cash paid for item (Kotler et al, 2005). In the investigations of Colpan,( 2006); Dooleet al., (2006) and Owomoyela et al, (2013) they set up critical connection among cost and business execution. The value you set for your item or administration assumes a huge job in its attractiveness. Valuing for items or administrations that are all the more regularly accessible in the market is increasingly versatile, implying that unit deals will go up or down more responsively because of cost changes (Jones, 2007). Zeithamlet al. (1995) portray advancement as a feature of explicit exertion to urge clients to educate others regarding their administrations. As indicated by Duncan (2005), advancement is the way to the market trade process that speaks with present and potential partners, and the overall population. Each firm or store must cast itself into the job of communicator and advertiser. Hakansson (2005) likewise reports that advancement shows up as an issue of how to make an ideal blend of marketing specialized devices so as to get an item's message and brand from the maker to the buyer. Borden, (1984) characterizes advancement as deals advancement, publicizing, individual selling, advertising and direct marketing. Kotler, (2007) finds that Promotions have turned into a basic factor in the item marketing blend which comprises of the particular mix of publicizing, individual selling, deals advancement, advertising and direct marketing devices that the organization uses to seek after its publicizing and marketing objective. Past explores (Amine and Cavusgil, 2001; Francis and Collins-Dodd, 2004) have built up noteworthy connection among advancement and business execution. Jones, (2007) characterizes place as any way that the client can get an item or get an administration. Bowersox and Closs (1996) give dispersion as another name for spot. As per them, it is the third component of the marketing blend, and it envelops all choices and instruments which identify with making items and administrations accessible to clients. Kotler and Armstrong (2006),also characterize spot or conveyance as a lot of reliant associations engaged with the way toward making an item accessible for use or utilization by shoppers. Spot strategy calls for compelling conveyance of items among the marketing channels, for example, the wholesalers or retailers (Berman, 1996). Owomoyela et al, (2013); Amine and Cavusgil, {2001}; and McNaughton,( 2002) concur that spot has critical impact on business execution.

### 3. DISCUSSIONS:

Bundling is a significant part of the "marketing blend" for an item. It is the "most economical type of publicizing" and is of specific significance at the purpose of offer, as the bundle is the maker's last opportunity to persuade the client to buy the item (Sajuyigbe et al, 2013). Bundling is a significant marketing strategy to glamorize item so as to pull in the consumer's consideration. Now and then bundling is important to the point that it cost more than the item itself so as to bait the customers to get it (Sajuyigbe et al,2013).Olayinka and Aminu (2006) consider bundling to be all exercises of structuring and delivering the compartment or wrapper for an item. Kottler (2007) characterizes bundling as all materials items utilized for the control, assurance, hard conveyance and introduction of merchandise. Bundling is the ensuring items for dispersion, stockpiling, deal and use, bundling additionally alludes to the procedure of plan assessment and creation of bundles. Bundling can be depicted as a planned arrangement of getting ready products for transport, warehousing data and sell. It is completely incorporated into government business, institutional, industry, and individual use (Diana, 2005).Sajuyigbe et al, (2013) point out that bundling is one of the unavoidable specialized instruments that impact purchasing conduct and improve business execution. After deals administration includes a consistent connection between the specialist co-op and thecustomer all through the post-buy item life cycle. At the time the item issold to the client, this connection is formalized by a commonly concurred guarantee orservice contract. Urbaniak, (2001) characterizes after deals administration as those exercises that upgrade or encourage the job and utilization of the item. (Asugman, et al., 1997) additionally characterize after deals administration as those exercises in which a firm connects after buy of its item that limit potential issues identified with item use, and boost the estimation of the utilization experience. Past scientists (Ruben, 2012; Saccani, et al., 2007;; Raddats, 2011; Goffin and New, 2001) concur that after deals administration is a marketing strategy that upgrade and set up solid and involved acquaintance with clients, which in long run lead to consumer loyalty, maintenance and gainfulness. Aluko, Oguntoye, and Afonja (1975) as refered to in Oyebamiji, Kareem and Ayeni (2013) portrayed SMEs as pursues: 1) a similar chief or owner thinks that its hard to raise short or long haul capital from the sorted out capital market, rather depends on close to home

investment funds or credits from companions, relatives or cash loan specialists. 2) a similar administrator/owner handles/regulates the generation, financing, marketing and staff elements of the venture. 3) The director/owners vision is bound to the neighborhood network in which he carries on his line of business. There is practically zero information of the more extensive or removed markets. 4) The rate of business mortality is high presumably in light of solid shared doubt and predominance of the sole owner which militates against the development of associations or restricted risk organizations. 5) The endeavor is commonly ineffectively prepared as the little scale industrialist feels hesitant to acknowledge outside assistance attributable to partiality or dread that data about the venture may achieve the duty specialists or a close-by contender. 6) Little or no record of business expenses or income is kept and the financial framework is not really used. The outcome is that financial offices for business financing and development are reached out to without a doubt, not very many of the industrialists. 7) The dimension of instruction of the owner is typically exceptionally low with an ensuing low dimension of business the executives system, aptitude or market data.

#### 4. CONCLUSIONS:

The investigation additionally demonstrates that value thought has a critical positive effect on business execution. This is on the grounds that numerous Nigerians' purchasers are propelled to purchase items at lower costs. The client base in the low value section of the Nigerian shopper market is huge. These shoppers in the ease section dependably search for items that offer an incentive for cash. The examination likewise uncovers that bundling has positive effect on business execution. This is in accordance with Chaneta,(2012) who says that bundling can build deals by such promotionally-arranged moves as offering littler or bigger sizes more multipacks, better photos of the item itself, outlines of the item being used and increasingly successful utilization of shading. Positive critical connection between after deals administration and business execution is built up. This basically implies clients are persuaded to purchase item that has surety contract, establishment and viable conveyance The examination explores the effect of marketing strategy on business execution with extraordinary reference to the chose little and medium endeavors administrators in Oluyole neighborhood government region, Ibadan, Nigeria. The investigation found that marketing techniques (item, place, value, bundling, and after deals administration) were essentially free and joint indicators of business execution. The examination notwithstanding, found that advancement has no positive noteworthy impact on business execution. The examination fits in with the places of Shaharudinet al, (2009); Muhammed, et al (2011); Sajuyigbe et al (2013); Francis and Collins-Dodd, (2004); Shamsuddoha and Ali, (2006); Chilya et al, (2009) and Owomoyela et al, (2013) aside from the aftereffect of advancement which has opposite supposition to the past inquires about. Thusly SMEs administrators should create quality items; charge focused costs, position fittingly, utilize alluring bundle for the item, participate in after deals administration and give other unmistakable practical advantages to buyers.

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