



## ADVERTISING POLICIES AND PROBLEMS OF SELECTED PROCESSED VEGETARIAN FOOD CROPS PRODUCERS

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**Abstract:** Marketing strategies include product strategies, pricing strategies, promotional strategies and place strategies. Effective and efficient marketing strategies will lead to the creation and enhancement of perceived value of consumers for the product and services of company. The product strategies will help in creation of consumer value and satisfaction. Promotion strategies help in communicating value for consumer in goods and services. Place strategies help the marketing companies in delivery value to the consumers and pricing strategies will not only help in creation of value for consumer goods and services, but also they assist in acquiring the value. The present study deals with analysis of promotion, price, product and place strategies of selected processed vegetarian food product manufacturers. The researcher has selected Ramanagar District in Karnataka for in-depth study. The analysis of marketing strategies of selected companies has been made with the help of the data collected from selected consumers and retailers in Ram Nagar District. The suggestions have been made for enhancement of effectiveness of marketing strategies of selected companies in the light of the observations made during the study. Marketing of processed vegetarian food products has been acquiring greater dimensions in both national and international markets and contributing a lot to the national income. In Karnataka also, it has acquired greater momentum. The present study reveals that MTR has already made an headway in marketing of processed vegetarian food products and Maiyas has been acquiring momentum in marketing of these products. Eastern Condiments Company has to put forth greater marketing efforts by making the marketing strategies more effective. It is necessary for all the selected companies, to revise continuously their product, price, and promotion and place strategies so as to create and maintain their consumers' relationships for outwitting the rivals.

**Key words:** Processed food, Strategy, Respondents, MTR, Maiyas, Eastern Condiments.

### 1. INTRODUCTION:

The concept of marketing has considerably changed in recent years. Today, it is perceived as a distinct philosophy which emphasizes that marketing is a branch of business, concerned with creation of customer and maintaining long term relationship. This presupposes two basic things, namely, 1. understanding the needs and expectations of customer's and 2. Formulation and implementation of such marketing strategies as would bring about a match between company's resources and competences and consumers' needs and expectations. This will result in effective consumer-orientation of marketing activities. It is also necessary that there should be an appropriate fit between marketing strategies and other departmental strategies of the company and at the same time there should be match between marketing strategies themselves, for achieving greater effectiveness in business activities and enhancing competitiveness in the markets.

Marketing strategies include product strategy, pricing strategies, promotional strategies and place strategies. Effective and efficient marketing strategies will lead to creation and enhancement of perceived value of consumers for the product and services of company. The product strategies will help in creation of consumer value and satisfaction; promotion strategies help in communicating value for consumer in goods and services; place strategies help the marketing companies in delivery value to the consumers and pricing strategies will not only help in creation of value for consumer goods and services, but also they assist in acquiring the value.



Marketing research activities will go a long way in helping the companies to identify attitudes, behaviors and expectations of customers and dealers. Therefore, marketing research helps the companies in formulation and implementation of those marketing strategies which would bring about the most comprehensive fit between the company and its environment. It also assists the companies in evaluation of effectiveness and performance of marketing strategy. Pre-marketing and post-marketing research activities provide the companies with the sufficient data for making strategic decisions to increase the marketing effectiveness which results in enhancement of overall business efficiency and effectiveness. Such marketing research activities should be conducted on continuous basis. The present paper is an attempt in this direction.

The main objective of the present study is to analyze the marketing strategies of selected processed vegetarian food product manufacturers with special reference to Ramanagar District in Karnataka, to identify the needs and expectations of the consumers and to examine the problems of the selected vegetarian processed food manufacturers. For the purpose, the researcher has selected three companies namely 1. Maiyas Beverages and Food pvt Ltd., 2. Eastern Condiments and 3. MTR. The researcher has proposed to conduct an in-depth study of marketing strategies of these companies to evaluate their product, pricing, promotion and distribution strategies.

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## **2. REVIEW OF LITERATURE :**

Comprehensive study with research orientation on marketing strategies of processed food industry in general and Mayas Food and Beverage industry, in particular is highly inadequate. An attempt is made to present the review of available literature on the topic.

- 1) Porter says that, the strategy is based on the dimensions of strategic scope and strategic strength. The generic strategy framework contains of two alternative scopes. They are – (a) Product differentiation (b) market segmentation.
- 2) Baker considers that, a marketing strategy is a process that can allow an organization to concentrate the limited



resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. The market strategy determines the choice of target market segment, positioning, marketing mix and allocation of resources.

- 3) According to Fraser, innovation is the only best way which brings differentiation between themselves and their competitors. The creation of an innovative product can potentially provide marketers with a suitable competitive advantage.
- 4) Scitovsky considered price as an important index of quality in his view, the word 'cheap' usually means inferior quality.
- 5) In their final conclusion Erickson and Johansson stated that, price becomes a less important indicator of quality in the presence of other product quality indicators such as brand name or some image.
- 6) According to Kotler, sales promotion includes a various collection of incentive tools, mostly short-term designed to stimulate quicker and greater purchase of particular products or services by consumers or the trade.
- 7) Schultz argues in his studies that, over dependence on promotions can degrade the consumer's price value equation.

### **3. STATEMENT OF RESEARCH PROBLEM :**

As already stated, premarketing and post marketing surveys will help in effectively formulating, implementing and evaluating the marketing strategies adopted for marketing the company's products and services. It is needless to say that such research activities should be conducted on continuous basis. The present study is oriented towards the same objectives. The present study deals with analysis of promotion, price, product and place strategies of selected vegetarian food product manufacturers. The researcher has selected Ramanagar District in Karnataka for in-depth study. The analysis of marketing strategies of selected companies has been made with the help of the data collected from selected consumers and retailers in Ramanagar District.

### **4. OBJECTIVES :**

The objectives set for the study are as follows:

- 1) To analyze the marketing strategies of selected processed vegetarian food manufacturers with special reference to Ramanagar District, Karnataka.
- 2) To identify the problems related to marketing of processed vegetarian food products.
- 3) To make suggestions, in the light of the findings of the study, for enhancement of effectiveness of marketing strategies of selected companies.

### **5. LIMITATIONS OF THE STUDY :**

- 1) This study was based on primary data collected from sample consumers and retailers by survey method.
- 2) As many of the consumers furnished the required information from their memory and experience, the collected data would be subjected to recall bias.
- 3) The study area was restricted to Ramanagara district & its surroundings and the findings may not be applicable to other markets, as vast difference exists among the consumers with regard to demographic and psychographic characteristics.
- 4) Hence, the findings of the study may be considered appropriate for the situations similar to study area and extra care should be taken while generalizing the results.

### **6. SCOPE OF THE STUDY :**

Although Selected companies produces and markets beverages & food products, the present study is confined to the evaluation of strategies and problems selected companies food product only. As far as collection of primary data from consumers and retailers is concerned, the study is confined to Ramanagara district and surrounding rural areas. The perceptions have been collected from respondents on convenience sampling basis.

### **7. METHODOLOGY :**

The researcher has used both secondary and primary data for the study. The secondary data has been collected from text books, the company books and websites. The primary data has been collected from selected consumers and



selected retailers in Ramanagar District, by distribution of questionnaires. The opinions of both consumers and retailers have been elicited to know the problems of both marketer and consumers related to the marketing of the products of selected companies. **80 consumers and 20 retailers** have been selected for the collection of data on **convenience sampling method**. However, researcher has paid necessary attention for giving proper representation to the different class of consumers and retailers.

### 7.1 ANALYTICAL TOOLS USED

The data collected for the study was processed and analyzed by using simple Percentage method.

### 7.2 ANALYSIS OF DATA

The data has been collected from 80 consumers' 20 retailers relating to the products of selected companies and has been analyzed and interpreted. The details of analysis and interpretations of data have been presented in the following pages.

#### A. Analysis of Data Collected from the Consumers:

##### 1. Table 1 showing stores where the products are purchased

S.No	Stores	No of consumers	%
1	Hypermarket like Big Bazaar	4	5
2	Supermarket like Food world, More	20	25
3	Nearby departmental store	30	37.5
4	Traditional Kirana stores Nearby home	26	32.5
	<b>Total</b>	<b>80</b>	<b>100</b>

It is clear from the above table that about 40% of respondents purchase vegetarian food products from nearby departmental stores, followed by traditional kirana stores (33%) and super markets 25%. However, the respondents have not shown considerable interest in purchasing from hyper markets.

##### 2. Table 2 Showing preferences for Promotional Methods

S. No	Promotional Methods	No of consumers	%
1	Advertisement	40	50
2	Sales Promotion	25	31.25
3	Personnel selling	10	12.5
4	Publicity by words of mouth	5	6.25
	<b>Total</b>	<b>80</b>	<b>100</b>

The above table reveals that 50% of consumers are motivated most by advertisement of the companies and they have shown highest preference for the same. Others in order are sales promotion (31%) and personal selling (12%). Other promotional measures have negligible impact on consumers.

##### 3. Table 3 Showing Preference for Product Features

S. No	Product Features	No of consumers	%
1	Quality	25	31.25
2	Quantity	5	6.25
3	Taste	11	13.25
4	Price	15	18.75
5	Package	8	10
6	Easy availability	16	20
	<b>Total</b>	<b>80</b>	<b>100</b>

It is evident from the above table that 30% of respondents give preference for quality and about 20% for price and 20% for easy availability. Other important features which consumers like are taste (13%) and package (10%). Quantity has the least preference from consumers.



**4. Table 4 Showing opinions of respondents' about variety of food offered**

S.No	Opinions	No of consumers	%
1	Excellent	16	20
2	Good	36	45
3	Fair	20	25
4	Poor	8	10
	<b>Total</b>	<b>80</b>	<b>100</b>

The above table shows that only 10% have opined that the companies are not having sufficient variety of products but all other have rated varieties of the products of the selected companies as good (45%), fair (25%) and excellent 20%.

**5. Table 5 showing the factors influencing the purchase of product of the specific company**

S.No	Influencing Factors	No of consumers	%
1	Friends	15	18.75
2	Neighbors	17	21.25
3	Advertisements	31	38.75
4	Self-Experience	6	7.5
5	Company Image	11	13.75
	<b>Total</b>	<b>80</b>	<b>100</b>

The above table reveals that the major factors influencing the purchase of products of the specific company are advertisement (40%), neighbor 20% and friends 19%. Self-experience and company image are not major influential factors.

**6. Table No 6 Showing the purchase of food products of selected companies by the respondents**

SL no	Products	Maiyas		MTR		Eastern condiments		Total	
		No of consumer	%	No of consumer	%	No of consumer	%	Total	%
1	Pure spices	24	30	44	55	12	15	<b>80</b>	<b>100</b>
2	Instant Mix	30	38	34	42	16	20	<b>80</b>	<b>100</b>
3	Savories	39	49	33	41	8	10	<b>80</b>	<b>100</b>
4	Ready to eat	32	40	35	44	13	16	<b>80</b>	<b>100</b>
5	Frozen Foods	36	45	44	55	0	0	<b>80</b>	<b>100</b>

The above comparative table throws light on the consumer preference for the purchase of products. As regards the pure spices, MTR holds the first position 55% followed by Maiyas (30%) and the lowest share is of Eastern Condiments (15%). As regards Instant mix, among the selected companies MTR tops the list (42%) followed by Maiyas (38%) and Eastern Condiments (20%).

**7. Table 7 Showing opinions regarding distribution network**

Opinions	Maiyas	MTR	Easter condiments
	No. of Consumers	No of consumers	No of consumers
Good	50	62	20
Average	18	12	12
Poor	12	6	48
<b>Total</b>	<b>80</b>	<b>80</b>	<b>80</b>

The above table reveals that more than 50% of respondents have opined that the distribution network of Maiyas and MTR companies is good. Only few respondents have considered the distribution network of these companies as poor. 40% of respondents have considered distribution network of Eastern Condiments as poor.





## B. Analysis of Data Collected from Retailers

### 1. Table 1 Showing the stocks of products of selected companies maintained by usually by respondents

Sl no	Products	Maiyas		MTR		Eastern condiments		Total	
		No of retailers	%	No of retailers	%	No of retailers	%	Total	%
1	Pure spices	6	32	11	55	3	13	20	100
2	Instant Mix	8	38	10	50	2	12	20	100
3	Ready to eat	7	35	10	50	3	15	20	100
4	Frozen food	9	46	11	54	0	0	20	100
5	Pickles	4	22	10	48	6	30	20	100

The above table shows that more than 50% of respondents maintain pure spices of MTR and about 30% maintain Maiyas pure spices and only 13% of respondents maintain pure spice of Eastern condiments. The same positions are held by the selected companies in case of other products also.

### 2. Table No 2 showing order frequency of Respondents

Order frequency	Maiyas		MTR		Eastern condiments	
	No of retailers	%	No of retailers	%	No of retailers	%
Once in a week	3	15	5	25	0	00
Once in a fortnight	5	25	7	35	2	10
Once in a month	9	45	6	30	6	30
Once in two months	3	12	2	10	0	00
<b>Total</b>	<b>20</b>	<b>100</b>	<b>20</b>	<b>100</b>	<b>20</b>	<b>100</b>

The above table shows that more number of respondents order for Maiyas product once in a Month, for MTR product once in a fortnight and for Eastern Condiments once in 2 Months.

### 3. Table No 3 Showing Promotional Measure used by selected Companies

Measures	Maiyas		MTR		Eastern condiments		Total	
	No of retailers	%	No of retailers	%	No of retailers	%	Total	%
Pop display	11	55	6	32	3	13	20	100
Discounts	9	45	5	25	6	30	20	100
Co-operative advertisement	9	45	7	35	4	20	20	100

The above table reveals that Maiyas use mainly Pop display as a sales promotional measure followed by MTR ; discounts are used as sales promotional measure mainly by Maiyas followed by Eastern Condiments. The same case is found in cooperative advertisement also.

### 4. Table 4 showing the opinions regarding distribution network

Opinions	Maiyas		MTR		Easter condiments	
	No of consumers	No of retailers	No of consumers	No of retailers	No of consumers	No of retailers
Good		14		16		6



Average	4	3	4
Poor	2	1	10
<b>Total</b>	<b>20</b>	<b>20</b>	<b>20</b>

The above table reveals that most of the respondents (14) opined that the distribution network of Maiyas is good and only a few respondents (2) have considered it as poor. In case of MTR also the same opinions have been expressed by respondents. But, in case of Eastern condiments 50% of respondents have considered distribution of the company as poor and only 3 have considered it good and remaining respondents have considered it as average.

## 8. SUMMARY OF FINDINGS:

The major findings of the study are as follows: -

- 1) 40% of total consumer respondents purchase vegetarian food products from nearby departmental stores, followed by traditional kirana stores (33%) and super markets 25%. However, the consumer respondents have not shown considerable interest in purchasing from hyper markets.
- 2) 50% of consumers are motivated most by advertisement of the companies and as such they have shown highest preference for the same. Others in order are sales promotion (31%) and personal selling (12%). Other promotional measures have negligible impact on consumers.
- 3) 30% of consumer respondents give preference for quality, about 20% for price, and 20% for easy availability, while purchasing product. Other important features which consumers like are taste (13%) and package (10%). Quantity has the least preference from consumers
- 4) only 10% of consumers have opined that the companies are not having sufficient variety of products but all others have rated varieties of the products of the selected companies as good (45%), fair (25%) and excellent 20%.
- 5) Major factors influencing the purchase of products of the specific company are advertisement (40%), neighbour 20% and friends 19%. Self-experience and company image are not major influential factors.
- 6) It has been observed during the survey that consumers have shown greater preference for the products of MTR and Maiyas at the time of purchase of food products. Only few consumers have shown preference for Eastern condiments.
- 7) More than 50% of retailer respondents have opined that the distribution network of Maiyas and MTR companies is good. A few retailer respondents have considered the distribution network of these companies as poor. But, 40% of retailer respondents have considered distribution network of Eastern Condiments as poor.
- 8) More than 50% retailer respondents maintain pure spices of MTR and about 30% maintain Maiyas pure spices and only 13% maintained pure spice of Eastern condiments. The same positions are held by the selected companies in case of other products.
- 9) More number of retailer respondents order for Maiyas products once in a Month, for MTR product once in a fortnight and for Eastern Condiments once in 2 Months.

## 9. SUGGESTIONS:

The following suggestions have been made, in the light of findings of the study, for the enhancement of effectiveness of the marketing strategies of the selected processed vegetarian food products manufacturing:-

- 1) It has been found that only small percentages of respondents have shown interest in purchasing products from the hyper markets. Therefore, measures must be taken to enhance sales at these areas and also focus greater attention on sales at departmental and kirana stores.
- 2) The companies, while paying more attention on advertisement and sales promotion measures, for promoting their products, should also use other methods of promotion like publicity, personal selling etc., so as to increase product and company image.
- 3) The companies should give utmost attention for easy availability and quality of their processed food products, because consumers have shown the highest preference for the same, while purchasing the products. However, taste and packaging should also be given attention.
- 4) Although majority of the consumers are satisfied with the varieties of food products of the selected companies, there are some negative opinions. Hence, companies should pay attention for increasing the varieties.



- 5) It is necessary for all the selected companies to motivate the retailers to maintain the stocks of all their food products, because easy and continuous availability of the products can have greater positive impact on sales.
- 6) Companies should also extend greater support to the retailers to offer more sales promotional facilities to the consumers in form of discounts, credit facilities etc.

## 10. CONCLUSION: -

Effective strategic marketing management plays a very important role in bringing about a bit between companies' resources and market. Effective marketing strategies have the foremost role in creation and delivery of the perceived value of consumers for the company's products. Therefore, the companies should always try to maintain their marketing strategies more effective and efficient to out compete the rivals. Marketing of processed vegetarian food products has been acquiring greater dimensions in both national and international markets and contributing a lot to the national income. In Karnataka also, it has acquired greater momentum. The present study reveals that MTR has already made a headway in marketing of processed vegetarian food products and Maiyas has been acquiring momentum in marketing of these products. Eastern Condiments Company has to put forth greater marketing efforts by making the marketing strategies more effective. It is necessary for all the selected companies, to revise continuously their product, price, and promotion and place strategies so as to create and maintain their consumer's relationships for outwitting the rivals.

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