

# A Study on Promotional Strategies Adopted By Indira Foods, Bangalore

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*Abstract -- The study entitled "A study on promotional strategies adopted by INDIRA FOODS, Bangalore" is a descriptive study. The data is collected by administering the structured questionnaire to 220 respondents selected from various localities of Bangalore city. The study was conducted with the objective of identifying the factors that influence the buying behaviour of the customers the data was analyzed using SPSS 21.0 version factor analysis was used to extract the important factors that influence the buying behaviour. The study revealed that, these components were predominant important in influencing the buying behaviour of the consumers. The study suggested to introduce more loyalty program to retain the loyal customer. This is a need to emphasis on promotional activities to enhance the brand range of INDIRA FOODS. In total INDIRA FOODS has acquired a good position in terms of sales volume and market ability of the products.*

*Indexed Terms: Food products, Variety, taste, availability, buying behaviour*

## I. INTRODUCTION

Food industry is the prominent and outspreading division in India. Proportion of firm operated view as per this concept. Frequency of profit is extreme compare to any other segment these industries are stress free to track and capture in the marketplace because every person elementary compulsion is food and these industries contributes prosperity to nation. In recent eras food centered company listed in upper list. These dealings are sense of altering raw resources to food. India procuring 6th place in the whole universe for food and grocery units. The government boosts some documents and lifts this commerce by aiding in funds. Recent days clients are too attached by means of Internet, however these stuffs cause numerous employments and deal, service, on the realizing economic enlargements. These customs are to dynamic hence Indian background cope with these deviations. Indira food is one of the virtuous and foremost, leading food constructing company. The

concern was outfit in the year 2002 in Bengaluru the firm encompassing more than 200 employees. From the olden it fulfills the customer year by year continuously. They executed as a Manufacturer, Exporter, and provider of their products. Its production unit held in Yelchenally, and major operating, accounting, utilities, meetings carried out in JP Nagar, Bengaluru.

The company making differs products they are tomato products (ketchup, paste), pickles, jam, Ragi dosa mix, tamarind concentrate and Ragi huri hittu and likewise rice mix. Earlier initial ketchup only the product made by the company. Huge maker of tamarind concentrate in India. The firm trying to bounce best business as per idea.

Organisation turnover enriched as per foreseen ratio then company spread to tamarind concentrate and Ragi products. Fixing tomato and tamarind separate concentration unit in 2004 and outspreading trade quickly. Firm has enrolled multiple brands as Indira's and Splitz. Indira's brand includes Ragi based products. Splitz brand usually for jam, ketchup, tomato products.

## II. REVIEW OF LITERATURE

Arun chokalingam (2013), it examines the perception differences in Chandigarh about fast food in a manner of income level around the people. In overall. Utilization of fast foodstuff was little. In India Chandigarh is the city based on successively of fast food. Beings from a high pay locality ate purchasable at many more times and will probably see western-style sustenance as fast food habitually high pay peoples are fresher generations distinguished with their buddies from the low wage region.

Cherukuri jayasankara Prasad (2011) focuses on impact of customer qualities on retail arrange for the decision for food and grocery in India. Retailing in India is unchangeable and uncharted region, basic need

is the most valuable reason for establishment of retail business in India. Knowledge of customer retail form decision conduct will permit dealers to lot their market and target certain shopper clusters with methodologies planned to come across their retail needs. The intention for this paper is to make an itemized consider about on the impact of purchasers, geographic, statistics and psychographic capacities concerning design decision conduct in the rapid developing Indian fast food items and basic need of retailing and hence it is very important.

S.Annie priyadarshin (2014) explores the strategies of marketing and behaviour of consumer in restaurants of fast food in India. In current days one of the greatest challenges for food industry is buyer conduct and firm morally concentrates on their service also. Changing of INDIAN consumer behaviour has made a result of set of more outlets in urban communities. However the consumer looking towards spicy foods rather than health. So people of Indians set to spend more on ready to eat and unhealthy nutrition.

Gary d foster (2013) in their study examines placement and promotion strategies to increase the sales of healthier products in super market studied to evaluate the effects of in store marketing strategies to promote the purchase of different product categories the study included milk, ready to eat cereal frozen food and beverages eight urban super markets with low income group was considered for the study the main outcome of the study was successful in measuring the weekly sales of the targeted products.

Kusum L. Ailawadi, Jane R.Robertson, v Grewal, Dhruv Grewal, et al (2011) evaluates the Advancements in pricing of retailing and promotion. Right now retailing occurring the problem of multiple or dual aspects. They think to grow and even also look for remaining in the market by way of innovation and advancements helps the whether clients are offline or online. These natures of improvements made the retailers to simply knowing the viability of advancements and discover the new programmes of up gradation, new idea etc. it gives back new path for research and reflects new technology. However advancement and valuing is vital part for any retailers.

Justin Paul, jyothi rana, et al (2012) explain in this case about the buyer conduct and organic food purpose of buying. Totally this paper towards comprehend the behaviour of shoppers and elements that make consumer to procurement of food. The outcome depicts that many demographic aspects stimulus to buy food they are health, availability and education etc. satisfaction of the consumer is extraordinary in this segment. Totally if retailers concentrate further on their campaign they can definitely charm the customer and earn more revenues.

Natalia Rubio (2014) evaluates the brand attentiveness and risk perception of consumer about buying food products. Brand is the foremost factor for attainment of customer and also decline of risk if in any point of view. More educate people fancy about brand matters rather than any risk. Outcome of this brand consciousness is dropping uncertainty in purchasing as well as helps the retailers to take on huge business and they can effortlessly recognize the risk.

Lee, Eun-Jung, Kim, Tae-hee, Kim, doo-ra et al (2008) depicts that promotion of Korean food items and also there marketing strategies. The study empowers how they do or use several ways for identification of Korean food in international level. The Korean cooking is one of the beneficiary and very much attached to planet. They follow the strategies like as other nations. Indigenous sauces are the main source for promotion of Korean products.so Korean focus more on this phases.

G.jenkin (2014) researched about procedures for children to promote their foods. In this literature identifies some techniques of promoting children's food like jam and baby products or biscuit etc. it has some jurisdictions and codes, all common techniques are not covering and some of techniques are prohibited for promoting bad and unhealthy products. Government not

Only make rules but also make some persuasive patterns for this sector.

Anil L.katchova and Timothy A .woods (2011) covers the value of local food marketing tactics of food cooperatives. The study encompasses how a consumer be a part as well as how local road side food providers,

local food providing shops include strategies to attract attention of customers. Here this fiction review identifies groups of approaches from procurement of item to till supply of food to particular customer. As food industry grows people like more on direct self-contact or self-service rather than any other facility. This shows that part time business is more viable for earning huge amount of money. Now a days food shops are growing more compare to other shops.

III. OBJECTIVES OF THE STUDY

1. To study the various product categories offered by Indira foods.
2. To study the various promotional strategies adopted by Indira foods.
3. To identify the factors influencing the consumer buying behaviour in food and confectionaries segment.
4. To suggest suitable measures to enhance the impact of promotional tools on product sales.

IV. RESEARCH METHODOLOGY

- i) Types of research: Descriptive research.
- ii) Data collection tools: Questionnaire
  - a) Primary source: Customers
  - b) Secondary source: journals, websites
- iii) Sampling techniques: Convenience sampling.
- iv) Sample size: 220.
- v) Data collection tools: questionnaire.
- VI) Data analysis tool: SPSS 21:0
- VII) Hypothesis:

H0: Income of the respondents are dependent of shopping location.

H1: Income of the respondents are Independent of shopping locations.

V. RESULTS AND DISCUSSION

From the factor analysis, three components are extracted. These components predominately influence

the customer buying behaviour towards food and confectionaries.

Component:-1

- Packaging
- Availability
- Brand image
- Shelf life
- Discounts

Component:-2

- Taste
- Nutritional value
- Flavor
- Occasion
- Advertisement
- Component:-3
- Word of mouth
- Artificial preservatives
- Price
- Quality
- Climatic conditions

Testing of Hypothesis

H0: Income of the respondents are dependent of shopping location.

H1: Income of the respondents are Independent of shopping locations.

Chi-Square Tests

	Value	df	AsympSig.(2-sided)
Pearson Chi-Square	12.278a	9	.198
Likelihood Ratio	12.364	9	.194
Linear-by-Linear Association	6.492	1	.011
N of Valid Cases		220	
a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 3.18.			

Chi –square value is 12.27 with level of significance of 0.01 and degree of freedom is 9.

The p value is 0.198(more than 0.05)

H0 is accepted

Incomes of the respondents are dependent of shopping location.

## VI. FINDINGS OF THE STUDY

1. Most of the respondents belongs to the age group of 15-25 years.
2. Majority of the respondents were men.
3. Respondents with other education qualification were more in number.
4. Most of the respondent's income is Rs 100000 per annum.
5. The Respondents who were selected for study, most of them were single.
6. Majority of respondents choose or buy there grocery from nearby kirana shop.
7. Majority of respondent are satisfied with the discounts offered.
8. INDIRA FOODS provide adequate information about the products.
9. The retail stores display promotional materials of INDIRA FOOD.
10. Majority of respondents are of the opinion that INDIRA FOODS provide more discounts on online purchasing compared to retail shops.
11. INDIRA FOODS provide more discounts on products during festival season.
12. INDIRA FOODS come with attractive packing.
13. INDIRA FOODS do not comprise on the quality and quantity of products it sells.
14. INDIRA FOODS educate the customers about the nutritional significance of the products.
15. Majority of respondents strongly agree with price discounts are more attractive than quantity discount.
16. Majority of respondents buy tomato ketch up product in tomato based products.
17. Most of the respondents buy Tamarind concentrate.

18. Majority of respondents buy Ragi dosa products in Ragi based products.
19. Most of the respondents buy lemon pickles in pickle based products.
20. Majority of respondents buy mix fruit jam in jam based products.
21. Most of the respondents buy Pulliogree in rice based products.
22. The promotional strategies adopted by company are as follows
  - Displaying the products in social media such as Facebook, instagram, twitter.
  - Multi-colour pamphlets.
  - Free samples.
  - Customer referral incentive program.
  - Combo offers.
  - POS promotions.
  - Free gifts.
  - Display units.
  - TV advertisements.
23. From the factor analysis, three components are extracted. These components Predominately influence the customer buying behaviour towards food and

Confectionaries.

Component:-1

- Packaging
- Availability
- Brand image
- Shelf life
- Discounts

Component:-2

- Taste
- Nutritional value
- Flavor
- Occasion
- Advertisement
- Component:-3
- Word of mouth
- Artificial preservatives
- Price
- Quality
- Climatic conditions

24. The study shows that Income of the respondents are dependent of shopping Location.

## VII. CONCLUSION

Food manufacturing and processing industry have become more relevant in the present market situations. India, a land of multi-colour, language, tradition, food habits has through open a big opportunity for food industry. INDIRA FOODS, since its inception has strived to build a strong brand image by offering the products of better quality. The study reveal that the customer are very happy with the product quality and pricing decision. If the company takes extra efforts to penetrate the market, it would be one of the best companies in food and confectionaries.

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