

Marketing Style For Instant Food Products Adopted By Manufacturers

Dr. S. Maria Antonyraj^{1*}

^{1*}Associate Professor, Department of Commerce and Finance, Nims Institute of Management and Commerce, NIMS University, Rajasthan, Jaipur. Email:antonytony1976@gmail.com

Ms. Preeti²

²Research Scholar, Department of Commerce, Nims Institute of Management and Commerce, NIMS University, Rajasthan, Jaipur. Email: yadavpreeti365@gmail.com

***Corresponding Author:** Dr. S. Maria Antonyraj

*Associate Professor, Department of Commerce and Finance, Nims Institute of Management and Commerce, NIMS University, Rajasthan, Jaipur. Email:antonytony1976@gmail.com

Abstract

Indian food sector has grown tremendously and continues to do so, generating more than US \$39.71 billion in revenue and ranking as the country's largest sector. According to the National Restaurant Association, the industry has grown by 11%, a positive sign for the country. The food services sector has grown in lockstep with the food processing sector, and there is additional room for growth in the coming years due to changes in consumer income, an increase in the target population's youth, and the growing potential of rural areas and less developed towns, as well as the adoption of western culture, which results in many consumers preferring to eat out, further enhancing the industry's growth potential. India is an agrarian country with an abundant supply of food materials and a large capacity for livestock, which, combined with the fact that numerous large companies compete in the industry, provides people with a cost effective market. The study is primarily based on primary data and will collect primary data from respondents in the Marathwada region via structured questionnaires.

Keywords: marketing, Instant, Food Products, Manufacturers

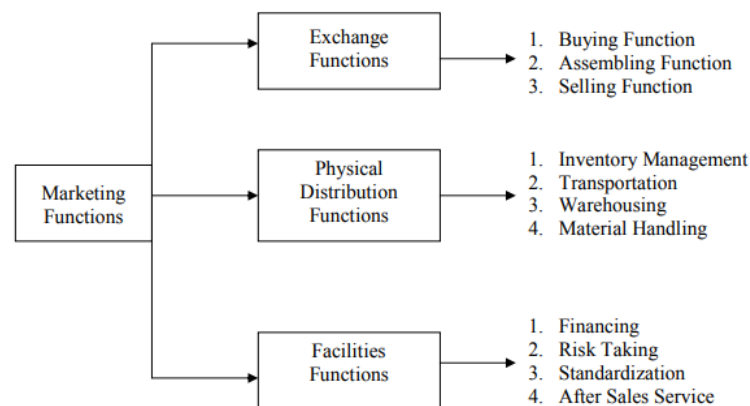
INTRODUCTION

Manufacturers create a variety of products to sell to customers. These products must reach society and meet people's needs. Thus, the entrepreneur should consider whether there is a genuine market for the products he intends to manufacture. The most critical and difficult part of the business plan is defining the target market and its potential. Numerous products are manufactured to meet the diverse needs of individuals. Additionally, such products are created to benefit the public and provide maximum satisfaction. While producing any type of product, care must be taken to ensure that it meets all of the customer's utility requirements. These services are transferred to the indigent individual or consumer.

Marketing scope:

The market scope for the products produced is enormous. It can be analysed in terms of its ability to perform a variety of functions. The marketing process entails a variety of functions.

Fig.1 Marketing Activities



What is marketing concept?

Entrepreneurs are required to study all marketing concepts. Concentration and application of these concepts are critical for entrepreneurial success.

What exactly is a market?

The term "market" refers to actual and prospective purchasers and sellers of goods. The market's purpose is to facilitate the exchange of goods and to ensure the satisfaction of customers.

Market Assessment:

Market analysis is primarily concerned with two issues.

A) How much aggregate demand would there be for the proposed product?

B) What would be the project's market share?

Market demand encompasses all individuals and organisations who purchase or may be induced to purchase the product. It encompasses both actual and hypothetical concepts. A simple formula can be used to determine market demand.

$$M = P1 * P2 * P3$$

Where, M stands for market demand which is the interaction of three factors.

P1 denotes population pattern, which includes the individuals or originations who purchase it. These variables are referred to as demographic variables.

P2 refers to the people's lifestyle patterns and their preferences for purchasing the product, which includes test, attitude, and sociological factors. As a result, market analysis must identify and take into account three P categories.

P3 is an acronym for people's lifestyle patterns and product preferences, which encompasses test, attitude, and sociological factors.

- 1. Target market:** The identification of the 'target market' is a critical component of market assessment. It consists of a group of individuals, businesses, or dealers who are willing to purchase the products. It is critical to develop a 'customer profile' in order to determine the target market for the product being offered at a premium, a discount, or a mid-price. The objective of the target market is to ascertain the product's overall market potential.
- 2. Overall market:** The entrepreneur should first evaluate the overall market for the products, their current state, sales projections, growth rate, and other trends. Who are the leaders? As a result, market analysis must identify and take into account these three P categories. Entrepreneurs can conduct market assessments by considering the following factors: Who are

the market's competitors? Additionally, the market level for the product should be considered, i.e. local, regional. State and federal government levels.

- 3. Specific market:** The entrepreneur should research the specific market segment into which he wishes to introduce his product. Analyze the market's current and future conditions. Evaluate the customers requirements, desires, income, and occupations. It should be noted who the five largest purchasers are. What is the current trend among the largest purchasers? What are the customers' sources of revenue? Is demand contingent upon the availability of another product??

Importance of Packing and Branding

Branding and packaging are two critical aspects of marketing. Packaging is a form of marketing that serves as a reflection of the brand. A business uses packaging to promote the product contained within. Attractive packaging helps draw consumers' attention to the product and leaves a lasting impression on their minds. Consumers are enticed to purchase the product by the colours, fonts, descriptions, and logo. Customers recognise the company's product packaging and purchase in part because they identify with the brand in successful brand campaigns. A brand is comprised of the brand's name, symbol, and so forth.

Packing: Packaging is a critical marketing strategy for elevating your product's profile and capturing the consumer's attention. At times, packaging is so critical that it costs more than the product itself to entice consumers to purchase it. Packaging should unquestionably be included in the marketing four P's (product, place, promotion and price). Prior to purchasing, the majority of consumers identify a product by its packaging. Thus, it is logical to assert that attractive packaging is critical for luring first-time buyers to purchase your products.

Need of Packing in Food Product:

Consumer attitudes have shifted as a result of changing lifestyles, attracting them to consider the need for packaged processed foods and various types of instant food products. Processed food products require the most robust and appropriate packaging to protect them from all potential hazards and to minimise environmental impact. It entails protecting the product and extending its useful life. Such packaging should be attractive and convenient in today's competitive marketing environment. Apart from aesthetics and appeal, food packaging serves to keep the product fresh and safe. There are numerous types of food packaging that are used to package a variety of food products, including plastic. Pickles, jams, tomato sauce, and other liquid products are stored in jars, bottles, and cans. Flexible packaging for instant soups, curries, and vegetables, as well as bags for chips, are also used.

Branding:

Branding is a term that refers to the product's name, description, and design. Branding establishes a company's product's distinction from its competitors. The use of slogans is a highly effective method of branding. The significance of branding a product is that branding equates to recognition and identity. Branding is a critical component of marketing. It is not simply a matter of obtaining a trademark and logo; it is also a matter of evolving into a well-known brand on the market and in a particular field. Branding is applicable to any product or service that can be promoted in the consumer market.

Importance of Branding in Marketing: Marketing is primarily concerned with analysing market demand and responding with supply. In the field of marketing, the brand name is critical because it

enables people to easily promote the brand name and its benefits. As a result of a brand-loyal group of consumers, marketing departments can also more easily assess regular and promised demand.

Importance of Branding in Advertising: While advertising is frequently considered to be a subset of marketing, branding a product enables advertisers to create memorable logos and advertisements. Due to the fact that a brand name can never be copied, advertisers face less backlash from unauthenticated advertisements, effectively protecting their advertisement creation. Apart from that, advertisers can engage in fearless and independent advertising because consumers are already familiar with the product, its identity, and nature as a result of the branding process.

Importance of ISO 9000

ISO 9000 is a collection of international quality management standards that has grown in popularity among both large and small businesses. ISO's quality definition is based on 'conformance to specification.' The standards define the manner in which management operations must be conducted. The purpose of ISO 9000 is to ensure that suppliers design, develop, and deliver products and services that conform to predefined standards. ISO By the end of 1997, ISO 9000 had been adopted as the national quality management/quality assurance standard by more than 100 countries. ISO 9000 quality standards are classified as ISO 9001, ISO 9002, and ISO 9003.

The International Organization for Standards (ISO) first introduced this quality standard in 1987 with the goal of establishing an international definition of the essential characteristics and language of a quality system for all businesses, regardless of industry or geographic location. Indeed, small and medium-sized businesses have accounted for the majority of the increase in ISO 9000 registrations over the last several years. Numerous small businesses sought ISO 9000 certification in response to their corporate customers' increasing insistence on it as a way to ensure that their suppliers paid adequate attention to quality. Meanwhile, other small business owners have sought ISO 9000 certification to boost their chances of securing new business or simply to improve the quality of their processes.

MARKETING STRATEGIES

Each business unit is confronted with a variety of issues. One of them is marketing the products. Marketing is a broad term that refers to the process of selling a product in a variety of markets. Marketing has been defined in a variety of ways. The term marketing is frequently misunderstood by those who use it. To the salesperson, it is a form of selling; to the advertiser, it is a form of advertising. "Marketing is the function that directs the business's activities toward converting customers purchasing power into effective demand for a particular product or service and delivering the product or service to the end user in order to accomplish the company's objectives." "Marketing is the skillful application of various marketing strategies to effectively sell a product." Marketing is the process of effectively introducing a product to the market in order to attract consumers and persuade them to purchase it.

Marketing Problems: Whether a manufacturing unit is large or small, it must sell the products it produces in the market. Such a unit faces numerous marketing challenges. Marketing issues are a result of not adhering to the five P's. 1) The product; 2) The product's lifecycle. 3) Geographic distribution 4) Costing 5) Publicity

METHODOLOGY

Descriptive Method: The descriptive method describes the facts about the instant food product industry's position and growth in the Indian economy. It illustrates the wholesalers' and retailers' attitudes toward instant food products. Additionally, it focuses on the characteristics, trends, and

attitudes of consumers regarding the use of instant food products. The study is primarily based on primary data and will collect primary data from respondents in the Marathwada region via structured questionnaires.

Analytical Method: The analytical method entails an examination of wholesalers attitudes toward instant food products, retailers' attitudes toward such products, and consumers attitudes toward such products. The study of the food industry's contribution to the Indian economy. The study is based on government reports and a survey of consumers, wholesalers, and retailers. Graphs are created using the data collected in several tables. The facts are analysed using a variety of statistical techniques. Different graphs interpret the facts and arrive at conclusions, recommendations, and findings.

SURVEY ANALYSIS AND INTERPRETATION

Manufacturer Survey: Small scale industrial units are critical to the development of the industrial sector. It contributes to the creation of employment opportunities for the populace. Agricultural products are readily available in sufficient quantity to begin producing agro-based foods. As a result, such units are advantageous for manufacturing a variety of instant food products, including chilli powder, masala powder, potato chips, papad, farsan, sauce, pickles, chutneys, and dosa/idli mix. In the Marathwada region, such organisations operate in a variety of districts. A survey of such units was conducted in order to examine them from a variety of perspectives. The manufacturers are the ones who create the goods. They take the greatest risk possible in the production of various products. They are tasked with the responsibility of creating a market for the product. Their survival is contingent upon the product's demand. Instant food manufacturers are constantly innovating and introducing new products to the market. These are novel and introductory products. As a result, this segment has a small number of manufacturers. This study is conducting a survey of 24 manufacturers in the Marathwada region. Efforts are made to understand their distribution channels and marketing strategies for such products. The survey's details are included below.

Survey of Standardization Mark:

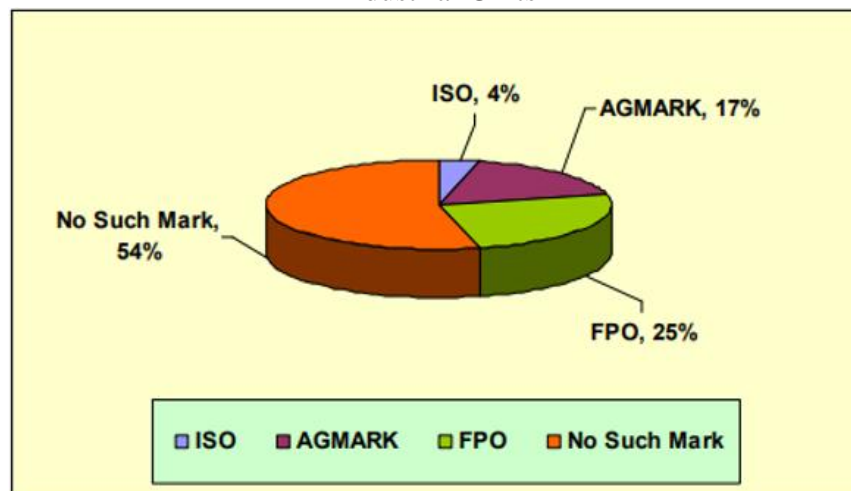
A survey was conducted to determine which standardization marks were acquired by regional Instant Food Industrial Units, as this is a critical factor in marketing the product. For this purpose, a survey of standardization marks such as ISI, AGMARK, and FPO was conducted. The following table summarizes and analyses the data gathered.

Table No. 1 Table showing acquisition of standardization mark for the product by regional Instant Food Industrial Units.

No. of Units	Standardization Mark Acquired			
	Yes			No
	ISO	AGMARK	FPO	
24 (100)	1 (4)	4 (17)	6 (25)	13 (54)

Source: Survey Data

Note: Figures in brackets represents percentage to total sample.

Graph No. 2 Graphic presentation of standardization mark acquired by regional Instant Food Industrial Units

The preceding Table No. 2 summarises the standardisation marks acquired by regional Instant Food Industrial Units. Only 4 percent of respondents have obtained an ISO mark for their product, 17 percent have obtained an AGMARK mark for their product, and 25 percent have obtained an FPO for their product. This means that 54 percent of units face a standardisation issue when marketing their products.

Survey of Pattern of production, Market for the Product:

On these grounds, information about the production patterns used by SSI-Units and the market for their products was gathered through the SSI Owners' Survey. For the purposes of the study, this data was analysed and recorded in the following Table No.2.

Table No. 2 Statement Showing of pattern of production and Market for Product

District	No. of Units	ProductionPattern		Market for Product				
		Prod. in anticipation of demand	Prod.as per order	Local	District	Regional	State	National
Aurangabad	3	3	-	1	-	1	1	-
Beed	3	3	-	3	3	1	-	-
Hingoli	3	2	1	3	3	-	-	-
Jalana	3	2	1	3	3	1	1	-
Latur	3	2	1	3	3	2	1	-
Nanded	3	2	1	2	2	2	1	-
Osmanabad	3	2	1	2	2		1	-
Parbhni	3	3	-	2	2	1	-	-
Total	24	19	5	19	18	8	5	0
Percentage:		(79)	(21)	(38)	(36)	(16)	(10)	-

Note: Figures in brackets represents percentage to total sample.

FINDINGS

It is observed that 54 percent of sample respondents have not obtained any standardization certificate mark for their products, whereas only 4 percent have obtained ISO, 17 percent have obtained AGMARK, and 25 percent have obtained FPO certification. It is observed that 79 percent of respondent units produce products in anticipation of demand, while 21% percent produce products on demand. It is observed that 38 percent of respondents sell their products at the local level, 36 percent at the district level, 16 percent at the regional level, and only 10 percent at the state level. Only 12 percent of respondents have specially trained marketing personnel to market their products, while 52 percent have experienced personnel and 36 percent have personnel undergoing

training. It is observed that 67 percent of respondents used two marketing strategies, 21 percent used a single strategy, and 12 percent used three strategies.

CONCLUSION

In the Marathwada region, 1492 SSI-Units are employed in the food production and braveries sectors. These units are more prevalent in the Latur and Beed districts. These units are compact in terms of both size and capacity. Whereas units in the Aurangabad and Jalana districts are relatively large in terms of size and capacity. It is observed that the majority of the Indian population is under the age of 50. Between the ages of 15 and 39 years, 41% of the population. As a result, the Indian economy is a consumption-driven one. The percentage of the working population and urbanisation are increasing, indicating a rising standard of living. It is noted that in the instant food snacks sector, products such as Maggi and potato chips have amassed a sizable market share in India.

REFERENCES

- Ranjit Kumar: “Research Methodology”, SAGE Publications India Pvt. Ltd., New Delhi, 2005
- Mahesh K. Jain: “Research Methodology & Statistical Techniques”, Shree Publisher & Distributors, Mumbai, 2005.
- Devendra Pal “Sociological Research Methodology”, Singh Tomar: Discovery Publishing House, Mumbai, 2006.
- Dr. Girdhri “Research Methodology”, Uday Publication, Aurangabad 2002
- Shilesh kayande “Research Methodology”, Nirali Prakashan, Pune
- Jaspal singh “Methodology & Techniques Of Social Research”
- Mahesh K. Jain “Research Methodology & Statistical Techniques”, Shree Pub., Mumbai.
- N.S. Gupta & Amarjit Sing “Industrial Economy of India”, Light & Light Publisher, New Delhi.
- R.V. Rao “Cottage & Small Scale Industries & Planed Economy”, Sterling Publication, Mumbai.
- Dr.Vasant Desai “Problems & Prospectus Of Small Scale Industries India”, Himalaya Publishing House, New Delhi.
- G.T. Kale & R.C. Bhutiani “Technical Aid to Food Industry”, Biotech Books, New Delhi.
- M. Soundarapandian “Small Scale Industries”, Concept Publishing Company, New Delhi,2002.