

The Brand Loyalty and Marketing Strategies of Haldiram India

Ms. Bindu¹, Ms. Additi², Mr. Abhinay³

^{1,2,3}MBA Student, Ganga Institute of Technology and Management, Kablana, Jhajjar, India

INTRODUCTION

This study looks at Haldiram's Indian marketing plan and customer loyalty. It describes the company's strategy for interacting with customers, prospects, and competitors in the market.

Using a marketing plan can help a business concentrate its efforts on the most promising opportunities to increase sales and create a sustainable competitive advantage. It should be based on the core principle that the customer comes first. One essential component of a business strategy is a marketing plan, which describes how a company will interact with customers, prospects, and competitors in the marketplace. It describes the necessary actions that must be correctly implemented. A strategy is a well-thought-out collection of tactics utilized to boost a marketing plan's efficacy. For each tier or group, every strategy target needs to be quantifiable in order to produce a set of tactics.

Cost Haldiram's attempts to penetrate the unorganized sweets and namkeens market by offering its products at low costs. The company has made significant investments in building a robust distribution network to guarantee that its products reach as many people in India and elsewhere as possible. Distributors get margins ranging from 8% to 13%, whereas C&F agents obtain commissions of approximately 5%. The margins for retail enterprises vary from 14 percent to 30 percent. Together with its distinctive showrooms, the company also offers its goods through grocery stores, confectioneries, convenience stores, pastry shops, and ice cream parlors. Because of their great popularity, shops fight to stock Haldiram's products. Members of the channel are in charge of supplying goods, reaching targets, and increasing sales. Nearly Rs. 250 crore in sales of packaged goods, including televisions, account for the majority of Haldiram's total revenue. Channel members are selected according to features like storage spaces, educated sales representatives, registered addresses, sufficient computer infrastructure, and stable finances.

Objectives of Study

To come up with fixes for any problems, study Haldiram's customer behavior, marketing mix, brand loyalty, and competitor strategies.

LITERATURE REVIEW

A review of the literature is a written work intended to address the major problems with existing understanding. It may also be interpreted as a review of an intangible accomplishment. The process of strategic marketing involves assessing market, competitive, and business aspects; identifying opportunities and dangers in the market; creating goals; and developing corporate and business division strategies. It is described as a coherent, reasonable, and practical set of guidelines that a certain business uses to try to meet its long-term profit and customer goals in a particular competitive environment. A marketing strategy outlines how an organization will accomplish its goals through resource allocation, spending control, market analysis, product development, and resource matching to match customers with products. In order to assist a company in achieving its main goals, strategic marketing involves handling a portfolio of products and markets. Decisions made by a company on how to interact with consumers in a market that is competitive are called marketing strategies.

Goals, target market segments, positioning, and policies are all included in this step of the tactical marketing process. Placement, communication, and segmentation strategies are also included.

RESEARCH METHODOLOGY

The review of literature is a written work intended to address the major problems with existing understanding. It may also be interpreted as a review of an intangible accomplishment. The process of strategic marketing involves assessing market,

competitive, and business aspects; identifying opportunities and dangers in the market; creating goals; and developing corporate and business division strategies.

It is described as a coherent, reasonable, and practical set of guidelines that a certain business uses to try to meet its long-term profit and customer goals in a particular competitive environment. A marketing strategy outlines how an organization will accomplish its goals through resource allocation, spending control, market analysis, product development, and resource matching to match customers with products. Maintaining a portfolio of goods and markets to assist a company in achieving its main goals is known as strategic marketing. A marketing approach is a collection of choices made by a company on how to interact with consumers in a market that is highly competitive.

It comprises goals, target markets, positioning, and policies and is a component of the method known as strategic marketing. It also covers communication, positioning, and segmentation strategies.

Purpose of the Questionnaire

They provide interviewees enough time to carefully consider their responses without being interrupted by someone else, like the interviewer. It is possible to send surveys to a large number of individuals at once. Every respondent receives the questions in precisely the same order. Responses to closed-form questions are standardized, which facilitates the analysis of data from a large sample size.

Cao has the capacity for a high reaction rate and can effectively address a variety of issues and questions. Questionnaire responses are often scored, and the sum of the scores gives an overall impression of the attitudes and opinions of the respondents. They can be sent to the recipients by mail, albeit doing so might result in a reduced response rate. They make anonymity possible. Most often, the argument goes that keeping respondents anonymous increases response rates and may increase the chance that the opinions shared are genuine.

Limitations

The size of the sample is not really typical because there only comprised 50 participants.

Time is of the essence; the reliability level of the study's results is contingent upon the reliability level of the replies supplied by the respondents; furthermore, the accuracy level is unpredictable.

Findings

Customers' expectations for future Haldiram's Snacks and other items were also questioned in the survey. Many novel ideas surfaced. In addition to cheese balls and popcorn, people are looking forward to more variety in the wafers, chips with bananas, roasted nuts, and other Namkeens. There is a need for many more bhujia varieties, and many of the respondents want Haldiram's low-calorie namkeens.

Customers' purchase habits do not yet seem to be impacted by the low nutrient levels, but if they become more conscious of their health, they might start anticipating Haldiram's low-calorie snacks and namkeens in the future.

CONCLUSION

Robust rivals abound in the market, including Frito-Lay India, a snack food production subsidiary of PepsiCo that has all but ignited a snack-chip boom in the country.

In Delhi are two snack-food stores: Birkanervala Products Pt. Lid. Etc. and Haldiram's.

Mother Dairy, the industry's top dairy company, is involved in the sector. Businesses such as Haldiram's are finding it increasingly challenging, which has not yet given any thought to its branding operations as IT and HUL join this market. The target audience's growing spending power, greater media exposure, and willingness to spend more on eating out due to changing lifestyles will all have an impact on the need for snack food items. Businesses that have a substantial market share will be the only ones that can thrive. Haldiram's only needs to implement a few minor changes to its current business models—which it has already begun to do—in order to successfully achieve these objectives. The store owner knows a lot about the wide range of Haldiram's products.

REFERENCES

Books Recommended:

- [1]. Kotker, Philip, and Keith Kohn. Cos. Marketing Reader. Prentice-Hall, 1988.
- [2]. Salader Sunil, and Tapan k Panda, Sales & Distribution
- [3]. Marketing Management by Dr. C.B. GUPTA and Dr. N RAJAN NAIR

Newspapers

- [1]. The Hindu
- [2]. Times of India

Websites:

- [1]. www.Indianfoodindustry.net
- [2]. www.haldirams.com
- [3]. www.haldiramsusa.com
- [4]. www.google.co.in