

A STUDY ON ADVERTISING AND PROMOTIONAL STRATEGIES OF SRI KRISHNA GHEE AT SADANANDA FOODS PRIVATE LIMITED

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Abstract—My report aims to focus on the customer attracts of advertising and promotional strategies GAP analysis model in sri Sadananda foods private Limited. The express sector in India is becoming expanded and has a very competitive environment. There is opportunity to meet the challenge in service development innovation through GAP model. Express companies can implement to serve local customer through service marketing and in collaboration with culture of modern marketing implements advertising and promotions developments to get competitive advantage in the industry. My internship report focuses on the study to the advertising and promotional activities and relationship in Sadananda foods limited area of service marketing. I have given short overview, history, and background of Sadananda foods Limited. Moreover, the report contains critical understanding, research analysis, findings, limitation, and recommendations for improvements. The internship report is developed on both primary and secondary data to make the report more authentic. Confidentiality as well as limited timeframe was the limitation of the report. There were important yet confidential information that could not be added in the report. I have applied academic learning and real-life corporate experience and assessment with the combination of data and facts provided by the organization.

Keywords—Advertising, Competitive Environment, Customer, Promotional Strategies, Service Marketing.

INTRODUCTION

In a market client is a ruler, when client is fulfilling with our item or administrations, on the off chance that we are giving a best support of them, they will be our buyers. If they want to come, again to the store for the items and administrations what we are putting forth to them for the cash. To manufacture a decent association with the client and purchaser must be ideal on the off chance that we realize how to do it appropriately with the unmistakable goal or objective is the effective way of an association or organization. Accordingly, this entry level position will be valuable to me to get encounters impact of Brand value towards Sri Krishna ghee at Sadananda Foods Pvt. Ltd.

With consistent growth, the company has blossomed into SRI SADANANDA FOODS PVT LTD., with a new factory, at Chikkaballapur, to meet the ever-growing demand of range of products.

Today, this brand SRI KRISHNA GHEE IS A HOUSEHOLD NAME IN KARNATAKA STATE.

The Promotional Mix

The mixture of traditional marketing, private selling, sales advertising, public members of the family, social media, and e-commerce used to promote a product is called the promotional blend.

Each firm creates a unique promotional blend for every product. But the goal is constantly to deliver the company's message efficiently and effectively to the target market. These are the factors of the promotional mix:

Traditional marketing: Any paid form of non-private merchandising by using an identified sponsor that is delivered via conventional media channels.

Personal selling: A face-to-face presentation to a prospective consumer.

Sales merchandising: Marketing sports (apart from private promoting, traditional marketing, public family members, social media, and e-trade) that stimulate patron shopping for, which include coupons and samples, shows, and

exhibitions, demonstrations, and different styles of promoting efforts.

Public family members: The linking of organizational dreams with key components of the public interest and the development of programs designed to earn public expertise and reputation. Public family members can encompass lobbying, publicity, unique occasions, internal publications, and media together with an organizations inner tv channel.

Social media: The use of social media systems which include Facebook, Twitter, Pinterest, Instagram, and numerous blogs to generate “buzz” about a product or enterprise. The skills and information needed to generate facts in addition to guard the company towards troubles (together with incriminating films “going viral”) are separate competencies from those associated to traditional advertising. Even promotional strategies together with paying celebrities to wear a specific line of apparel and posting these snap shots on Twitter or Instagram (a form of advertising) requires one-of-a-kind forms of planning and understanding than conventional advertising.

E-trade: The use of an organization’s website to generate income through on-line ordering, data, interactive additives along with games, and different factors of the internet site. Website improvement is mandatory is today’s commercial enterprise international. Understanding a way to develop and utilize an internet site to generate income is vital for any marketer.

PROMOTION

The concept of promotion describes mainly communications of marketers for the customers. When communication enables to build awareness then customers’ interest is also created for buying decision as well as promotion is succeeded. The objective of promotional strategy to provide information, to increase demand, to differentiate the product and to stabilize the product inform of the customers. Effective promotional efforts depend on clear message which is targeted towards specific audience through various channels like audio, video, internet, print etc. Promotional mix tools consist of sales promotion, public relation tools, advertising, and personal selling.

REVIEW OF LITERATURE

Smith, F. Michael and Sinha, Indrajit (2000) *1 tested the connection among exceptional styles of promotions (immediately fee merchandising, greater-product or volume promoting and combined promotion) across four supermarket product classes controlling one at a time for the impact of two class-based totally moderating factors viz. Product stock-up characteristics and charge stage. Results confirmed that most clients desired combined promotions kind of promotions does impact store desire (with rate and volume promotions having the finest affect). Consumers usually favored price merchandising for better priced product classes, and they favored volume promotions for low-cost classes.

Feame, Andrew et.Al. (1999) studied the impact of promotions at the call for spirits category within the UK market. The results of an econometric evaluation of weekly pass-sectional keep statistics and cluster analysis of purchaser panel data counseled that promotions have had a slight effective effect on the volume of income, specially over the seasonally vital Christmas duration. Some promotions, mainly multi-buys, praise largely loyal customers, doing little for either volume or economic growth of the spirit class. Other promotions, including rate and gift givers, appeal extra to customers who do now not buy spirits so frequently and additionally attract people who are less emblem and keep loyal.

Ailawadi, L. Kusum and Nelsin, A Scott (1998) empirically validated the existence of bendy consumption rate in packaged goods products, how this phenomenon will be modeled and its importance in assessing the effectiveness of sales promoting. Results of their look at show that income promoting will increase consumption because of better usage price and stockpiling.

Mela, F. Carl. Et. Al. (1997) tested the lengthy-term effect of merchandising and advertising on patron's logo choice conduct. They addressed questions: 1. Do consumers reply to advertising blend variables inclusive of price modifications over a long time period? 2. If yes, are those changes related to exchange in manufacturer's advertising and store's promotional rules? Their consequences are regular with the hypothesis that purchasers become greater fee and promotion sensitive over the years due to decreased marketing and multiplied promotions.

Gould, W. Brim (1997) in his examine, targeted at the dynamics of the client purchase process, and tested the effect of coupon-based totally fee offers on inter buy instances. He used econometric fashions of length to a formally purchased meals commodity, cheese. Results cautioned that use of coupon outcomes in reduced inter-purchase time for all sorts of cheese products.

Sethuraman, Raj (1996) l6 evolved a Separate Effect Model that separates the total bargain effect of competing steeply priced emblem at the sale of the focal less expensive manufacturers in to bargain effect. Findings from empirical analysis

is that the main countrywide emblem can draw sales from competing brands without decreasing its charge below the price of different manufacturers.

Jefii-y, J. And Mc.Alister, Leigh (1994) tested the speculation that coupon redemptions are finest within the durations without delay following the coupon drop and decline monotonically. As in step with the observe the speculation changed into rejected and it changed into proved that expiration dates induce a 2d mode inside the redemption pattern simply prior to the expiration dates.

Grover, Rajiv and Srinivasan, V. (1992) investigated the multiple effect of retail promotion on logo dependable and logo switching phase of consumer. They located that the marketplace can be characterized through emblem dependable section and switching segments; promotional variable have sizable consequences on segment market shares, the impact being distinctive throughout segments; save share is related extensively to promotional beauty of a shop; the general promotional elegance of the product category has substantial modern and lagged impact on class volume and the lagged effects because of patron buy acceleration and stock-up closing longer for brand loyal segments than for switching segments.

Kahn, E. Barbara and Louise A. Therse (1990) investigated how in-shop fee promotions influence market proportion after the advertising had been retracted. They locate that the results of advertising are contingent on each the choice pattern of topics- whether or no longer topics switch among manufacturers- and the ubiquity of promotions in a product class. If simplest one logo is being promoted and subjects are usually unswerving to the final emblem purchased, brand preference probability declines from pre-promotion levels as soon as the merchandising is withdrawn. However, if topics tend to switch amongst manufacturers in the absence of merchandising, or several brands are being promoted, this decline is mitigated and/or does now not occur.

THERORETICAL BACKGROUND OF THE STUDY

The employer become hooked up in 1984 through M S Nagaraj Guptha. This organization first produced pure cow Ghee on traditional techniques in the call of Sri Krishna Spice in 1991.

After 1991, the enterprise has changed the call of Sri Sadananda Foods Pvt. Ltd. This employer has developing call for of the product in Chickballapura manufacturing facility.

In the year 2004, agency various into some other merchandise consisting of creating a net worth access with instantaneous mixes, spice powders; prepared to devour candies, spice blends.

The marketplace of organisation its Spice beneath emblem call 'Sri Krishna Spice.' Sri Sadananda foods attain raw materials are in addition thoroughly checked in an internal lab earlier than auctioning

Vision

To constantly enterprise to furnish esteemed clients with the brilliant fine dairy livestock bolster. The high-quality tips of administration by means of our lively and targeted workforces using slicing part innovation ensuring supported improvement and in addition more to wind up a No-1 Ghee maker within the Karnataka.

Mission

Our task is farmer's prosperity through patron delight. The major challenge of C.F plant is to growth the co- operation a few of the veterinary farmers. The C.F plant, Chickballapura has observed by way of the decentralized and democratized activities. To create surroundings and build skilled operational force

Quality Policy

To assist the veterinary farmers economically and socially.

To presenting the high first-class product.

Awards

- The Sri Sadananda Foods Pvt. Ltd as bagged few awards from diverse organizations.
- Sri Sadananda Foods Pvt. Ltd organizations were given "Best Small-Scale Industry Award" from the legislature of Karnataka in 1995-1996.
- Sri Sadananda Foods Pvt. Ltd the lead company the collection of ISO 9001:2000 Certification from RINA inside the 12 months 2003.

STATEMENT OF THE PROBLEM

The present scenario of the food industry is gaining momentum in the Indian market. As been seen various modes communication. The people are expecting the more desirable and efficiency product, trust also the brands name in the market. They have a very positive thinking of culture about the company. but India the general sentiment of the people is very different and may not want to take the risk to purchase of the product offering by the company seeing in the various advertising and various promotional strategy. Hence people satisfy their needs and wants to purchase of product of the company. This study is to find out if this channel of distribution (ghee product) will be a success or no

OBJECTIVES OF THE STUDY:

1. To study the brand awareness level of Sri Krishna ghee.
2. To study the various advertising efforts of Sri Krishna ghee.
3. To analyse its promotional activities.
4. To provide suggestions based on findings.

SCOPE OF THE STUDY

This study focuses on the field work to collect detailed data related to the marketing strategies adopted by the manufactures and packagers (consist of state owned, co-operatives and private players) of ghee and other products in Bangalore. The demand of the consumer needs and wants to be reached by the organization. The main aim is to be reach the product at highly segmentation of wide people through the advertising of their product and different promotional strategies through various modes of communication or the distribution channel.

LIMITATIONS OF THE STUDY

1. The information provided by various websites may be questionable.
2. Limited amount of time span of study for conducting research.
3. Personal views of respondents.

RESEARCH METHODOLOGY

SAMPLING

Since this study has constraints like time and finances. The required data for this research is collected through Non-Probability Convenience Sampling' this method is used as it is also cheapest and easiest method of sampling.

SOURCES OF DATA COLLECTION

The data collected for this study from both primary and secondary data. Primary sources refer to all those sources where the researcher has been collected firsthand data directly from the field. Sources secondary sources data collected from any existing records, which are prepared for some other purposes like production unit, marketing department and administration department.

Primary Sources:

Data from primary sources was collected through personal interviews and discussions with the concerned guide in the company and in the college.

Secondary Sources:

Company journals, Magazines, Company Records, Web pages etc. will comprise the sources of secondary data.

TOOLS FOR DATA COLLECTION

Since this study is a descriptive research, the tools for data collection are:

- Questionnaires: It includes a set of standardized questions used to collect data keeping the objectives in mind
- Observation: It includes actually seeing and recording the respondent's behaviour the respondent may be aware or unaware of such observation
- Interviews: It includes speaking to the respondents and recording the same.

DATA OF ANALYSIS AND INTERPRETATIONS**TABLE 1: GENDER OF RESPONDENTS**

Gender	No of Respondents	Percentage
Male	25	25%
Female	75	75%
Total	100	100%

Interpretation

From the above table it can be understood that the online pharmacy is more often preferred by male than female. The male had 25% of respondents and 75% of respondents are female. It could be because male is more preference to the latest trends than female and there is female mentality in India of believing only which they see and feel to purchase.

TABLE 2: AGE OF RESPONDENTS

Age	No of Respondents	% of respondents
Under 25 years	15	15%
25 – 35 years	26	26%
35 – 45 years	35	35%
> 45years	24	24%
Total	100	100%

Interpretation

Age was involved to find out if there is an important relationship to what impact the factors price, trust, and suitability have on different age groups. Age is a demographic value that can also be used to further explain and elaborate on some of the other requests that are used to find segments between the respondents. The respondents were asked to write how old they were, instead of setting up different age groups to select from. In this way I were able to get the exact age and there by setup different age groups according to the distribution of age.

TABLE 3: OCCUPATION PROFILE OF RESPONDENTS

Occupation	No of Respondents	% of respondents
Student	05	05%
Self- employed	09	09%
professional	10	10%
service	08	08%
House wife	68	68%
Total	100	100%

Interpretation

The above table indicates that the first majority of users are professional and the following are student, self- employed and service and house wife. But there is no respondent who is from student, self-employed, service, housewife. buying

Sri Krishna ghee product. The respondents who are studying, self-employed, service, housewife. would not be having much free time for their personal work, hence they would be have aware about the medicines preferring to buy products on online pharmacy.

TABLE 4: INCOME PROFILE OF RESPONDENTS

Income per monthly	No of Respondents	Percentage of respondents
< 5000	05	05%
5001 – 10000	20	20%
10001 – 15000	31	31%
>20000	44	44%
Total	100	100%

Interpretation

The above table indicates that first majority of respondents earning less than 20000 per annum prefer online pharmacy medicines followed by the next majority earning 15000 per monthly. This data can be varied due to limitation caused by convenient sampling. The usage of online pharmacy customer would not be affected by the earning level of respondents

TABLE 5: THE CUSTOMER ARE KNOWING THE PRODUCT OF SRI KRISHNA GHEE.

Aware	No of respondent	Percentage of respondent
Yes	75	75%
No	25	25%
Total	100	100%

Interpretation

The above table indicates that majority of the respondents are 75% have aware of the Krishna ghee and 40% of the customers did not aware of Sri Krishna ghee. So that above profile indicates the person preferring the Sri Krishna ghee

TABLE 6: PRODUCTS OF GHEE ARE AVAILABLE IN THE MARKET.

Different products of ghee in market	No of respondent	Percentage of respondent
Yes	90	90%
No	10	10%
Total	100	100%

Interpretation

The of 100 samples the majority 90% of respondent’s customer are aware of different product, and second 10% of respondents are did not know the about the product so that the customers are know the different brands are available in the market.

TABLE 7: HOW FREQUENTLY YOU BUY KRISHNA GHEE

Frequently uses	No of Respondents	Percentage of respondents
1 or 2 times in a month	40	40%
1 times in a month	35	35%
More than 2 times in month	25	25%
Total	100	100%

Interpretation

The above table indicates that majority of the respondents are out 100 samples 40% of the respondent are to be purchase the ghee product at the 1 or 2 times in a month and, 35% of respondents are buy 1 times in a month and,25% of respondents are willing to buy the product and use a more than 2 times in a month. Hence the ghee product of Sri Krishna ghee user of different taste and their preference on the brand.

SUMMARY OF FINDINGS

This study is designed to understand users of Sri Krishna ghee users and Sri Krishna product services and the advertising and promotional strategies of Sri Krishna ghee at Sri Sadananda foods pvt limited. And main findings of the study can be summarized as follows.

- Out of 100 samples the male respondents are 25% and the female respondents are 75% of the Sri Krishna ghee.
- The respondents are in different ages and out of 100 samples 15% respondents are under the age of 25 years, and 26% of the respondents are 25-35 years and 35% respondents are 35-45 years. And less than 45 years 24% respondents.
- The occupation of the respondents of the 100 samples is 5% is students' respondents. And self -employed 9% respondents and 8% respondents are professional then 08% of respondents are service. And finally the 68% of respondents are the house wife. so that women are knowing the product frequently used.
- Out of 100 respondents the income of the respondents 05% of less than 5000. And 5001-10000 are 20% of the respondents. 10001-15000 are 31% of respondents and 20000 above are 44%.
- The aware of Sri Krishna ghee 75% of the respondents and 25% of the not use of the not aware.
- Out 100 respondents are 45% of the Sri Krishna ghee and GRB ghee 30% of respondents and 25% Nandini ghee and others 25% respondents. Of the various brands Sri Krishna ghee products.
- Out of the respondents are 100% and 40% are 1 or 2 times in a month. 35% are respondents 1 times in a month and 25% respondents more than 2 times in month.
- Out of 100 samples 65% of the respondent are media aware Sri Krishna ghee. 25% of respondents are word of mouth of Sri Krishna ghee. 10% of respondents are reference group.
- Out of 100 samples 60% of respondent's media or print media. 10% radio of advertising of people. 30% wall painting of advertising of the product.
- Out of 100 samples 15% of respondents of wall painting. Customer contract 20% and 35%
- Are van campaign .15% event management of the respondents. The radio 10% of the respondents. Other 05% in the respondents.
- Out of 100 samples attractive packaging strongly agree 32%. 40% of the respondents agree and 20% are the respondent neutral 20% and strongly disagree 03% are respondents. 5% disagree respondents.
- Out of samples 100 % of respondent's yes 48% in store advertising affects the consumer preferences, and 32% no the consumer preference.
- Out of 100 samples 48% of respondent's 48% yes in the price product affect preference and 52% of the no are consumers are preference.

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- Out of 100 samples % of respondent's customer 35% of highly satisfied and 40% of respondents are satisfied. And 15% dissatisfied and 10% highly dis- satisfied.
- Out of 100 samples rating of Sri Krishna ghee 15% are 5 stars. 4 star 28% of respondents. 3 star 35% of respondents. 2 star 12% of respondents. 1 star 10% respondents.
- Out of 100 samples 20% of respondent's highly price. 70% average price. 10% low price are the respondents.
- the above the advertisement 60% yes attracts you of Sri Krishna ghee and 40% no are the Sri Krishna purchase items from market.
- The samples 100% of respondents yes 58% of the respondents. And no 42% of the respondents.
- Above 100% sample influence 65% of respondents and 35% no respondents.
- Out of the 100% the respondents 10% extremely weak. And very weak 05% of the respondents. Weak 12% respondents strong 40% respondents. 33% of the very strong of the respondents.
- The sample of 100% out of that 25% of the delivery and 10% product variety of the respondents. Offers and discounts 40% of the respondents. And others

SUGGESTIONS

- Organization must maintain reasonable price and quality.
- Company should give more media advertisement along with printing media advertisement.
- Organization should give more offers and good quality of product to the customers.
- Company should give information about is company websites.
- Organization using old technology I would suggest to updating new technology.

CONCLUSION

In the above information of investigation, we can watch the information accessible and giving some profitable parts of information and appropriate end which, we should know inferred for the examination. Of the topic "advertising and promotional strategies of Sri Krishna ghee" how company come to survive and established a in advertising and promotional strategies to the competitive world and maintain as good loyalty among the customer. The essential research as per I observed in the company the company as doing good job establish their advertising field and promotions in the market.

The essential target of research was to know how in Sri Krishna Ghee significantly satisfied to customers and clients, Sri Krishna Ghee surviving in India braking the information and details following the end of derived, the company deals with dissemination organize in Sri Krishna Ghee extremely solid on the grounds that the brand of organization everybody realize well in Indian market show this the principle favorable position to the organization –establishment of premises more in brand equity choose in Sri Krishna Ghee brand in light of the fact that the origination not require greater and advancement, when circulation going great in any business consequently deals it will expand Sri Krishna Ghee likewise company doing.

Furthermore a similar way the company deals with the activities in the company and the company same way doing more promotions to increase company sales and profit as per my study in Sri Krishna gee company, the administrator offers the valuable data their merchandise and clients to new products launching time these additionally improves more appropriation in company.

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