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## “Exploring Marketing Strategies of Health Food and Drink Companies: A Study of Dissemination and Impact”

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### Abstract:

This study delves into the multifaceted strategies employed by health food and drink companies to market and disseminate their products. With an increasing focus on wellness and nutrition, understanding the methods through which these companies promote their offerings is crucial. Drawing upon a combination of qualitative and quantitative methods, this research investigates various aspects of marketing strategies utilized by health food and drink companies. The study begins by examining the digital landscape, analyzing the role of social media platforms, websites, and online advertisements in reaching target audiences. Additionally, traditional marketing channels such as television, print media, and in-store promotions are scrutinized to understand their continued relevance in the digital age. Furthermore, the study investigates the messaging and branding strategies employed by health food and drink companies. It examines how these companies frame their products as solutions to consumer health concerns and aspirations, as well as the use of endorsements and partnerships with influencers and health professionals.

**KEYWORDS:** - Multifaceted strategies, Nutrition, Advertisements, Endorsements.

### INTRODUCTION

The health food and drink industry has experienced significant growth in recent years, driven by increasing consumer awareness of the importance of nutrition and wellness. Within this dynamic market, effective marketing strategies are essential for companies to capture consumer interest and promote their products. This introduction sets the stage for our study, which explores the diverse marketing tactics employed by health food and drink companies and examines their dissemination and impact on consumer behavior.

In this introduction, we provide an overview of the burgeoning health food and drink sector, highlighting key trends and market dynamics. We also discuss the significance of marketing in shaping consumer perceptions and driving purchasing decisions within this industry. Additionally, we outline the objectives and scope of our study, emphasizing the importance of understanding how marketing strategies are utilized and their subsequent effects on consumer choices.

By delving into this topic, we aim to contribute to a deeper understanding of the intricate relationship between marketing strategies and their impact on the health food and drink market. Through our research, we seek to uncover insights that can inform both industry practitioners and policymakers in their efforts to promote healthier dietary choices and improve public health outcomes.

Nowadays, there are various varieties of beverages on the market. Some of them are just regular tap water. In addition, there are a range of drinks and alcoholic beverages. Young individuals have a special fondness for soda and milk tea beverages. However, it is also projected to expand swiftly and become one of the most popular beverages based on the rising trend of healthy drinks. Initially, health beverages were functional drinks for athletes. Athletes may fortify their bodies for training with the help of these, since they include all the minerals and nutrients they need. Some of these aids may speed up the process of regaining strength and stamina for athletes while they are still in the thick of a competition. Because of the dramatic rise in living standards brought about by globalization, health concerns are now receiving the attention they deserve. Drinks that are just as nutritious as the meals that have recently become popular are on the horizon. The first thing that came was some oral fluids or lemonade. People who drank them benefited from an intake of several essential nutrients. As consumers are selecting more healthy beverages, the range of healthy drinks is continuously rising. One such product is a fermented grain drink that combines nanotechnology with probiotics, prebiotics, and symbiotics for optimal health. It combines probiotic fermentation and unique biological activity to enhance people's gut environment, therefore enhancing their health. Middle-aged and senior citizens tend to choose these health beverages due to their increased functionality.

## LITERATURE REVIEW

**Rob Hallak (2022)** The purpose of this research is to scientifically analyze the demand for healthy drinks in the hospitality sector. Using survey data from 1021 customers in Australia and New Zealand, the study examines the sociodemographic and motivational variables that impact consumers' 'willingness to pay a premium' (WTPP) pricing for healthy drinks (NZ). Food and drink establishments often offer water and juice as their 'healthy' options. Only 2% of people think sugar-free beverages are good for you. Drinks with little or no added sugars, a natural flavor, or nutritional supplements are highly valued by consumers. There are less than one percent of people who think of "probiotics" or "organic" when they think of a healthy drink. Censored Poisson regression reveals that WTPP is greater among customers who dine out more often or are younger. WTPP rises when one aspires to eat healthily and falls when one tries to save money on food. Intentional food hedonism lowers WTPP, and the effect is moderated by gender. The results provide light on customer behavior and healthy eating habits in the hotel industry.

**Rodrigo Elías Zambrano (2021)** Studies and publications on the issue, supported or conducted by the World Health Organization and independent research, show that the prevalence of childhood obesity and overweight is increasing in several nations and regions. In this context, food and beverage advertising may contribute to this. The primary goal of this study is to analyze the correlation between children's television viewing habits and the Food and Drink Advertising Code for Children (PAOS Code) in Spain. Thus, a mixed method is used, including both qualitative techniques based on discourse analysis and quantitative techniques based on the content analysis of the advertisements shown over the course of seven days on three Spanish television channels dedicated to specific topics and two Spanish television channels that cover a wider range of interests. The findings show that this rule is often broken, leading to unhealthy eating patterns among toddlers. The first conclusion is that 9 out of 10 components of food and drink advertising do not comply with any of the criteria of the PAOS Code and that self-regulation by the advertising corporations is insignificant and inadequate.

**Md. Tarek Chowdhury (2020)** This study explores the implications of the new coronavirus illness, sometimes referred to as COVID-19 pandemic, on the food and beverage sector. It addresses both short-term and medium-to-long-term repercussions of the pandemic and proposes measures to prevent the probable consequences of such impacts. To this purpose, we adopt a qualitative, multiple-case-study technique, gathering data from eight sample organizations with fourteen respondents in the food and beverage sector in Bangladesh.

## RESEARCH AND METHODOLOGY

Primary sources were used for this investigation. Parents waiting at school bus stops provide the information. The marketing approaches used by businesses to promote health and wellness items like the nutritious drink are the primary subject of this study. Photographs of several nutritious beverages such as Horlicks, Pediasure, Bournvita, Complan and Boost together with field notes and taglines were gathered from the most commuted districts in Hyderabad city. Saturation of the data necessitated include just the first 200 replies. Similar adverts from multiple regions were gathered so that final database included one representation. The visual content of the photos gathered was analyzed using a qualitative technique to identify trends, examine various themes, and uncover issues often covered by the commercials. Color, composition, subject matter, and location were all considered, as were the overall aesthetics of the ad and the significance of certain words and phrases. Then, we isolated the overarching message and central concept of each ad. The advertisements were then categorized according to the topics that were most prominent, most often used, and most consistently present. After then, the codes were used on the whole dataset. The research revealed that the following were prevalent messages in advertisements for snacks and beverages: Tempt your Buds, Discount/Large, Celebrity Endorsement, Refreshing, and Nutrition.

## DATA ANALYSIS

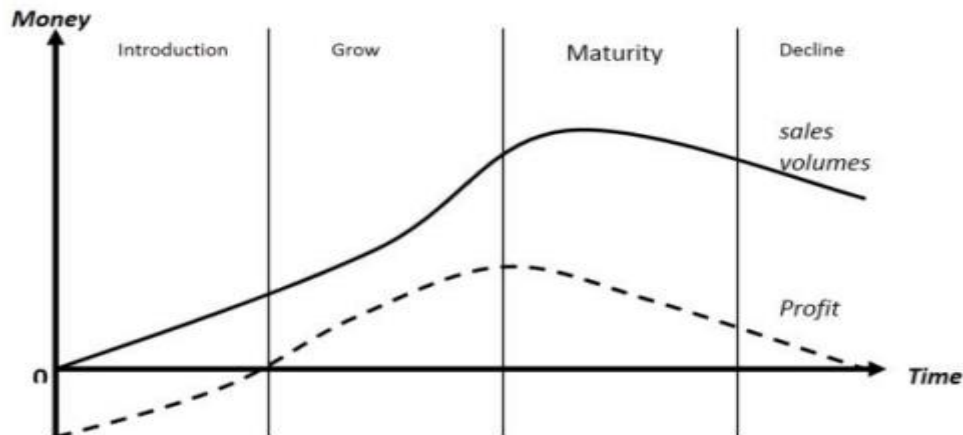
The purpose of marketing is to provide for people's wants and requirements. It's a sign of how far along in the evolution of a market economy our thoughts and methods have come. The evolution of marketing philosophy started early in the twentieth

century with the conceptualization of marketing. More and more market ideas and techniques were being created. One of them is the marketing mix. The "4ps" is a common shorthand for the marketing mix. The concept stems from the famous "one-price" model of microeconomics. The marketing mix is a practical application of the marketing strategy.

The marketing mix is a potent notion because it demystifies the marketing process. The marketing mix idea also offers two key advantages. First, it is an essential tool used to help one to realize that the marketing manager's work is, in large part, a question of trading off the advantages of one's competitive strengths in the marketing mix against the benefits of others. The second advantage of the marketing mix is that it helps to highlight another facet of the marketing manager's work. The marketing manager, like other managers, must decide how to distribute limited resources among competing priorities; in this case, among the tools of the marketing mix designed to help businesses stay competitive. This will aid in spreading the marketing ethos across the company.

## **Product**

A product is an item that is manufactured or built to suit the demands of a person or group. A product may be ethereal or physical, as it can be in the form of a service or a commodity. " Fig. 1" Extensive study must be undertaken before designing a product since a product has a definite life cycle that comprises a growth period, a maturity phase, and a sales drop phase. Marketers need to innovate the product to drive new demand when it enters the falling sales stage. It should produce an effect in consumers' thoughts that is distinct and different from that of rivals' items.



**Figure1. Product life cycle**

Consumers are making purchases based on the marginal usefulness of the goods for them. According to a product study paper [life cycle paper views globe file], five elements are connected to features of product development, and the greater the marginal utility value, the more it may attract client consumption and so lengthen the life cycle of the products. These include issues with new product development, managing change, concurrent engineering, designing environmentally friendly goods, and dealing with the potential drawbacks of using suppliers.

## Price

A product's price is the amount that the seller asks for it, or the money that the buyer must pay in order to get the product's benefits. The customer's outlay in acquiring the goods; also known as the product's retail price. As far as potential influences go, price is seen to be paramount. This is the only combination that may be used for any of the components of the marketing mix. The only other P that has any effect on the others is price. The expenses of manufacturing, designing, marketing, and distributing the product all must be covered.

## Place

An efficient location plan is crucial for every company. It is essential that the company's items be dispersed throughout several sales outlets. Due to the proximity of production and consumption, a company has access to comprehensive data on its target market, as well as on its competitors, promotional activities, and marketing

initiatives. It connects end users with third-party service providers like merchants. The company can boost sales, cut down on transportation costs, and cut down on energy use with strategic placement. The company's bottom line might see an improvement if this is implemented.

## Promotion

Marketing strategy that involves spreading the word. Promotion is a crucial part of every marketing strategy since it increases the likelihood of the program's success. Promotion is described as sales promotion, advertising, personal selling, public relations, and direct marketing. Customers are able to more readily discover items and services that are on offer with the aid of advertising. This implies that goods may better introduce themselves in the marketplace and quicker development in the market. Promotion is one of the keys to the success of a product. After giving clients with the necessary information and guidance, the next step in promotion is to use business psychology in order to convince them of the value of a product, prompt them to act at an optimal moment, and increase sales. They have the power to influence customers' decisions about their thoughts, feelings, experiences, and purchases.

**Table 1: Theme-based food and drink advertisements are disseminated all across the city of Hyderabad. (n=200)**

SL. NO	ADVERTISING THEMES	FREQUENCY	FREQUENCY (%)
1.	Tempt your Buds	68	33.8%
2.	Discount/Large	45	22.3%
3.	Celebrity Endorsement	27	13.6%
4.	Refreshing	13	6.4%
5.	Nutrition	43	21.5%
6.	Download Apps	4	2.1%.
	TOTAL	200	100%



This current investigation gathered 200 replies of health drinks from bus stops. Marketing is the process of consciously developing and executing plans to affect consumer behavior and generate new demand. Adolescents and young adults are the primary targets of our research since they are the ones most likely to view these ads on hoardings in heavily travelled parts of cities and on television.

Since many Indians now enter the workforce at a younger age, they often lack the time and energy to prepare home-cooked meals and must instead rely on ready-made options. These foods are readily available to the growing number of nuclear families in which both parents hold down jobs, and their influence on consumers' choices of other foods and drinks is substantial thanks to pervasive marketing. Children's eating choices were shown to change after just 30 seconds of seeing a food commercial, according to research by Borzekowski and Robinson (Sixsmith et al., 2009). The location of advertisements has a significant effect on the food and drink choices made by young people.

The long-term development of the processed foods industry is even more strongly influenced by the rise of supermarkets and major discount retailers. Only 21.5% of the advertising in our survey made any kind of health claim. Some of these commercials are in accordance with the health claim since they specifically named the vitamin or mineral that is responsible for the purported health benefit. A few of the health benefits were overstated. Furthermore, almost 50% of health-related commercials made some kind of guarantee to improve health.

## CONCLUSION

In conclusion, our study on the marketing strategies of health food and drink companies has provided valuable insights into the dissemination and impact of these strategies on consumer behavior. Through a comprehensive analysis of industry trends, consumer preferences, and marketing tactics, we have highlighted the diverse approaches employed by companies to promote health-conscious products. Our research has revealed the significant influence of marketing strategies on consumer perceptions and purchasing decisions within the health food and drink industry. By effectively leveraging various channels such as social media, influencer partnerships,

and experiential marketing, companies have been able to engage with consumers and communicate the value propositions of their products. Furthermore, our study has underscored the importance of transparency and authenticity in marketing campaigns, as consumers increasingly prioritize trust and credibility when making food-related choices. Companies that align their marketing efforts with genuine commitments to health, sustainability, and ethical practices are likely to resonate more strongly with today's discerning consumers. Looking ahead, our findings suggest opportunities for companies to further enhance their marketing strategies by leveraging emerging technologies, engaging in personalized marketing approaches, and fostering meaningful connections with consumers. Additionally, our research highlights the need for continued monitoring and evaluation of marketing practices to ensure they align with evolving consumer preferences and societal values.

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