



A STUDY ON BRAND PROMOTIONAL TOOLS FOR INCREASING THE USE AND THE MARKET SHARE OF PATANJALI (APPLE VINEGAR, APPLE JUICE) IN HAMIRPUR DISTRICT OF HIMACHAL PRADESH

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<https://doie.org/10.0512/AE.2024193017>

ABSTRACT

The study is titled " A Study on Brand Promotional Tools for increasing the use and the Market Share of Patanjali (Apple Vinegar, Apple Juice) in Hamirpur District of Himachal Pradesh ". The study found that there are two business pathways for marketing Patanjali apple juice and apple cider vinegar in Hamirpur district of Himachal Pradesh: (Path I → Producer-Wholesaler-Consumer), (Path II-Producer-Wholesaler-Retailer-Consumer)). Among them, 37.5% of the respondents want to buy Patanjali apple cider vinegar from channel I, 62.50% of the respondents want to buy Patanjali apple cider vinegar from channel II, and 35.00% of the respondents want to buy Patanjali apple cider vinegar from channel II. He wants to take. I. Juice and sol prefer to purchase Patanjali Juice in the study area as per Method II and constitute 65.00%.

Keyword: Brand Promotion, Business, Marketing

INTRODUCTION

Apples are rich in essential nutrients, including dietary fibre, vitamins and minerals. It is a good source of vitamin C, which strengthens the immune system and supports healthy skin. Additionally, apples provide vitamin A, vitamin B6 and potassium. The dietary fibre in apples, mostly in the form of pectin, aids digestion, helps maintain blood sugar levels, and supports heart health. Apple cider vinegar (ACV) is a popular vinegar made from fermented apple juice. It is known for its health benefits and culinary uses. Apple cider vinegar contains acetic acid, which may aid weight loss by increasing feelings

of fullness and reducing calorie intake. It also has anti-inflammatory properties that help control blood sugar and improve heart health. Some people use apple cider vinegar to treat digestive and skin problems. It can also be used as salad dressing, marinade or as an ingredient in many recipes, adding a rich flavour to dishes and providing health benefits. Apple juice is a popular refreshing drink made from the juice from apples. It is known for its sweet, fruity taste and is loved by people of all ages. Apple juice is usually made by crushing and pressing apples and can be eaten fresh or pasteurized to extend its shelf life. It is rich in essential nutrients,

especially vitamin C and various antioxidants, that improve overall health and strengthen the body. Many people consider juice to be a versatile beverage that can be enjoyed alone or used as the base for mixed drinks and cocktails. This is an option for breakfast and a favourite among kids and adults alike. The work in the Hamirpur region focuses on value-added products from Patanjali Ayurveda Limited, an Indian FMCG company that produces mineral and herbal products. The company, valued at Rs 300 billion, is expected to generate revenue of Rs 5,000 billion in 2015-16 and contribute Rs 800 billion to sales in FY 2015.

RESEARCH METHODOLOGY:

Selection of the District

Himachal Pradesh has 12 districts and 3 districts. Hamirpur district of Himachal Pradesh was selected as the highest FMCG consumption area for this study. The total area of Hamirpur district is 1,118 squares

kilometers.

Selection of Block

There are 6 blocks in Hamirpur area. We consciously chose this block from Bhoranj blocks for the study. Since the average annual income is higher in the study region, FMCG (Patanjali apple juice and apple cider vinegar) consumption is higher.

Selection of Villages

All the names of villages in Bhoranj block were obtained from the block development office and gram panchayat and 5% of the villages were randomly selected based on fast food (Patanjali juice fruit and apple cider vinegar) consumption.

Selection of Respondents

The list of all FMCG (Patanjali Apple Juice and Apuke Vinegar) dealers and consumers in the selected villages was obtained from the Block Development Office of each selected village. Participants were selected from each village and divided into three main groups.

Table 1: Participant Classification

District	Block	Villages	Respondents			Total
			Small	Medium	Large	
Hamirpur	Bhoranj	Bagwar	7	4	4	15
		Balokhar	9	5	3	17
		Bhabel	5	3	2	10
		Ghamarwin	2	2	1	05
		Jaroh	2	9	1	12
		Khanal	2	4	1	07
		Manwin	4	2	3	09
		Nagrota	3	3	1	07
		Saherwin	5	1	1	07
		Sudhrian	5	1	1	07
		Aghar	7	2	0	09
		Kapoti	11	4	0	15
		Total			62	40

Analytical Tools

Likert Scale: A Likert scale is a rating scale used to measure opinion, attitude, or behavior. To collect data, you ask participants a Likert-style question or

statement and multiple possible answers, usually consisting of 5 or 7 items. Each product is assigned a serial number so that data can be measured.

RESULTS AND DISCUSSION

Table 2: Reveals the preferred marketing channel by the respondents over buying Patanjali Apple Vinegar and Patanjali Apple Juice in the study area

Sr. No.	Channel Type	Patanjali Apple Vinegar	Patanjali Apple Juice
1.	Channel – I	45 (37.50)	42 (35.00)
2.	Channel – II	75 (62.50)	78 (65.00)
	Total	120 (100%)	120 (100%)

Table 2, This study shows that out of 120 samples in the study area, 45 (37.5%) preferred channel 1 to buy Patanjali apple cider vinegar, while the remaining 75 (62.50%) responded like channel 1. - Buy 2 Patanjali Apple cider vinegar. Out of 120 samples in the study area, 42 people (35.00%) prefer to take Patanjali water from method 1, while the remaining 78 people (65.00%) prefer to take Patanjali water from method 2.

Table 3: Affective Promotional tools identified for increasing the use and market share of Patanjali (Apple Juice and Apple Vinegar).

Sl. No.	Attributes	Frequency	Percentage
1	Product Packaging Redesign	78	65.00
2	Online Advertising	75	62.50
3	Health and Wellness Workshops	65	54.16
4	In-Store Promotions	62	51.67
5	Content Marketing	53	44.17
6	Social Media Campaigns	51	42.50
7	Community Engagement	47	39.17
8	Celebrity Endorsements	33	27.50
9	Collaborations and Partnerships	27	22.50

Table 3, Reveals during the study among 120 respondents that there were nine affective promotional tools identified which would be used for increasing the use and market share of Patanjali Apple Juice and Patanjali Apple vinegar in the study area, in which Product Packaging Redesign got the maximum response followed by Online Advertising, Health and Wellness Workshops, In-Store Promotions, Content Marketing, Social Media Campaigns, Community Engagement and lastly Celebrity Endorsements.

CONCLUSION

In the list of FMCG products (juices, apple cider vinegar) Patanjali has given tough competition to many marketers with its poor marketing. There are many important factors that come together in making a purchasing decision. Customer perception of the business is often determined by the amount of customer satisfaction achieved after paying for the product and the benefits the user seeks. In the above research most of the users are satisfied with patanjali FMCG products (apple juice and apple cider vinegar). This may be due to the quality, size and affordability of the product. There may be a product that can solve the problem. Satisfaction leads to customer retention. Patanjali has a significant position in the market thanks to the spiritual content in its products. However, it should not ignore its competitors. To retain customers and meet their needs, Patanjali must meet the needs of the company so that others can grow and benefit from the field of spirituality research.

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