

# Recent Development in Market Expansion Strategies of Haldiram's-A Case Study

Nisha Yadav<sup>1\*</sup>, Vasu Gaur<sup>2</sup>

## Abstract

*This paper discusses the marketing strategies used by Haldiram to increase its market share in supermarkets. It also looks at how they have changed their offerings over time, such as introducing Agra paith, Panjeere laddu and oat market. The research conducted provides insights into what works best for this company when it comes to increasing sales and gaining more customers. These findings can be applied practically by other companies looking to grow their own marketshare or expand product lines in a competitive environment with many options available.*

**Keywords:** Marketshare, youth buying behavior, rasanthika and gunawardana (2013), joglekar A and kundle S (2013), arshinder (2016)

## INTRODUCTION

People are very foody now a days we can see abundance of creativity in the food industry in this time fram its very difficulot for food brand industries to survive with the varities and their signature foods like McDonald, Burger King are the 2 competitors for junkfood . similarly Haldiram and Bikanare are the competetors in many common foods. So to keep the customer in the savior and the sweet quality and the price matters a lot. In this context we took a case from the marked for home the Indian taste as well the world taste to become the anonymous all over the world is Haldiram.

It is growing at the rate of 40% and accelerating the pace for the same in the coming years. Indian food is finding all over the world is the reason for its popularity in this [1]. As per the Haldiram history they were expertise in Indian Namkeen,sweets etc but coincidence was that the demand of fast food increase and to expand the market its require the jump into this. Haldiram have plan not only food outlets but in restaurant, retail and in the area of milk based products. The have been unifying the palate of India

## LITERATURE REVIEW

Haldiram's provides a good range of products to its customer base. However, namkeen is the main focus area for the group. Similarly, Haldiram's maintains its position effectively in a market by having its full variety of Snacks and Sweets [2].

### \*Author for Correspondence

Ms.Nisha Yadav  
E-mail: Nisha24Jan@gmail.com

<sup>1</sup>Assistant Professor, Rukmini Devi Institute of Advanced Studies, Rohini, Delhi, India

<sup>2</sup>Assistant Professor, Rukmini Devi Institute of Advanced Studies, Rohini, Delhi, India

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*Ritu Anand (2011)* Ambience, social life, enjoyment of food, and dual income convenience for urban people are factors that influence and impact their meal choices, according to a research of factors influencing consumers' food choices with reference to fast-food consumption in India.

Rasanthika and Gunawardana (2013) examined the attitudes and actions of working women about eating fast food. The results indicated that fast food convenience has a stronger and more favourable impact than the consumption of these fast foods.

*Joglekar A and Kundle S (2013)* The study "Consumer knowledge regarding convenience food among working and non-working women" revealed that convenience meals have rapidly proliferated alongside improvements in food processing technology. The planning and work time have been minimised. New food additives have been added while these food items were being processed. Additionally, various methods of food preservation have been developed.

*Tarunjit Singh et al. (2015, Jalandhar, Punjab)* According to research, organised retail accounted for 10% of sales in 2013 compared to 3.5% in 2005, 5% in 2008, and 10% in 2011. This is primarily attributable to the customers' improved access to facilities and choices under one roof. Increased foreign direct investment in single- and multi-brand retail, as mentioned above, has significantly aided the growth of organised retail in India.

*Srinivasan and Shende (2015)* highlighted how working women use convenience foods, the advantages they gain, and the types of foods they purchase. The findings indicated that some of the aspects that are advantageous for working women include variety, off-season food availability, and for emergency situations.

*Arshinder (2016)* According to the statement, because the food business generates the most money in the Indian market, its organisational management employs modern technologies to track supply chain activity. The difficulty is that adopting new technology requires a significant financial expenditure. Apart from that, being a developing country, unavailability of appropriate infrastructure, inadequate knowledge regarding technology solution are also issue for supply chain management.

*Sudaath Weerasiri, H.S Nadeeka (2016)* Marketing experts should pay attention to and concentrate on the television advertisement sector to generate sales and propel their company to success, according to their research paper, "Impact of Television Advertisement on Youth Buying Behavior."

*Chithira John (2018)* "Analysis of parent's perception on confectionery product advertisements on children"-This primary data analysis employed survey responses from 375 parents of kids between the ages of 7 and 14. She used several analytical methods, such as factor analysis using SPSS 20, correlation, chi-square testing, percentage analysis, and t-testing. Her research's findings indicate that parents usually think poorly of the marketing of sweets.

*Rajakrishnan. M (2020)* "Customer's expectations and behavior towards confectionery products-A study on effect of advertisement in selected areas of Tirupur district, Tamil-Nadu."-Here he had focused upon the concept that what are the positive impacts the advertisements of confectionery products have upon their customer that bring profit to the companies.

*Agnihotri and Bhattacharya (2019)* Extend the aforementioned findings by demonstrating that consumers are more likely to believe an advertisement featuring a CEO who is identified by their name and position than one using a typical celebrity. Additionally, commercials featuring business founders as endorsers were more successful for new items, while those featuring CEOs were more successful for products already on the market.

*Gilal et al. (2021)* offer additional insights into these effects by demonstrating how a match between endorser kinds and product types may assist businesses in revitalising their brands by utilising the celebrity endorsers' qualities. They discovered conflicting findings on the mediating function of these characteristics between endorser types and brand revival for hedonic versus utilitarian products.

## Research Gap

- To understand the current market position of Haldiram's with variety of food items.
- To Know about Haldiram's brand value and the standard they keep in all the foods.

## Objectives

1. Studying the availability of products available in groceries shops and making strategies for the products that are not showing well in the market
2. Comparing the products with their competition in the market

## RESEARCH METHODOLOGY

The process or strategy of gathering the required data from a variety of primary and secondary sources is known as methodology [3–5].

The systematic gathering, examination, interpretation, and reporting of information pertinent to the business constitutes marketing research. Descriptive research design is used in this way primary data which is collected through one -one interactions as well through questionnaire [6].

## Sample Location

These areas comprised of: -

- -Ghaziabad, Uttar Pradesh
- -Sanjay Nagar, New Delhi
- -Mool Chand Nagar, New Delhi

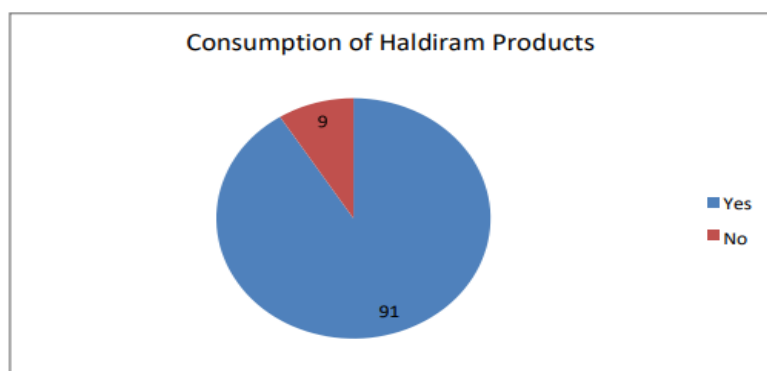
Time Period of study: 3 Months

Analytical Tools: -Excel

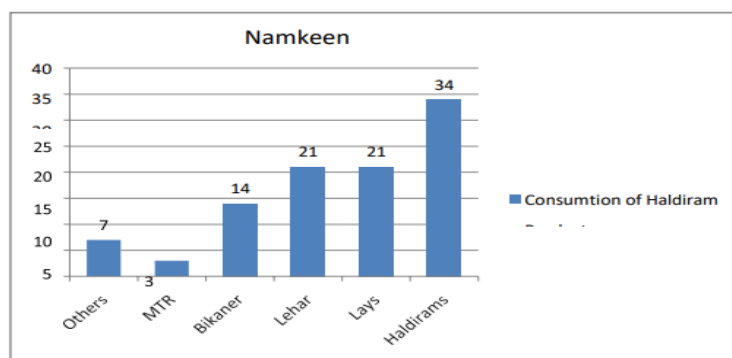
## Analysis

*Consumption Patterns:* - Haldiram's

According to the Figure1, 91% of people used to consume Haldiram Products and only 9% didn't consume it.

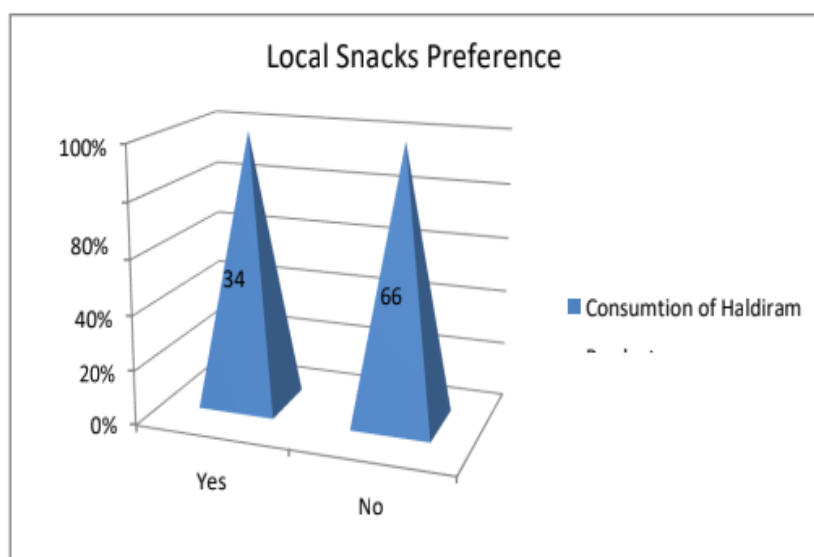


**Figure 1.** Consumption of Haldiram Product



**Figure 2.** Comparison of halidram product consumption

According to Figure2, 7% of people used to consume other snacks (Local Snacks) 3% of people used to consume MTR snack. 14% of people used to consume Bikaner snack. 21% of people used to consume Lehar snack. 21% of people used to consume Lays snack [7] 34% of people used to consume Haldiram’s snack

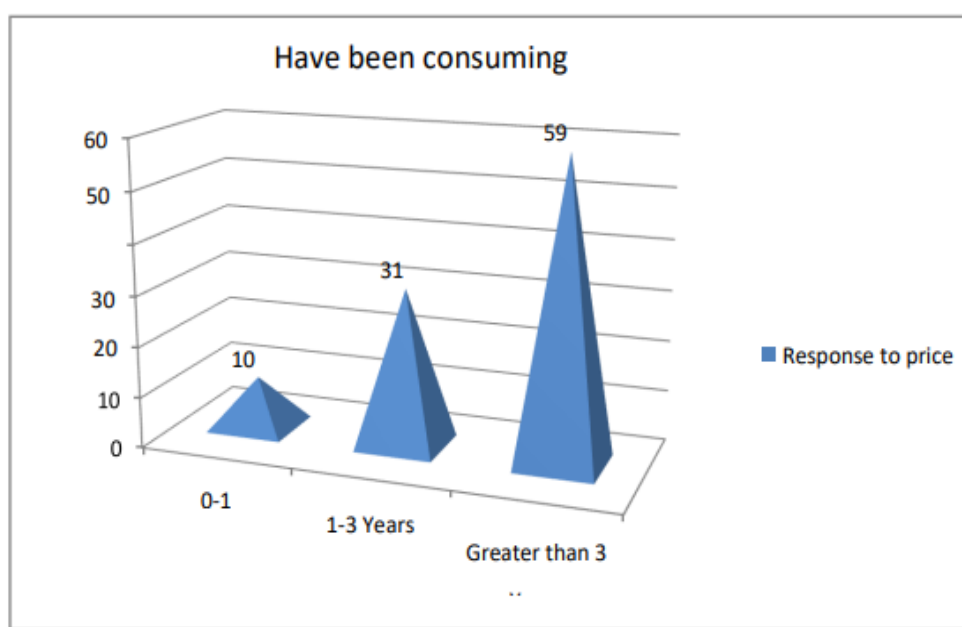


**Figure 3.** Local snack preference analysis plot.

According to Figure3, only 34% people preferred Local snacks products whereas 66% preferred branded snacks , Haldiram’s.

#### **Brand Loyalty Towards Haldiram’s**

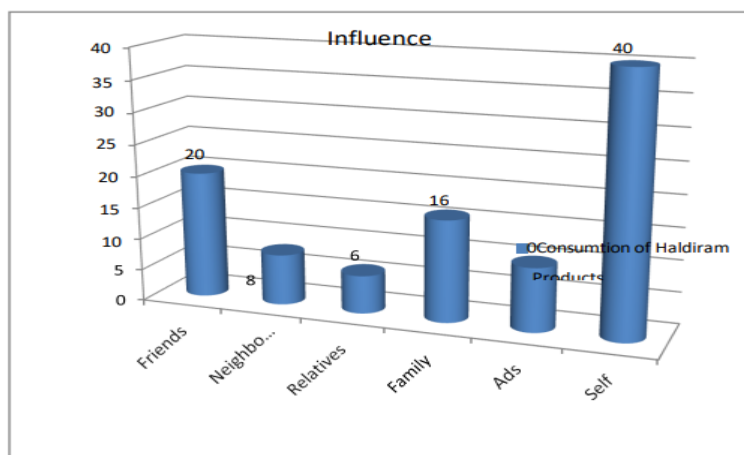
According to figure 4, 10% of people between 0-1 Years consuming Haldiram’s snacks 31% of people between 1-3 Years consuming Haldiram’s snacks 59% of people between >3 Years consuming Haldiram’s snacks.



**Figure 4.** Years consuming Haldiram’s snacks

### Buying Role

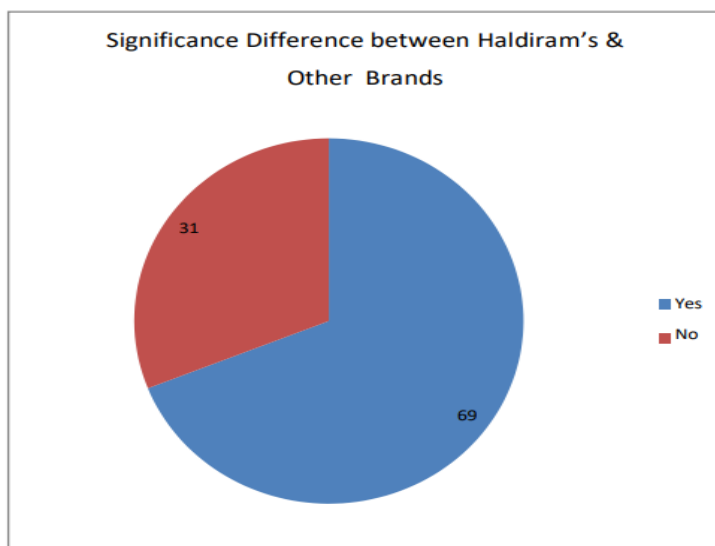
According to the research, 20% of the people was influenced by Friends [8]. As Figure 5 shows, 8% of people was influenced by Neighbours 6% of people was influenced by their Relatives 16% of people was influenced by their Family. 10% of people was influenced by the Haldiram's Ads. 40% of people was influenced by self towards Haldiram's brand.



**Figure 5.** Influence analysis of the people by their family

### Buying Behavior Type

In Figure 6, As it shows: -69% people found difference between both the brands. 31% people didn't find significance between Haldiram's and Other Brands.



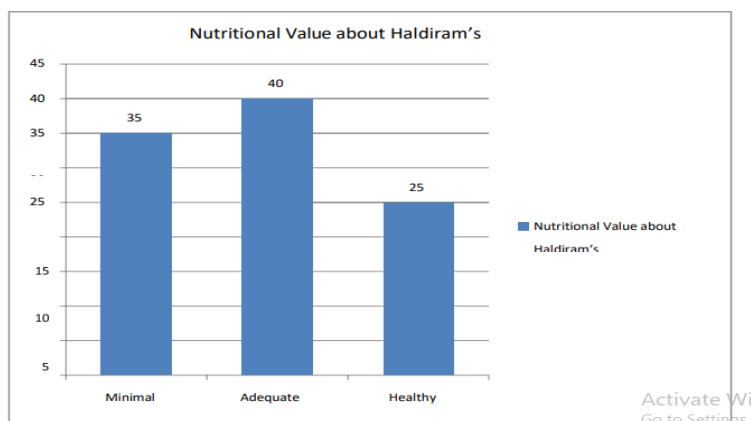
**Figure 6**

**Figure 6.** chart showing significance between Haldiram's and Other brands.

### Nutritional Value

For competitive pricing of the Product, understanding the value that PPB holds for the respondents was very necessary (value is usefulness of the product that a client is buying at a particular price).

For this the pricing model was explained to the prospective associates and their reaction was recorded [9]. The option of negotiation was kept open so as to understand the range of amount that the respondents were willing to pay for the device. (Figure 7)



**Figure 7.** Nutrition value about haldiram's.

## Factors Influencing Buying Behavior Of Namkeens

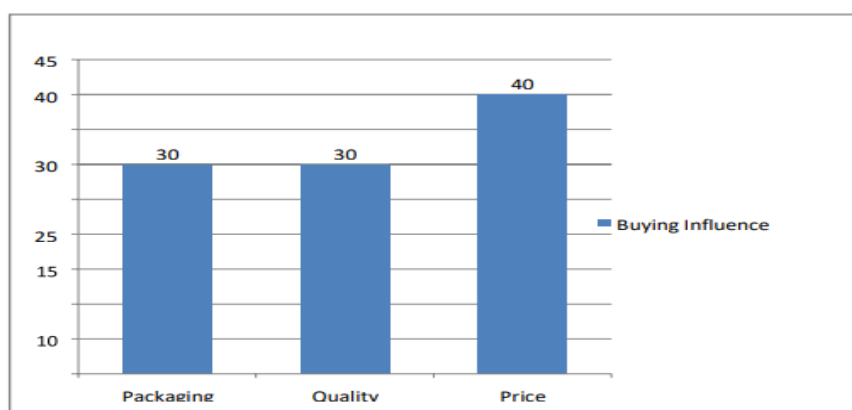
### Quality

1. A pragmatic definition of excellence in business, engineering, and manufacturing is the absence of inferiority or superiority.
2. The quality is a perceptual, contingent, and partly subjective property that may be interpreted differently by many individuals.
3. Consumers might pay attention to a product or service's specifications or how it stacks up against rivals in the market.
4. 4-Producers may gauge the degree to which the product or service was created correctly, or compliance quality.

### Packaging

1. Product enclosing or protection for distribution, storage, sale, and use is known as packaging. Packaging encompasses science, art, and technology.
2. The process of designing, assessing, and producing packages is also referred to as packaging.
3. Packaging is a coordinated system for setting up products for sale, warehousing, distribution, and final usage.

Packaging helps to transport, protect, preserve, inform, and sell. It is widely used for government, economic, institutional, industrial, and personal uses. According to the Survey as we can see in Figure 8, 40% of people was influenced by Price of Haldiram's Packet 30% of people was influenced by Packaging of Haldiram Packets.30% of people was influenced by the Quality of Haldiram products.



**Figure 8**

**Figure 8.** People influenced by the Price of Haldiram.

### Haldiram's Price

According to the survey report as prepared, it was found that 56% of people found Haldiram's products price Reasonable and 44% of people found Haldiram's products price High. People were more over bounded towards Branded products only as per quality and packaging issues over local snacks (Figure 9).

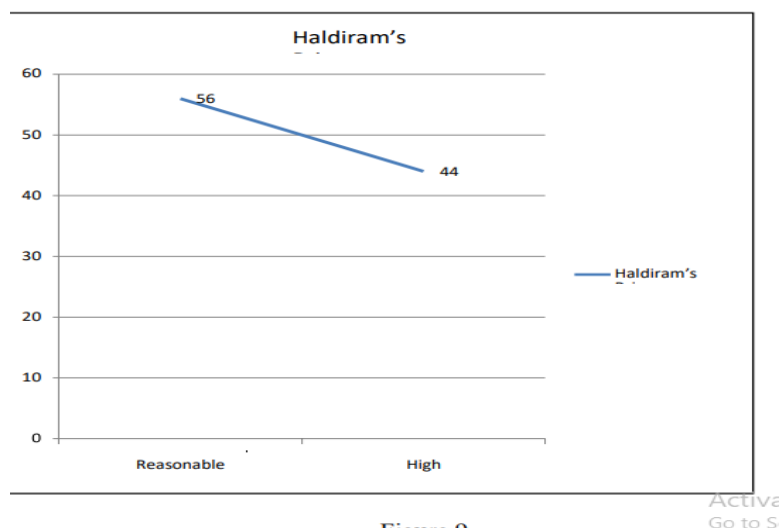


Figure 9

**Figure 9.** Analysis of price according to people.

### Findings

- The key takeaways from this paper are that Haldiram has been successful in increasing its market share by implementing various catch-the-kids marketing strategies.
- Additionally, the survey conducted revealed insights into what works best for them when it comes to gaining more customers and expanding their product lines.

### CONCLUSION

The majority of people choose to eat out at atleast once or more frequently each week. 40% of the entire sampled population reported eating out once or more each week. Few persons claimed they ate out every day, a few said they did so once or twice every month, and the majority said they did it rarely. This demonstrates that the majority of individuals prefer eating out since they grow bored with their usual home-cooked meals and want to try something new to experience a different flavour. More than 50% of individuals, or 59%, choose Haldiram's when it comes to sweets. As a result, Haldiram's is preferred by consumers while purchasing sweets, proving its greater fame.

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