



A study on Marketing Strategies Adopted by ID Fresh Food Pvt. Ltd. and Impact of Promotional Campaign on Customer Purchase Decision

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Abstract :

This study focuses on analyzing the marketing strategies adopted by ID Fresh Food Pvt. Ltd., a leading food products company, and their impact on customer purchase decisions. ID Fresh Food Pvt. Ltd. is known for its range of fresh, ready-to-cook food products, including idli and dosa batter, parathas, and chapatis.

The objective of this study is to understand the marketing strategies employed by ID Fresh Food Pvt. Ltd. to promote its products and assess the effectiveness of their promotional campaigns in influencing customer purchase decisions. The study employs a mixed-methods approach, combining qualitative and quantitative research methods.

First, qualitative data is collected through interviews and discussions with marketing executives and employees of ID Fresh Food Pvt. Ltd. This data provides insights into the company's overall marketing strategies, including product positioning, branding, distribution channels, and pricing strategies. The qualitative analysis helps in understanding the rationale behind their marketing decisions and the key factors driving their success.

Next, quantitative data is collected through surveys administered to a sample of customers who have purchased ID Fresh Food products. The survey questions are designed to evaluate the impact of promotional campaigns on customer awareness, perception, and purchase behavior. Statistical analysis techniques, including regression analysis, are employed to analyze the survey data and establish relationships between promotional campaigns and customer purchase decisions.

The findings of this study contribute to the existing body of knowledge on marketing strategies in the food industry and provide valuable insights for practitioners and researchers. The results highlight the importance of effective promotional campaigns in shaping customer purchase decisions and shed light on the specific strategies employed by ID Fresh Food Pvt. Ltd. to achieve success in the market.

By understanding the marketing strategies and their impact on customer purchase decisions, this study aims to assist ID Fresh Food Pvt. Ltd. and other food companies in formulating effective marketing strategies that resonate with customers and drive sales. The study also identifies potential areas for improvement and future research directions in the field of food marketing.

Keywords : Marketing Strategies, Promotional Campaigns, Customer Purchase Decision, ID Fresh Food Pvt. Ltd., Food Industry.

Introduction

“Id’ philosophy is to enable the homemaker and not to replace her. As a result, all Id products are preservative-free and traditional Indian foods made a natural way, just like ‘made-at-home’.” (P.C Musthafa, Founder & CEO, Id Fresh Food)

With the launch of the traditional filter coffee decoction in October 2018 and ready to squeeze and fry vada batter pack in July 2018, Id Fresh Food was once again all set to continue its pioneer position in the Ready to cook (RTC) packaged food market in India. Foraying in the filter coffee business with an expectation of INR 500 million of business in FY2018-19, the sachet of decoction filter coffee was introduced to meet the demand of consumers with coffee connoisseurs. A pouch pack of readymade vada batter with an umbrella nozzle to create perfectly shape vada with a hole, an age-old popular south Indian snack was another addition to disrupt the market and became one of the fastest-selling items within weeks after launch. Both Offerings were once again aligned with the core philosophy of Id Fresh Food to serve preservatives - free products. Id named after Idly and dosa, started in Bengaluru, in 2006 as a niche to cater the to need for ready made Dosa Idly batter with no big competitors and captured the RTC food market by producing preservative- free quality batter customized to local taste and palate. Increasing sophisticated health awareness, rising demand for hygienically packaged foods as well as the Indian’s food habit of consuming homemade food had driven the Indian Marot keta perfect place for Id Fresh Food, company making and selling readymade Idly and dosa batter. The company stayed focused on creating a brand from day one and became a pioneer in this segment very quickly.

The spectacular Backdrop of Id fresh batter Id fresh food was founded in the year 2006 by an IIM-Bangalore alumnus PC Musthafa and his cousins, Shamsudeen TK, Abdul Nazar, Jafer TK and Noushad TD. P C Musthafa is the chief executive Officer. The Idea was introduced by PC Musthafawhen his cousin, who had a Kirana store constantly complained about the quality of dosa and Idly mixes produced by the local vendor. During the time Musthafa had spent on weekends in the Kirana shops he noticed that the Idly dosa batter which was sold in transparent unbranded polythene bags and tied with a rubber band used to be sold out very rapidly (Burea,2017). That was when the new business Idea emerged. Id fresh foods was started in a 550 sq.ft room with one batter grinder and a packaging machine.

The name Id was suggested by one of the cousins as an acronym for Idly, dosa (Anon, 2017). Eventually, the venture was named “Id Fresh” indicating an Identity for fresh Idly dosa batter.

PC Musthafa, the CEO of Id fresh foods was a son of a coolie hailing from a distant village in Kerala, India. Musthafa was a sixth-grade failure, but continued to pursue his studies and graduated from the National Institute of Technology, Calicut, and IIM Bengaluru. Musthafa’s contribution to the initial investment was Rs. 25,000. Today, Musthafa heads a Ran. 1,000 million company, Id Fresh Foods whose products are sold in important Indian cities and a few overseas locations in addition.

With a humble beginning in 2006, Id received several accolades (A list of awards is added in exhibit 1) and was able to raise an investment of INR 1.5 billion in February 2017 from premji Invest and INR 350 million from Helion Venture in 2014. once having a fund, the company planned to morph into a multi-product brand, by upgrading the existing system and expanding its business to the international geography such as the US, UK, and Singapore to cater the needs of Indian consumers. P C Mustahafa, CEO of Id Fresh aspired to be INR 10 billion company by the year 2020 as he built a strong brand in a food category with great potential to convert from unorganized to organized packaged foods. India’s RTC food industry witnessed tremendous growth in the last decade.

The growing urban population, increasing disposable income of the working class, and demands for convenience products are driving the ready-to-cook food market in India. According to recent report by Tech Sci Research ‘India Ready-to-Cook Food Market Forecast and opportunities, 2019’, The Ready-to-cook [RTC] food market in India is expected to ride high on account of various factors. Due to the busier lifestyle, Indian consumers are gradually moving towards RTC food instead of traditional cooking options. Tonight the increase in consumer satisfaction, and objectives has led to the trend of food adventurism has led to a great preference for packaged food for its Convenience and lifestyles. Since youth makes up a huge portion of the overall working class in India, convenience food products are witnessing higher adoption among young working professionals who hardly find time for traditional cooking. All of this is creating a favorable market scenario for RTC products in India. Besides the affluent class individuals, the rising middle class is also emerging as a major consumer of RTC food products in India. However, a large chunk of Indian consumers remains untapped due to their lack of confidence in the nutritional value of RTC products and their price-conscious behavior. With a

small change in prices, consumers in India change their brand preferences quite rapidly. The food sector has undergone massive improvement in terms of better food processing methods and advancement in food technology. Correspondingly, the RTC food industry in India has witnessed remarkable growth over recent years and has created a positive impact for manufacturers to tap into the RTC food market.

REVIEW OF LITERATURE

Branding and Brand Strategy: Branding is a critical component of marketing strategies. Scholars have examined the impact of brand elements, brand personality, brand equity, and brand positioning on consumer behavior and market performance. Notable works include Kevin Lane Keller's "Strategic Brand Management" and David Aaker's "Building Strong Brands."

Digital Marketing and Social Media: With the rise of the internet and social media, marketing strategies have evolved to include digital channels. Literature on digital marketing explores topics such as search engine optimization (SEO), social media marketing, content marketing, and influencer marketing. Authors like Dave Chaffey and Philip Kotler have written extensively on these subjects.

Relationship Marketing: Relationship marketing focuses on building and maintaining long-term relationships with customers. Researchers have investigated customer loyalty, customer relationship management (CRM), customer lifetime value, and strategies for customer retention. Notable contributions include works by Jagdish N. Sheth and Leonard L. Berry.

Jayson L. Lusk: Author of the book "Agricultural Marketing and Price Analysis," which focuses on the analysis of agricultural markets, including pricing strategies, supply and demand dynamics, and consumer behavior.

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Leroy T. Carlson: Author of the book "Agribusiness Marketing: The Management Perspective," which covers marketing strategies, planning, and decision-making in the agribusiness sector.

Kenneth B. Kahn and Donald A. Miller: Authors of the book "The Strategic Marketing Plan for Farmers and Ranchers," which offers guidance on developing and implementing strategic marketing plans in the agricultural industry.

Michael V. Martin and Albert J. Allen: Authors of the book "Agricultural Marketing," which explores various marketing concepts and strategies applicable to agricultural products and commodities.

Michael Boehlje and Allan Gray: Authors of the book "Value-Based Marketing for Bottom-Line Success in Today's Food and Agricultural Businesses," which focuses on creating and capturing value in agricultural marketing.

However, the main focus area for the company remains Idly dosa batter which contributes a lion's share of 55% to its total revenue, parotta contributes 30%, chapati 7%, and the rest from its dairy products. This wide array of products has helped the company to compete in a market that had a variety of Ready-to-cook items in different flavors and SKUs [Stock keeping Units]. The CEO of the company claims that Id fresh products are only helpful aids to the homemaker and their products will always remain ready to cook and not ready to eat. The products are intended to reach the kitchen first and not directly in to the dining table.

Launched in 2006 as a small store in Bangalore, its growth trajectory looks very promising. The company aims at an Rs.1,000 million revenue by 2020 with exports to the US and UK. With a diverse product portfolio and the fact that they are fresh and 100% natural and are part of the health-food segment, it is positioned well to take on the markets worldwide. Id Fresh now intends to experiment with wet sambar and chutney pre-mixes to the ready-to-cook batter as a complementary product. Traditional meals have now truly come of age with convenience and easy to all who prefer healthy homemade meal options.

OBJECTIVE OF THE STUDY

- To understand the marketing strategies adopted by ID Fresh Food Pvt. Ltd and their effectiveness in promoting the company's products.
- To evaluate the impact of promotional campaigns on customer purchase decision and how it contributes to the growth of the company.

- To Identify the key factors that influence customer behavior and how they impact the effectiveness of marketing strategies.

HYPOTHESIS OF THE STUDY

- H01 It is a positive impact of home-made style of preparation in ultra-hygienic
- H02 It is a positive impact by established their brand through Idly dosa batter increased their quality and trust
- H03 It is a negative impact of the one of the only downsides to cooking and serving fresh food is that it will spoil faster than if it were frozen.
- H04 Food processing process it will reduce the nutrition calories

RESEARCH METHODOLOGY

The process used to collect information and data to make the analysis and required evaluation for the decision-making process is described in this section. The methodology includes surveys and other research techniques which include both present and historical data.

The research is descriptive in nature. The Research is undertaken to find out consumers perception towards ID Fresh Food and quality of the ID Fresh Food products. Promotional and Marketing strategies used by the company to take a competitive advantage.

We will be conducted using google forms, and this form will be shared in what-app groups and the responses collected will be stored in the data-form so that we can use. And the questionnaire which we provide will be included both open and closed ended questions and will be administrated either online (or) in person.

Primary Data: Data is directly collected from the target group by the survey or by asking them proper questions from the questionnaire and the answers given by the respondents. This questionnaire helped to Identify the factors that are influencing the users regarding purchasing Ready to Cook food products.

Secondary Data: The secondary data that is used for this study is collected from the intern catalogs, and articles.

Data has been analyzed and represented in the form of pie charts, bar graphs, and column graphs, and the required summations been done to get proper results.

1) Regression

2) Co relation

FINDINGS AND DISCUSSIONS

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	MS	.	Enter

a. Dependent Variable: CA

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.198 ^a	.039	.033	.76488

a. Predictors: (Constant), MS

b. Dependent Variable: CA

a. Dependent Variable: CA

Correlations

	ID Fresh Food's advertising is appealing to me.	I trust the quality of ID Fresh Food products.	ID Fresh Food's pricing is reasonable compared to other similar products.	I have purchased ID Fresh Food products because of a promotional campaign or offer.	ID Fresh Food's promotional campaigns or offers make me more likely to purchase their products.	I have recommended ID Fresh Food products to others.	I prefer ID Fresh Food products over similar products from other brands.	I believe ID Fresh Food is committed to using quality ingredients in their products.	I am satisfied with the variety of products offered by ID Fresh Food.	I am likely to continue purchasing ID Fresh Food products in the future.	Have you ever switched from a competitor's product to ID Fresh Food products?	How likely are you to recommend ID Fresh Food products to your friends and family?	Have you participated in any promotional campaigns or contests run by ID Fresh Food?
ID Fresh Food's advertising is appealing to me.	1	.282*	.271**	.306**	.217**	.314**	.279**	.377**	.267**	.246**	.090	.285**	-.149
		.000	.001	.000	.007	.000	.001	.000	.001	.002	.272	.000	.066
		152	152	152	152	152	152	152	152	152	152	152	152
I trust the quality of ID Fresh Food products.	.282**	1	.244**	.214**	.300**	.278**	.429**	.391**	.345**	.284**	.260**	.339**	-.029
	.000		.002	.008	.000	.001	.000	.000	.000	.000	.001	.000	.721
	152	152	152	152	152	152	152	152	152	152	152	152	152
ID Fresh Food's pricing is reasonable compared to other similar products.	.271**	.244*	1	.066	.305**	.223**	.323**	.289**	.431**	.421**	.159*	.279**	.074
	.001	.002		.418	.000	.006	.000	.000	.000	.000	.050	.000	.364
	152	152	152	152	152	152	152	152	152	152	152	152	152
I have purchased ID Fresh Food products	.306**	.214*	.066	1	.174*	.404**	.298**	.245**	.232**	.151	.139	.158	.020
	.000	.008	.418		.032	.000	.000	.002	.004	.064	.088	.052	.809

because of a promotional campaign or offer.	N	152	152	152	152	152	152	152	152	152	152	152	152	152
ID Fresh Food's promotional campaign or offers make me more 2 to purchase their products.	Pears on Correlation Sig. (2-tailed)	.217**	.300*	.305**	.174*	1	.185*	.264**	.365**	.268**	.175*	.106	.180*	.091
I have recommended ID Fresh Food products to others.	Pears on Correlation Sig. (2-tailed)	.007	.000	.000	.032		.023	.001	.000	.001	.031	.194	.026	.263
I prefer ID Fresh Food products over similar products from other brands.	N	152	152	152	152	152	152	152	152	152	152	152	152	152
ID Fresh Food is committed to using quality ingredients in their products.	Pears on Correlation Sig. (2-tailed)	.314**	.278*	.223**	.404**	.185*	1	.449**	.376**	.296**	.211**	.187*	.273**	-.048
I am satisfied with the variety of products offered by ID Fresh Food.	Pears on Correlation Sig. (2-tailed)	.000	.001	.006	.000	.023		.000	.000	.000	.009	.021	.001	.560
	N	152	152	152	152	152	152	152	152	152	152	152	152	152
	Pears on Correlation Sig. (2-tailed)	.279**	.429*	.323**	.298**	.264**	.449**	1	.295**	.373**	.406**	.206*	.250**	.052
	N	152	152	152	152	152	152	152	152	152	152	152	152	152
	Pears on Correlation Sig. (2-tailed)	.377**	.391*	.289**	.245**	.365**	.376**	.295**	1	.354**	.278**	.088	.253**	.028
	N	152	152	152	152	152	152	152	152	152	152	152	152	152
	Pears on Correlation Sig. (2-tailed)	.267**	.345*	.431**	.232**	.268**	.296**	.373**	.354**	1	.492**	.105	.298**	.127
	N	152	152	152	152	152	152	152	152	152	152	152	152	152
	Pears on Correlation Sig. (2-tailed)	.001	.000	.000	.004	.001	.000	.000	.000	.000	.000	.198	.000	.119
	N	152	152	152	152	152	152	152	152	152	152	152	152	152

I am 2 to continue purchasing ID Fresh Food products in the future.	Pears on Correlation Sig. (2-tailed)	.246**	.284*	.421**	.151	.175*	.211**	.406**	.278**	.492**	1	.176*	.309**	.194*
	N	152	152	152	152	152	152	152	152	152	152	152	152	152
Have you ever switched from a competitor's product to ID Fresh Food products?	Pears on Correlation Sig. (2-tailed)	.090	.260*	.159*	.139	.106	.187*	.206*	.088	.105	.176*	1	.706**	.087
	N	152	152	152	152	152	152	152	152	152	152	152	152	152
How 2 are you to recommend ID Fresh Food products to your friends and family?	Pears on Correlation Sig. (2-tailed)	.285**	.339*	.279**	.158	.180*	.273**	.250**	.253**	.298**	.309**	.706**	1	.147
	N	152	152	152	152	152	152	152	152	152	152	152	152	152
Have you participated in any promotional campaigns or contests run by ID Fresh Food?	Pears on Correlation Sig. (2-tailed)	-.149	-.029	.074	.020	.091	-.048	.052	.028	.127	.194*	.087	.147	1
	N	152	152	152	152	152	152	152	152	152	152	152	152	152

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

ID Fresh Food's advertising is positively correlated with:

Trust in the quality of ID Fresh Food products

Perceived reasonable pricing compared to other similar products

Influence of promotional campaigns or offers in making a purchase decision

Influence of promotional campaigns or offers in increasing the likelihood of purchasing ID Fresh Food products

Recommendation of ID Fresh Food products to others

Preference for ID Fresh Food products over similar products from other brands

Perception of ID Fresh Food's commitment to using quality ingredients

Trust in the quality of ID Fresh Food products is positively correlated with:

Perception of reasonable pricing compared to other similar products

Influence of promotional campaigns or offers in making a purchase decision

Influence of promotional campaigns or offers in increasing the likelihood of purchasing ID Fresh Food products

Recommendation of ID Fresh Food products to others

Preference for ID Fresh Food products over similar products from other brands

Perception of ID Fresh Food's pricing being reasonable compared to other similar products is positively correlated with:

Influence of promotional campaigns or offers in making a purchase decision

Preference for ID Fresh Food products over similar products from other brands

Purchasing ID Fresh Food products because of promotional campaigns or offers is positively correlated with:

Influence of promotional campaigns or offers in increasing the likelihood of purchasing ID Fresh Food products

Influence of ID Fresh Food's promotional campaigns or offers in increasing the likelihood of purchasing their products is positively correlated with:

Recommendation of ID Fresh Food products to others

Recommendation of ID Fresh Food products to others is positively correlated with:

Preference for ID Fresh Food products over similar products from other brands

Preference for ID Fresh Food products over similar products from other brands is positively correlated with:

Perception of ID Fresh Food's commitment to using quality ingredients

Perception of ID Fresh Food's commitment to using quality ingredients is positively correlated with:

Satisfaction with the variety of products offered by ID Fresh Food

Satisfaction with the variety of products offered by ID Fresh Food is positively correlated with:

Intention to continue purchasing ID Fresh Food products in the future

Intention to continue purchasing ID Fresh Food products in the future is positively correlated with: switching from a competitor's product to ID Fresh Food products

Likelihood of recommending ID Fresh Food products to friends and family

Likelihood of recommending ID Fresh Food products to friends and family is positively correlated with:

Participation in promotional campaigns or contests run by ID Fresh Food

Overall, the findings suggest that various factors such as advertising appeal, trust in product quality, reasonable pricing, promotional campaigns, and brand preference play significant roles in influencing consumer behaviour related to ID Fresh Food products. The positive correlations indicate that these factors are associated with each other and contribute to customer satisfaction, recommendation, and future purchase intentions.

FINDINGS

Product Positioning: Effective product positioning plays a crucial role in influencing customer purchase decisions. By clearly communicating the unique selling proposition and value of their products, companies can attract and retain customers.

Branding: Strong branding efforts help create brand recognition, loyalty, and trust among customers. A well-established brand can positively impact customer purchase decisions and differentiate a company's products from competitors.

Distribution Channels: Efficient distribution channels and wide availability of products can enhance customer convenience and accessibility, leading to increased purchase likelihood.

Pricing Strategies: Pricing plays a significant role in customer purchase decisions. Companies that offer competitive pricing, discounts, or value-added pricing strategies can influence customers to choose their products over alternatives.

Promotional Campaigns: Well-executed promotional campaigns can significantly impact customer purchase decisions. Increased brand visibility through advertising, social media, endorsements, and other promotional activities can enhance customer awareness, generate interest, and ultimately drive sales.

Customer Awareness and Perception: Promotional campaigns can improve customer awareness about a product or brand, influence their perception of quality, and create positive associations, all of which contribute to purchase decision-making.

CONCLUSION

Product Differentiation: ID Fresh Food has differentiated itself in the market by offering fresh, preservative-free, and quality food products. This unique selling proposition has helped the company gain a competitive advantage and attract health-conscious customers who prefer homemade-style food.

Strong Distribution Network: The company has focused on building a robust distribution network to ensure its products are widely available. By partnering with supermarkets, grocery stores, and online platforms, ID Fresh Food has increased its reach and accessibility to customers across various regions.

Branding and Packaging: ID Fresh Food has invested in creating a strong brand image through attractive packaging and consistent branding across its product portfolio. The packaging highlights the freshness and authenticity of the products, appealing to customers seeking convenience without compromising on taste and quality.

Embracing Digital Platforms: Recognizing the importance of digital marketing, ID Fresh Food has leveraged social media platforms, online advertising, and influencer marketing to reach its target audience effectively. They have also utilized their website and mobile apps to provide recipes, cooking tips, and engage with customers directly.

Innovation and Expansion: The company has continuously introduced new product variations and expanded its product line to cater to evolving consumer preferences. This strategy has helped ID Fresh Food stay relevant and capture additional market segments.

Impact of promotional campaign on customer purchase decision:

ID Fresh Food has conducted various promotional campaigns to create awareness, drive engagement, and influence customer purchase decisions. These campaigns have had a positive impact on customer behavior in the following ways:

Increased Brand Awareness: Promotional campaigns have helped raise awareness about ID Fresh Food's products among potential customers who may not have been familiar with the brand previously. Through targeted advertising and promotional activities, customers have become more aware of the company's offerings.

Brand Trust and Credibility: The promotional campaigns have emphasized the company's commitment to quality, freshness, and convenience. This has built trust and credibility among customers, reassuring them about the reliability and authenticity of ID Fresh Food products.

Influencing Purchase Intent: By highlighting the unique selling points of their products, such as the use of natural ingredients and traditional recipes, promotional campaigns have influenced customer purchase decisions. The campaigns have positioned ID Fresh Food as a reliable and healthier alternative to homemade food, encouraging customers to choose their products over other options.

Customer Engagement and Loyalty: Promotional campaigns have facilitated customer engagement through contests, recipe sharing, and interactive social media campaigns. This engagement has helped foster a sense of loyalty among customers, strengthening their connection with the brand and increasing the likelihood of repeat purchases.

Expansion into New Markets: Through targeted promotional campaigns, ID Fresh Food has successfully expanded its presence into new markets and regions. By tailoring their marketing messages to suit the preferences and tastes of specific demographics, they have been able to attract customers from diverse backgrounds.

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