

**“A ANALYTICAL STUDY ON EXAMINE THE MARKETING
AND DISSEMINATION METHODS USED BY HEALTH FOOD
AND DRINK BUSINESSES”****Singh Priti Rajman^{*1} Dr. Krishna Dubey²****Research Scholar, Department of Commerce, Sunrise University Alwar,
Rajasthan****ABSTRACT**

Health drinks" are becoming more valuable. Everywhere in the city, you can see ads for food and drinks. These ads play on people's desires to be modern, successful, and happy. People are also more careful when picking "cheap" and "convenient" foods and drinks, which is bad for their health. Advertisements have a big impact on what people choose to eat and drink, which can have a direct or indirect effect on their mouth health. All over the world, people want healthy drinks more than ever. The effects of health drinks should be different for each type of customer. It's also very important to know how much health drinks cost. So that health drinks can take over the market faster, a plan should be made that can change as time goes on. The point of this piece is to look into the methods and messages used to get people to eat highly processed and marketed foods, as well as how the Marketing Mix might affect sales of healthy drinks.

KEYWORDS: - marketing strategies, health consciousness, healthy drinks, beverages, advertisements

INTRODUCTION

There are many kinds of drinks on the market these days. Some of them are just plain water from the tap. A lot of different drinks and boozy drinks are also available. Especially among young people, soda and milk tea drinks are very popular. But because healthy drinks are becoming more popular, it's expected to grow quickly and become one of the most famous drinks. At first, health drinks were just functional drinks for sports. Because they have all the vitamins and nutrients athletes need, they can help their bodies get ready for training. While athletes are still in the middle of a race, some of these aids may help them get stronger and more durable faster. Globalization has caused a huge rise in living standards, which means that health issues are now getting the attention

they deserve. In the near future, there will be drinks that are just as healthy as the trendy meals. The first thing that came was lemonade or oral liquid. A lot of important nutrients were taken in by people who drank them. The number of healthy drinks is always growing because more and more people are choosing them. Nanotechnology, bacteria, prebiotics, and symbiotics are all mixed together in a fermented grain drink to make it the healthiest possible. It improves people's gut environment, which in turn improves their health, by using probiotic bacteria and special biological activity. People in their 50s and 60s are more likely to choose these health drinks because they are more useful.

**LITERATURE REVIEW**

Rob Hallak 10 years ago The goal of this study is to look at the desire for healthy drinks in the hospitality industry from a scientific point of view. The study looks at the socio demographic and motivational factors that affect people's "willingness to pay a premium" (WTPP) prices for healthy drinks (NZ) by using poll data from 1021 customers in Australia and New Zealand. A lot of places that serve food and drinks offer water and juice as "healthy" choices. Not many people (2% of people) believe that drinks without sugar are good for you. People really like drinks that have natural flavours, few or no extra sugars, or nutritional supplements. A little less than 1% of people think of "organic" or "probiotics" when they think of a healthy drink. Censored Poisson regression shows that WTPP is higher for younger customers or customers who eat out more often. When people want to eat healthier, WTPP goes up, and when they want to save money on food, it goes down. Intentional food hedonism drops WTPP, but the effect is not as strong for men as it is for women. The results shed light on how hotel guests behave and what they eat to stay healthy.

Rodrigo Elías Zambrano the year 2021 the number of overweight and obese children is raising in many countries and regions, according to studies and publications on the subject. These studies and publications were backed or performed by the World Health Organization and by independent researchers. In this situation, ads for food and drinks may make this worse.

The main purpose of this study is to look into the link between what kids watch on TV and the Food and Drink Advertising Code for Children (PAOS Code) in Spain. They use a mixed method that includes both qualitative techniques based on discourse analysis and quantitative techniques based on content analysis of the ads that ran for seven days on three Spanish TV channels that were only about certain topics and two Spanish TV channels that were about a wider range of topics. The results show that this rule is broken a lot of the time, which makes kids eat in unhealthy ways. The first result is that 9 out of 10 parts of food and drink advertising don't follow any of the rules in the PAOS Code, and that the advertising companies' ability to regulate themselves isn't very good. This is Md. Tarek Chowdhury (2020). This research looks at what the new corona virus disease, which is also known as the COVID-19 epidemic, means for the food and drink industry. The report talks about the pandemic's short-, medium-, and long-term effects and suggests ways to stop the likely outcomes of these effects. To do this, we use a qualitative, multiple-case study method to get information from eight sample organizations in Bangladesh's food and beverage industry, with a total of fourteen respondents.

**RESEARCH AND
METHODOLOGY**

For this study, first-hand sources were used. The knowledge comes from parents waiting at school bus stops. What this study is mostly about are the marketing strategies companies use to



push healthy products like the healthy drink. Photographs of healthy drinks like Horlicks, Pediasure, Bournvita, Complan, and Boost were collected from the most crowded areas of Hyderabad city, along with field notes and taglines. Because of the amount of data, only the first 200 responses had to be included. Similar ads from different parts of the world were collected so that the end database had one example. A qualitative method was used to look at the visual content of the collected photos in order to find trends, different themes, and problems that were often talked about in the commercials. Colour, composition, theme, and location were all taken into account, as well as how the ad looked overall and what certain words and phrases meant. Then, we took each ad's main idea and main message and separated them. Next, the ads were put into groups based on the topics that came up most often, regularly, and in the most prominent way. The numbers were then used on the whole set of data. The study found that ads for snacks and drinks often used the following phrases: "Tempt your Buds," "Discount/Large," "Celebrity Endorsement," "Refreshing," and "Nutrition."

DATA ANALYSIS

Making things that people want and need is what business is all about. Our ideas and ways of doing things have come a long way in the direction of a market economy. The development of marketing theory began with the idea of marketing itself at the beginning of the 20th century. More and more business strategies and ideas were

being made. The business mix is one of them. People often just say "4ps" to refer to the marketing mix. The idea comes from microeconomics' well-known "one-price" model. The marketing mix is how the marketing plan is used in real life.

The marketing mix is a powerful idea that takes the mystery out of marketing. There are two other big benefits to the marketing mix idea. The first thing it does is help you understand that a big part of a marketing manager's job is to trade off the benefits of one's competitive skills in the marketing mix against the benefits of others. The second good thing about the marketing mix is that it helps to show off another part of the job of the marketing manager. Like all managers, the marketing manager has to decide how to divide limited resources between different priorities. In this case, the tools of the marketing mix that help businesses stay competitive are the rival priorities. This will help get the business ethos across to everyone in the company.

Product

Something that is made to meet the needs of a person or group is called a product. A product can be in the form of a service or a good, and it can be physical or nonphysical. "Fig. 1" A lot of research must be done before creating a product because each product has a set life cycle that includes a growth phase, a maturity phase, and a sales drop phase. When a product's sales start to drop, marketers need to come up with new ways to make people want it again. It should make people think of things in a way

that is unique and different from what other products do.

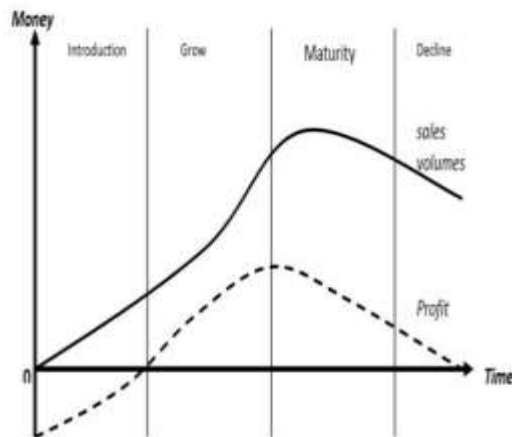


Figure1. Product life cycle

People buy things based on how useful those things are to them on a small scale. A product study paper [life cycle paper views globe file] says that five things are linked to how products are made. The higher the marginal usefulness value, the more likely it is that customers will buy it, which will extend its life cycle. These include problems with making new products, dealing with change, doing engineering at the same time, making products that are good for the environment, and handling the possible downsides of working with sellers.

Price

The price of a good is how much the seller wants for it, or how much the buyer has to pay to get the good things from it. The amount of money the customer spends to buy the things; also called the "retail price." Price is thought to be the most important factor that could affect something. This is the only way that any of the marketing mix elements can be put together. The price P is the only one that changes the other Ps. The costs of making, designing,

marketing, and distributing the goods must all be paid for.

Place

Every business needs to have a good placement plan. It is important for the company's products to be sold in a number of different places. Because production and consumption are close to each other, a business can get a lot of information about its target market, as well as information about its rivals, advertising campaigns, and marketing plans. It links end users with outside service providers, like stores. Placement that is well thought out can help the business make more money, save on energy costs, and increase sales. If this is put into action, the company's bottom line might get better.

Promotion

A marketing plan that includes getting the word out. Promotion is an important part of any marketing plan because it makes the programme more likely to succeed. Sales promotion, advertising, personal selling, public relations, and direct marketing are all types of promotion. Advertising makes it easier for people to find the goods and services that are for sale. According to this, things may be better able to get into the market and grow faster in the market. One of the things that makes a product work is its promotion. After giving customers the information and direction they need, the next step in promotion is to use business psychology to persuade them of a product's value, get them to act at the right time, and boost sales. They can change what buyers think, feel, experience, and buy.



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 study got 200 responses from bus stops about health drinks. Marketing is the process of planning and carrying out actions that are meant to change the way people behave and create new demand. Teenagers and young adults are the main focus of our study because they are most likely to see these ads on TV and on billboards in very busy city areas.

Many Indians start working at younger ages, so they don't always have the time or energy to make home-cooked meals. Instead, they depend on ready-made meals. These foods are easy for the growing number of nuclear families where both parents work to get, and they have a big effect on people's choices of other foods and drinks because they are marketed so heavily. Researchers Borzekowski and Robinson (Sixsmith et al., 2009) found that kids changed what they ate after seeing a food ad for only 30 seconds. The places where ads are shown have a big impact on what foods and drinks young people choose.

The growth of supermarkets and big discount stores has an even bigger effect on the long-term growth of the

processed foods business. Only 21.5% of the ads we looked at made any kind of health claim. Some of these ads are in line with the health claim because they named the vitamin or mineral that is said to be good for you. The health gains were not as good as they seemed. Also, almost half of the ads about health promised to improve health in some way.

CONCLUSION

This article looks at four things that affect sales of health drinks in the foreign health drink market: product, price, marketing, and location. We will look at the Marketing Mix theory along with the current state and future possibilities of the health drink business. There is no doubt that health drinks are a special type of drink because they have special benefits. As people become more interested in living a healthy life, health drinks are becoming very popular. Health drinks are appealing to people of all ages because of this, which is why marketing should focus on this group. Health drinks aimed at certain age groups may improve product quality and customer satisfaction by meeting the unique needs of those people. This way of making a sale can also be used. This article gives a brief overview of the theory, goes into detail about the 4Ps, looks at the current market, and offers good ways for health drink companies to market their products. The goal is to help companies that make health drinks figure out how to best reach customers and make the most money possible.



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