

COMPARATIVE STUDY OF MARKETING STRATEGY OF PATANJALI AND P AND G

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ABSTRACT

To the development of effective marketing strategy organization need to break down its various marketing function according to current situation of market, this process helps marketing managers to be in strong position to understand. Hence marketing strategy involves developing a company vision and implementing various policies that will enable organization to maintain its vision. The present research strategy dealt with marketing strategy of Patanjali and Procter & Gamble with respect to fast moving consumer goods, in this process research study conducted comparative analysis of marketing strategy between both selected companies. The whole research work is based on various dimensions of marketing strategy from the customer point of view, these dimensions are brand, marketing, marketing channel, marketing tactics and promotional schemes.

Keywords: marketing strategy organization.

INTRODUCTION

In the present scenario marketing strategy of any organization has become essential factor to survive for a long time. However marketing strategy is important for both customers as well as organizations, marketing strategy generally a process to prepare a systematic market plans or actions to survive in the competitive market to achieve marketing goal, now days marketing managers taking marketing strategies as sole responsibility which helps to achieve marketing goals among various competitor. In the present situation of globalization marketing strategy is an effective technique in which organization attempt to reach target market as well as customers. Various authors suggested that marketing strategy is systematic process which begins with marketing research where organization review product of competitor, their promotional schemes, distribution policy etc. marketing strategy must be focuses on delivering greater services directly to customers because today's customers have become more and more challenging and frequently demanding excellent quality of product as well as services.

Marketing strategies

In the basic term marketing strategy analyze all the dimensions of sales activity and merges it in a effective way so that each and every peoples of the organization knows what is going on. On the other hand marketing strategy is a process that allows the organization to be focuses on available resources and utilize them in to the best possible way to increase sales and gain influence over the competitors. Marketing strategy is continues approach to be achieve something in market place. Strategies can be develop by the individual and organization; the organizations can be families, social group, corporations and whole nations.

Review of Literature

Abdul Rahim et al [2015]

Marketing in SMEs is centered on traditional methods such as using print media and selling had explored the role of marketing practices in SMEs and evaluated the impact on SME performance through changes in marketing practices from traditional to entrepreneurial marketing practices. By the level of marketing expertise and by the maturity of the company . The author found that the level of commitment towards marketing practices varies by business context

Sangeeta [2015]

she conferred the review of medical tourism in connection with the marketing practice like promotion of health care service; physical

evidence, price effectiveness etc. have contorted in medical tourism development. on medical tourism which specifies different approaches and emphases of research in diverse disciplines. Is covered by the wide collection of academic literature.

John H. Roberts et al [2014]

Explored the brunt of print media i.e. marketing science articles and tools on the marketing practices. The brunt of print media i.e. marketing science articles may be direct for example an academic article may be adapted to solve a practical problem or indirect for example its contents may be incorporated into medical practitioners tools, which then influenced marketing decision making. The columnist used the term "marketing science value chain" to describe these diffusion steps, and survey marketing managers, marketing science intermediaries i.e. practicing marketing analysts, and marketing academics to calibrate the value chain. The columnist concluded that impact of marketing science is perceived to be wide on decisions such as the management of brands, pricing, new products, product portfolios, and customer or market selection, and tools such as segmentation, survey-based choice models, marketing mix models, and pre-test market models had the greater impact on marketing decisions

Sahoo A. [2013]

It shows the referral labs used a high class logistics system to find their marketing and face value in market and their success with doing accurate test results. The growth of Indian diagnostics industry has created special interest in the study of improved value chain in health care sector. This is complete by accurate way of health risks and diseases at starting stages and also maintains treatment and disease management, while diminishing health problem and their associated costs. Due to these factors the industry has gain a high positive response in the market. Relationship between clients and diagnostics laboratories or referral laboratories had an influential role for analysis as it had a keen interest in the re-discovery of the true meaning of logistics on the basis of marketing. The customer's satisfaction is also play a big role in the financial position and goodwill of various laboratories.

Objective of the study

To Study the Marketing Strategy of Patanjali and Procter & Gamble towards Brand.

To Know the relationship between Patanjali and Procter & Gamble towards Market.

To See the relationship between **Patanjali and Procter & Gamble** towards Marketing Channel.

Hypothesis of the Study

H_{a1}: There is a **significant** relationship between **Patanjali and Procter & Gamble** with respect to the **Brand**.

H_{a2}: There is a **significant** relationship between **Patanjali and Procter & Gamble** with respect to the **Market**.

H_{a3}: There is a **significant** relationship between **Patanjali and Procter & Gamble** with respect to the **Marketing Channels**.

Research Design

Research Design may be defined as a structure of methods and technique adopted by a researcher to combine various elements of research in the systematic manner in order to handle research problem efficiently. It also provides a way about procedure to conduct research by using appropriate methodology. On the other hand research design is a blue print of proposed research work, it includes methodology and procedure use to conduct research in scientific manner. Research design of the study dealt with the, Methods, Research question, research hypothesis, data collection, sampling etc. present study based on descriptive and analytical design of the research and both primary and secondary data collected to examine relationship between various independent and dependent variables

Sample size and Design

The populations of the study were selected from peoples of selected cities of Madhya Pradesh. **Random stratified** method was adopted to collect the sample among whole populations. In order to maintain accuracy sample were collected from different **demographically and geographically** location of peoples in selected cities. The final questionnaire has generated and distributed among the peoples, over all **400** peoples filled the questionnaire in which **344** were found to be completed and remain was incomplete. Hence the sample size of the study is **344**

(N=344)

Testing of Hypothesis

Present study dealt with five different statements of hypothesis refers null as well as alternative hypothesis, all selected statements of hypothesis based on different study variables and dimensions of marketing strategy such as **brand, market, marketing channel**, of the celebrities. In ANOVA test has been applied on **P ≤ 0.05**

Testing of Hypothesis

Table 1: (Relationship between marketing Strategy of Patanjali and P&G)

S.No	Hypothesis	F Value	P Value	Status
1	H _{a1}	3.89	.001	Accepted
2	H _{a2}	2.88	.000	Accepted
3	H _{a3}	4.39	.001	Accepted

Findings and Conclusion

Table dealt with the relationship between marketing strategy of Patanjali and Procter & Gamble with respect to brand, it can be seen in above table that Value of F is **3.89** significant at the level of **.001 (P<0.05)**, hence it can be said that all the statements between marketing strategy of Patanjali and Procter & Gamble with respect to brand is positively significant. Therefore our first alternative hypothesis "There is a significant relationship between marketing strategy of Patanjali and Procter & Gamble with respect to **Brand**" is accepted and first null hypothesis is not accepted

H_{a1}= Accepted

Table dealt with the relationship between marketing strategy of Patanjali and Procter & Gamble with respect to market. It can be seen in above table that Value of F is **2.88** significant at the level of **.000 (P<0.05)**. Hence it can be said that, all the statements between

marketing strategy of Patanjali and Procter & Gamble with respect to market is positively significant. Therefore our second alternative hypothesis "There is a significant relationship between marketing strategy of Patanjali and Procter & Gamble with respect to **Market**" is accepted and second Null hypothesis is not accepted

H_{a2}= Accepted

Table dealt with the relationship between marketing strategy of Patanjali and Procter & Gamble with respect to marketing channel. It can be seen in above table that Value of F is **4.39** significant at the level of **.000 (P<0.05)**. Hence it can be said that, all the statements between marketing strategy of Patanjali and Procter & Gamble with respect to marketing channel is positively significant. Therefore our third alternative hypothesis "There is a significant relationship between marketing strategy of Patanjali and Procter & Gamble with respect to **Marketing channel**" is accepted and third Null hypothesis is not accepted

H_{a3}= Accepted

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