

# MARKETING STRATEGY OF HORLICKS IN INDIAN MARKET WITH SPECIAL REFERENCE TO COIMBATORE

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## ABSTRACT

Horlicks is the one of the popular and well known brand in Indian market. It was introduced in India through British ruling period. Horlicks is a malt based milk drink for health supplement. Initially Horlicks market their product for all age groups. Then Horlicks update their marketing strategy to attract different segments of people or customers in India. Example junior Horlicks for kids, women's Horlicks for specially women, Horlicks lite for diabetic people etc... Horlicks introduced and update their marketing strategy to attract people in Indian market. In this study aimed to ascertain how people perceive the marketing strategy of the Horlicks. The tool used for analysis of the result is, simple percentage analysis to analyse the collected data. The result of the study reveals that how Indian people perceive marketing strategy of Horlicks with limited to Coimbatore city and suggest to improve Horlicks's marketing strategy.

Keywords: **Horlicks, Marketing strategy, Survey Research, Coimbatore.**

## INTRODUCTION

### MARKETING STRATEGY

Marketing strategy is a long term plan for achieving company's goals and objectives to reach target customers. It is a set of efforts to increase sales, attract customers and gaining competitive advantage.

In encompasses every activities, it includes who your customer, channel of distribution, advertisement and promotional activities and so on.

Marketing strategy helps to connect target customers and reach wide spread. Marketing strategy is not only about advertisement and promotions, it lead administration team to create essential plans and to the sales team to reach customers easily.

There are many types of marketing strategy involves. Example; content marketing, search engine optimization, paid media, digital marketing, email marketing, social media marketing etc...

### GENERAL MARKETING STRATEGIES IN INDIAN MARKET

- Defining mission statement
- Research a target demographic
- Perform SWOT analysis
- Define your brand

- Research media source
- Analyze results and correct course.

### HORLICKS

In 1873, the two Chicago, UK based brothers James and William Horlicks invented Horlicks as a malt based milk drinks as a baby food.

'Night starvation' was a fictitious conditions used as a advertisement gimmick that was supposedly relieved starvation at night by mug of malt drinks. Initially doctors are used to promote Horlicks widely especially in the song 'goodness gracious me!'

It was marketed and manufactured by GlaxoSmithKine[GSK] as a nutritional supplement in Australia, Bangladesh, Hong Kong, India, Jamaica, Malaysia, New Zealand, South Africa, Sri Lanka and United Kingdom.

It is now produced in India by the Anglo-Dutch company Unilever. Horlicks in UK currently owned by the Aimia Foods.

In Britain, Horlicks is mostly consumed as a bed time drink. In contrast, it has been marketed as a breakfast drink in India.

### HORLICKS IN INDIA

Horlicks is the leading health food drink in India and as the "Most Trusted Drinks Brand" (Economics Times

Survey, 2004) in India enjoys more than half of the health food drink market.

It has been popular brand in Indian market since 1930's.

It builds its brand personality among Indian mothers as nourishments and for kids its great taste and variety.

the biggest market for Horlicks in India, where it has traditionally been marketed as "The great family Nourishes".

New product have been developed specifically for India, based on Indian customers trend and core nature preferences like alternative flavours(chocolate, vanilla, elaichi) and specially formulated for young children and breast feeding mothers and older people.

Horlickslite was introduced to attract old age people, it contains low added sucrose.

As a April 2024, Horlick had a turnover of over Rs.2000 crore. Horlicks holds 44% of market share in India.

## **MARKETING STRATEGY OF HORLICKS IN INDIAN MARKET**

Horlicks is a malted food drink developed scientifically as a healthy drink with the ingredients of wheat and milk.

### **Product strategy**

Horlicks targeted different age groups with its varieties (junior Horlicks, Horlicks ninja, Horlicks lite, women's Horlicks, regular Horlicks and mother's Horlicks).

### **Pricing strategy**

Horlicks adopts competitive pricing strategy to attract customers.

### **Promotion strategy**

Promotion strategies like banners and hoardings, TV and radio ads and print media etc...

In 2008 chocolate Horlicks was introduced associating with the movie 'spiderman 3'.

### **Place strategy**

Horlicks has strong network connections with the wholesaler and retailers in India.

**Target;**Horlicks mainly focus on middle class urban dwelling kids on age group of 10-14 years.

### **Slogan**

Horlicks has new positioning strategy with attractive slogans.

'Taller, Sharper and Stronger' used this slogans in promotions.

## **STATEMENT OF PROBLEM**

Horlicks is one of the popular and holding 44%of market share in the Indian market. Hence this study identifies the effectiveness of marketing strategies of Horlicks among Indian people. How people attracted by Horlicks marketing strategy to think them as a essential drink in their part of life.

## **OBJECTIVES**

- To find out demographic profile of the respondents
- To understand the effective strategies of Horlicks among respondents.
- To find out the necessity of Horlicks among respondents
- To suggest measures to improve and develop marketing strategy of Horlicks.

## **SCOPE OF THE STUDY**

- To identify most effective strategy among respondents
- To understand necessity of Horlicks among people
- To understand gap between Horlicks and people, and suggest measures to improve their strategy

## **LIMITATIONS**

- The study was limited to Coimbatore city only
- The sample was confined to 50 respondents
- Consumer's perception changes from time to time based on many factors.

## **RESEARCH METHODOLOGY**

Research methodology is a way to systematically solve the research problems. It deals with various steps that are generally adopted by the studying the research problems. It Is necessary for the researchers to know, not only the research methods/techniques but also the methodology.

### **Method of data collection**

The data was collected for this study is

### **Primary data**

The data are those which are called as fresh for primary time. Using structured questionnaire method.

### **Secondary data**

Secondary data is collected from internet and past records and papers.

**Chi- Square:** A chi-square statistic is used to test the measure of expectation.

**Formula:**  $\chi^2 = \sum (O-E)^2/E$

Degree of freedom = (r-1) (c-1)

**AREA OF THE STUDY**

The area of this study covers Coimbatore city.

**SAMPLE SIZE**

The sample size is 77.

**REVIEW OF LITERATURE**

Dr.CrossOgohi Daniel (2019)<sup>1</sup>, ‘effect of advertisement on consumer brand preferences’

Mohamaddawoodshamout (2016)<sup>2</sup> aims to determine the impact of widely used marketing promotion tools in the retail sector.

BaxiBelur, Panda Rsananda, KaraniAnushree(2016)<sup>3</sup> analysed that the new age marketers have started the practice of involving the customers for product development by interacting them with various social media platforms.

Majumdar (2007)<sup>4</sup> malted beverages are popularly known as the health drinks in India. Historically malted beverages have had a strong association with milk. Such drinks used to be used in southern and eastern regions of the country which were having a perennial shortage of milk supply. So malted beverages are usually marketed in white and brown colour forms, where beverages constitute about 65 percent of the market.

**ANALYSIS AND INTERPRETATION**

**Percentage analysis**

**Table 1;** showing demographic profile of the respondent

S.No	Demographic details	No. of respondent	percentage
1	Age in group	Below15	5 6.5%
		16 to 25	50 64.9%
		26 to 35	12 15.6%
		Above 36	10 13%
2	Gender	male	45 58.4%
		female	32 41.6%
		other	- -
3	Educational qualification	Below SSLC	8 59.7%
		SSLC	7 9.1%
		HSC	13 16.9%
		Graduate	46 9.1%
		other	3 3.9%
4	Monthly income in group (in Rs)	Below 10,000	21 27.3
		11,000 to	33 42.9%

	20,000		
	21,000 to 30,000	15	19.5%
	Above 31,000	8	10.4%

**INTERPRETATION**

Table 1 clearly state the demographic of the respondents. Most of the respondents are Male Majority of the respondents in the age group (16 to 25) years. Majority of them are Graduate. Majority of the respondents monthly income between 11,000 to 20,000.

**Table 2;** chi square analysis

factors	Increase focus on health technology	More traditional advertising	Reduce digital presence	Exclusivity in product offerings	Grade total
Male	20	11	7	7	45
Female	15	9	5	3	32
Grand total	35	20	12	10	77

**HYPOTHESIS**

H<sub>0</sub> = There is no significant relationship between gender and future trend of Horlicks marketing strategy

H<sub>1</sub> = There is significant relationship between gender and future trend of Horlicks marketing strategy

**Table 3**

Variable	Degree of freedom	Calculated value	Table value	Accepted/rejected
Gender and future trend of Horlicks marketing strategy	3	4.0212	7.815	Accepted

Source; primary source

Significance level; 0.05

## Result

The calculated chi-square value is (4.0212) is less than (7.815) table value. Hence, the hypothesis is accepted. Therefore, there is no significant relationship between gender and future trend of Horlicks marketing strategy.

## Findings

- Majority of the respondents (64.9%) are 16 to 25 years old.
- Majority of the respondents (58.4%) are male.
- Majority of the respondents (59.7%) are Graduate.
- The monthly income of majority of the respondents (42.9%) are between Rs.11,000 to 20,000
- Majority of the respondents (62.3%) are seen Horlicks advertisement through Television.
- Majority of the respondents (42.9%) are state that energy and vitality is the key message does Horlicks emphasize in its advertising campaigns.
- Majority of the respondents (48.1%) are state that taste is the competitive advantage of Horlicks over other similar products.
- Majority of the respondents (40.3%) are opinion that educational campaigns is the most successful promotional tactics of the Horlicks.
- Majority of the respondents (49.4%) are state that nutritional concern is the most crucial customer feedback for Horlicks product development
- Majority of the respondents (46.8%) are choosing regular new product launches is the Horlicks innovation strategy
- Majority of the respondents (44.2%) state that competitive pricing strategy followed by Horlicks.
- Majority of the respondents (54.5%) are attracted by buy one get one free promotion offers by Horlicks.
- Majority of the respondents (45.5%) state that increased focus on health technology is to consider future trend of marketing strategy of Horlicks.

## Suggestions

There are many malt drinks in the Indian market but most of people choose Horlicks for taste, energy and vitality and etc...as a result of respondents Horlicks can increase influencer marketing. If Horlicks launch new products on regular basis it will increase the consumers. Competitive pricing method is become successful among people in Indian market. If Horlicks increase the buy one get one free offer, customer base will increase. Horlicks need to increase focus on health tech, consider this as a future trend of Horlicks.

## Conclusion

This study has concentrated on the “a study on marketing strategy of Horlicks in Indian market with special reference to Coimbatore”. In this study 77 samples were collected and analysed. Horlicks should focus on strengthening brand awareness and consumer loyalty through targeted messaging that highlights the products nutritional benefits. Leverages digital platforms and influencer partnerships broaden reach, while community engagement initiatives can build trust and brand affinity. continuous innovation in flavours and formats will cater to evolving consumer preferences. By aligning with health conscious trends and emphasizing quality, Horlicks can solidify its position as a leader in the nutritional segment in India.

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