
AGRICULTURAL PRODUCT PROMOTION STRATEGIES AT HERITAGE FOODS

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ABSTRACT: This inquiry looks into the marketing methods used by Heritage Foods Limited to promote its agricultural products. It focuses on how brand positioning, digital engagement, distribution efficiency, and integrated marketing communication affect customers' awareness of and likelihood to buy products. The study looks at Heritage Foods' promotional mix, which includes advertising, sales promotions, rural marketing activities, social media campaigns, and value-based branding, in order to increase market penetration and consumer loyalty. Structured surveys were used to gather primary information from customers and retail partners. Secondary data were gathered from academic journals, industry periodicals, and corporate reports. Descriptive statistics and percentage analysis were used to interpret the results. The findings show that aggressive pricing methods, continuous product quality communication, regional marketing campaigns, and strong dealer connections all have a significant impact on brand trust and repeat business. Influencer-driven advertising and internet platforms have emerged as important tools for attracting urban and younger consumers. Nevertheless, traditional media and point-of-sale advertisements are still effective in rural areas.

Keywords: *Agricultural Product Promotion, Heritage Foods Limited, Integrated Marketing Communication, Brand Positioning, Distribution Efficiency*

1. INTRODUCTION

In competitive markets, agricultural product promotion methods are critical for connecting producers, agribusinesses, and consumers. Effective marketing becomes increasingly important as farming becomes more productive as a consequence of improved technology and processes, ensuring that products are given to the right people at the right time. The promotion of agricultural products helps people realize their worth, quality, and benefits, as

well as build trust and knowledge about them. Without effective marketing tactics, high-quality agricultural produce may struggle to get market awareness or earn revenue.

As a result of the global economy, agricultural markets are no longer only available to locals. Farmers and producers face competition from local, national, and international sources, making distinction a vital marketing target. Branding, packaging, labeling, advertising, and participation in trade shows can all be used to differentiate agricultural products in the marketplace. In addition to luring customers, these tools affect their purchasing decisions by emphasizing the items' freshness, safety, organicity, and sustainability.

Rapid advancements in digital technology have had a profound impact on agricultural product marketing. Farmers can engage directly with customers and retailers using mobile apps, e-commerce websites, social media, and online marketplaces. Digital marketing allows producers to provide consumers with up-to-date information about product quality, availability, and pricing, increasing transparency and boosting consumer engagement. This revolutionary strategy increases producer profitability, removes the need for intermediaries, and opens up new markets.

Effective agricultural product promotion benefits both rural communities and the economy. Promotional strategies help farmers increase their revenue and encourage them to invest in more efficient crop-growing methods by raising market awareness and demand. Governments, cooperatives, and agricultural groups routinely support promotional programs to strengthen food supply chains, reduce post-harvest losses, and keep prices stable. Well-planned marketing ensures that agricultural products are consistently available in marketplaces, thereby contributing to food security.

2. REVIEW OF LITERATURE

Sukla, Anushree (2025): This study looks into the impact of branding and marketing techniques on product visibility and farmer approval in the drought-prone Anantapur district of Andhra Pradesh. It assesses the effectiveness of current branding and marketing tactics and looks into the social and economic characteristics of organic farmers. Structured interviews and focus groups with 100 active organic producers, descriptive data, and SWOT analysis revealed that the main difficulties are a lack of consumer education and limited access to certified markets. The findings indicate that ineffective marketing and bad cooperative branding are impeding the organic food industry's growth.

Kurnianto, Bambang Tri (2025): Investigates the impact of digital marketing tactics on the expansion of the agricultural product market and the increase in sales, given the rapid advancement of information technology. A qualitative assessment of recent case studies and scholarly articles is used to identify effective digital tactics for increasing product awareness and competitiveness. These techniques include data analytics, search engine optimisation (SEO), social media involvement, and e-commerce platforms. According to the survey, digital marketing greatly broadens market access by allowing businesses to directly engage with a wide range of customer groups rather than using traditional channels.

Nyiva, M. (2024): This study looks into the effects of advertising, sales promotions, and customer interaction methods on the organizational performance of Kenyan maize seed enterprises. It studies the relationship between marketing strategies and key performance measures such as competitive positioning, sales growth, and market penetration. The study uses quantitative approaches and primary data collected from industry players to determine the extent to which focused marketing strategies are related with improved market outcomes.

Singh, R., & Garg, N. (2024): This study compares and assesses the promotional tactics used for perishable and non-perishable agricultural products in the Meerut region to determine the influence of different promotional strategies on market reach and profitability. It emphasizes the importance of digital outreach, cold chain support, and timely delivery for perishable products to reach consumers and avoid spoilage. Non-perishable commodities, on the other hand, rely on well-established wholesale routes and cooperative marketing groups to ensure constant delivery. The study analyzes contemporary promotional strategies with the potential to improve old tactics, such as internet marketing and contract agriculture agreements. Field data show that integrated strategies that combine operational flexibility with modern marketing improve farmers' market access.

Kumawat, Ranjeet Singh (2023): This study examines the impact of promotional tactics on the marketing of the fungicide Amistar among farmers in Punjab's Hoshiarpur region, drawing on primary data from 176 respondents. The goal is to determine the most successful promotional tools for products. It shows that farmer meetings are the most common promotional strategy, followed by vehicle campaigns, corporate visits, wall posters, literature displays, demonstrations, and telephone calls. This provides as an example of the countless real-world marketing tactics. The study also looks into the relationship between market potential, crop use and promotion, and the effects of age, landholding, and education on Amistar use.

3. ELEMENTS OF AGRICULTURAL PRODUCT PROMOTION

Advertising

Advertising is a means of informing a large audience about farm products using a range of media. Farmers and agribusinesses may readily engage with consumers in their own communities and beyond by using newspapers, television, and radio. Social media platforms like Facebook, Instagram, and YouTube make it easier to connect with and engage certain consumer segments. Many people can recall companies and items after seeing billboards and other outdoor marketing.

Personal Selling

Personal selling involves the vendor and potential customers communicating face-to-face, allowing for the establishment of more intimate relationships and communication. Farmers and marketers frequently attend farmer's markets, trade shows, and exhibits to promote the high quality of their products and answer consumer questions. Speaking with someone in person builds trust, clarifies the benefits of a product, and influences their choice to purchase. It is useful for agricultural products that are expensive or specialized and require a high level of guarantee and explanation.

Sales Promotion

Short-term incentives are used in sales marketing to encourage customers to buy or try agricultural products. Some examples include providing free samples to clients so they can try the products, conducting competitions to stimulate purchases, and offering discounts on large orders. Loyalty programs are designed to encourage clients to make future purchases from the business, thereby creating long-term partnerships. These events quickly boost sales by encouraging customers to try new or seasonal products.

Public Relations (PR)

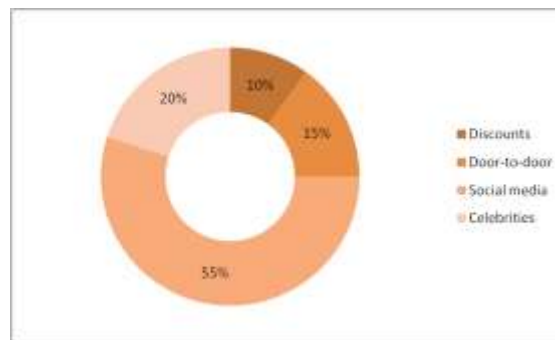
The goal of public relations is to show agricultural brands, cooperatives, or producers in a positive light to consumers and other influential individuals. These include sponsoring of area agricultural festivals, product debuts, and farm visits. The public is also more likely to trust and accept the organization when they hear success stories about farmers, ecologically friendly methods, or community activities. An successful public relations strategy can boost your brand's reputation, encourage long-term market success, and increase public opinion of your organization.

Direct Marketing

Direct marketing provides individualized and quantified connections by engaging directly with specific clients without the need for intermediaries. Farmers and agribusinesses use a number of communication methods, including as catalogs, brochures, emails, SMS notifications, and WhatsApp messaging, to keep their customers updated about sales, prices, and products. It enables vendors to swiftly interact with certain consumer groups and obtain insights into their preferences. Small-scale producers can use this method to cut expenses and build a loyal customer base by engaging in direct connection with them.

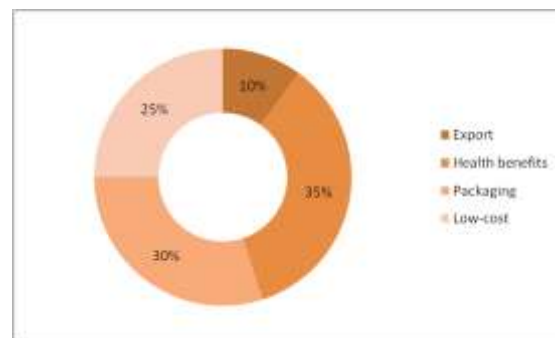
4. DATA ANALYSIS AND INTERPRETATION

1. What is the major manner via which Heritage Foods interacts with customers about its organic dairy products?



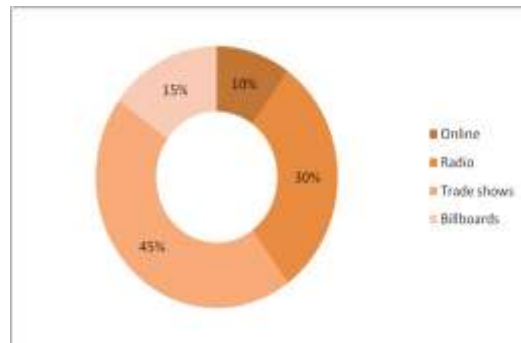
According to the study, 55% of respondents believe that social media influences their decision-making process. Door-to-door promotions are popular with 15% of consumers, celebrity endorsements with 20%, and discounts with only 10%. This shows that internet platforms have the most influence over people's decisions.

2. How does Heritage Foods notify the public about its products?



According to the report, 35% of respondents prioritize health benefits over other considerations. Only 10% of respondents are interested in export opportunities, 25% in cost-effective solutions, and 30% in packaging. This means that product quality and health take precedence over price or export considerations.

3. How does Heritage Foods advertise the quality of its milk and dairy products to consumers?



According to the report, trade shows are the most successful way to persuade consumers to make a purchase, with 45% of respondents impacted by these events. Web media only reaches 10% of people, but billboards reach 15% and radio reaches 30%. This shows that in-person events are more effective than other types of advertising.

5. CONCLUSION

Promoting agricultural products is critical for linking farmers with consumers and increasing market reach. You can increase the awareness and sales of your products by using social media, asking celebrity endorsements, offering discounts, and doing door-to-door campaigns. Digital media has emerged as the most powerful, with 55% of respondents thinking that it is effective for product promoting. Door-to-door advertising and celebrity endorsements, which produce 15% and 20% of sales, respectively, continue to be effective. Discounts, on the other hand, are attractive to only around 10% of buyers. You may broaden your audience and increase interaction by combining traditional and contemporary digital technology.

Consumers can form a relationship with and remember your brand as a result of well-planned marketing efforts. Furthermore, they encourage firms to improve their products and cut costs. Awareness campaigns create demand by teaching people about the benefits and applications of items. In general, effective marketing of agricultural products requires a well-balanced mix of interpersonal communication, technology, and innovation. When properly implemented, these tactics can increase sales, strengthen producer-consumer relationships, and contribute to the agriculture sector's long-term prosperity.

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