



An Empirical Study on Marketing Strategies and Consumer Preferences for Chyawanprash Brands

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Abstract

The marketing tactics of FMCG Healthcare Product Chyawanprash, a well-known health supplement with a 61% market share, are investigated in this study. Since its initial release in the 1950s, the product has made significant investments in consumer awareness, clinical research, and product development. The paper examines Chyawanprash's marketing mix rather than the health supplement product's entire marketing mix or strategy. It contains suggestions derived from SWOT analysis, Ansoff's Product Matrix Expansion Grid, and BCG Growth Share Matrix study. Data from the respondent questionnaire, the business website, internet resources, books, and articles form the basis of the analysis. The paper examines at Chyawanprash, the flagship product of FMCG Product, in the cutthroat Fast-Moving Consumer Goods industry using marketing techniques. Although serving the health-conscious segment for decades, the study underlines the requirement of assessing the success of these approaches in the light of changing customer tastes, growing competitiveness, and developing market trends.

Keywords: Consumer preferences, Marketing strategies, Brand perception, Consumer behavior, Health supplements, Herbal marketing, Market segmentation, Brand loyalty

1. Introduction

Academic and commercial publications have produced a lot of study on chyawanprash and other fast-moving consumer items that increase immunity. These strategies seek to raise brand awareness, boost customer loyalty, and improve product turnover. Good fast-moving consumer goods (FMCG) marketing strategies mix digital marketing with conventional advertising, new product development, and strong distribution systems.

Fast-moving consumer goods (FMCG) companies especially depend on brand positioning to set themselves out in a crowded market. Chyawanprash markets its products by stressing their all-natural ingredients, capacity to boost the immune system, and traditional health benefits using a "health and wellness" approach. Fast-moving consumer goods (FMCG) companies depend on understanding consumer preferences and adjusting their product offers to fit changing needs, so consumer-centric marketing is absolutely necessary.

Online buying and internet marketing have transformed how quickly moving consumer goods companies interact with consumers. Studies reveal that marketing plans of big FMCG companies nowadays mostly rely on digital channels including social media, influencer marketing, and focused digital ads. Fast-moving consumer goods (FMCG) companies like Chyawanprash have been able to attract younger, more tech-savvy consumers thanks to the rise of social media and influencer marketing.

Particularly during the COVID-19 epidemic when online purchases surged, the growth of e-commerce has given fast-moving consumer goods (FMCG) companies fresh sales and distribution outlets. By giving customers more easy buying options on sites like Amazon and Flipkart, Chyawanprash has profit on this phenomenon.

Rising health consciousness significantly influences the demand for immunity-enhancing products like

Chyawanprash, so the marketing strategies for health-oriented fast-moving consumer goods (FMCG) mostly focus on user behaviour.

Objectives of the research paper - The study aims to analyse consumer behaviour and market trends for Chyawanprash, analyse its marketing strategy, examine its distribution networks, explore digital marketing for FMCG products, and evaluate its brand positioning in the segment market.

Research Design & Data Collection

The study sought to use both qualitative and quantitative approaches to grasp marketing strategies for the FMCG healthcare product Chyawanprash. The study approach was exploratory, comprising discussions with business leaders and review of the literature. Using primary data from consumers and stakeholders, descriptive research quantified consumer impressions and buying behaviour. The study sought to evaluate Chyawanprash's marketing strategies for efficacy.

The study has limitations, including the selection of Nashik region due to time constraints and convenience, a small sample size of 100 respondents, language barriers, time constraints, and lack of positive behaviour, and the possibility of biased responses due to lack of information about other brands. The findings are based on the assumption that respondents provided correct information.

Introduction

● Chyawanprash: Strategies for the Marketing Mix

- The classic 4 Ps—Product, Price, Place, and Promotion—remain fundamental, but their application to Chyawanprash displays special adaptation:
- Product: Studies highlight the need of product uniqueness in a market full of competition. To stand out, Chyawanprash brands highlight Ayurvedic authenticity and experiment with variants—e.g., sugar-free, kid-friendly formulations—Sharma, 2013, on FMCG product strategies.
- Price: Competitive pricing is vital in FMCG; Chyawanprash brands use penetration pricing during launches and promotional reductions to draw in price-sensitive rural and urban consumers (contact pigeon, 2022).
- Place: Distribution techniques centre on both conventional retail (kirana shops) and online markets. Underlining the requirement of strong rural distribution networks, Nielsen (2012) forecasted rural FMCG markets including healthcare products to exceed \$100 billion by 2025.
- Promotion: Studies emphasise a mix of conventional and digital promotion. Using social media and celebrity sponsorships to underline its health advantages, Dabur's "Chyawanprash Immunity Campaign" throughout the epidemic stayed to create trust and involvement, content marketing including videos on immunity and influencer marketing also increasingly find usage.
- Rural Market Penetration: Distribution Channels
- Still another essential element of FMCG marketing is the distribution plan. With so many people living in rural areas of India, the market offers both possibilities and challenges.
- Difficulties for FMCGs.

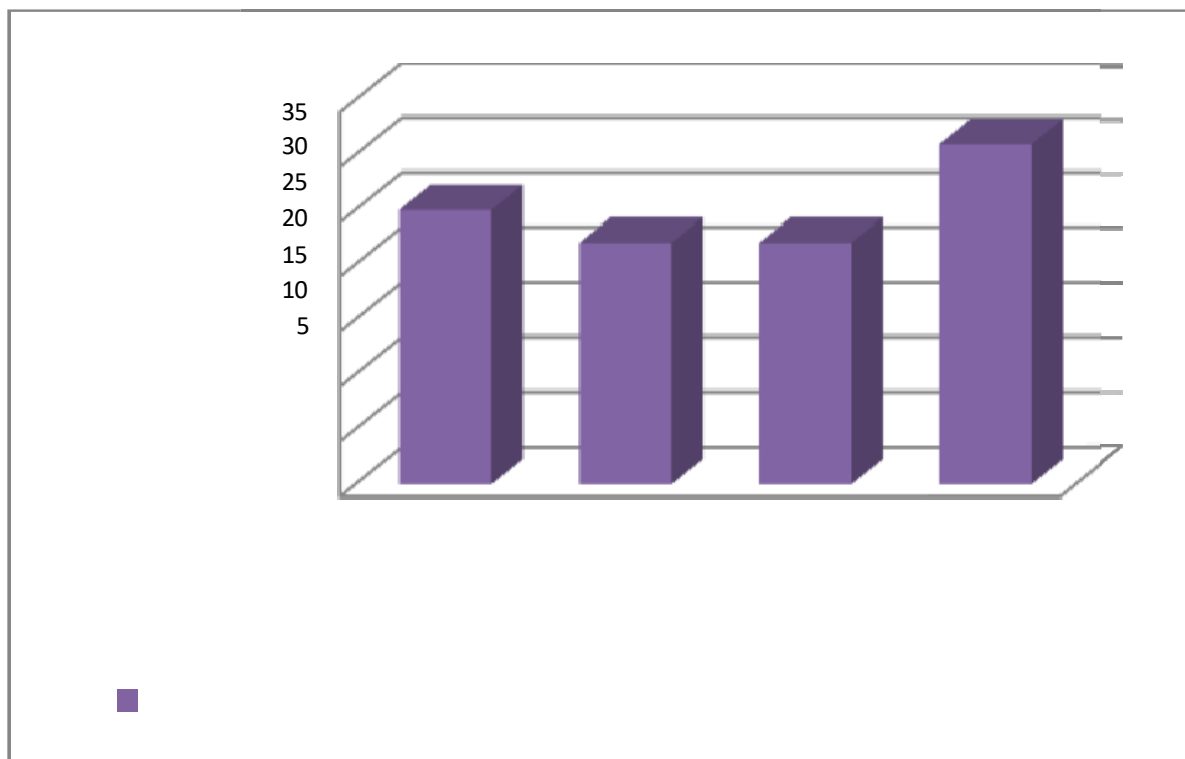
A McKinsey & Company (2020) analysis indicates that rising disposable incomes and better infrastructure have caused the fast growth in the rural FMCG market in India. Product has successfully extended its distribution channels to reach rural areas, so guaranteeing Chyawanprash availability to a larger customer base.

Health and wellness products pique the curiosity of rural consumers more and more, thus FMCG companies have changed their marketing plans to fit this group. Research by Ghosh (2018) points to a multi-channel distribution strategy helping FMCG brands. Product's approach of using both traditional retail and modern trade, including online platforms, guarantees constant availability of Chyawanprash across urban and rural areas and helps it to reach a broader consumer segment.

DATA ANALYSIS AND INTERPRITATION

The following analyses were conducted during the research study:

Preferred brand for samples of Chavanprash

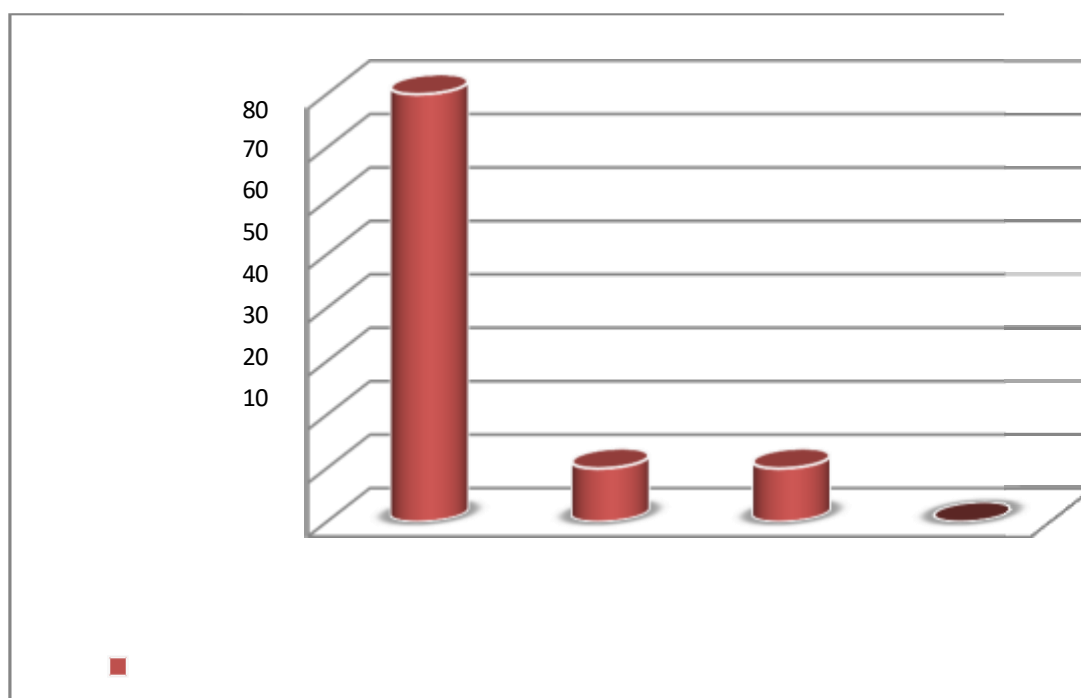


Preferred brand for samples of Chavanprash 25 percent of individuals use Zandu; 22 percent use Patanjali; 22 percent use Baidyanath; and 31 percent use Dabur brand.

Interpretation:

With 31% of the Chyawanprash market's respondents, the research study shows Dabur is the most recognised brand.

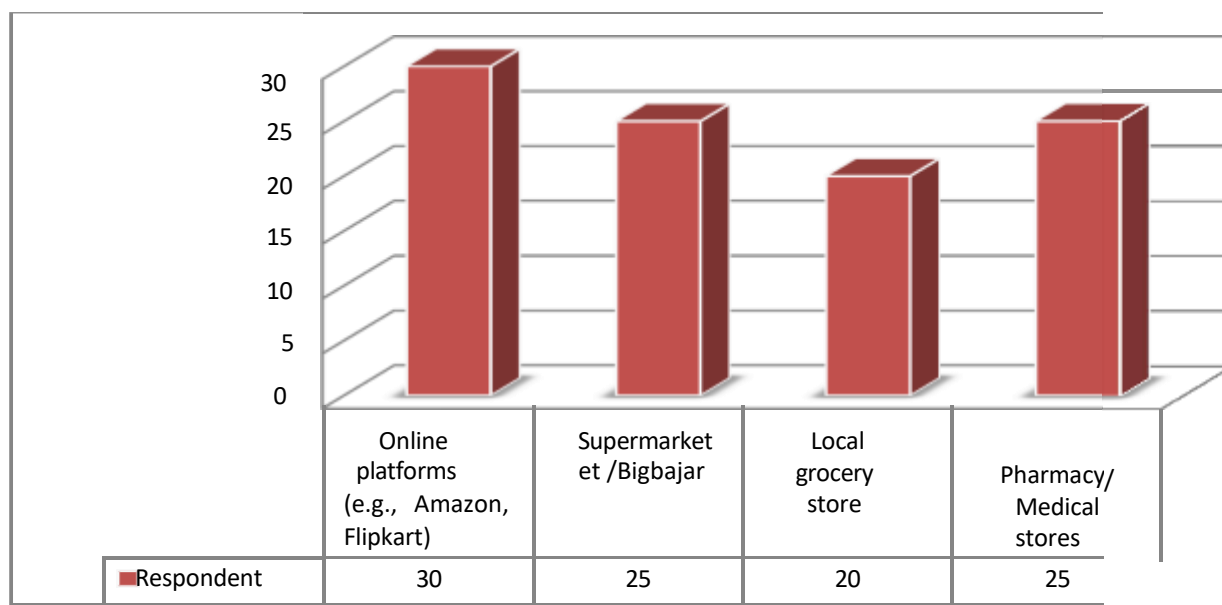
2. Main drivers behind using certain brand



Eighty percent of users of this brand say health; ten percent are brand loyal; ten percent taste; and zero percent is Price.

Interpretation:

Health (80%) is the most often mentioned reason for adopting the particular brand.

1. The platform for buying Chyawanprash

The study found that 30% of customers buy Chyawanprash online, 25% from supermarkets, 25% from local grocery stores, and 25% from medical stores.

Interpretation: With the majority purchasing it through Internet platforms.

2. Additional findings throughout the survey

- Most responders are in the 26–50 age range.
- The gender distribution indicates a strong preference for men (53% male, 47% female).
- According to the survey's findings, the majority of participants are employed.
- According to the survey, Dabur is the most well-known brand.
- Dabur is the top brand in the Chyawanprash market, according to the survey.
- TV is the most common way that respondents learnt about the brand.
- Health is the primary justification for utilising the specific brand.
- The most typical course of action is for customers to wait until it becomes unavailable.
- The 250-gm pack is the most popular size for Chyawanprash.
- Cost is the main consideration when selecting a pack size.
- Once every two months is the most typical purchase frequency.
- The vast majority of those surveyed by chyawanprash online.
- Most respondents are in favour of suggesting Chyawanprash to others.
- The majority of those surveyed are happy with the Chyawanprash brand.
- According to the survey, the majority of respondents give the product a rating of four.

Summary – There are a lot of companies offering similar products in the market for health supplements and products that increase immunity. Companies need to change with the times if they want to stay relevant, especially with the younger generation. Being a traditional product, Chyawanprash could not appeal to the younger demographic. Customers in rural areas, especially those with lower incomes, are very price sensitive. Distribution and supply chain also present significant challenges. Possibilities include penetrating global markets, partnering with health and wellness influencers, increasing e-commerce and direct-to-consumer channels, expanding into the wellness sector, and offering sustainable and environmentally friendly packaging. Health and immunity, Ayurvedic and natural products, digitization and the impact of social media, portability and ease of use, and personalized and targeted advertising are all parts of the current trend. Important market factors include the growing interest in health and wellness, digitization, ease of use, and tailored marketing. Future work for healthcare product includes

expanding digital and social media strategies, focusing on engaging younger audiences through platforms like Instagram and YouTube, and integrating interactive content for personalized experiences.

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