



A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL TOOLS IN THE FOOD AND BEVERAGE INDUSTRY: A CASE STUDY OF RAIGAD DISTRICT

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Abstract

This research paper examines the effectiveness of promotional tools in the food and beverage industry with special reference to Raigad, Maharashtra. The study focuses on understanding how various promotional strategies such as advertising, sales promotion, personal selling, digital marketing, and word-of-mouth influence consumer behavior and purchasing decisions. The research adopts a descriptive design and relies on both primary and secondary data sources. Consumers show a strong preference for offers and value-based pricing, while they tend to resist additional costs such as packaging charges. The study also highlights that lifestyle factors such as occupation, family structure, and income significantly influence consumption patterns. The paper concludes that promotional tools play a crucial role in enhancing customer engagement, increasing sales, and building long-term brand loyalty. Businesses must adopt a balanced mix of traditional and modern promotional strategies to remain competitive in a dynamic market.

Keywords: Promotional Tools, Consumer Behavior, Food and Beverage Industry, Digital Marketing, Word-of-Mouth, Sales Promotion, Raigad

INTRODUCTION

In today's highly competitive business environment, promotional tools have become essential for organizations to communicate with customers and influence their purchasing behavior. The concept of effectiveness in marketing refers to the ability of a strategy to achieve desired outcomes such as increased sales, customer awareness, and brand loyalty. In contrast, efficiency focuses on achieving these outcomes with optimal use of resources. Both concepts are important for evaluating promotional strategies in the food and beverage industry.

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Promotional tools are a key component of the marketing mix and include advertising, sales promotion, public relations, direct marketing, personal selling, and digital marketing. These tools help businesses create awareness, attract customers, and differentiate their products in a crowded marketplace. With the rapid growth of technology, digital platforms such as social media, search engines, and influencer marketing have become increasingly important in reaching modern consumers.

The food and beverage industry is one of the fastest-growing sectors in India, characterized by intense competition and changing consumer preferences. In regions like Raigad, Maharashtra, the industry includes a mix of small local businesses, restaurants, cafés, and large food chains. Consumers today are influenced not only by taste and price but also by promotional activities, convenience, and brand perception.

Promotional strategies such as discounts, loyalty programs, attractive packaging, and online advertising play a significant role in shaping consumer decisions. For instance, while traditional word-of-mouth remains a powerful influence, digital marketing has expanded the reach of businesses and allowed them to target specific audiences more effectively. Understanding the effectiveness of these promotional tools is therefore essential for businesses aiming to sustain growth and competitiveness.

This study aims to analyze how different promotional tools impact consumer behavior in the food and beverage industry of Raigad. It provides insights into customer preferences, purchasing patterns, and the role of promotional strategies in driving market success.

RESEARCH METHODOLOGY

The research methodology provides a systematic framework for conducting the study and ensures that the findings are reliable and valid. This study adopts a descriptive research design, as it focuses on describing consumer behavior and evaluating the effectiveness of promotional tools without manipulating any variables.

Data Collection

Both primary and secondary data were used in this study.

Primary Data:

Primary data was collected through a structured questionnaire administered to 100 respondents who consume food and beverage products. The questionnaire included questions related to consumer preferences, promotional influences, and purchasing behavior.

Secondary Data:

Secondary data was obtained from academic journals, research articles, magazines, and online sources. This helped in building theoretical understanding and supporting the analysis.

Sampling Design

Sampling Technique: Random sampling method was used to ensure unbiased selection of respondents.

Sample Size: 100 respondents

Sampling Unit: Consumers of food and beverage products in Raigad

Scope of the Study

The study is limited to the food and beverage industry in Raigad, Maharashtra. It focuses on promotional tools such as advertising, discounts, word-of-mouth, and digital marketing, and their impact on customer behavior.

Limitations of the Study

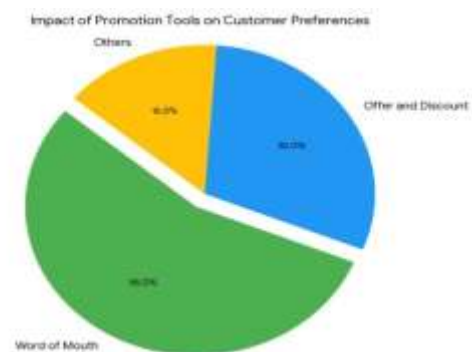
The study is subject to certain limitations. The sample size is limited to 100 respondents, which may not fully represent the entire population. There may also be bias in responses, as data is based on personal opinions and perceptions. Additionally, the study is geographically restricted to Raigad.

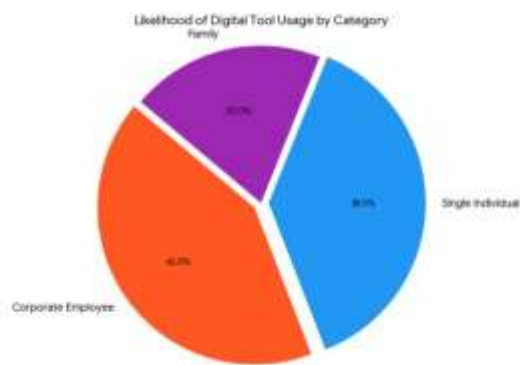
RESULT AND DISCUSSION

The analysis of data collected from respondents reveals several important insights into consumer behavior and the effectiveness of promotional tools.

One of the most significant findings is that word-of-mouth promotion is the most influential factor affecting purchasing decisions. Consumers tend to trust recommendations from friends and family more than advertisements. This highlights the importance of customer satisfaction and positive experiences in driving sales.

Discounts and offers are also highly effective in attracting customers. A majority of respondents indicated that they are more likely to purchase products when discounts are available. However, customers are cautious and often evaluate whether discounted products are genuinely beneficial or of lower quality.





The study also reveals that digital marketing is gaining importance, especially among younger consumers. Social media platforms and online food delivery applications have made it easier for customers to explore new products and make purchase decisions. This trend indicates a shift towards technology-driven consumption patterns.

In terms of consumer demographics, corporate employees and single individuals are more likely to consume outside food frequently due to busy lifestyles. On the other hand, families tend to dine out occasionally, often for social or bonding purposes.

Another interesting observation is that customers generally dislike additional costs such as packaging charges, even though they value good presentation. This suggests that businesses need to balance cost and value perception carefully.

The study also highlights that tea is the most preferred beverage, reflecting cultural habits and affordability. At the same time, consumers are open to trying new beverages and food items, indicating opportunities for innovation.

Overall, the findings suggest that promotional tools are effective in influencing consumer behavior, but their success depends on how well they align with customer expectations, preferences, and perceived value.

CONCLUSION

The study concludes that promotional tools play a vital role in shaping consumer behavior in the food and beverage industry. Among all tools, word-of-mouth remains the most powerful, followed by discounts and digital marketing strategies. Consumers are highly influenced by value-based offers and social recommendations, which highlights the importance of trust and customer satisfaction.

The research also indicates that modern promotional strategies must integrate both traditional and digital approaches to achieve maximum effectiveness. Businesses need to understand their target audience and design promotional campaigns that are relevant, engaging, and cost-effective.

In Raigad's food and beverage sector, where competition is increasing, the effective use of promotional tools can help businesses enhance brand visibility, attract customers, and build

long-term relationships. By focusing on customer needs, leveraging technology, and maintaining quality, businesses can achieve sustainable growth.

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