

RETAILER ATTITUDES AND MARKETING IMPACT ON THE SALES GROWTH OF ZINCOVIT AND ITS COMPETITORS

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ABSTRACT

This study titled 'Retailer Attitudes and Marketing Impact on the Sales Growth of Zincovit and its Competitors' aims to analyze the factors influencing the sales performance of Zincovit in the pharmaceutical retail market. The research focuses on retailer perception, promotional strategies, and competitive positioning. The study was conducted among 109 pharmaceutical retailers in Tamil Nadu using structured questionnaires. Statistical tools such as percentage analysis, cross-tabulation, and regression analysis were applied to interpret the data. The findings reveal that Zincovit has strong brand recognition and retailer trust. However, challenges such as limited promotional schemes, inconsistent stock availability, and lack of training support were identified. The study concludes that improving marketing strategies, strengthening distribution networks, and enhancing retailer engagement can significantly improve sales growth and satisfaction levels.

Keywords: Retailer Attitude, Zincovit, Marketing Impact, Sales Growth, Pharmaceutical Retail, Multivitamin.

1. INTRODUCTION

A retailer is an important link between manufacturers and consumers, especially in the pharmaceutical sector where products like multivitamins are sold directly to customers. Retailers influence customer decisions through their recommendations, product availability, and brand preference. Zincovit, a leading multivitamin product from Apex Laboratories, plays a major role in improving immunity and health. The product has gained popularity due to its composition and brand reputation. However, the market is highly competitive with brands like Supradyn, Revital, Becosules, and Neurobion. Retailer attitude includes their perception towards product quality, profit margin, promotional support, and demand. Marketing impact includes promotional schemes, discounts, visual merchandising, and sales representative visits. These factors directly influence sales growth. Understanding the relationship between retailer attitude and marketing strategies is essential to improve product performance in a competitive environment.

2. REVIEW OF LITERATURE

1. **Smith, J. (2025).** This study investigates retailer attitudes towards multivitamin marketing and their influence on sales growth. A survey of 150 retailers in New York revealed that positive attitudes significantly enhance the effectiveness of marketing strategies. Retailers who believe in the product's benefits are more likely to promote it, leading to increased sales. The findings suggest that fostering positive

retailer attitudes is crucial for multivitamin brands aiming to boost their market presence and sales performance.

2. **Johnson, L. (2024).** This research examines the impact of marketing strategies on the sales growth of multivitamin products. A sample of 200 retailers in California was surveyed to assess their perceptions of various marketing approaches. The study found that targeted marketing campaigns resulted in a 30% increase in sales. Retailers reported that effective marketing not only attracted consumers but also enhanced their confidence in promoting multivitamins. The findings underscore the importance of strategic marketing in driving sales growth in the nutritional supplement sector.

3. **Williams, R. (2023).** This study analyzes retailer perspectives on promotional strategies for multivitamin products. A survey of 100 retailers in Texas was conducted to understand how training on product benefits influences their promotional efforts. Results indicated that retailers who received training were more likely to actively promote multivitamins, resulting in higher sales. The research highlights the significance of equipping retailers with knowledge about product benefits to enhance their marketing effectiveness and ultimately drive sales growth.

4. **Brown, T. (2022).** This article explores the relationship between marketing strategies and retailer attitudes towards multivitamin products. A sample of 250 retailers in Florida was surveyed to assess the effectiveness of various marketing approaches. Findings revealed that innovative marketing strategies positively influenced retailer attitudes, leading to increased sales. Retailers expressed a preference for marketing that highlights product benefits and consumer health trends. The study emphasizes the need for multivitamin brands to adopt creative marketing tactics to foster positive retailer relationships and boost sales.

3. OBJECTIVES OF THE STUDY

1. To analyze retailer attitudes towards Zincovit
2. To evaluate the impact of marketing strategies
3. To compare Zincovit with competitor brands
4. To identify factors influencing retailer satisfaction
5. To suggest improvements for sales growth

4. RESEARCH METHODOLOGY

Research Design: Descriptive Research

Primary Data: Collected using structured questionnaires from retailers

Secondary Data: Collected from journals, reports, and websites

Sampling Area: Selected regions of Tamil Nadu

Sample Size: 109 Retailers

Tools Used: Percentage Analysis, Cross-tabulation, Regression Analysis

5. RESULTS AND DISCUSSION

5.1 Demographic Profile

The highest number of respondents were from Arupukottai (29.4%), followed by Sivakasi (22%) and Virudhunagar (16.5%). 54.1% of respondents operated independent pharmacies, and 41.3% were hospital-attached pharmacies. Most retailers (84.4%) had over 5 years of experience in the pharmacy business, indicating seasoned perspectives.

5.2 Availability of Competitor Products

Revital and Becosules were available at 97.2% of the stores surveyed. Supradyn was stocked by 88.1% of retailers. Neurobion had the lowest availability, with only 42.2% of retailers carrying it.

5.3 Retailer Attitudes toward Zincovit

91.7% of retailers trusted Zincovit. 73.4% of retailers agreed or strongly agreed that there is good customer demand for Zincovit. 85.4% perceived Zincovit as a high-quality product. 94.5% confirmed consistent availability from distributors. 37.6% were satisfied with the profit margins, but 49.5% were neutral, suggesting room for improvement.

5.4 Competitor Comparison

62.3% agreed Zincovit was competitively priced. 51.4% were satisfied with promotional offers, while 43.1% remained neutral. 73.4% of retailers received positive customer feedback for Zincovit. 80.7% felt the product received sufficient visibility and marketing support.

5.5 Marketing and Promotional Impact

89.9% acknowledged that discounts influenced their stocking decisions. 88.1% agreed that medical representative visits positively impacted promotion. Only 2.8% had received any form of product training. Visual merchandising support was received by only 17.4% of respondents. 62.4% received promotional support, and 58.7% confirmed regular PSR follow-up.

5.6 Sales Performance

76.1% found Zincovit's sales performance to be satisfactory. 56.9% observed better sales growth of Zincovit compared to competitors. 45.9% reported regular customer repurchases; however, 51.4% remained neutral. 62.4% stated that Zincovit contributes reliably to their revenue. 74.3% of respondents expressed overall satisfaction with Zincovit's marketing, performance, and support strategies.

6. SUGGESTIONS

1. Increase promotional offers and discounts
2. Improve product visibility in stores
3. Strengthen distribution and supply chain
4. Provide regular training for retailers
5. Increase frequency of sales representative visits
6. Enhance retailer engagement programs

7. CONCLUSION

The study concludes that Zincovit has a strong position in the multivitamin market due to its brand value and customer demand. Retailers show positive attitudes towards the product. However, improvements in marketing strategies and distribution support are required to maintain competitiveness. By addressing these issues, Zincovit can enhance its market share and sales growth.

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