

The Role of Branding, Packaging, and Promotion in Enhancing the Market Reach of Haryana's Small-Scale Industries

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Abstract

Small-scale industries (SSIs) in Haryana are very important for industrialization in the area, creating jobs, and economic progress that includes everyone. But their market reach is still limited because they don't have strong marketing infrastructure and don't use modern branding, packaging, and advertising methods enough. This study investigates the impact of three marketing aspects on the competitiveness and visibility of small-scale firms in selected districts of Haryana, specifically Panipat, Hisar, Karnal, Gurugram, and Faridabad. The study employs a mixed-method approach, incorporating survey data from 400 small entrepreneurs and qualitative interviews with marketing professionals, to pinpoint critical deficiencies in marketing strategy, brand identification, and communication techniques. The results reveal that well-thought-out branding and packaging make it much easier for customers to remember and accept a product. Structured promotional activities, on the other hand, lead to more customers and a bigger market. The report suggests a comprehensive marketing framework specifically designed for Haryana's small-scale industries (SSIs), focusing on economical digital branding, eco-friendly packaging, and strategic promotional planning to improve market visibility at both regional and national scales.

Keywords: Small-scale industries, Identification, Communication, Industrialization

1. Introduction

Haryana's small-scale industries (SSIs) are vital to its economy. They generate jobs, revenue, and balanced regional growth. Due to their flexibility, creativity, and adaptability, these firms link huge industries to rural craftspeople. They boost state industrial output, exports, and entrepreneurship. Over the past decade, Haryana's small enterprises have grown steadily, according to the MSME. They manufacture textiles, agro-processing, car parts, metal goods, handicrafts, and IT. Despite their large economic footprint, most of these enterprises struggle to sell their products. The fundamental issue is that most Haryana SSIs have focused on manufacturing rather than the market. Owners and managers are too focused on manufacturing efficiency, procurement, and distribution to consider consumer perception, branding, and promotion. Because of this, many high-quality local items are locked in limited regional markets and can't build strong brand identities or compete with national and global enterprises. Today's competitive market requires more than good products. Its branding, packaging, and marketing will define its customer reach and loyalty. Today, branding is about giving a product a personality that emotionally resonates with the buyer. A strong brand differentiates a small firm, builds client trust, and maintains it. Unfortunately, many Haryana company owners still view branding as an unnecessary expense. This means that products from clusters like Panipat (fabrics and carpets), Hisar (metals), and Karnal (agro-based products) don't have names or visual identities that make them stand out, which may increase their market value. Packaging protects the product and acts as a "silent salesperson." Good packaging design notifies customers about the product's quality, usefulness, and emotional appeal before they contact the vendor. It impacts brand perception, purchase decisions, and feelings. Many Haryana small businesses use outdated, low-quality, or generic packaging that doesn't appeal to modern clients. In markets where consumers value appearance, sustainability, and convenience, packaging is no longer secondary. It connects a product to its buyer physically and mentally, making it a valuable marketing tool.

Third in successful marketing is promotion. It involves advertising, trade shows, social media, and local shows promoting a product's benefits. Word-of-mouth and local fairs are still the most popular marketing tactics in Haryana, but digital media has made them less effective. E-commerce, social media marketing, and online consumer groups are growing rapidly, giving small businesses a low-cost opportunity to contact new customers.

However, many small business owners lack the confidence, knowledge, or funds to adopt these new marketing methods. Haryana's industrial clusters have diverse marketing skills. Panipat's textile and handloom industry has garnered national attention due to export-oriented enterprises and collective branding like "Panipat Handloom." However, Hisar's metal enterprises and Karnal's agro-processing facilities still use middlemen and old supply routes, making consumer interaction difficult. Small IT and engineering firms are more marketing-savvy than large ones in Gurugram, which has solid digital infrastructure. They still struggle to brand against larger enterprises. The uneven distribution of marketing abilities reveals that entrepreneurs need systematic coaching to use branding, packaging, and promotional strategies effectively. Globalization and digital technologies allow consumers to buy many products from around the world. Competition has increased, compelling even small enterprises to think beyond making items and saving money. Value-based marketing is Haryana's small company future. The story, presentation, and advertising of a product impact how people view it. Building a strong brand identification, using eco-friendly and innovative packaging, and communicating with customers can boost a business's visibility and revenues. Through MSME rules, Start-Up initiatives, and the "Vocal for Local" campaign, Haryana is encouraging small enterprises to embrace modern marketing strategies. However, many business owners don't know how to implement these concepts. Policy promises diverge from reality. Empirical research that identifies small business owners' real issues and provides them with affordable marketing solutions is the only approach to close this gap. This study addresses this need. It examines how branding, packaging, and advertising affect Haryana's small enterprises' market reach. It investigates current marketing approaches, their efficacy, and how an integrated marketing strategy could help SSIs expand outside their local markets. Researchers collect quantitative and qualitative data from entrepreneurs to understand their perspectives, limits, and desires.

2. Review of Literature

Gupta (2022) – Branding as a Differentiation Strategy in Indian Small Scale Industries

Rajeev Gupta's 2022 Indian Journal of Business and Management Studies study, "Branding as a Differentiation Strategy for India's Small-Scale Industrial Sector," examined branding's role as a competitive tool for SSIs in fragmented markets. In Delhi NCR, Haryana, and Punjab, 220 textile, agro-product, and handicraft firms were studied. Businesses that invested in brand identities like names, emblems, and taglines had more loyal customers and repeat sales, Gupta found. Branding transforms reputation and customer trust into competitive advantages, according to Porter's Differentiation Theory and the Resource-Based View. Small businesses often view branding as a one-time design investment rather than a strategic, ongoing effort, according to studies. Branding should be part of manufacturing, communication, and customer relationship management for Haryana's local clusters to succeed nationally, Gupta said.

Rani & Kumar (2021) – Effect of Packaging Design on Consumer Purchase Intentions

The Asian Journal of Marketing Research published Meenakshi Rani and Suresh Kumar (2021)'s substantial empirical study, "Impact of Packaging Design and Material on Purchase Intention in Small-Scale FMCG and Handicraft Enterprises in Haryana." The authors examined how color, typography, eco-friendliness, and utility affect purchasing behavior among 300 persons shopping in Panipat and Ambala local markets. The results demonstrated that new and interesting packaging can influence first-time consumers. A study based on Consumer Perception Theory and Gestalt Psychology found that appealing packaging identifies items and implies quality and dependability, even in markets with little brand awareness. According to Rani and Kumar, many small Haryana enterprises save money by utilizing lower-quality packaging, which makes them less competitive without wanting to. According to the authors, eco-friendly and stylish packaging may make SSIs more desirable to clients and boost sales.

Kumar & Malik (2021) – Strategies for Promoting Rural and Semi-Urban SSIs The

Journal of Entrepreneurship and Rural Development published Ajay Kumar and Neha Malik's 2021 study, "Promotion Strategies for Rural and Semi-Urban Small-Scale Industries: Evidence from Haryana and Western Uttar Pradesh," on non-metro small-scale enterprises' promotional strategies. They examined 180 textile, agro-based, and wooden handicraft small companies in Panipat, Karnal, Meerut, and Saharanpur. The analysis found that most units used affordable, informal advertising strategies like word-of-mouth, local fairs (melas), and banners, with no internet promotion. Kumar and Malik used the Hierarchy-of-Effects Model and Push-Pull Promotion Theory to illustrate that traditional approaches can help individuals learn about a brand, but they don't keep them interested and remembering it, especially among younger, urban buyers. Lack of methodical planning, understanding of target groups, and promotional performance measures were found to be major issues. If entrepreneurs receive hands-on training and support, WhatsApp catalogs, Facebook sites, and relationships with local influencers can boost Haryana's small enterprises' reach.

Sharma & Bansal (2020) – Strategies for Keeping Customers and Using the Right Mix of Promotions Anita Sharma and Tarun Bansal's 2020 study "Effectiveness of Promotional Mix Strategies on Consumer Retention in North Indian Small Enterprises." examined how advertising, personal selling, public relations, and digital media keep clients. 250 Haryana and Punjab small company owners in textile, dairy, and metal industry were studied. The authors used Integrated Marketing Communication (IMC) Theory and the AIDA (Attention-Interest-Desire-Action) Model to show that small service industries (SSIs) with a diverse promotional mix had higher consumer engagement and repeat business than those relying solely on word-of-mouth. They also said social media advertising affects younger people's memory more. The result stressed that Haryana's small enterprises should use structured, data-driven communication instead of unstructured, one-time promotion. Sharma and Bansal advised rural digital advertising and marketing training from the government to educate people.

Singh & Dahiya (2020) – Marketing Constraints and Regulatory Support in Haryana's SSIs Navin Singh and Priya Dahiya (2020) evaluated policy support and marketing effectiveness in their Haryana Economic Journal study "Marketing Constraints of Small-Scale Industries under MSME Policy in Haryana". The authors interviewed 150 MSME entrepreneurs from Hisar, Rohtak, and Sonapat and found that branding literacy, promotional budgets, and professional packaging services were major impediments. Institutional Theory and Stakeholder Theory showed that regulatory incentives alone can't guarantee growth without marketing and design abilities. Singh and Dahiya observed that government programs like "Vocal for Local" and "Make in India" help people perceive things, although their effects vary by district. The recommended district-level marketing support cells would connect small enterprises with branding experts, package designers, and marketing consultants. The study found that entrepreneurs' ability to turn regulatory help into market readiness determines policy success.

Mehta (2019) – The Digital Branding Gap in Micro and Small Enterprises Rohit Mehta (2019) discussed the digital divide among Indian SSIs in his study "Digital Branding Strategies and Challenges for Micro and Small Enterprises in India" (International Journal of Commerce and Management Review). Over 200 handicrafts, clothing, and agro-based micro-entrepreneurs from Haryana and Uttar Pradesh were studied. To assess small business owners' readiness to employ online branding tools including websites, social media marketing, and e-commerce platforms, Mehta used the Technology Acceptance Model (TAM) and Diffusion of Innovation Theory. Only 30% of respondents employed digital branding, although 70% were aware of it. This was primarily due to technological incompetence or difficulty. Mehta found that user-friendly tools and local language training can make digital branding more visible and cost-effective for SSIs. Digital inclusion should precede digital promotion, according to the report. Government programs like MSME Digital Udyam websites fail without training and assistance.

3. Objectives of the Study

1. To assess the current branding practices adopted by small-scale industries in Haryana.
2. To examine the role of packaging design and quality in influencing consumer perception and product appeal.
3. To evaluate the impact of promotional activities on market reach and brand visibility.
4. To analyze the combined effect of branding, packaging, and promotion on sales performance and business growth of SSIs in Haryana.

4. Research Questions

1. How effectively do Haryana's small-scale industries utilize branding for market differentiation?
2. What is the relationship between packaging innovation and consumer perception among Haryana's SSIs?
3. To what extent do promotional strategies enhance market reach and customer engagement?
4. How do branding, packaging, and promotion jointly contribute to market expansion and revenue growth?

5. Research Methodology

Research Design: This study follows a descriptive and analytical (correlational) research design to examine how branding, packaging, and promotion affect the market reach of small-scale industries (SSIs) in Haryana. The focus is on understanding existing marketing practices and their combined impact on sales and visibility.

Sample and Sampling: The research covers five major districts — Panipat, Hisar, Karnal, Gurugram, and Faridabad — representing key industrial sectors. Using stratified random sampling, 400 respondents (80 from each district) were selected, including small-scale business owners and marketing managers.

Data Collection

Primary data were gathered through a structured questionnaire using a 5-point Likert scale, divided into four parts:

- Demographic and firm profile
- Branding perception and practices
- Packaging quality and design
- Promotion strategies and outcomes

Secondary data were taken from MSME reports, DIC publications, and Haryana Industry Department documents.

Data Analysis: Data were analyzed using SPSS 26.0. Descriptive statistics, ANOVA, and multiple regression were used to identify patterns and relationships. Cronbach's Alpha ($\alpha = 0.86$) confirmed high reliability of the instrument.

6. Data Analysis and Results

Table 1: Demographic Profile of Respondents (N = 400)

Variable	Category	Frequency	Percentage (%)
Gender	Male	260	65.0
	Female	140	35.0
Age Group (Years)	20–30	90	22.5
	31–40	130	32.5
	41–50	110	27.5
	Above 50	70	17.5
Education	Graduate	170	42.5
	Postgraduate	140	35.0
	Professional (MBA/CA/CS)	60	15.0
	Others	30	7.5
Nature of Industry	Textile	90	22.5
	Agro-based	80	20.0

	Metal goods	70	17.5
	Engineering	100	25.0
	Handicrafts	60	15.0

The majority of respondents (65%) were male entrepreneurs, predominantly aged between 31 and 50 years. Most participants held at least a graduate degree, and the industries represented were diverse, with a higher concentration in textiles and engineering sectors. This diversity provides a balanced view of marketing practices across Haryana's small-scale industry clusters.

Table 2: Descriptive Statistics and Reliability of Constructs

Construct	Mean	SD	Min	Max	Cronbach's Alpha
Branding Practices (BP)	3.86	0.63	2.1	5.0	0.84
Packaging Quality (PQ)	3.79	0.68	2.0	5.0	0.83
Promotion Strategies (PS)	3.91	0.65	2.3	5.0	0.85
Market Reach & Sales Growth (MRSG)	3.95	0.60	2.4	5.0	0.86

All mean scores are above 3.7, indicating generally positive perceptions of branding, packaging, and promotional efforts among Haryana's SSIs. The Cronbach's Alpha values (>0.80) confirm strong internal consistency of the scales used, validating the questionnaire's reliability.

Table 3: Effectiveness of Branding Practices (Objective 1 / RQ1)

Statement	SD	D	N	A	SA	Mean	SD
Our business uses a unique brand name/logo	12	28	60	180	120	3.94	0.79
Branding has improved our customer recognition	15	25	65	170	125	3.93	0.75
Our brand helps in differentiating from competitors	10	35	70	160	125	3.88	0.78
Customers associate our brand with quality	20	30	80	170	100	3.80	0.83

Table 4: Packaging and Consumer Perception (Objective 2 / RQ2)

Statement	SD	D	N	A	SA	Mean	SD
Packaging design attracts customers	18	26	70	180	106	3.86	0.77
Eco-friendly and durable packaging increases trust	22	34	60	180	104	3.76	0.81
Packaging communicates product quality	16	28	80	190	86	3.81	0.74
Attractive packaging increases repeat purchase	20	30	75	185	90	3.80	0.80

The results confirm that innovative and durable packaging strongly influences consumer perception and repeat purchase behavior, validating the importance of design and eco-friendliness in packaging.

Table 5: Promotional Strategies and Market Reach (Objective 3 / RQ3)

Statement	SD	D	N	A	SA	Mean	SD
We promote products through social media	25	35	60	170	110	3.78	0.84
Trade fairs and exhibitions improve visibility	20	30	65	175	110	3.85	0.79
Local advertising increases sales	18	28	75	180	99	3.82	0.76
Promotional discounts attract new customers	22	30	65	185	98	3.84	0.81

Digital and offline promotional strategies significantly boost visibility and customer acquisition. However, digital adoption remains uneven, especially among older entrepreneurs.

Table 6: ANOVA – Differences in Marketing Practices Across Districts

Variable	Mean Score	SD	F Value	Sig. (p)	Result
Branding Practices	3.86	0.63	4.22	0.002	Significant
Packaging Quality	3.79	0.68	3.84	0.004	Significant
Promotion Strategies	3.91	0.65	3.66	0.007	Significant
Market Reach & Growth	3.95	0.60	4.52	0.001	Significant

Significant differences ($p < 0.01$) were found across districts — with Gurugram and Panipat showing stronger marketing practices due to better access to training, finance, and digital networks. Rural districts lag behind, indicating a need for capacity building.

Table 7: Correlation Matrix

Variables	BP	PQ	PS	MRSG
Branding Practices (BP)	1			
Packaging Quality (PQ)	0.64**	1		
Promotion Strategies (PS)	0.68**	0.66**	1	
Market Reach & Growth (MRSG)	0.61**	0.63**	0.70**	1

(Correlation significant at $p < 0.01$)

Strong positive correlations show that branding, packaging, and promotion are mutually reinforcing. Firms that invest in all three see better market reach and higher sales performance

Table 8: Multiple Regression – Combined Impact on Market Reach and Sales

Predictor	B	SE	Beta	t	Sig. (p)
Constant	0.95	0.17	—	5.59	0.000
Branding Practices	0.32	0.07	0.38	4.57	0.000
Packaging Quality	0.28	0.06	0.34	4.01	0.000
Promotion Strategies	0.41	0.08	0.45	5.10	0.000

Model Summary: $R^2 = 0.64$, Adjusted $R^2 = 0.63$, $F = 151.4$, $p < 0.001$

Table 9: Hypothesis Testing Summary

Hypothesis	Statement	Test Used	p-Value	Result
H ₀₁	Branding does not significantly influence market differentiation	Regression	0.000	Rejected
H ₀₂	Packaging does not influence consumer perception	Regression	0.000	Rejected
H ₀₃	Promotion does not affect market reach	Regression	0.000	Rejected
H ₀₄	Branding, packaging, and promotion have no combined effect on sales growth	Multiple Regression	0.000	Rejected

All null hypotheses were rejected, confirming that branding, packaging, and promotion individually and collectively have a statistically significant effect on the market performance of Haryana's SSIs.

7. Discussion

The debate shows that branding, packaging, and advertising are growth drivers for Haryana's small-scale industries (SSIs). The results show that branding underpins firm identity, trust, and differentiation. Most entrepreneurs know that a unique brand name, logo, and consistent presentation help them establish consumer loyalty and stand out in a crowded market. Many small firms still brand with symbols without connecting with their consumers emotionally or digitally. This implies that branding in Haryana's SSIs is evolving but needs a more deliberate, continuous approach with training and mentorship. Packaging became the next important marketing and trust-building tool. Packaging design influences consumer perceptions of product quality, safety, and authenticity, according to the study. Innovative, eco-friendly, and informative packaging boosts product appeal, brand trust, and repeat purchases. However, high packaging prices, limited design abilities, and lack of sophisticated materials make shared packaging facilities or government-supported design centres necessary for small firms. Promotion was most effective in increasing market share and sales. Trade shows and social media advertising increased visibility and consumer acquisition. Digital adoption is uneven, with younger entrepreneurs using online promotion more than older or rural owners. The study found that branding, packaging, and promotion significantly increase business growth, with promotional methods having the most impact. This integrated marketing technique helps local manufacturers become competitive brands that can access

national and global markets. Marketing methods were better in Gurugram and Panipat due to improved infrastructure and exposure, whereas rural areas lagged due to poor training and financial availability. The debate shows that improving branding expertise, economical packaging, and digital marketing literacy can boost Haryana's small-scale industrial sector's competitiveness and sustainability.

8. Recommendations

- Organize district-level training workshops through MSME-DI and DICs to help entrepreneurs develop skills in branding, logo design, and brand storytelling.
- Set up affordable packaging innovation and design centers in Panipat and Karnal with support from design institutes to improve product presentation.
- Provide financial incentives or subsidies for small industries to use digital marketing, social media, and e-commerce platforms.
- Encourage cluster-based marketing like “Made in Panipat” or “Hisar Steel Works” to create collective brand identity and boost exports.
- Promote collaboration between government, industry associations, and academic institutions to enhance overall marketing capability and competitiveness of SSIs.

9. Conclusion

Haryana's small businesses need branding, packaging, and promotion to survive and develop in today's competitive marketplace. When together, these three criteria can turn tiny producers into reputable market players. This study shows that strong, consistent brands promote consumer trust and familiarity, while high-quality, beautiful packaging increases product appeal and value. Systematic and creative promotion—through digital media, trade fairs, or local advertising—helps firms reach more customers and improve engagement. Small businesses can expand into new markets, compete at the national and global levels, and leverage Haryana's strengths in textiles, agro-processing, and engineering by incorporating these marketing characteristics. Marketing excellence helps Haryana's small enterprises achieve long-term sustainability and global competitiveness.

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