

**EFFECTIVENESS OF MARKETING MIX IN NIRAPARA CURRY
POWDER**

By

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MAJOR PROJECT REPORT

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COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT

VELLANIKKARA, THRISSUR-680 656

KERALA, INDIA

2017

DECLARATION

DECLARATION

I hereby declare that this project entitled “EFFECTIVENESS OF MARKETING MIX IN NIRAPARA CURRY POWDER” is a bonafide record of research work done by me during the course of Major project work and that it has not previously formed the basis for the award to me of any degree, diploma, associateship, fellowship or other similar title of any other University or Society.

Vellanikkara,
16-10-2017



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CERTIFICATE

CERTIFICATE

Certified that this project report entitled **“EFFECTIVENESS OF MARKETING MIX IN NIRAPARA CURRY POWDER”** is a bonafide record of project work done by Miss. Anumol George under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship or associateship to her.

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CERTIFICATE

This is to certify that Ms. Anumol George, Reg No: (2015-31-028), MBA student of College of Co - Operation, Banking and Management, has successfully completed her project on "A STUDY ON EFFECTIVENESS OF MARKETING MIX IN NIRAPARA CURRY POWDER AT KKR GROUP OF COMPANIES (NIRAPARA)", OKKAL, ERNAKULAM, under my guidance from July 21, 2017 to October 3, 2017 as a part of her academic studies.

Her performance during the period has been very good.

We wish her all success in her future endeavors.

For KKR Group of Companies


Thomas Mathew
Manager HR



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For any errors or inadequacies that may remain in this work, of course, responsibilities entirely mine.

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DESIGN OF THE STUDY

CHAPTER 1

DESIGN OF THE STUDY

1.1 Introduction

Spices play an important role in enhancing the flavour and taste of the processed food products. India produces almost all the known spices and is one of the largest exporter of spices in the world. Indian spices and spices products maintained its acceptance and market reach across the globe from decades, as is evinced by the excellent performance in country's spices export. During 2016-17, a total of 9.47 lakh tonnes of spices and spice products valued at Rs. 17,664.61 crore have been exported from the country (Spice India, 2017).

Curry powder is an essential ingredient for many of the world's most flavourful dishes, especially it is a staple of Indian cooking. Curry powder is the foremost of the blends or mixes and sometimes consists of 20 or more spices designed to impact the characteristic flavour of an Indian curry. It is made from a collection of spices that can vary by recipe, usually including chilli, black pepper, cumin, turmeric, cinnamon, cloves etc. Properties of each curry powder vary according to the contents. Apart from the overseas market, processed curry powder is becoming popular in the internal market also. Further, as it is a mass consumption item mostly used in culinary preparation or seasoning of food products, the demand for unadulterated spices and curry powder in attractive handy packages is fast emerging.

Traditionally, condiments were prepared by the individual households. Due to rapid urbanization and fast moving life styles, people are now more dependent on handy packets, which could save their time and efforts. Because of growing demand for curry powders, many industries have emerged in this sector on a large scale. In order to sustain in a highly competitive market, each industry has to adopt unique and superior marketing mix and strategies.

Every business organization reaches to the customers through their goods or services. To sell the products to the customers a number of activities are being performed. These activities are termed as marketing. Marketing is the performance of business activities that directs the flow of goods and services from producer to the customer. Marketing starts with the identification of a specific need of customers and ends with satisfaction of that need.

1.1.1 Marketing mix – 4p model

The marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything a firm can do to influence the demand for its product. The many possibilities can be categorised into four groups of variables or elements known as the “four Ps”: product, price, place, and promotion and are called as the elements of marketing mix.

Product means the combination of goods and services the company offers to the target market. Price is the amount of money customers have to pay to obtain the product. Place includes company activities that make the product available to the target consumers. Promotion means activities that communicate the merits of the product and persuade target customers to buy it.

An effective marketing program blends all of the marketing mix elements into an integrated marketing program designed to achieve the company’s marketing objectives by delivering value to consumers. The marketing mix constitutes the company’s tactical tool kit for establishing strong positioning in target markets.

This study is focusing on effectiveness of marketing mix in Nirapara curry powder.

1.1.2 KKR Group of Companies

Coupled with a social responsibility together with a heartfelt desire to bring tasty and healthy rice to the traditional Kerala home, the visionary Shri. K.K.R Karnan established K.K.R Mills in 1976 at Okkal, Kerala, India, which has since transformed into the Nirapara Brand, a name synonymous with quality food for millions of consumers around the world.

After establishing its name in rice, the company has diversified its areas of business and employs state-of-the-art technology in various other fields and introduced a wide range of food products into the market under the brand umbrella, "Nirapara". The brand offers numerous products other than rice from whole spices to masala powders, vegetables to pickles which are nutritionally rich.

1.2 Statement of the problem

KKR Group is mainly involved in the manufacturing and exporting of quality rice, rice products, spices, pickles, curry powder and other products. The products are sold under the brand name "Nirapara". The distribution of Nirapara is spread all over India and even outside India. The products of Nirapara curry powder are Biriyani Masala, Chicken Masala, Fish Masala, Meat Masala, Rasam Powder, Sambar Powder, Black pepper powder, Red chilli powder, Coriander powder, and Kashmiri chilli powder.

The marketing of Nirapara curry powder face a tough competition from its competitors. This study attempts to evaluate the effectiveness of marketing mix used by the company and to put forward required suggestions to address the challenges.

1.3 Objectives of the study

- To study the effectiveness of marketing mix of Nirapara curry powder
- To delineate strength and weakness of the marketing mix used by the Nirapara curry powder and suggest improvements.

1.4 Methodology

Following methodology has been adopted to study the marketing mix of the Nirapara curry powders.

Area of the study

- Mannuthi
- Kalathode
- Paravattani
- Ayyanthole
- Mulangunathukavu

- Thekkinkadu in Thrissur Corporation.

1.4.1 Period of the study

The field survey was conducted from 21st July 2017 to 30th September 2017.

1.4.2 Research design

The study was conducted by collecting primary data from various consumers and retailers of Thrissur as suggested by the Nirapara Group of Company. For the purpose of the study, primary and secondary data of both quantitative and qualitative nature was collected using different methods. The main focus of this research was to evaluate the effectiveness of marketing mix in curry powder.

1.4.3 Sampling size

The total sample size comprised of

- 100 consumers and
- 10 retailers.

From the Thrissur Corporation five divisions were randomly selected, from each division two retail shop were choosing using Purposive sampling. Used convenient sampling method to collect data from 100 consumers.

1.4.4 Method of Data Collection

Both primary and secondary data were used for the study. The primary data was collected from consumers and retailers using structured interview schedule and by conducting discussions with the officials of Nirapara.

1.4.5 Data analysis

Percentage and tabular analyses, index methods and other appropriate statistical tools were used to analyse the collected data and make interpretations.

$$\bullet \text{ Index for each statement} = \frac{\text{Total scores obtained for the statement}}{\text{Maximum obtainable score for the statement}} \times 100$$

$$CI = \frac{\text{Total score obtained for the attribute}}{\text{Maximum score} \times \text{Number of Respondents} \times \text{Number of Statements}} \times 100$$

1.4.6 Parameters used for the study

The parameters used for the study are as follows:

Sl.No	Product	Price
1		
	Quantity Quality Packaging Taste Product line	Affordability Satisfaction for the amount paid Price with competitors Discounts
2	Place	Promotion
	Availability of the product Distribution channel	Advertisement Sales promotion

1.5 Scope of the study

- The study was intended to analyse the effectiveness of marketing mix of Nirapara curry powders.
- The study will help the company to improve their marketing strategies

1.6 Limitations of the study

Even though Nirapara has variety of products, only curry powders are considered for the present study.

1.7 Chapterisation

Chapter I Design of the study

Chapter II Review of literature

Chapter III Industry profile

Chapter IV Organizational profile

Chapter V Data analysis and interpretation

Chapter VI Summary of findings, suggestions and conclusion

REVIEW OF LITERATURE

CHAPTER II

REVIEW OF LITERATURE

Review is a careful examination of literature with an intention to get sufficient information in order to answer the research question. Chawla and Sondhi (2011) defined review of literature as “a comprehensive compilation of the information obtained from published and unpublished source of data in the specific area of interest to researcher”. In this chapter, important past studies relevant to the present study have been reviewed and discussed. The reviews are arranged under the following sub headings.

2.1 Concept of Marketing

2.2 Marketing mix

2.3 Effectiveness of marketing mix

2.1 Concept of Marketing

Kotler and Armstrong (2005) described marketing as the social and managerial process by which individuals and groups obtain what they need, through creating, exchanging products and value with others. Marketing as a process of finding possible needs of customers and satisfying them and as a result of this process, an organization makes profit.

Cannon, Perreault and McCarthy (2008) defined the aim of marketing is to identify customer’s needs and meet those needs so well. However, in reality, a product cannot sell itself unless it is revealed to the customers. Therefore, it is clear that companies should consider marketing activities as a crucial part of their operation, and marketing activities should be planned and implemented properly.

2.2 Marketing Mix

Borden (1965) coined the phrase “marketing mix” for the first time and has explained the evolution of the marketing mix concept.

Bruner and Gordon (1989) reconceptualised the popular paradigm of marketing mix, the 4P's and introduced a new conceptualization of 4C's. The 4C's included concepts, channels, costs and communication. This model is a successor to 4P's and is not only consistent but also compatible with the 4P's model.

Kotler (2000) defined Marketing Mix as a set of controllable variables that the firm can use to influence the buyer's response. This concept was further extended by Booms & Bitner (1981) and is known as the extended marketing mix comprising of 7 Ps which are Product, Place, Price, Promotion, People, Process and Physical evidence.

Constantinides (2002) identified 4S Web Marketing – Mix Model as a better choice for web marketing than using traditional approach of 4P marketing mix. He suggested that the basis for successful e-commerce is the full integration of the virtual activities into the company's physical strategy, marketing plan and organizational processes. The 4S elements of the Web – Marketing Mix framework present a sound and functional conceptual basis for designing, developing and commercializing Business - to - Consumer online projects.

Kurtz and Boone (2006) identified the controllable and uncontrollable factors that affect the firm's activity. The factors which are controllable are called marketing mix. The factors that a firm cannot control can be marketing environment. Competitive, political-legal, economic, technological, social-cultural environments are included in marketing environment. In this case, a firm tries to create a market mix that fits into the marketing environment rather trying to control them.

Cannon *et al.*, (2008) examined marketing mix as one of the most important parts of the marketing strategy and furthering the marketing plan. Later they formulated elements of marketing mix.

Dager (2009) suggested that, marketing mix can be divided into four variables viz. product, price, place and promotion.

Dominici (2009) studied the movement of traditional marketing mix to e-marketing mix. He observed that the industries are satisfied with the 4P's and it is the task of the online industries to achieve a marketing paradigm.

Chrysochou (2010) found that the soaring rates of dietary-related diseases have increased the need for interventions in consumer's healthy eating behaviour.

Branding is considered as an important tool in communicating the value of health and contributing towards healthier food choices. Branding a food product based on the value of health is not an easy practice as strategies employed may often fail to convey the value of health.

Bobeica (2011) explored the relationship between selected marketing mix elements in the area of FMCG (Fast Moving Consumable Goods). He found that 4P's was not applicable to all situations and all types of markets but it was useful to consumer packed goods. He also identified the importance of the 7P's analysis, relationship marketing brand awareness and analysis on the corporate market that impact strategies regarding FMCG industry.

2.2.1 Product

Ferrell and Hartline (2005) stated product as the core of the marketing mix strategy. Any item that is produced to satisfy the need of the customer either tangible or intangible is a product. Marketing person has to create the right marketing mix for the product to be in demand. In the case of services this product is intangible and hence the customer requirements are to be taken into account and designed with care.

Kotler and Armstrong (2005) mentioned product mix has four important dimensions such as width, length, depth, and consistency. The width of a product mix shows how many different types of fields the firm is involved. Whereas, the length of a product mix reveals the number of products a firm sells and the depth refers to the variations in each product. Lastly, consistency refers to the products relation to the final use, requirements of product, and distribution channels.

Kotler and Keller (2007) defined product as anything that can be offered to a market to satisfy want or need, which includes physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.

2.2.2 Price

Booms & Bitner (1981) identified that price is the amount that a customer has to pay to avail the product or service. In the case of services all the cost factors that are involved in delivery of the service are to be taken into account besides the other

factors such as brand name, experience and ambience while pricing a service. The price should be such that the customer also gets good value for his money.

Cannon, Perreault and McCarthy (2008) stated price is what a customer must give up to get the benefits offered by the rest of a firm's marketing mix, so it plays a direct role in shaping customer value. In simple terms, it is the amount of money that a buyer pays for the product. The price is determined by a number of factors including costs, demand in the market, and price of competitors. Moreover, companies should follow a certain price setting process in order to set the most favourable price. Firstly, it should define its price objectives and then create a suitable pricing strategy that will help the company to achieve its price goal.

2.2.3 Place

Booms & Bitner (1981) examined that place represents the accessibility of the services to the potential buyers. The way the service is to be marketed through distributors and channel partners, depending on the nature of the service and the promptness with which it can be delivered.

Kotler and Armstrong (2005) identified different types of distribution channels that are suitable and efficient for its business. According to them, there are two types of distribution channels: a direct marketing channel and an indirect marketing channel. Direct marketing channel is a marketing channel that has no intermediary level. Indirect marketing channel is a channel that contains one or more intermediary level

Cannon, Perreault and McCarthy (2008) recognized place as a distribution channel by marketers. They defined place as an activity of making goods and services available in the right quantities and locations to satisfy customers. A place can be any physical premises like supermarkets, stores, groceries, as well as virtual places like internet shops.

2.2.4 Promotion

Kotler (2002) defined promotion as an activity that a company performs in order to communicate to its existing and potential customers. Advertisement,

differentiation of the product, brand image and social media were the factors that contribute towards promoting a service.

Kurtz and Boone (2006) described promotion as the function of informing, persuading, and influencing the consumer's purchase decision.

Cannon, Perreault and McCarthy (2008) delineated informing, persuading, and reminding as the three basic objectives of promotion. Informing objective aimed at telling customers that a certain product exists in the market so that customers get aware of the product. The second objective is to make the customers buy the product by persuading them. Once the product is familiar to the customers, a company should think about promotional activities that will help remind the customers about the product.

2.3 Effectiveness of marketing mix

Karakaya et al., (2011) examined the effectiveness of marketing strategies in the presence of word of mouth (WOM) by agent based modelling approach. Traditional market models concentrated on a single individual rather than taking social interaction. The individuals are tied to one another with invisible bonds and the influence an individual receives from others, affects their purchasing decision which is known as WOM effect. They concluded from their studies that, in the presence of WOM, product's quality is found to be most disseminated by the customers. Promotion strategy of the company is the second important factor that triggers customers buying motivation.

Kurtz & Boone (2011) stated that the effectiveness of marketing mix strategies affects the level of application of strategies that influence firm's performance. The study argued that challenges which marketers face were in terms of their inability to show the level of effectiveness of their marketing mix strategies. This makes it difficult to change the marketing situation of a firm and to evaluate the whole market.

Porter (2011) commented that the effective and efficient use of a firm's marketing mix elements which creates a sustainable competitive advantage.

Amini et al., (2012) opined that having favourite corporate image and a powerful brand equity can build a strategic position in market. This position plays

vital role of sustainable advantage. They focused on the impacts of marketing strategies such as channel performance, value-oriented price, promotion and after-sales services on brand equity directly and by corporate image indirectly. They found that brand awareness and perceived quality have significant positive impact on the overall value of brand equity in a direct manner.

Moghaddam and Foroughi (2012) studied about the influence of marketing strategy elements on market share of firms. The business profit and economic profit of a company lies in its market share of firms. They opined that one of the most important aim of firms is to enhance market share to achieve greater scale in its operation and to improve its profitability. They concluded that product strategy, promotion strategy, pricing strategy, and place strategy are important elements to increase the market share.

Riaz and Tanveer (2012) observed that the marketing mix and brand building process were highly interlinked. To create brands, firms need to design the marketing mix in such a way that it creates the desired image and position in customer's minds and generate positive response, which could be converted into strong long lasting relationship.

Riordan et al., (2012) asserted that effective marketing mix strategies have greatly contributed towards improved business performance in different aspects of a firm such as the growth in sales volume, the level of the return on investment as well as maintenance of the goodwill. This implies that effective marketing mix strategies strengthen the level of competitiveness and the market share.

Singh (2012) described the relationship of various components of marketing mix for attaining the competitive advantage in market. She opined that the marketing mix is of two types i.e., product marketing mix and service marketing mix. The product marketing mix is used for marketing of tangible goods and service marketing mix is used for the marketing of intangible goods.

Maheshwari (2014) analysed the marketing mix of a fast food company and concluded that the company is facing various challenges, from rising food costs, economic recession and changing perceptions about health. The major problems faced by the fast food industry include the growing restaurants, health related issues,

changing trends, changing consumer preferences, long service hours and profit repatriation.

Ahmed and Rahman (2015) conducted a research on the effects of marketing mix on consumer satisfaction from Islamic perspective. They observed that conventional marketing strategies satisfy the consumers based on the current needs of the consumer, whereas, Islamic marketing strategies satisfy the consumers based on the human values, marketing cultures and Islamic rules and regulations

Dennis (2015) reported that the efficient use of marketing mix is expected to result in higher consumer trust and satisfaction.

Muchiri (2016) conducted a research on the effectiveness of marketing mix strategies on performance of Kenol kobil limited. The results revealed that effective marketing mix strategies is crucial to attract and retain customer and increase sales. He concluded that effective marketing mix strategies helped Kenol Kobil Ltd. to predict market trends and segment its market. This segmentation has helped product development efforts and an understanding of what creates value for each segment.

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INDUSTRY PROFILE

CHAPTER III

INDUSTRY PROFILE

India's agribusiness sector has achieved remarkable progress over the last three and a half decades. Food processing is one of the biggest agribusiness industry in India, it ranks fifth in terms of production, consumption and export. Unprocessed foods are susceptible to spoilage by biochemical processes, microbial attack and infestation. The right post harvest practices such as good processing techniques and proper packaging, transportation and storage can play a significant role in reducing spoilage and extending shelf life. Though India is one of the major producers of food globally, it accounts for only 1.7 per cent of world trade in processed foods.

Food processing as such is a large sector that covers various economic works like agriculture, horticulture, plantation, animal husbandry and fisheries. The food processing sector is highly fragmented industry and has several segments like Dairy, fruits and vegetable processing, Grain processing, Meat and poultry processing, Fisheries, Consumer foods include packages foods, beverages and packaged drinking water.

The global processed food market is estimated at \$3.2 trillion. The Indian food market is estimated at \$182 billion. In India, every year food processing industry is growing at a rate of 14 per cent. The total food production in India is likely to double in the next ten years and there is an opportunity for large investment in food and food processing technologies especially in areas of canning, dairy and food processing, specialty processing, packaging, frozen food or refrigeration and thermo processing. Fruits and vegetables, fisheries, milk and milk products, meat and poultry, packaged or convenience foods, alcoholic beverages and soft drinks and grains are important sub-sectors of the food processing industry. Health food and its supplements are another rapidly rising segment of this industry which is gaining vast popularity amongst the health conscious.

The Indian food production is estimated at 500 million tonnes and processing industry has immense potential. India's food processing industry is expected to attain a growth to around \$ 260 billion from the present \$ 200- billion in the next six years, according to industry expert.

3.1 Indian Spices

At present India produce around 2.5 million tons of different spice valued at approximately 3 million US dollar, and hold the premier positioning the world. Because of the varying climate suitable for the spice cultivation almost all spices are grown in this country. In almost all spices are grown in this country. In almost all the 28 states and six union territories of India, at least one spice is grown in abundance. No country in the world produces as much variety of spices as India.

Ground spices are extensively used in all types of curried dishes in India and abroad. Although spices are traded chiefly in an unprocessed form, a small yet significant quantity enters international trade as spice powders. Curry powder is the foremost of those blends or mixes and sometimes consists of 20 or more spices designed to add the characteristic flavour of an Indian curry, processed curry powder is becoming popular in the domestic market also. Hence the demand for unadulterated spices and curry powder in attractive handy packaging is fast emerging.

In terms of volume and value, India accounted for 46 percent and 23 percent in value of global spice trade (Spices Board India, 2014). India accounts for 25-30 per cent of world's pepper production, 35 per cent of ginger and about 90 per cent of turmeric production. Among the Indian Federal states, Kerala tops in pepper (96 per cent), Cardamom (53 per cent), Ginger (25 per cent) production in the country. Andhra Pradesh leads in chilly and turmeric production in the country with 49 per cent and 57 per cent. In coriander, cumin and fenugreek production in the country, Rajasthan emerges as the largest producer with 63 per cent, 56 per cent and 87 per cent. The world spice trade is estimated at US\$ 1.5-2 billion in terms of value and 500,000 tonnes in terms of quantity (Spices board statistics, 2014).

3.2 Exports of spices from India

India primarily exports pepper, chilli, turmeric, ginger, cardamom, coriander, cumin, fennel, fenugreek, celery, nutmeg and mace, garlic, tamarind and vanilla. Processed spices such as spice oils and oleoresins, mint products, curry powder, spice powders blends and seasonings and also exported. The export of processed spices such as curry powder, mint products and spice oils and oleoresins accounted for 44.2 per cent of total exports. Mint products accounted for a large volume of spice exports in 2012-13 with a share of 29.7 per cent. Mint product exports grew from US \$ 235.4 million in 2008-09 to US \$ 415.3 million in 2012-13. Spice oils and oleoresins exports grew from US \$ 156.9 million in 2008-09 to US \$ 241.1 million in 2012-13. Indian spices exports have been able to record strident gains in both volume and value in Rupee terms.

It is first time in the history of Spices export the growth in volume registered an all-time growth of 26 per cent. Spices exports have registered substantial growth during the last five years, registering compound annual average growth rate of 23 per cent in value and 11 per cent in volume and India commands a formidable position in the World Spice Trade. During the 2012-13, a total of 7, 26,613 tonnes of spices and spice products valued Rs.12, 112.76 crore (US \$ 2,212.13 Million) has been exported from the country as against 5, 75,270 tonnes valued Rs.9, 783.42 crore (US \$ 2,037.76 Million) in 2011-12, registering an increase of 26 per cent in volume and 24 per cent in rupee term and 8.5 per cent in dollar terms of value. During this period, the achievement in export earning is high and it is mainly due to the rigorous focus and initiatives taken by the Board for value addition and higher end processing of Spices. (Spices Board India 2013). As per the current Foreign Trade Policy, there is no quantitative restriction on import of spices into the country except for items like 'seed quality' spices, Fresh Ginger and Poppy seed.

The tariffs for import have also been steadily brought down. Under Free Trade Agreement with Sri Lanka, duty free import of spices are permitted. Duty free imports are also allowed under the Advance Authorization Scheme for value addition and re-export. The United States is the major importer followed by China, the UAE,

Malaysia, Saudi Arabia, the UK, Germany, Singapore and Sri Lanka. Exports to the US grew at a rate of 11.6 per cent from US \$ 215.4 million in 2007-08 to US \$ 334.8 million in 2011-12. (India brand equity foundation, 2013).

During 2015 - 16, Indian spices exports have continued to show an increasing trend in value. During this financial year, a total of 8,43,255 tonnes of spices and spice products valued Rs.16238.23 crore (US\$ 2482.83 Million) have been exported from the country as against 8,93,920 tonnes valued Rs.14899.68 crore (US\$ 2432.84 Million) in 2014 - 15, registering an increase of 9 per cent in rupee terms and 2 per cent in dollar terms of value. In the case of volume of export there is a decline of 6 per cent which is mainly due to the decline in export of cumin. The total export of spices during 2015 - 16 has exceeded the target in terms of both volume and value. Compared to the target of 8,08,000 tonnes valued Rs.14014.00 crore (US \$ 2260 Million) for the financial year 2015 - 16, the achievement is 104 per cent in terms of volume and 116 per cent in rupee and 110 per cent in dollar terms of value. During 2015 - 16, the export of pepper, cardamom (small), turmeric, celery, fennel, fenugreek, garlic and other spices such as asafoetida, tamarind, etc., have shown an increase in both volume and value as compared to 2014 - 15. The export of value added products like curry powder/paste and spice oils & oleoresins had also shown increase in both volume and value as compared to 2014 - 15.

3.3 Curry powder

The concept of the powder was originated in the East (eventually finding its way to Western civilisations sometime during the 1700s). The exact country of origin has yet to be determined. Many food experts surmise that while curry powder seeks to emulate 'the taste of India', it is likely to be a western invention based on a similar mix of spices, known as garam masala, which is used widely in the eastern portion of the globe. This theory came to life due to the fact that while curry powder is known for its Indian-sequel flavour, it does not actually reflect any specific food or cuisine from Asia.

As already mentioned, curry powder is a mix of ground spices; and its composition varies from brand to brand. Generally speaking, however, the most common spices used to make the powder include cumin, coriander, turmeric, chilli and fenugreek, often with a few extra additions in the form garlic, cinnamon, nutmeg

etc. though Kerala represents only 2.75 per cent of the total population of the country, it holds 10 per cent of the total curry powder sales in India. In the 6,500 crore branded curry masala market in the country, the contribution of the state is 600 crore (Spices board of India 2014). The potential for curry powder is huge in Kerala because the entry barriers in the segment is soft, local as well as major brands try their luck in the segment.

Curry powder is a blend of many spices, and comes in almost infinite varieties. Each curry powder can have different component spices, in differing amounts – making each curry blend unique. Curry Powder is one of a number of mixtures of spices used in Indian cooking and is specifically used for curry dishes.

3.4 Kerala Scenario

Even though Kerala represents only 2.75 per cent of the total population of the country, it holds 10 per cent of the total curry powder sales in India. In the 6,500 crore branded curry masala market in the country, the contribution of the state is 600 crore. The potential for curry powder is huge in Kerala because the entry barriers in the segment is soft, local as well as major brands try their luck in the segment.

ORGANIZATIONAL PROFILE

Chapter IV

ORGANISATIONAL PROFILE

4.1 Introduction

In this chapter, a brief description of the organizational profile including the management, product line, various departments and organisational structure of KKR Group of Companies are discussed.

The K.K.R group was set up in 1976 by Mr. K. K. Karnan, with the vision to bring quality rice into the traditional homes of Kerala. The venture which was started with traditional method of boiling, sun-drying and milling, grew into one of the most modern rice processing houses in India. The group has plans to setup a food park with facilities to process and manufacture a wide range of food products like spices, pickles and other products and is all set to become a name to reckon in the food industry.

The factory of KKR Mills is located in Okkal Township, near Kochi in Kerala. This factory is equipped with the latest technology in the world for every aspect of processing of paddy-right from cleaning, drying, bran-removal, polishing, grading and finally sorting. KKR Mills is the only factory in South India using the Z-sortex machine capable of optical inspection for quality control. This machine scans every grain of rice and removes discoloured, broken and immature rice, ensuring that only rice that meets the specification calibrated in the computer is selected for packaging, which results in rice of even size, colour and bran.

'Nirapara' is the brand name in which KKR Mills markets rice and it has become the largest selling brand in Kerala.

4.1.1 Present Status of Organisation

The capacity of the plants of the KKR Group is 225 Tonnes Per Day. In the present situation the company is directly selling the products through the retail outlets. The distribution of Nirapara is spread in the major cities in India and abroad. Nirapara

rice and rice products are exported to UAE, Oman, Bahrain, Qatar, Kuwait, USA, Canada, UK, Switzerland, France, Australia, Newzealand, Singapore etc.

4.1.2 Companies under KKR group

The companies under KKR group are

- ❖ S.N Rice Mills
- ❖ KKR Mills
- ❖ KKR Flour Mills
- ❖ KKR Agro Mills Pvt. Ltd
- ❖ KKR Food Products
- ❖ S.N Agro Products
- ❖ Five star metals Pvt. Ltd
- ❖ KKR Products and Marketing Pvt. Ltd
- ❖ Lotus rural development society
- ❖ KKR Fencing Co LLC, Dubai, UAE

4.1.3 Management of the Company

The management of the company is as follows:

Chairman	:	K.K Karnan
Vice Chairman	:	Biju Karnan
Chief Executive Officer	:	Binu Dasan
Marketing General Manager	:	Timsha Kuriakose
H R Manager	:	Thomas Mathew
Account Manager	:	Mani C S
Purchase Managers	:	Anil Kumar
	:	Vijil E V
	:	Sreekanth
	:	Manoj P
Production Manager	:	Dileep A K
Research and Development	:	Midhun Joy
Quality Control	:	Ramesh Krishnan

4.1.4 Vision

1. To conceptualize the consumer needs for extracting product realization
2. To get higher quality standards for each product and become a trend setter in the industries.
3. To make the brand image of the company a synonym with quality.

4.1.5 Mission

1. To maintain consistency and continual improvement in quality.
2. To ensure environmental friendliness in every phase of production.
3. To ensure customer delight over and above customer satisfaction.
4. To provide quality products to customers.
5. To introduce improved variety of products.

The Mission Statement of Nirapara is “Quality food products for Modern living”

4.1.6 Objectives of the company

The objectives of the company are as follows

- Quality product
- Profit maximization
- Cost minimization
- Employment opportunities
- Timely delivery
- Consistency in sales and service
- Proper utilization of resources
- Corporate social responsibility

4.1.7 Awards

The major awards received by the company are as follows:

1. Business excellence award 2015
2. Best business man award 2005
3. Fourth rank for well-known brand name ‘NIRAPARA’

4.1.8 Certification

The company has the following certifications:

1. ISO 9001-2000 Certificate
2. HACCP Certificate (Hazard Analysis Critical Control Point)

4.2 Production Unit

The production units of the company are

- KKR Food Products
- KKR Flour Mills
- S.N. Rice Mills
- KKR Agro Mills
- KKR Mills

4.3 Product Mix

- Rice
- Rice Flour
- Wheat Products
- Spices
- Pickles
- Curry Powder

4.3.1 Product Line of rice

Nirapara rice is available in wide range of varieties that suit various tastes- brown rice and white rice in round; grained and long grained varieties. Besides these, there are speciality rice varieties for the varied traditional users of rice all over the world.

Rice being the staple food from breakfast to dinner, Nirapara's range of rice caters to every application of rice in the lives of the people especially of south India. Nirapara rice is the only rice processed using the nutria-select process which ensures that only the best quality rice with the optimum value of vitamin B is selected by the

Z sortex machine and packed. Nirapara rice comes in porous traditional jute-bags that help air circulation which is essential for enhancing the shelf life of rice and keeping it free from fungal attack. The different rice varieties marketed by Nirapara are presented in Table 4.1.

Table 4.1 Different varieties of Rice marketed by Nirapara

Single Matta Rice	Idli Rice
Rose Matta Rice	Jyothi Rice
Payasam Rice	Jaya Rice
Matta Broken Rice	Cherumani Rice
Ponni Rice	Vita Rice.

4.3.2 Rice Flours

Rice is the primary food source of food for the Keralites. The main breakfast dishes for Keralites are usually made with rice flours and hence Nirapara's readymade rice powders have found a firm place in kitchen shelves not only in Kerala but also in other countries.

4.3.2.1 Nirapara has rice flour suitable for a wide range of breakfast items

- Idli Powder
- Appam/Idiyappam Powder
- Dosa Powder
- Chemba Puttu powder
- Puttu Powder (white)
- Pathiri Powder

4.3.3 Wheat Products

KKR Mills also processes and markets wheat products for household use under the brand name "Nirapara". The wheat products marketed by Nirapara are wheat flours, broken wheat and rava (sooji).

Wheat based traditional foods are also popular in Kerala. Broken wheat is used to make nutritious wheat porridge while fine wheat (sooji rava) is used to make a delicious breakfast item called 'Upma' which is very popular in the southern states of India. Nirapara also has wheat flour which is used to make soft 'chapattis', the popular Indian bread.

4.3.4 Spices

KKR Food products, a company set up in October 2002 is bringing a wide range of food products into the market under the Nirapara brand Umbrella. The first set of products to enter the market is spices and pickles under the brand name Nirapara Silky. Nirapara Silky spice powders are made from the best quality spices sourced from all over the country and, then processed and packed. The spices are available both as pure spices and ready mixes. The range of products in Nirapara Silky curry powders are given in Table 4.2.

Table 4.2 Range of Products in Nirapara Silky Curry Powder

Red Chilli powder	Chicken Masala
Coriander Powder	Fish Masala
Turmeric powder	Meat Masala
Sambar Powder	Curry Powder
Rasam Powder	Pickle Powder
Black Pepper Powder	Gram Masala

4.3.5 Pickles

Pickles are important item in every Indian meal. Traditional pickle recipes using unique spice mixes and vegetable oils are made with a wide variety of vegetables. Nirapara Silky pickles are delicious, mouth-watering and are the perfect appetizer in every meal. These pickles are manufactured and packed in good quality containers for meeting international standards of hygiene and purity, by sourcing best quality raw materials. The pickles are made under the supervision of experts.

4.4. Functional Departments

The various functional departments of the KKR group of companies are discussed below:

4.4.1 Marketing Department

The marketing department works as a separate entity within the business enterprise and deals with all the sales and marketing related activities. The KKR Group markets a number of diversified brands of products in the competitive markets.

4.4.1.1 Functions of Marketing Department

- Local area sales
- Rural marketing
- Interstate (Bangalore, Mumbai, Chennai, Delhi, Goa, Pune) Marketing
- Exports (UK, Europe, USA & all the Middle East Countries)

4.4.2 Finance Department

The function of financial management is to make intensive and economic use of capital resources of the organization. Since business firms are profit seeking organizations, their functions are to maximize the company's wealth. The Nirapara mill maintains a clear and perfect accounting system. The main activity of the finance department is working capital management, preparation of financial statements such as balance sheet, profit and loss account etc. The finance department carries out all the activities pertaining to long term and short term requirements of the operation using purchase bill, maintaining the accounts of contracts and sub-contracts and income tax deductions. The auditor manages the matters relating to tax. The company sells the products both for cash and credit and period of credit is for three months.

4.4.2.1 Functions of Finance Department

- Sourcing finance
- Financial accounting
- Cash management
- Taxation
- Management of costing control
- Preparation of financial reports
- Expense analysis
- Determining the source of funds

4.4.3 Accounts Department

The accounts department deals with analysing, recording and summarizing the business transactions which are of financial nature and expressed in terms of money. The companies Act of 1956 lays down certain principles regarding the accounting of a company. Every company in India has to keep an accounts department to maintain the correct and adequate accounts of the company. Accounts department usually is a part of financial operators of the company.

4.4.4 Human Resource Department

The development of the organization can be achieved only through the development of the people of the organization and the workers are the back bone of any organization. The impressive level of productivity is a hallmark of KKR Group of companies and today the company has highly committed and disciplined workforce with a high degree of productivity and impressive levels of quality. The company gives importance for the employee welfare and individual development. The organization promotes the concept of participative management, especially in quality circles, employee suggestion schemes etc.

4.4.4.1 Functions of HR Department

- Estimating manpower needs
- Recruitment and selection of staffs
- Training and development

- Promotion and appraisal
- Fixing of remuneration
- Financial and non-financial incentives
- Ensuring job satisfaction
- Placement of manpower

4.4.5 Quality Control Department

Improving quality is one of the important ways to maintain a competitive position in today's markets. Customers want quality products and services while employees at all levels in the organization like to be associated with a winner. Most people associate high quality with a winning competitive position.

The KKR Mills is the only rice mills in the south India to use the Z- sortex machine capable of optical inspection for quality control .This machine scans every grain of the rice and removes discoloured, broken and immature rice ensuring only rice that meets the specification calibrated in the computer is selected for packing. The quality section is headed by a quality controller. He has assistants to assist him in quality checking.

4.4.6 Research and Development Department

In KKR Group of companies, research is mainly conducted in the field of production. This department consists of laboratory assistants, chemists and microbiologists. It deals with the development of new products and quality inspection. The R&D department of KKR group is situated at Chelamattom unit.

4.5 Future Scope of the Organisation

The future scope of the company is that the group intends to make novel nutritious food for children and old age people and also special healthy food product for youth. Their motive is sale of these products in and out of India. For producing the food products, the company plans to collect raw materials or items from the selected farms which always keep the quality of products and retain the standards. Moreover, they intend to establish one food park.

4.6 New Technology

The KKR Group is all set to enter the food processing industry on large scale bringing in the world's latest technology and machines. In every area, maintaining quality and hygiene which could meet the requirements of the world market is the focus of the group.

4.7 New Product

The KKR Group is planning for a venture in food processing with a large scale investment, as a food technology park. The group has plans to manufacture products like squashes, fruits based foods, pickles, juices, coconut based food etc.

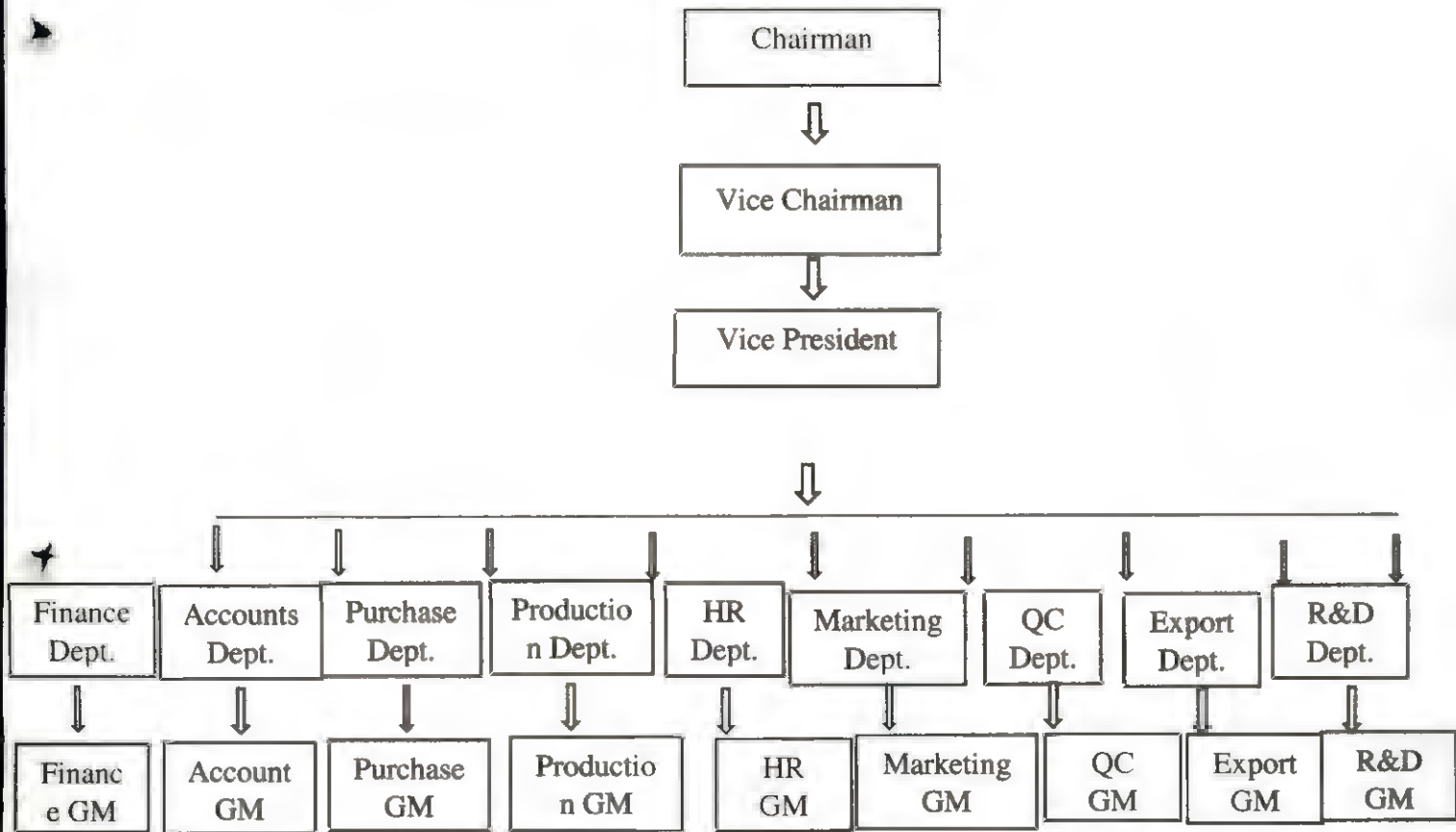
4.8 New Market

Today Nirapara group has entered the Middle East markets and Far East America and Europe. The day is not far that the KKR Group markets food in other international markets and with the presence and commitment of the group, it will be true before long

4.9 The Main Competitors of KKR Group are:

- Double Horse
- Periyar
- Eastern
- Pavizham (Only in rice)
- Gayathri (Only in rice)
- Marias
- Saras
- Melam
- Taste buds (in foreign market)
- Priyam massala
- Brahmins
- Ann's Curry powder
- Achi Massala (outside Kerala)
- Sakthi Masala (outside Kerala)

Fig.4.1 Organizational structure



DATA ANALYSIS AND INTERPRETATION

Chapter – 5

DATA ANALYSIS AND INTERPRETATION

The marketing concept anchors the customers at the centre of business. The key to achieve organizational goals lies in determining the needs and wants of consumers and delivering the desired service or goods more effectively and efficiently than one's competitors. Success in the market place will be with those firms that satisfy the customers with products and services that meet their needs and wants. Thus, understanding of consumers makes marketers to develop winning marketing strategies. Marketing mix is one of the most popular theoretical frame works in marketing that has been used by companies in order to make marketing and other decisions in most effective way. A mixture of good and effective marketing mix strategy can be used to help company's growth. This leads to increase in both profit maximization and manufacturer's wealth.

This study is devoted to analyse the effectiveness of marketing mix in Nirapara curry powder. Both primary and secondary data were used for the study. The primary data was collected from consumers and retailers using structured interview schedules and by conducting discussions with the officials of Nirapara. The survey was conducted in selected retail shops and customers in five divisions of Thrissur Corporation. A sample of 10 retailers and 100 customers were surveyed. The data was analysed using percentage analysis and index method. The findings and the interpretations are discussed in this chapter under the following headings:

5.1 Analysis based on customer's interview schedule

5.1.1 Socio- economic profile of consumers of Nirapara curry powder

5.1.2 Customer preference on popular curry powder brands

5.1.3 Effectiveness of Marketing Mix

5.2 Analysis based on retailer's interview schedule

5.3 Strengths and weaknesses of Marketing Mix

5.1 Analysis based on customer's interview schedule

An understanding of the consumer is a sine qua non for marketers to develop winning marketing strategy. In this section, the discussions are made under the following sub-headings.

5.1.1 Socio-economic profile of consumers of Nirapara curry powder

Socio economic status is the measure of economic and social prospects of the individual. In order to analyse the socio-economic characteristic of the respondents with respect to education, occupation and average monthly income are considered and the details are given in Table 5.1.

The respondents were surveyed with a structured interview schedule. The consumers of Nirapara curry powder constituted heterogeneous groups with regard to the variables under consideration. Data collected with regard to the selected personal variables such as education, occupation and average monthly family incomes of the respondents were analysed using descriptive statistical tools and the results are presented in Table 5.1

Table 5.1 Socio-economic profile of Nirapara curry powder consumers (n=100)

Sl. no	Category	Number of respondents	Percentage
1	Gender		
	Male	27	27
	Female	73	73
2	Education		
	Secondary	12	12
	Higher secondary	31	31
	UG	42	42
	PG	15	15
3	Occupation		
	Government service	19	19
	Pensioner	9	9

	Private sector	34	34
	House wife	22	22
	Business	16	16
4	Average monthly family income		
	Below 10,000	19	19
	10,001-30,000	43	43
	Above 30,001	38	38

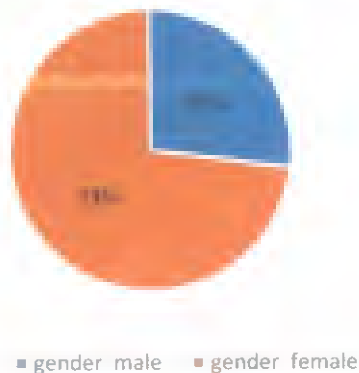
Source: Compiled from primary data

The results revealed that 73 per cent of Nirapara consumers were females. Out of 100 consumers surveyed 42 per cent consumers had only under graduate level of education while 31 per cent had higher secondary education. 34 per cent of the consumers were working in private sector while 22 per cent were home makers. . The average family monthly income of the consumers was between ₹ 10,001-₹ 30,000.

5.1.1.2 Gender

Gender-wise breakup of the respondents (Fig.5.1) revealed that overwhelming majority (73 per cent) of them were female. This revealed that women had not only the decision making ability but also the purchasing power.

Fig.5.1 Gender of the respondents

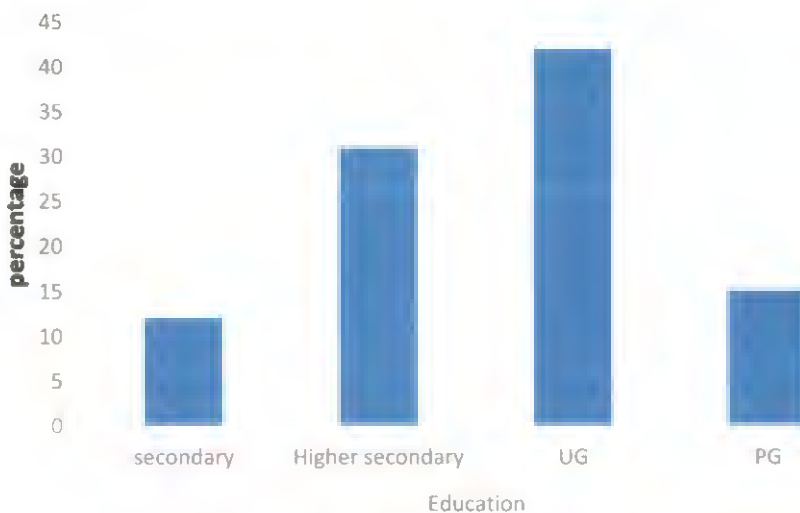


Source: Compiled from primary data

5.1.1.3 Educational qualification

The consumers were classified in terms of educational status and the details are shown in Fig. 5.2. All the respondents were literates and majority were having education up to under graduate level (42 per cent). About 35 per cent of the respondents had education up to higher secondary level. It could be inferred that majority of the Nirapara consumers were educated. Diamantopoulos et al., (2003) argued that educational level and social class influence the consumers to purchase green products due to their better awareness about these products.

Fig. 5.2 Level of education of Nirapara curry powder consumers



Source: Compiled from primary data

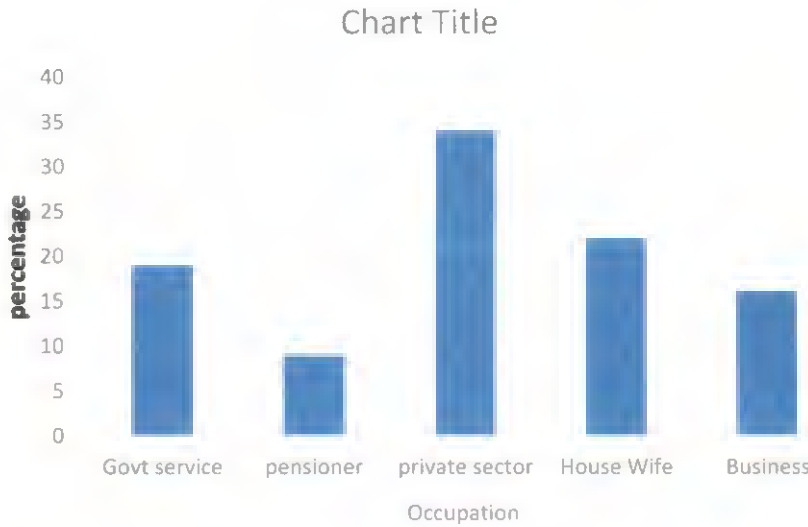
5.1.1.4 Occupational status

Occupational status is found to be an influential factor in deciding the purchasing power of the consumers. The standard of living of the individuals depends upon their occupation. Thus, their purchasing power will increase with highly paid jobs and that influence them to have more and premium products in their consumption basket.

The classification of respondents according to the occupational status is given in Fig. 5.3. The analysis revealed that majority of the Nirapara consumers i.e. 34 per

cent, were employed in private sector. It could also be observed that 19 per cent and 16 per cent of the respondents were government employees and self-employed respectively. House wives accounted for 22 per cent of the respondents.

Fig. 5.3 Occupation of Nirapara curry powder consumers

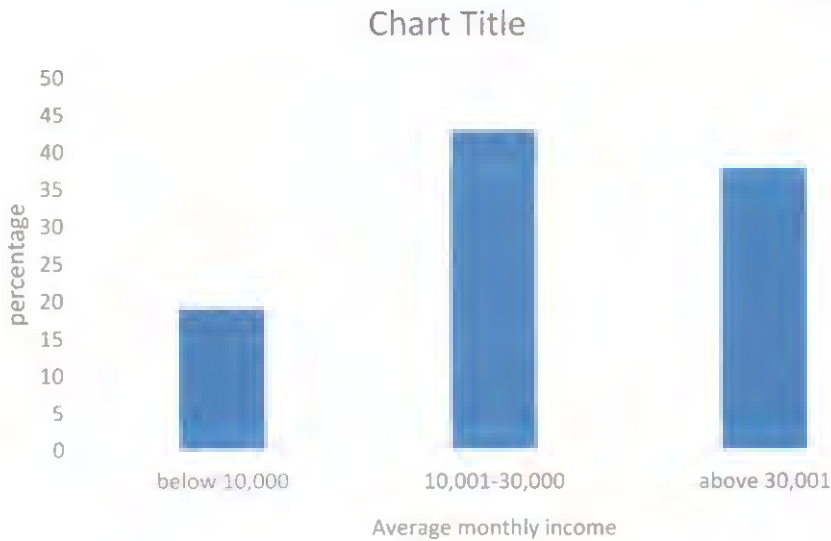


Source: Compiled from primary data

5.1.1.5 Average monthly income

The sample respondents were grouped based on their average monthly income and is presented in Fig. 5.4. It could be observed from the figure that majority of the respondents had monthly income of Rs.10,001 to 30,000 (43 per cent). 38 per cent of the respondents were in the average monthly income above Rs. 30,0001. It could also be observed that only 19 per cent of the respondents had average monthly income of less than Rs. 10,000.

Fig. 5.4 Average monthly income of Nirapara curry powder consumers



Source: Compiled from primary data

5.1.2 Customer preference on popular curry powder brands

Horsky et al. (2006) supposed that consumer brand preference is an essential step in understanding consumer brand choice and hence brand preference has received a greater attention from the marketers. Overby and Lee (2006) assumed that brand preferences represent consumer dispositions to favour a particular brand. Brand preference can be defined as degree of customer’s engagement with the brand (Ove Haxthausen and Pankaj Kumar, 2014).

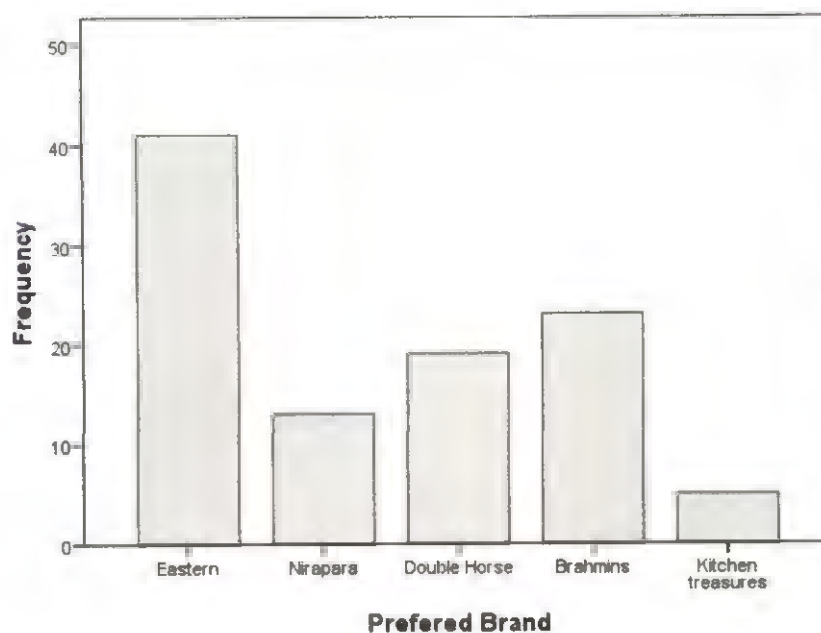
There were many brands in the market and among them the most popularly known, highly demanded and commonly available ones were taken into consideration to delineate the most preferred brand of the customers. The selected brands were Eastern, Nirapara, Double Horse, Brahmins, and Kitchen treasures. The consumer preference on popular brands is presented in Table 5.2.

Table 5.2 Customer preference on popular curry powder brands

Curry Powder brand	Frequency	Preference (per cent)	Cumulative (per cent)
Eastern	41	40.6	40.6
Nirapara	13	12.9	53.5
Double horse	19	18.8	72.3
Brahmins	23	22.8	95.0
Kitchen treasures	5	5.0	100.0
Total	101	100	

Source: Compiled from primary data

Fig. 5.5 Customer preference on popular curry powder brands



Source: Compiled from primary data

It is evident from Table 5.2 and Fig 5.5 that among the five curry powder brands, the most popular, readily available and most preferred brand was Eastern

(40.6 per cent). The customers from different classes of income were able to buy the product as it was packed in in different quantities based on the needs of the consumer at an affordable price and due to the ease of availability of the product in many supermarkets, Supplyco, groceries and small retail shops. Brahmins was the second most preferred brand with a preference share of 22.8 per cent, which was due to its high quality. The third most preferred brand was Double Horse with a share of 18.8 per cent. Nirapara curry powder was found to be the fourth most preferred brand and this was mainly attributed to the lack of availability of Nirapara curry powder in the market when compared to other brands. It was available only in the super/hyper markets and Supplyco, which made the consumers to prefer other brands. It was not available in small retail shops and other shops selling groceries. Only 12.9 per cent of the respondents preferred Nirapara curry powder. Kitchen treasures which entered the market recently was the only brand that was behind the Nirapara curry powder.

5.1.3 Effectiveness of Marketing Mix

An effective marketing mix must meet the customer needs better than the competitors. Various elements of the marketing mix including the product, price, place and promotion must be in synchrony with one another.

Effectiveness of the marketing mix of Nirapara curry powder was studied in terms of the four P's viz., product, price, place and promotion using the Marketing Mix Effectiveness Index (MMEI).

Respondents were asked to rate certain characters of the product based on certain selection criteria. The criteria used to rate the effectiveness of product composed of four factors viz. quality, packaging, quantity, and taste.

Index for each statement

$$= \frac{\text{Total scores obtained for the statement}}{\text{Maximum obtainable score for the statement}} \times 100$$

Total score obtained for the statement

$$= (a \times 5) + (b \times 4) + (c \times 3) + (d \times 2) + (e \times 1)$$

Where,

a = Number of respondents saying Perfectly Acceptable

b = Number of respondents saying Acceptable

c = Number of respondents saying Neutral

d = Number of respondents saying Unacceptable

e = Number of respondents saying totally unacceptable

Maximum obtainable score for a statement

= Maximum score obtainable for the opinion

× Total number of respondents

After calculating the individual index the next step was to find out the composite index (CI) of the attributes. It was calculated by using the formula

$$CI = \frac{\text{Total score obtained for the attribute}}{\text{Maximum score} \times \text{Number of Respondents} \times \text{Number of Statements}} \times 100$$

5.1.3.1 Product

MMEI was worked out in terms of quality, quantity, taste, and packaging

Table 5.3 Marketing Mix Effectiveness Index (MMEI) on selected parameters of Nirapara curry powder

Sl no.	Statements	Total scores	Marketing Mix Effectiveness Index.	Effectiveness	Rank
1	Quality of the Nirapara curry powder	316	63.2	Moderate	4
2	Different quantity packets of Nirapara	366	73.2	High	2

	curry powder				
3	Taste of the Nirapara curry powder	354	70.8	High	3
4	Packaging of the Nirapara curry powder	420	84	High	1
5	Composite index		72.8	High	

Source: Primary data

The Marketing Mix Effectiveness Index on selected parameters of Nirapara curry powder is presented in Table 5.3. MMEI of packaging was 84, which indicates that it was highly effective. Availability of Nirapara curry powder in packets of different quantities was also found to be effective with a MMEI of 73.2 Quality and taste were moderately effective and high effective with a MMEI score of 63.2 and 70.8 respectively. The overall MMEI of the product showed that the product was effective in the marketing mix of Nirapara curry powders. The composite Index 72.8 shows that the product in marketing mix was effective.

5.1.3.1.1 Consumer awareness towards product line of Nirapara curry powder

Nirapara offers various curry powders in the market. In order to know whether the “product” in the marketing mix of Nirapara curry powder is effective or not, consumer awareness towards the product line of Nirapara curry powder was analysed and the results are presented in Table 5.4.

Table 5.4 Consumer awareness towards product line of Nirapara curry powder (n=100)

Sl.No	Particulars	Number of respondent (%)
1	Biriyani masala	25
2	Chicken masala	96

3	Fish masala	76
4	Sambar powder	100
5	Rasam powder	100
6	Black pepper	16
7	Coriander powder	67
8	Red chilli powder	65
9	Kashmiri chilly	93
10	Pickle powder	100
11	Egg masala	6
12	Mutton masala	34
13	Meat masala	48
14	Garam masala	17
15	Fish fry	6
16	Chilly chicken masala	23
17	Pepper chicken masala	6
18	Vegetable masala	8
19	Turmeric	87

Source: Compiled from primary data

The majority of the respondents were found to be unaware of different types of curry powders produced by Nirapara. All the respondents were found to be aware of sambar powder, rasam powder and pickle powder. 96 per cent and 93 per cent of the respondents were aware of chicken masala and Kashmiri chilli powder respectively. Below 10 per cent of the respondents were aware of egg masala (6 per cent), vegetable masala (8 per cent), pepper chicken masala (6 per cent) and fish fry masala (6 per cent). Low awareness about some of the products could be attributed to

the fact that these were available only in super/hyper markets and lack of promotional efforts including advertisements.

5.1.3.2 Price

Price is the cost that a customer is willing to bear for a product and the way it is made available to him. Effectiveness of marketing mix of Nirapara curry powder in terms of its price was studied using four selected parameters of price viz. affordability, satisfaction for the amount paid, price compared to competitors, and discounts and the results are presented in Table 5.5.

Table 5.5 Marketing mix effectiveness index on selected price parameters of Nirapara curry powder.

Sl. No	Parameters	Total score	MMEI (%)	Effectiveness	Rank
1	Affordability	476	95.2	High	1
2	Satisfaction for the amount paid	448	89.6	High	2
3	Price compared to competitors	434	86.8	High	3
4	Discounts	273	54.6	Moderate	4
5	Composite index		81.55	High	

Source: Compiled from primary data

The effectiveness of price in the marketing mix of Nirapara curry powder was found to be high. The parameters of price showed uniformly higher scores except for discounts. The MMEI of affordability was 95.2 per cent and that of satisfaction of the customers for the amount paid and satisfaction when compared with the price of the competitors were 89.6 and 86.8 per cent respectively. The discount parameter was found to be moderately effective (54.6 per cent). The overall MMEI of price showed that the price was effective in the marketing mix of Nirapara curry powders. The composite index 81.55 shows that the price in marketing mix is effective.

5.1.3.3 Place

In order to study the effectiveness of place in marketing mix of Nirapara curry powder various variables like outlets from where the curry powder is usually

purchased by the consumers, their frequency of purchase, distance covered by them to purchase Nirapara curry powders and the availability of the desired variety of curry powder at the time of purchase were analysed.

Table 5.6 Distance covered by customers to purchase Nirapara curry powders

Sl No.	Distance covered	Number of respondents
1	Less than 500 meter	7(7)
2	500(m) – 1 km	12 (12)
3	1 km – 1.50 km	19(19)
4	1.50 km- 2 km	26(26)
5	More than 2 km	36(36)

Source: Compiled from primary data

Note: Figures in parentheses indicate per cent to total

Distance covered by customers to purchase Nirapara curry powders (Table 5.6) was one of the parameters selected for analysing the effectiveness of 'place' in marketing mix of Nirapara curry powder and it was found that majority of the consumers have to travel more than two km to purchase Nirapara curry powders. 26 per cent of the respondents travelled 1.50 to 2 km while 19 per cent travelled 1km to 1.50 km. Only 7 per cent of them were able to purchase Nirapara curry powder from less than 500 m.

Table 5.7 Place of buying Nirapara curry powder

Sl.No	Particulars	Number of respondents
1	Hyper/ Super market	57(57)
2	Supplyco/ Maveli stores	31(31)
3	Groceries	12(12)

Source: Compiled from primary data

It is clear from Table 5.7 that more than half of the respondents (57per cent) were purchasing Nirapara curry powder from Hyper/super market. 31 per cent of consumers purchased from Supplyco/ Maveli stores and only few respondents purchased curry powder from groceries (12 per cent).

Table 5.8 Frequency of purchasing Nirapara curry powder

Sl.No	Frequency	Number of respondents
1	Weekly	7
2	Fortnightly	34
3	Monthly	48
4	No specific time	11

Source: Compiled from primary data

The frequency of purchasing Nirapara curry powder is presented in Table 5.8. 48 per cent of the respondents purchased Nirapara curry powder monthly, followed by 34 per cent purchasing fortnightly and weekly purchase by 7 per cent of the respondents. 11 per cent of the respondents did not follow any specific time for purchasing curry powder.

Table 5.9 Availability of Nirapara curry powder at the time of purchase

Sl.No	Frequency	Number of respondents
1	Always	77
2	Sometimes	14
3	Rarely	9
4	Never	0

Source: Compiled from primary data

From Table 5.9, it is evident that 77 per cent of the respondents, marked it as always available in the outlet at the time of purchase. 14 per cent of them faced unavailability of Nirapara curry powder sometimes and 9 per cent of them faced rarely. It can be noted that never confronted the unavailability of curry powder at the time of purchase.

5.1.3.4 Promotion

Adebisi (2006) defined promotion mix as “any marketing effort whose function is to inform present or potential consumers about the benefits of the product for the purpose of inducing a consumer to either start buying or continue to buy the company’s product or service. “Promotion mix” refers the set of tools that an

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organization can adopt to communicate in effective way about the benefits of its products to their consumers.

The effectiveness of promotion was worked out in terms of the advertisement method used by the company.

Table 5. 10 Frequency of watching the advertisement of Nirapara curry powder

Sl.No.	Frequency	Number of respondents
1	Always	12
2	Occasionally	31
3	Often	57
4	Never	0

Source: Compiled from primary data

Table 5.10 shows that 57 per cent of the respondent often watched advertisement of Nirapara curry powder and all the respondents were familiar about the advertisements of Nirapara curry powder.

Table 5. 11 Influence of advertisement on purchase of Nirapara curry powder

Sl.No	Response	Number of respondents
1	Influenced	45
2	Not influenced	55

Source: Compiled from primary data

It is evident from Table 5.11, that 45 per cent of the respondents' purchase behaviour was influenced while the rest were not influenced by the advertisement.

Source of awareness of Nirapara curry powder

The influence of advertisement among respondents varied person to person. Hence an attempt was made to know about the most favoured source among the popular mediums of advertisements.

Table 5.12: Most favoured media of advertisement

Sl.No	Particulars	Number of respondents	Rank
1	T. V	59	1
2	Magazines	24	2
3	News paper	10	3
4	Radio	7	4
5	Hoardings	0	0

Source: Compiled from primary data

The Table 5.12 shows that 59 per cent of respondents have opined that advertisement through television was the most popular media, hence it could be considered as the most effective advertisement medium. 24 per cent respondents came to know about Nirapara curry powder through magazines, 10 per cent through newspapers, 7 per cent via radio and no one have seen it through hoardings.

5.2 Analysis based on retailer's interview schedule

Retailing is a marketing activity designed to provide satisfaction to the final customers and profitably maintaining the consumer through a program of continuous quality improvements. Retailers are the market makers. They are the agents who give an immediate access to the target market. The details of the retailers who sell the brands other than Nirapara curry powder is given in Table 5.13



Table 5.13 Number of the brand the retailers sell (n=10)

Sl .No	Number of brands	Number of respondents	Per cent
1	1-4	3	30
2	5-8	7	70
	Total	10	100

Source: Compiled from primary data

As per the Table 5.13, 70 per cent of the retailers were selling 5 to 8 brands and 30 per cent were selling 1 to 4 brands of curry powder other than Nirapara curry powder. In Nirapara the products were distributed mainly through sales executives.

5.2.1 Experience in selling Nirapara curry powder

Table 5.14 shows that experience of the retailers in selling Nirapara curry powder

Table 5.14 Distribution of respondents according to the experience in selling Nirapara curry powder (n=10)

Sl No	Experience	Number of respondents	Per cent
1	Less than five years	2	20
2	5-10 years	5	50
3	More than 10 years	3	30

Source: Compiled from primary data

As per the above table, 50 per cent of the respondents claimed that they were selling Nirapara curry powder for five to ten years. 30 per cent of them were selling the Nirapara curry powder for more than 10 years and 20 per cent was selling for less than five years.

5. 2.2 Structure of attractive incentives

Incentives can motivate every sector of people. If the manufacturer offers incentives on a regular basis to the retailers, it can help to increase sales and leads to

high profitability of the company. The satisfaction of retailers in the incentive structure provided by Nirapara curry powder is given below in Table 5.15.

Table 5.15 Frequency of incentive structure provided by the company (n=10)

Sl. No	Frequency	Number of respondents	Per cent
1	Always	2	20
2	Often	5	50
3	Sometimes	3	30
4	Never	0	0

Source: Compiled from primary data

From Table 5.15, it could be observed that 50 per cent of the respondents reported that they were often getting incentives from the company while 30 per cent of them reported as sometimes receiving incentives from the company. The most attractive factor understood from the table that, the company was providing incentives to all the retailers.

5.16 Frequency of visit by sales executives for fulfilling the reorder point

Sl. No	Frequency	Number of respondents	Per cent
1	Weekly	7	70
2	Fortnightly	3	30
3	Monthly	0	0

Source: Compiled from primary data

Table 5.16 shows that 70 per cent of the respondents claimed that the Nirapara's sales executives weekly visited their shop for fulfilling the reorder point. It reveals that supply chain of the Nirapara Company was effective.

5.2.3 Factors influencing the purchase decision of Nirapara curry powder

Retailers are the key agents for marketing of products. There are certain factors that the retailers give prime importance while making the purchase of Nirapara curry powder.

Table 5.17 Factors influencing the purchase decision of Nirapara curry powder

SI No	Factors	Number of respondent	Per cent
1	Advertisement	3	30
2	Demand	4	40
3	Incentives / discounts	3	30

Source: Compiled from primary data

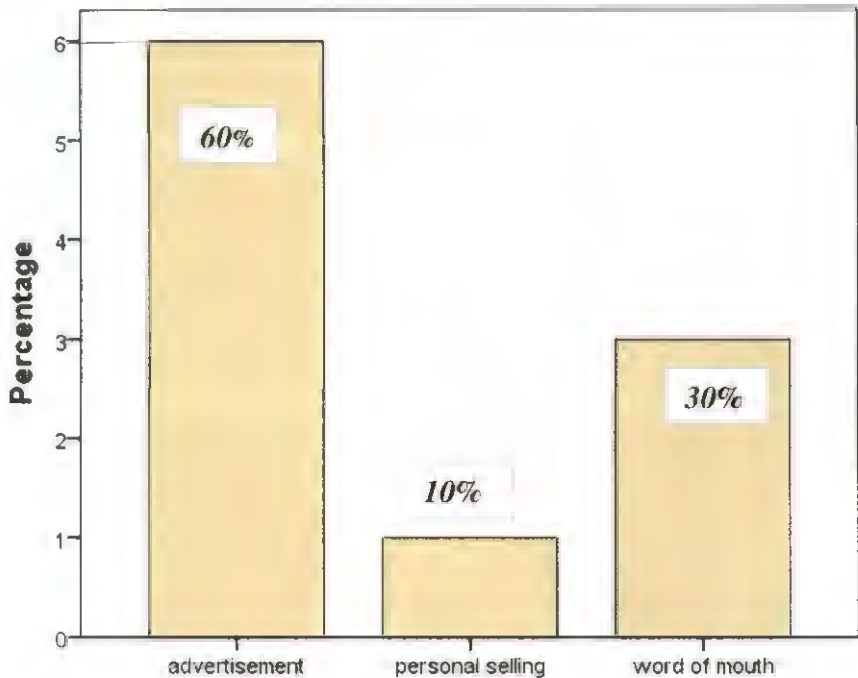
From Table 5.17, it could be noted that 40 per cent of the retailers were purchasing Nirapara curry powder according to the customers demand and 30 per cent of them were influenced to purchase Nirapara curry powder because of the advertisement and incentives or discounts provided by the company.

5.2.4 Attractive promotional method

According to Ross (2001) promotion mix is “total marketing communication program of a particular product” Kotler & Keller, (2006) defined advertising as any paid form and non-personal form of marketing communication about an organization, product, service or an idea by an identified sponsor. The non-personal component of advertising involves using mass media such as (TV, Radios, newspapers, magazines, etc.). According to De Pelsmacker et al., (2001), personal selling can be defined as face-to-face communications tool used to inform and establish a long-term relationship with prospective customers. According to Richins (1983), word of mouth communication was the act of telling at least one friend about satisfaction or dissatisfaction of a product or service.

Advertisement, personal selling and word of mouth are three important promotional mix used by the company. The methods which help to increase sales in the opinion of the retailers are given in Figure 5.6.

Fig 5.6 Imperative promotional methods to increase sales



Source: Compiled from primary data

From Figure 5.6, it is clear that 60 per cent of the respondents claimed that advertisement was the key promotional method to increase the sales, while 30 per cent of them claimed that word of mouth helped to increase the sales. It could be observed that only 10 per cent of the respondents claimed that personal selling helps to increase the sales.

5.3 Strengths and weaknesses of Marketing Mix

5.3.1 Strength of product

The product is a combination of the tangible and intangible aspects of the products offered by the manufacturer to the customers. It is claimed as a bundle of satisfaction and dissatisfactions offered by company to the customers at a point of

time. Their physical attributes, how they perform, how they differ from competitors and what benefits they provide, form the defining factors of a product.

The parameters selected for the study about the product were quality, quantity, taste and product line.

5.3.1.1 Quality

Quality is an important factor that determined the product. From the analysis it was understood that 30 per cent of the respondents were aware of the product through word of mouth and this mode of publicity is generally practiced when the quality of the product is good. Hence to know the opinion about the quality of the Nirapara curry powder, analysis was done and the results are presented in Table 5.18

Table 5.18 Opinion of respondents on the quality of Nirapara curry powders (n=100)

Sl. No	Quality	Number of respondents	Percentage (%)
1	Excellent	23	23
2	Good	57	57
3	Not Bad	20	20
4	Bad	0	0

Source: Compiled from primary data

From the results presented in Table 5.18, it is clear that majority of the respondents (57 per cent) opined that the quality of the product was good. About 23 per cent of them were of the opinion that the quality of the product was excellent. The major observation from the analysis of the opinion is that all of the respondents were satisfied with the quality of the product.

5.3.1.2 Availability of different quantity packets

Marketing of different quantity packets of Nirapara curry powder also plays an important role in determining the product popularity. Measures were taken to check whether the respondents were satisfied with the available quantity of Nirapara curry powder.

Table 5.19 Satisfaction of respondents on the availability of different quantity packets

Sl. No	Level of satisfaction	Response (%)
1	Highly Satisfied	58
2	Satisfied	34
3	Almost satisfied	8
4	Not Satisfied	0

Source: Compiled from primary data

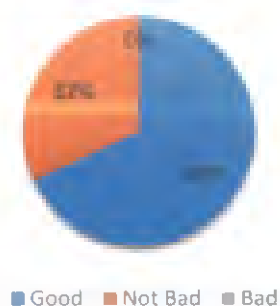
Majority of the respondents (58 per cent) were highly satisfied with the required quantity packets provided by the company. 34 per cent of respondents reported that they were satisfied with the different quantity packets. It is clear from Table 5.19, that all of them satisfied with the available quantities of the curry powder which were provided by the company.

5.3.1.3 Taste

Taste was another factor that was considered in the determination of product assessment. The results of the respondents' perception on taste of the product are as shown in Figure 5.7

Fig 5.7 Customers' perception on taste of Nirapara curry powder

Taste Perception



Source: Compiled from primary data

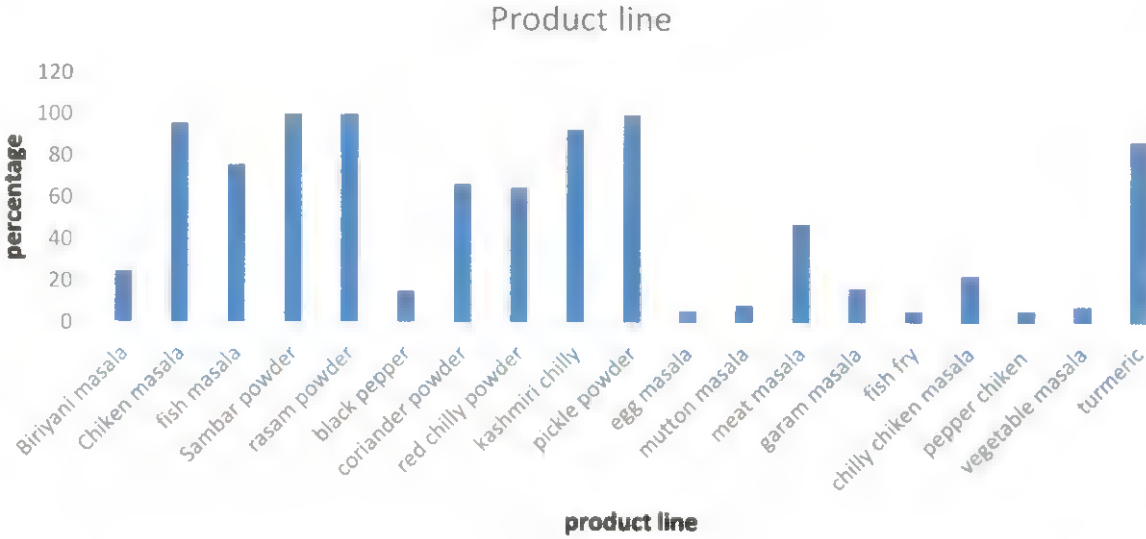
It is evident from the figure that 68 per cent of respondents liked the taste of Nirapara curry powders. However the remaining 32 per cent gave only an average opinion about taste of Nirapara curry powders.

5.3.2 Weakness of product

5.3.2.1 Product Line

Awareness of product line was checked among the respondents. There are 19 curry powders available in the market. Awareness of product mix determines the popularity of the product among the customers. The result of the analysis are presented in Figure 5.8

Fig. 5.8 Awareness of product line among the respondents



From the figure 5.8, it is clear that among the 19 products, only 9 products including chicken masala, fish masala, sambar powder, rasam, coriander, red chilly, Kashmiri chilly, pickle and turmeric had fairly good (above 50%) awareness and acceptance among consumers. Remaining products were having least acceptance and this was mainly because of the unawareness of the respondents about those products.

5.3.3 Price

Price is the next element of the marketing mix. Price was defined as the monetary value of the product fixed for the exchange purpose. The price was the

amount that a customer paid for the product. It is fixed after considering various factors such as market share, competition, material costs, product identity and the customer's perceived value of the product.

It was evident that most of the respondents would not be able to buy the product if it is not affordable for their level of income. By analysing the response from consumers, affordability has scored 95.2 as MMEI, followed by Price satisfaction for the amount paid which has scored 89.6 as MMEI. And price compared to the competitors has got 86.8 as MMEI. In total the strength of 'price' could be determined by these parameters.

Table 5.3.2 clearly showed that customers would be more attracted to a product if it offered any discounts to them. By analysing the consumer's data, discounts has scored 54.6 as MMEI and hence discounts can be considered as a weakness to the price element.

5.3.4 Place

Place is the third element of the marketing mix. Place represent the point of location where the product is made available for purchase.

Strength of place

The major strength of Nirapara curry powder with regard to place is that it was abundantly available in all super/ hyper markets, place where most of the urban consumers purchase.

Weakness of place

The major weakness of Nirapara curry powder with regard to place is that uneven distribution of the products as marketing was mainly concentrated on super/ hyper market and Supplyco and small retail shops were completely neglect.

Promotion

The major weakness of Nirapara curry powder with regard to promotion is that some products like egg masala, fish fry masala, vegetable masala, pepper chicken masala were not having much awareness among consumers due to lack of

advertisements of these products. Most of the consumers were of the opinion that the media advertisement of the brand were very attractive and that was the main reason for their brand awareness.

SUMMARY OF FINDINGS, SUGGESTIONS AND
INTERPRETATION

CHAPTER VI

SUMMARY OF FINDINGS, SUGGESTIONS AND INTERPRETATION

6.1 Summary of findings

The present study entitled “Effectiveness of marketing mix in Nirapara curry powder” was conducted in five divisions of Thrissur Corporation. The objectives of the study were to explore the effectiveness of marketing mix of Nirapara curry powder and to delineate strength and weakness of the marketing mix used and suggest improvements.

The total sample size comprised of 100 consumers and 10 retailers. From the Thrissur Corporation, five divisions were randomly selected and from each division two retail shops selling this brand were purposively selected. Thus, from each retail shop 10 consumers were randomly selected, making a total sample size of 100. Thereafter the data were coded, analysed and interpreted using index method and descriptive statistics.

6.1.1 Findings based on customer’s interview schedule

6.1.1.1 Socio economic characteristics of respondents

The study revealed that majority of the respondents (73per cent) were women and this signifies the purchasing power and decision making ability of women compared to men. The major proportions of Nirapara consumers were employed. Occupation is an important factor that affect the consumption pattern and also purchasing power of consumers. All the income groups were found to purchase Nirapara curry powder as the price was affordable to consumers.

6.1.1.2 Customer preference on popular curry powder brands

From the study it was revealed that Eastern (40 per cent) was the most preferred curry powder which could be attributed to its wide distribution channel and massive advertisement. Customer preference towards Nirapara curry powder was low and this was because of lack of proper advertisement and weak supply chain.

6.1.1.3 Effectiveness of Marketing Mix

An effective marketing mix must meet customer needs better than the competitors. Various elements of the marketing mix i.e. product, price, place and promotion must be in synchrony with one another.

Effectiveness of the marketing mix of Nirapara curry powder was studied in terms of the four P's viz product, price, place and promotion using Marketing Mix Effectiveness Index (MMEI).

6.1.1.3.1 Product

The criteria used to rate the effectiveness of product composed of four factors viz; quality, packaging, quantity, and taste. Different quantity packets, taste and packaging of Nirapara curry powder shows high effectiveness. Quality of Nirapara curry powder were moderately effective. The composite Index of 72.8 showed that the product in marketing mix was effective.

6.1.1.3.2 Price

Effectiveness of marketing mix of Nirapara curry powder on its price was studied using four selected parameters of price viz., affordability, satisfaction for the amount paid, price compared to competitors and getting discounts.

Price in the marketing mix of Nirapara curry powder was highly effective. Among four parameters of the price three parameters (MMEI of affordability was 95.2, satisfaction for the amount paid was 89.6 and price compared to competitors was 86.8) were highly effective. Only getting discounts (MMEI 54.6) showed moderate effectiveness.

6.1.1.3.3 Place

Place of marketing mix in Nirapara curry powder was found to be moderately effective. Three parameters like distance covered by customers to purchase Nirapara curry powders, source of purchasing Nirapara curry powder and availability of the desired variety of curry powder at the time of purchase were used to find the effectiveness of place in marketing mix.

The study revealed that 36 per cent of the respondents have to travel more than two km in order to purchase Nirapara curry powder and 26 per cent of the respondents have to travel 1.50 to 2 km. The main source of purchasing Nirapara curry powder was hyper/super market (57 per cent) and Supplyco (31 per cent). Only 12 per cent of them were purchasing curry powder from groceries. Compared to super/hyper market, availability of Nirapara curry powder was low in groceries and hence the consumers would need to travel more than two kilometres for their purchase.

From the study it is clear that 77 per cent of the respondents were of the opinion that Nirapara curry powder was always available in the outlet at the time of purchase. It could be noted that no one faced unavailability of curry powder at the time of purchase because there distribution system was effective and efficient.

6.1.1.3.4 Promotion

The effectiveness regarding the promotion of Nirapara curry powder was ineffective. The company had less focus on promotional activity. Majority of the respondents (55 per cent) opined that their purchasing behaviour were not influenced through advertisement.

Majority of the respondents (59 per cent) have seen the advertisement through Television and hence Television could be considered as the most effective advertisement medium followed by Magazines, Newspaper and radio. The important thing observed in the study was that no one had seen Nirapara curry powder advertisement through hoardings.

6.2 Findings based on retailer's interview schedule

6.2.1 Factors influencing the purchase decision of Nirapara curry powder

It was observed from the study that majority of the retailers (40 per cent) were purchasing Nirapara curry powder according to the demand of the consumers. Advertisement and incentives had equal importance in the purchase of Nirapara curry powder.

6.2.2 The frequency of incentives structure provided by the company

It can be analysed from the retailer's data that all retailers were receiving incentives from Nirapara in the form of cash discounts for bulk purchases, seasonal or festival offers.

6.2.3 Frequency of sales executives' visit for fulfilling the reorder point

From the study it was revealed that 70 per cent of the respondents claimed that the Nirapara's sales executives weekly visit the shop for fulfilling the reorder point. It reveals that supply chain of the Nirapara Company is effective.

6.3 Strengths and weaknesses of Marketing Mix

6.3.1 Strengths and weaknesses of product

The study shows that, quality, quantity, and taste constituted the strength of the product. The weakness of the product was product line of the Nirapara curry powder. The study reveals that among the 19 products, only 9 products including chicken masala, fish masala, sambar powder, rasam, coriander, red chilly, Kashmiri chilly, pickle and turmeric had fairly good (above 50%) awareness and acceptance among consumers. Remaining products were having least acceptance because the respondents were unaware about those products.

6.3.2 Strength and weakness of Price

By analysing the response from consumers, affordability has scored 95.2 as MMEI followed by Price satisfaction for the amount paid which has scored 89.6 as MMEI. And price compared to the competitors has got 86.8 as MMEI. So the study shows that affordability, satisfaction for the amount paid, and price compared to other competitors were strengths of the price. By analysing the consumer's data it was found that discounts has scored 54.6 as MMEI and hence discounts can be considered as a weakness to the price element.

6.3.3 Strength and weakness of Place

The major strength of Nirapara curry powder with regard to place is that it was abundantly available in all super/ hyper markets, the place where most of the urban consumers purchase.

The major weakness of Nirapara curry powder with regard to place is that uneven distribution of products as it mainly concentrates on super/ hyper market and Supplyco and completely neglect small retail shops.

6.3.4 Strength and weakness of Promotion

The major weakness of Nirapara curry powder with regard to promotion is that some products like egg masala, fish fry masala, vegetable masala, pepper chicken masala were not having much awareness among consumers due to lack of its advertisements. Most of the consumers were of the opinion that the media advertisements of the brand were very attractive and also the reason for their brand awareness.

6.4 Suggestions

The following are the suggestions to the management to make Nirapara curry powder to be more effective in the market;

- I. It is better to think about different marketing initiatives in order to communicate the product to consumers. Consumers' attention could be catchable only through proper promotions. It is the time to invest in advertisements to promote the product. Following are the some methods to applied:
 - The company should adopt an aggressive advertising strategy. Focus more on advertisement through Media like television and Radio.
 - Brand popularity can be increased through promotional activities in social media.
 - Putting up large hoardings in strategic locations
 - The study shows that majority of the respondents were females so advertisement through magazines' which is meant exclusively for women (like Vanitha, Grahalakshmi, Manorama etc.) will be helpful for reaching the product to consumers.
- II. Majority of the respondents were unaware of product line of Nirapara curry powder. So appropriate strategies can be initiated to empower the product line of Nirapara curry powder. The products like egg masala, pepper chicken masala, fish fry masala, vegetable masala etc. needs more advertisement.
- III. It is possible to expand the Nirapara curry powder sales through a penetrative distribution strategy as it ensures the availability in small retail shops.

6.5 conclusion

The study on the “Effectiveness of Marketing Mix in Nirapara curry powder” was an attempt to identify the effectiveness of marketing mix and strength and weakness of marketing mix of Nirapara curry powder based on selected parameters. The study highlights the fact that the overall effectiveness of marketing mix in Nirapara curry powder is good.

Among the four marketing mix, the promotional mix of Nirapara curry powder has to be improved. The advertisement provided by Nirapara curry powder is not strong to capture mass customers. The product line of Nirapara curry powder also need more focus. Hence the company has to give due attention to look up into the advertisement, market promotional strategies and improve the product line.

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APPENDIX



KERALA AGRICULTURAL UNIVERSITY
COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT
VELLANIKKARA

INTERVIEW SCHEDULE FOR CUSTOMERS

EFFECTIVENESS OF MARKETING MIX IN NIRAPARA CURRY POWDER

Name: _____

Place: _____

Sex : Male /Female

Educational Qualification: Secondary Higher secondary UG PG

Occupation: government service

Pensioner

Private sector

House wife

Business

Monthly income

Below 10,000

10,001-30,000

Above 30,001

1) Do you purchase branded curry powder? Yes No

2) Which is your preferred brand?

a) Eastern b) Nirapara c) Double horse

d) Brahmins e) Saras f) Kitchen treasures

3) Do you hear about Nirapara curry powder? Yes No

4) Do you purchase Nirapara curry masala? Yes No

5) Why do you purchase Nirapara curry masala?

- a) Quality b) Easy availability
 c) Advertisement d) Low price e) Others

If others, specify.....

PRODUCT

- 1) What is your opinion about the Nirapara curry powder?
 - a) Excellent
 - b) Good
 - c) Not bad
 - d) Bad
 - e) No opinion

- 2) What is the most attractive character of the Nirapara curry powder?
 - a) Quality
 - b) Quantity
 - c) Taste
 - d) Ingredients
 - e) others

- 2) Nirapara have variety of curry powder do you know?

Products under Nirapara curry powder:

- a) Biryani Masala b) Chicken Masala c) Fish Masala
 d) Meat Masala e) Rasam Powder f) Sambar Powder g) Black pepper
 h) Red chilli powder i) Coriander powder j) Kashmiri chilli powder.

- | | | | |
|-------------------|--------------------------|------------------------|--------------------------|
| 1) Every products | <input type="checkbox"/> | 2) Almost all products | <input type="checkbox"/> |
| 3) Some products | <input type="checkbox"/> | 4) Only a few products | <input type="checkbox"/> |
| 5) No products | <input type="checkbox"/> | | |

3) Please indicate the degree of acceptance of Nirapara curry powder among the customers perceived by you in the form of tick mark (✓) against the statement given below. In the 5 point continuum,

5 = Perfectly acceptable, 4 = Acceptable, 3 = Neutral,

2 = Unacceptable and 1 = totally unacceptable to the corresponding statements.

Sl.no	Statements	5	4	3	2	1
1	Quality of the Nirapara curry powder					
2	Packaging of the Nirapara curry powder					
3	Different quantity packets of Nirapara curry powder					
4	Taste of the Nirapara curry powder					

PRICE

1. Is the price of the Nirapara curry powder affordable for your income?

- a) Always b) Occasionally c) Sometimes
 d) Often e) Never

2. Are you satisfied with the price of Nirapara curry powder compared to other curry powder?

- a) Highly satisfied b) Satisfied c) Not satisfied
 d) Dissatisfied e) No opinion

3. Do you get any discounts in price from retailers while purchasing Nirapara curry powder?

- a) Always b) Occasionally c) Sometimes
 d) Often e) Never

PLACE

1. From where did you use to buy the curry powder usually?

- a) Hyper/Super market b) Groceries
 c) Supplyco/Maveli Stores d) Others

2. Nature of purchase?

- a) Weekly b) Fortnightly c) Monthly
d) No specific time

3. Whether the Nirapara curry powder are available at the shop when you make a purchase?

- a) Always b) Occasionally c) Sometimes
d) Often e) Never

4. How long you have to travel in order to purchase Nirapara curry powder?

- a) Less than 500 meter b) 500(m) – 1 km
b) 1 km – 1.50 km c) 1.50 km- 2 km
d) More than 2 km

PROMOTION

1. Have you ever seen advertisement of Nirapara curry powder?

- a) Always b) Occasionally c) Sometimes
d) Often e) Never

2. Does the advertisement influence you in purchase decision?

- a) Influenced b) Not influenced

3. Through which media you have seen Nirapara curry powder advertisement?

- a) T.V b) Radio c) Billboards
d) Newspaper e) Magazines f) Others

4. Can you rank the medium used for Nirapara curry powder advertisement based on their effectiveness?

T.V	<input type="text"/>	Radio	<input type="text"/>
Newspaper	<input type="text"/>	Magazines	<input type="text"/>
Billboards	<input type="text"/>	Others	<input type="text"/>

5. Do you know the different curry powder under Nirapara group of companies through advertisement?

a) Biryani Masala	<input type="text"/>	b) Chicken Masala	<input type="text"/>
c) Fish Masala	<input type="text"/>	e) Rasam Powder	<input type="text"/>
f) Sambar Powder	<input type="text"/>	g) Black pepper	<input type="text"/>
h) Red chilli powder	<input type="text"/>	i) Coriander powder	<input type="text"/>
j) Kashmiri chilli powder.	<input type="text"/>		

INTERVIEW QUESTIONS TO RETAILERS

- 1) Name of the retailer:
- 2) Name of the shop :
- 3) Location :
- 4) Nature of the shop :
- 4) Which are the curry powders you sell:
- 5) Which brand of curry powder is selling more?
- 6) Do you sell Nirapara curry powder?
- 7) How long have you been selling Nirapara curry powder?
- 8) Are you aware of all varieties of Nirapara curry powder?

- | | | | |
|----------------------------|--------------------------|---------------------|--------------------------|
| a) Biriyani Masala | <input type="checkbox"/> | b) Chicken Masala | <input type="checkbox"/> |
| c) Fish Masala | <input type="checkbox"/> | e) Rasam Powder | <input type="checkbox"/> |
| f) Sambar Powder | <input type="checkbox"/> | g) Black pepper | <input type="checkbox"/> |
| h) Red chilli powder | <input type="checkbox"/> | i) Coriander powder | <input type="checkbox"/> |
| j) Kashmiri chilli powder. | <input type="checkbox"/> | | |

9) What varieties of Nirapara curry powder are sold through your shop?

10) What is your opinion about Nirapara curry powder?

- | | | | | | |
|--------------|--------------------------|---------|--------------------------|-----------------|--------------------------|
| a) Very good | <input type="checkbox"/> | b) Good | <input type="checkbox"/> | c) Satisfactory | <input type="checkbox"/> |
| d) Not bad | <input type="checkbox"/> | e) Bad | <input type="checkbox"/> | | |

11) Demand of the curry powder

- | | | | | | |
|--------------|--------------------------|---------|--------------------------|-----------------|--------------------------|
| a) Very good | <input type="checkbox"/> | b) Good | <input type="checkbox"/> | c) Satisfactory | <input type="checkbox"/> |
| d) Not bad | <input type="checkbox"/> | e) Bad | <input type="checkbox"/> | | |

12) Are you satisfied with packaging methods of Nirapara curry powder in the case of distribution and storage?

- | | | | | | |
|-------------------|--------------------------|--------------|--------------------------|-----------------|--------------------------|
| a) Very satisfied | <input type="checkbox"/> | b) Satisfied | <input type="checkbox"/> | c) Dissatisfied | <input type="checkbox"/> |
|-------------------|--------------------------|--------------|--------------------------|-----------------|--------------------------|

d) Very dissatisfied

13) Is the price affordable to customers? Yes No

14) Do you get any discount from company on sales of the product?

a) Always b) Often c) Sometimes

d) Rarely e) Never

15) Does your supplier company gives any gift on occasion to improve dealer relationship?

a) Always b) Often c) Sometimes

d) Rarely e) Never

16) Availability of the products according to the demand of the customers

a) Very good b) Good c) Satisfactory

d) Not bad e) Bad

17) How does the Nirapara curry powder reach the store?

18) How many time, the sales executives will visit your shop for fulfilling the reorder point?

a) Weekly b) Fortnightly c) Monthly

d) No specific time

19) Which brand has the best delivery network?

20) Which promotional method helps you to sale more?

a) Advertisement b) Personal selling c) Word of mouth

21) What are the attractive factors that make the customers buy the product?

22) Do you think that the promotion method of Nirapara curry powder is effective?

23) What are the suggestions to improve promotion of Nirapara curry powder?

