

**EFFECTIVENESS OF MARKETING MIX IN MEAT PRODUCTS OF
INDIA Ltd. IN ERNAKULAM DISTRICT**

By

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(2015-31-032)



MAJOR PROJECT REPORT

**Submitted in partial fulfilment of the
requirements for the post graduate degree of**

MBA IN AGRIBUSINESS MANAGEMENT

Faculty of Agriculture

Kerala Agricultural University



COLLEGE OF CO-OPERATION BANKING AND MANAGEMENT

VELLANIKKARA, THRISSUR-680 656

KERALA, INDIA

2017

DECLARATION

DECLARATION

I, hereby declare that this project “**EFFECTIVENESS OF MARKETING MIX IN MEAT PRODUCTS OF INDIA Ltd. IN ERNAKULAM DISTRICT**” is a bonafide record of research work done by me during the course of MBA (ABM) and it has not previously formed the basis for the award to me for any degree/diploma, fellowship or other similar title, of any other University or Society.

Place: Vellanikkara

Date : 31- 10- 2017



Aswini Subramanian

(2015-31-032)

CERTIFICATE

CERTIFICATE

Certified that this project entitled “**EFFECTIVENESS OF MARKETING MIX IN MEAT PRODUCTS OF INDIA Ltd. IN ERNAKULAM DISTRICT**” is a record of project work done independently by Miss. Aswini Subramanian 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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Date:31- 10- 2017



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This is to certify that Ms. Aswini Subramanian., (2015-31-032) MBA student in Agribusiness Management from College of Co-Operation Banking and Management, Vellanikkara, Thrissur has completed her **“Project work on Effectiveness of Marketing Mix in MPI Ltd..”** from 24.7.2017 to 31.8.2017. During this period she was studious in collecting all datas. This certificate is issued for submitting to Kerala Agricultural University, Vellanikkara as part of Partial fulfillment of the requirement for the Award of MBA degree in Agribusiness Management.

Ajith

MANAGER ADMINISTRATION (I/C) .



ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

I am thankful to Almighty Lord for showering immense blessings to carry out this research work and guiding our steps all the way through.

I am extremely thankful to our research guide **Dr. P.D.Manoj**, Guest Faculty, MBA-ABM, College of Co-operation, Banking and Management for his valuable support and guidance. I am thankful for his valuable suggestions and encouragement rendered during the study.

I also express my sincere thanks to **Manu A. L** (Marketing Manager) and **Arun Mohanan** (Marketing Trainee) for their guidance and all the employees of MPI, who has supported me in my project.

I express my heartfelt thanks to **Mr. K. P. Sathian**, Librarian and other library staff of CCBM for all their help throughout my academic career.

I also express my sincere thanks to **Dr. E.G Ranjit Kumar**, Director, MBA (ABM) for his valuable support and guidance.

I thank **all the teachers** of College of Co-operation, Banking and Management, for giving us necessary suggestions. I am also thankful to the library staff of College of Co-operation, Banking and Management, for all the help rendered during the study.

Wholeheartedly, I thank **all the respondents** who willingly co-operated with our queries and helped me to accomplish this project work.

Place: Vellanikkara

Date: 31 – 10- 2017



Aswini Subramanian

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DESIGN OF THE STUDY

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CHAPTER 1

DESIGN OF THE STUDY

1.1 Introduction

Meat is animal flesh that is eaten as food. Meat is mainly composed of water, protein, and fat. It is edible raw, but is normally eaten after it has been cooked and seasoned or processed in a variety of ways. Meat refers to skeletal muscle and associated fat and other tissues, but it may also describe other edible tissues such as offal. Meat is sometimes also used in a more restrictive sense to mean the flesh of mammalian species (pigs, cattle, lambs, etc.) raised and prepared for human consumption, to the exclusion of fish, other seafood, or other animals.

Marketing is the process by which companies create customer interest in goods or services. It generates the strategy that underlies sales techniques, business communication and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves. Marketing is used to identify the customer, to satisfy the customer and to keep the customer. With the customer as the focus of its activities, it can be concluded that marketing management is one of the major components of business management.

According to Philip Kotler (1985), marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of customers and satisfy these more effectively than competitors. Marketing is very

important activity for an organization. In marketing a lot of sub activities are performed. Marketing includes the activities like identification of demand, research, market segmentation, product development, launching of products, modification of products, deletion of products, product design, pricing, different types of pricing, promotion of products and services, sales promotion, personal selling, publicity, public relations, advertising, distribution of products and services, consumer behavior, internal and international marketing coverage, branding, packaging, labeling and many other activities.

Marketing mix- 4P model

For the ease of understanding and proper planning of marketing activities, the marketing of products are divided into four areas or dimensions called 4 P's of which each P stands for product, pricing, promotion and place. However the services model has 7 P's that include product, price, promotion, place, people, process and physical evidence. These are generally known as the elements of marketing mix.

Borden (1964) developed the concept of "marketing mix" and affirmed the idea of defining marketing manager as "one who is constantly engaged in fashioning creatively a mix of marketing procedures and policies in his effort to produce a profitable enterprise". The marketing mix is defined as set of controllable marketing tools that a company uses to create a desired response in the targeted market. (Kotler P. et al., 1985). Set of these tools is generally referred to as 4P's of marketing, being product, price, promotion and place.

Product refers to the item actually being sold. Price refers to the value that is put for a product. It depends on costs of production, segment targeted, ability of market to pay, supply-demand and cost of other direct and indirect factors. Place refers to the distribution channel of the product. Promotion refers to all the activities undertaken to make the product or services known to the user and trade.

1.2 Institutional profile

Meat Products of India Ltd (MPI) is a Public Sector undertaking of Government of Kerala. Established in the year 1973, the company holds a category a FSSAI license for the manufacture and marketing of meat and meat products. The products of **MPI** are derived from young and healthy livestock and are processed by the help of sophisticated technology to ensure high standards of hygiene, longer storage time and more nutritive value.

Products of MPI range from beef, buffalo, pork, mutton and poultry. The processed and semi-cooked products include corn beef, meat loaf, sausages, curries, bacon, ham, cutlet-mix, chicken-ham and salami. Sausages, one of the most popular of the **MPI** products range come in varieties such as cocktail sausage, pork sausage, chicken pepperoni sausage and masala sausage.

Meat Products of India Ltd. is a Kerala Government owned company engaged in production and marketing of various meat and meat products derived from pork, beef, chicken and mutton. The products are manufactured under strict Veterinary Supervision from selected animals free from zoonotic disease. MPI products are available with all leading supermarkets and cold storages throughout Kerala and other states.

1.3 Statement of the problem

Meat Products of India Ltd (MPI) is a major Indian meat processing, packaging, and distribution company based in Edayar, Koothattukulam, Kerala. Products range from Beef, Buffalo, Pork, Mutton, Rabbit and Poultry. Currently, the company produces more than 65 varieties of items.

The products are manufactured under strict Veterinary Supervision from selected animals free from zoonotic disease. MPI products are available with all leading supermarkets and cold storages throughout Kerala and other states. Compared to the competitors of MPI the market performance is not up to the mark especially in small retail shops and whole sale stores. MPI shows better performance in super/ hyper markets, than in ordinary retail shops. This presents an opportunity to study about the marketing mix of MPI to understand its effectiveness and strength. The study attempts to analyse the marketing mix used by MPI and find the weak and

strong P's in the marketing mix of MPI so that effective marketing strategy can be recommended.

1.4 Objectives of the study

The objectives of the study are as follows:-

1. To have a detailed understanding of the customer and retailers perception on MPI products.
2. To study the effectiveness of marketing mix of MPI products.
3. To suggest marketing strategy to enhance the marketing scope of MPI products.

1.5 Methodology

The study was analytical in nature.

1.5.1 Area of study

Ernakulam district has been purposively selected for the study. There are 33 retail shops in Ernakulam district.

1.5.2 Sample frame

Fifteen retail shops of MPI products in Ernakulam district is randomly selected for the study.

The fifteen outlets are;

SI.NO	NAME OF RETAIL SHOP	PLACE OF THE SHOP
1	Good day super market	Piravom
2	Karthika cold storage	Piravom
3	Dayana mart	Koothattukulam
4	Thottam super shop	Koothattukulam
5	Farmers bank consumer store	Koothattukulam
6	Margin free	Mulanthuruthy
7	Matha cold storage	Mulanthuruthy
8	MPI product outlet	Pambakuda

9	ST. George cold storage	Thiruvankulam
10	Basil food	Hill Palace
11	Trinity Associates	Udayamperoor
12	Quality ranch	Gandhi Nagar, Ernakulam
13	Ashish super market	Kalamassery
14	Meat hub	Erumeli
15	Modern meat products	Aluva

1.5.3 Sample size

Sample of 15 retailers and 150 customers from the 15 retail shops were selected purposively.

1.5.4 Data collection

The data were collected through

1. Primary data sources
2. Secondary data sources

The primary sources are discussion with retailers and customers, data collection through interview schedule. The secondary data mainly consist of data and information collected from records, organization websites and also from journals, magazines and books.

1.5.5 Data analysis

Indexes, percentages and other appropriate statistical tools were administered to analyze and interpret the collected data.

Indexes were used for rank the level of satisfaction of retailers and customers and effectiveness of marketing mix strategies adopted by MPI.

Percentages were used for analyze data regarding profile of respondents. The responses were graded in five point Likert scale and the score allotted for the responses are in the following manner.

RESPONSES	SCORE
Highly effective	5
Effective	4
Moderate	3
Ineffective	2
Highly ineffective	1

Based on these score index of each statements can calculate.

The formula for calculating index is:

Total score obtained for the statement

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

$$\left. \begin{array}{l} \text{Maximum obtainable} \\ \text{Score for a statement} \end{array} \right\} = \text{Maximum score obtained for the options} * \text{total number of respondent}$$

Percentage method:

The percentage method is used to find various details. It is used for making comparison between two or more series of data. It can be generally calculated as;

Number of employees favorable

$$\text{Percentage} = \frac{\text{Total employees}}{\text{Total employees}} * 100$$

1.5.6 Parameters to be used for the study

PRODUCT	PLACE
1. Quality 2. Attractive factor of the product 3. Packaging 4. Product line	1. Influence of availability 2. Place of purchase 3. Satisfaction of availability
PRICE	PROMOTION
1. Affordability 2. Price competition 3. Value for price 4. Influence of price of products	1. Awareness 2. Advertisement 3. Information availability 4. Satisfaction of promotion 5. Expected method of promotion

1.6 Scope of the study

The study is intended to analyse the effectiveness of marketing mix of MPI products. Through the analysis of marketing mix, strong and weak P's are identified and this help the company to improve their marketing strategies and thereby increase the market share.

1.7 Limitation of the study

1. Human beings differs each other in their decisions, interest and taste. Response of individual was differing in different situation and some cases actual response cannot be obtained.
2. In this study of qualitative in nature. Hence usual losses of correctness of the responses happen, when qualitative responses were converted into quantitative once.
3. An in depth study couldn't be conduct because of the limited time period.

1.9 Chapterisation

Chapter I:

The first chapter deals about the Introduction, Background of the study, Statement of the problem, Objectives, Significance of the study, Scope of the study, Methodology and Limitations of the study.

Chapter II:

The second chapter deals about Review of Literature relevant to the study.

Chapter III:

The third chapter deals about the organizational profile of company

Chapter IV:

The fourth chapter deals about the Data analysis and Interpretation.

Chapter V:

The sixth chapter is about the Summary of Findings, Suggestions and Conclusion.

REVIEW OF LITERATURE

CHAPTER II

REVIEW OF LITERATURE

A literature review is an organized critical account of information that has been published on a specified topic and provides an organized synthesis of the information, ideas and knowledge. Providing the content for a literature review is the literature search; a comprehensive investigation of reports and articles that have been written about a topic. Not only should relevant literature be summarized, but it should also be reviewed critically in order to detect the areas of further research. (Tayler and Procter, 2005)

2.1 Introduction

In this chapter an attempt has been made to cover the literature related to the area of marketing so as to develop and establish theoretical framework for the study based on the ideas and concepts expressed in various studies. It encompasses literature related to concept of marketing mix, effectiveness of marketing mix, how to achieve effective marketing mix.

2.2 Marketing Mix

Prior to 1980, studies of marketing organization focused largely on its role in implementation of the marketing paradigm. Offered 4ps as marketing mix and introduced that to the scientific centers. He introduced four main factors as effective factors in the marketing of products. These factors were product, price, place and promotion. According to his point of view, all activities in the field of product and service marketing can perform in the frame of four main factors (McCarthy et al, 2003). The above perspective did not consider vary of activities in different businesses, and offering same alternative for all marketing dimensions (Bennett, A.R, 2000). The marketing audit concept is firmly anchored in the managerial marketing literature that began to emerge in the mid-1950s. Following the lead of management consultants who had been using marketing audit techniques for some time, marketing scholars began to document the strategic value organizations could realize by evaluating and improving their marketing activities on a periodic basis (Reynolds 1959) the tasks marketing managers must undertake:

Marketing mix is one of the major concepts in modern marketing, it is defined as the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. It consist everything the firm can do to influence the demand for its product. The main possibilities can be grouped into four variables known as the "four Ps": Product, price, place, and promotion. Product means the good and service combination the company offers to the target market. Price is the amount of money customers has to pay to obtain the product. Place includes company activities that make the product available to target consumers. Promotion means activities that communicate the merits of the product and persuade target customer to buy it. An effective marketing program blends all of the marketing mix elements for product (4p's) and services (7p's) into a coordinated program designed to achieve the company's marketing objectives. The marketing mix constitutes the company's tactical tool kit for establishing strong positioning in target markets.

2.2.1 Marketing Mix Strategies

Marketing strategies and tactics are connected with taking decisions on different variables to influence mutually-satisfying exchange dealings and relationships. Characteristically, marketers have different tools they can use, these include mega marketing (Kotler, 1997) and also called 4Ps of product marketing (McCarthy, 2002). Marketing appears simple to describe, but very difficult to practice (Kotler and Connor, 1997). In the service industry, the P's increase to seven that is physical evidence, process, and people(Bashan,2011)

Organizational leaders in many firms have applied the so-called marketing concept, which may be easy or complex. The marketing idea and variants like the total quality management concept for example, are fundamentally concerned with satisfying customers' needs and wants beneficially. Creating and implementing efficient and effective marketing strategies which incorporate relevant dimensions of the marketing concept, engage the organic tasks of selecting a target market (customers or clients) in which to operate and implementing an efficient and effective marketing ingredient combination. Marketing thought, with its practice, has been moving quickly into the service industry (Kotler and Connor, 1997).

According to (Schnars, 1991), marketing strategy has been a most important focus of academic inquiry since the 1980s. There are number of definitions of marketing strategy in the literature

and such definitions reflect different viewpoints (Li et al., 2000). On the other hand, the consensus is that marketing strategy gives the avenue for utilizing the resources of an organization in order to gain its set goals and objectives. In general, marketing strategy deals with the adapting of marketing mix-functions to environmental forces. It evolves from the interaction of the marketing mix elements and the environmental factors (Li et al., 2000).

Therefore, the function of marketing strategy is to determine the nature, strength, way, and interaction between the marketing mix- elements and the environmental factors in particular circumstances (Jain and Punj 2002). According to (McDonald, 1992), the aim of the development of an organization's marketing strategy is to set up, build, defend and maintain its competitive advantage. Decision-making judgment is important in coping with environmental ambiguity and uncertainty in strategic marketing (Brownie and Spender, 2005).

2.3. The 4 Ps of Marketing Mix

2.3.1 Product strategy

Product strategy refers to all the goods and services that a company offers to the target market in order to satisfy their needs. It also includes physical products, services, information, places, organizations or ideas that can be offered for acquisition or consumption that might satisfy a want or a need. Products are classified in two categories; tangible and intangible products (Kotler 2013). The product is therefore more than a branded, packaged good offered for sale. Its definition has been widened to include services and benefits and the services that can be achieved from the product. Product strategy consists of elements such as packaging, branding labeling and product attributes that are of good quality, style, features and design. Strong brand preference is an added feature to the product. A product consists of 4 life cycle stages i.e. introduction, growth, maturity and decline stage. New product development leads to a wide product range that influences attraction and retention of many customers.

2.3.2 Pricing strategy

Price is considered as a value placed on a product or a service. Foss (2012) asserts that when the effective product development, distribution and also promotion positively influence the firm success; so is the efficient pricing strategy. Critics argue that despite the fact that effective

pricing strategy is not able to compensate for the poor execution on promotion, distribution and product development, when there is ineffective pricing has a negative impact on the performance of firms (Palmer, 2011). In addition, the of complexity in the pricing strategy in a firm is quite significant as a result of the high level of homogeneity between the service groups as well as the shared service delivery and also the operating systems. Firms make use of different pricing strategies. This is based on the goals and objectives of the organizations as well as product stage in the market. They include: pricing strategies for new products i.e. penetration pricing strategy, pricing strategies for established products which is determined by competition, price flexibility strategy, price leadership strategy, and psychological pricing strategy. They offer critical evaluation on the price changes in organizations and how this is affected by the target market (Chisnall, 2011).

2.3.3 Place strategy

Place strategy is the method a firm uses to get products and services to different channels and networks with objective to reach the end customer, either directly or indirectly. The intermediaries include the agents, wholesalers, distributors and also retailers. These elements help in ensuring that a firm has provided the customers with quality customer service that has an influence on the level of customer satisfaction (Palmer, 2011). Customer requires convenience for the product offering such as the physical access. Distribution channels are important in a firm's level of competitiveness. This is because they affect the time when the product reaches the customer as well as final price of the product. Through distribution strategy, an organization gets to understand the sales channels through enhanced knowledge, better segmentation on the distribution within the sales channels, the roles played by the intermediaries on the sales process, getting to understand centers of influence on the sales channel as well as the position of a firm in relation to the sales channel (Whetton, 2011).

2.3.4 Promotion strategy

Promotion and communication strategy is a major component in the marketing mix strategy. It helps firms to communicate on their product or services to the customers. Promotional strategy constitutes a number of elements that include personal selling, sales promotion, advertising, public relations and direct marketing. These elements have an influence on the relationship of the

customer and the firm that is essential towards improving the sales of a product or service (Lehtinen, 2011). Integrated Marketing Communication (IMC) implies combining all the elements of promotion together to make a complete picture. This is so that a consistent message is transmitted by all marketing communications. A promotional mix specifies how much attention to pay to each of the five subcategories, and how much money to budget for each. The product life cycle, among other marketing objectives determines the extent to which these elements are used. Kurtz & Boone (2011) talked about advertising and considered this factor to be a major aspect for the firms in any industry. One of the reasons is that effective advertising helps firms to attract and ensure loyalty of the customers within the current changing business environment. In addition, reports by Lehtinen (2011) indicated that 50 % of the consumers remembered seeing or hearing of the aspect of advertising in firms.

2.4 Marketing mix strategies and performance

The marketing mix is a long term plan on action which is used in order to help a firm to gain its competitive advantage over its competitors. The competitive advantage is sustainable when competitors cannot imitate their source of competitiveness or when no other firm conceives a better offering (Baron, 2010). In a study by Riordan et al. (2012) asserted that performance is viewed as a multidimensional construct and that the level of performance of a firm differs based on a number of factors that characterize the industry. It has been argued that the use of marketing mix strategies has been done so as to have a more direct related marketing practice with the outcomes.

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. In another study by Kurtz & Boone (2011), effectiveness of marketing mix strategies affects the level of the application of strategies that influence performance of firms. The study argued that challenges which marketers face are in terms of their inability of showing the level of effectiveness of their marketing mix strategies. This makes it difficult on anticipation on the changes which take place in the marketing situation of a firm and evaluation of the whole of the market. It is clear, that

there are no agreed conclusions about the marketing mix strategies and their relationship to the performance of firms.

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 (shariah laws). They said that, when talking from an Islamic marketing perspective and comparing 'competition and profit maximization' versus 'cooperation and moderation', the latter pair provides "win-win" situation in that it facilitates 'satisfaction' to both the customers and the sellers, as opposed to the former pair which serves to only satisfy the sellers. Thus, they found out that in order to avoid promoting 'toxins' towards society, businesses should implement Islamic marketing through all their marketing mix strategies.

Maheshwari (2014), in her paper aimed at analyzing marketing mix of a chosen fast food company. She from her study concluded that, the fast food industry has its 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.

Jain (2013), in his study analyzed the present marketing mix, 7P's. He quoted that marketing mix management paradigm has dominated marketing since 1940s and McCarthy (1964) further developed this idea and refined the principal to what is generally known today as the 4Ps.

Amini et.al (2012), opinioned that having favorite corporate image and powerful brand equity build a strategic position in market. This position plays vital role of sustainable advantage. Hence they focused on the impacts of marketing strategies such as channel performance, value- oriented price, and 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 say 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. And due to this managers are always trying to expand their market share. Market share responds to elements of marketing strategy and one of the important items that affect market share is element of the marketing mix. The result of this study 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 are highly interlinked. All stages of brand building process are dependent on marketing mix, which is product, price, promotion and place. To create brands, firms need to design the marketing mix in such a way that it creates that desired image and position in customer's minds and generate positive response which then could be converted into strong long lasting relationship.

Singh (2012), discussed about 4P's of marketing mix. The main objective of the article is to describe the importance of relationship of various components of marketing mix for attaining the competitive advantage in market. She says that the marketing mix is of 2 types and they are 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, and it is used for three variables like people, process and physical evidence.

Bobeica (2011) explores the relationship between selected marketing mix elements in the area of FMCG. The study revealed that, 4P's has been helpful for the marketers at least for the consumer packaged goods. But the 4P's was not applicable to all situations and all types of markets. New studies have shown the importance of the 7P's analysis, relationship marketing and the importance of brand awareness and analysis on the corporate market that impact strategies regarding FMCG industry.

Karakaya et.al (2011) analysis the effectiveness of marketing strategies in the presence of word of mouth by agent based modeling 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 word of mouth (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.

Chrysochou (2010), in his study found that the soaring rates of dietary-related diseases have increased the need for interventions in consumer's healthy eating behavior. 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. In this paper, a case study approach is used to shed light on the practices of health brands and health branding.

Dominici (2009), studied about the movement of traditional marketing mix to e-marketing mix. He observed that the industries are satisfied with the 4P's and now it is the task of the online industries to achieve a marketing paradigm. He hopes that new marketing mix will be developed that will substitute the 4P's and will satisfy the marketing features of online industries as well as other industries.

Goi (2009), reviewed the present marketing mix that applies particularly to the marketing. He observed that marketing mix was particularly useful in the early days of the marketing concept when physical products represented a larger portion of the economy. But now with marketing more integrated into organizations and with a wider variety of products and markets, some authors have attempted to extend its usefulness by proposing a fifth P, such as packaging, people and process.

Constantinides (2002) described the 4S Web Marketing – Mix Model. He found that using traditional approach of 4P marketing mix is a poor choice for web marketing. 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 four S elements of the Web – Marketing Mix framework present a sound and functional conceptual basis for designing, developing and commercializing Business - to - Consumer online projects.

Yoo et.al (2000), investigated the relationships between marketing mix elements and brand equity. From their study they found that, to enhance the strength of a brand, managers most invest in advertising, distribute through retail stores with good images, increase distribution intensively, and reduce frequent use of price promotions.

Bruner (1989), reconceptualized the popular paradigm of marketing mix, the 4 P's. He found that is inadequate to describe the breadth of marketing applications in the 1990's and beyond. He introduced a new conceptualization of 4C's. The 4C's included concepts, channels, costs and communication. The 4 C's model is a successor of 4P's model. This is not only consistent but also compatible with the 4P's model.

Borden (1984), is the one who has coined the phrase marketing mix for the first time. This article tells about the evolution of the marketing mix concept.

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ORGANISATIONAL PROFILE

CHAPTER III

ORGANISATIONAL PROFILE

The present chapter gives the organizational profile of Meat Products of India.

Industry profile

Meat in its broadest definition is animal tissue used as food. Meat industry is one of the top food industries in the world. The importance of meat in the food habit of human being is already evidenced by its extensive industry use. Meat is a rich source of iron, copper, protein, fat, minerals, phosphorous, and vitamins like niacin, thiamin and riboflavin. So the consumption of meat is considered as an important bearing on the health and welfare of the people.

Livestock is the raw material of the meat products. India possesses one of the largest livestock in the world. From the very beginning, our livestock wealth is high owing to the reason that agriculturists choose it as a secondary source of income. But the return from it is very low as they organize and conduct their activities quite natural and unorganized manner.

Meat industry- Indian scenario

Livestock sector is one of the most important components of agriculture in India. Livestock is the raw material of meat product. The value of the output from livestock and fisheries sectors together stood at about Rs.148, 954 cores (US\$ 31,000 million) during 1998-99 (Rs.123, 076 cores, equivalent to US\$ 28,000 million, for Livestock sector and US\$5900 million for fisheries), which accounts for 27 per cent of the value of the output of Rs.553175 cores (US\$115,300 million) from total agriculture and the allied fields (Planning Commission, 2011).

Meat production is estimated at 4.9 million tones, standing eight in rank in the world's meat production. Buffalo in India contributes about 30% of total meat production. The contribution by cattle, sheep, goats and poultry is 30%, 5%, 10%, 10.2% and 11.5% respectively.

In spite of pig potential because of large livestock population, the meat industry in India has not taken its due share. It is noticed that about 6% cattle, 11% buffaloes, 33% sheep, 38% goats and 84% pigs are slaughtered each year. The share of bovine meat in the total meat production in India is about 60% as against small ruminants (15%), pig (10%) and poultry.

There are many reasons for the slow growth of the meat industry, including the negative attitude of public towards meat on account of misinformation campaign, and sociopolitical considerations. Mostly small animals, sheep, goats and pigs are slaughtered in unregistered slaughter houses in small numbers ranging from 2-10 by the individuals butchers and meat is sold fresh on the same day.

Components of meat industry

There are 10 distinct components of meat and meat by products related industries, namely-

- Trade in live animals: weekly/daily cattle markets dealing in buffaloes, sheep, goats, pigs, bullocks etc.;
- Slaughtering the animals by individual butchers for retail in domestic markets;
- Slaughtering the animals in the mechanized abattoirs in export oriented units for export;
- Transportation of fresh frozen meat in refrigerated containers from the point of production to the port for export to various countries;
- Marketing and processing of raw hides and skins;
- Marketing and processing of bones for the further processing into gelatin, ossein and Dicalcium Phosphate (DCP);
- Production of casing from the intestines;
- Marketing and processing of hooves and horns in the cottage industry;
- Marketing and processing of blood for production of pharmaceuticals;
- Rendering plants for production of meat-cum-bone and bone chips.

Production of meat

The healthy disease free animals are procured from the livestock markets/farmers/feedlots/farms and are rested for 24 hours to produce quality meat. Veterinarians subject the animals during rest period to ante-mortem examination. After their approval, they are slaughtered either under Halal/Jhatka procedure depending upon the customer's choice. Thereafter, the veterinarian subjects the carcass to post- mortem examination. After its approval for safety, it is sold in the retail market as fresh meat. The rejected carcasses on post-mortem examination are sent to the rendering plants for production of meat cum bone meal and/or buried depending upon the situation.

The meat meant for export has to pass through ante-mortem and post-mortem examination after 24 hour resting period of the animals. The meat meant for local market and is chilled for 24 hours to bring down the pH below 6. Thereafter, it is deboned and deglanded. The meat is then packed into different cuts and frozen at - 40 degree Celsius for 12 hours to bring down the deep bone temperature to – 18 degree Celsius. The frozen meat is stored in cold storage for export.

There is very little processing of the meat. The meat produced for the domestic market is sold as hot meat. Goat/sheep meat is marketed in villages by slaughtering one or two animals once in a week or as special occasions by a group of people joining together and sharing the cost of the meat so obtained. There is not much overhead cost on meat in villages and realization on the cost of skin, blood etc., is poor.

In the small towns sheep/goat meat is directly marketed to the consumers from meat shops. Since the time gap between slaughter and the sale is very short, the deterioration of the quality of the meat is less. In the big towns and cities most of the meat is consumed on the same day or kept in a refrigerator in the households.

Large ruminants (buffalo and cattle) are slaughtered in big towns and meat sold directly to the customers.

Poultry meat is mostly sold by slaughtering the live birds in the presence of the consumers. However, there are a few modern processing plants where poultry is slaughtered, chilled and frozen birds are sold in big cities.

The export of the poultry meat is significant. The reasons are that mortality of birds is high, overhead inventories are abnormal. The greatest disincentive is that exporters find the prices quoted in importing countries are not favorable.

Meat quality and safety measures

Most of the export oriented meat processing plants in India follow world class sanitary and phytosanitary measures given by the OIE, a referral institution of WTO. The plants are certified with HACCP (Hazard Analysis Critical Control Points), ISO-9002 and SGS meeting the OIE norms. These measures are for meat safety which starts right at the primary production level either with the farmers raising 5- 20 animals of in the feedlot.

The identification and traceability of the animals from production source to the abattoir is completely maintained. It is ensured that animals have been raised under disease free conditions of the disease related to list 'A' of OIE. Except for Foot and Mouth disease, which is endemic in a few pockets in India and has an insignificant incidence (0.001%), India is free from Rinderpest, Contagious Bovine Pleuropneumonia etc. India has now launched a massive FMD control programme with Central Government assistance to make the three zones free of FMD comprising of 56 districts.

In the HACCP, the Critical Control Points (CCP) are closely monitored at the reception of the animals (produced from disease free areas), ante-mortem examination, post- mortem examination, chilling of carcasses at -40 degree Celsius for 24 hours to bring pH level below 7, freezing of deboned meat at -35 degree Celsius for 10-12 hours and storage at -18 degree Celsius. All these measures exclude the possibility of transferring any contagious/infectious/zoonotic disease to the importing countries.

The in-house quality laboratories in the plants ensure the absence of Salmonella, Listeria and permissible limits of E-Coli, Coliform bacteria.

Almost all export oriented plants follow the safety specifications given by the Meat and Meat Product Order of 1993 issued by the Directorate of Marketing and Inspection, Government of India. In addition, the measures recommended in Codex Alimentarius are also implemented.

Processing of meat

There is very little processing. Hardly 1% of the total meat produced in the country is used for processing. Pork and poultry meat are used for production of ham, sausages, patties etc., for the elite market. The meat processors like Venky, Government Bacon Factories etc., produce these products. Meat from small ruminants, namely sheep and goat is also used for production of traditional Kebabs (Seekh and Shami Kebab).

Buffalo meat is basically used in the household for preparation of curries and kebabs. It is also mixed with vegetables like potatoes, cabbages, turnips, sugar beet to make delicious dishes, to name a few, besides the irresistible biriyani, which is a mix of meat and rice. Buffalo steaks are also a delicious product. Both Seekh and Shami kebabs are delicious prepared from buffalo meat only, which is liked by all classes of people in India. The buffalo meat has a great water holding and binding properties, and is, therefore, used for industrial purpose in the production of sausages, patties, nuggets, corn beef, ham etc. A large part of the meat in the Philippines, Thailand, Iran etc., is used for the production of ham and corn beef.

Export of meat

India's international trade in livestock and livestock products is mainly in live animals (17%), meat and meat products (82%), dairy products and eggs (1%). At the global level, India's exports and imports account for only 0.17% of ea.

Meat processing plants

There are 10 fully integrated meat processing plants conforming to international standards set out by Office International Des Epizooties (OIE), Paris. There are other processing plants also which are partially integrated.

Most of the above plants are fully integrated where healthy animals are slaughtered and carcasses are deboned. The deboned meat is frozen and exported. These plants have rendering plants and effluent treatment plants attached to them. Some of the processing plants in Sahibabad, UP, Kirti Nagar Industrial area in New Delhi and Mumbai in Maharashtra, do not have their own slaughter houses, but receives the carcasses of the slaughtered animals from the Government approved Municipal slaughter houses. These plants do small business.

Challenges and Opportunities for Indian Meat Industry

If India had the “Green” Revolution, the “White” Revolution and the “Blue” Revolution, can the “Pink” Revolution, be far behind? The Green Revolution had led to self -sufficiency in food grains, the White Revolution saw India occupy the number one position in milk production in the world, and the Blue Revolution brought about increase in fish production. This proves that the Indian farmer is progressive. What he needs is the lead in the right direction. Contribution of buffalo in bringing about the White Revolution in India is well known. India is now poised to achieve the Pink Revolution through buffalo. If this could be done, India can also achieve the number one position in meat production. This could be achieved by reducing the mortality rate in male buffalo calves (80%), and rearing the animals scientifically for quality meat production, for example, about ten million buffalo calves, which were otherwise eliminated in their very infancy, would become available for quality meat production. This will raise the standard of living of small and marginal farmers in the long run.

Meat production has been neglected, and has not been given adequate attention by the scientists, policy makers, and entrepreneurs, coupled with lack of political will. If all these are combined, the meat production can be greatly enhanced. Meat production is intimately linked to quality leather production in which India has acquired number two position in the world after Italy. If substantive support is given by the Government, both meat and leather can also achieve number one position in the world, like milk.

In order to achieve the Pink Revolution, the following steps have been taken by the Government and the entrepreneurs in India. The Government and Private sector have already initiated many of the steps.

- **Setting up of the state of Art-Abattoir-cum-Meat Processing Plants**

The recent trend in India is to establish latest state-of-the-art abattoirs-cum-meat-processing plants. India has already established 10 most modern state- of-art mechanized abattoirs-cum-meat processing plants in various states based on slaughtering buffaloes and sheep. These plants are environment friendly, where all the slaughter houses byproducts are utilized in production of meat-cum-bone meal, Tallow, bone chips etc. They are also adopting appropriate technologies to obtain value added products. These plants have effluent treatment devices which treat all the washing of abattoirs, lair age etc. to safe water discharge having 30 PPM of BOD. A few more (eight) are under construction. The plants follow all sanitary and phytosanitary (SPS) measures required by the International Animal Health code of OIE. Having no social taboos, like cow in India, with buffalo slaughter, these plants mostly produce buffalo meat for export. India is becoming a major buffalo meat producing country and will be a main player in the International market with additional establishment of the state-of-art-abattoirs cum meat processing plants and control of FMD in three zones in few years from now.

There are also four integrated poultry meat processing plants, which follow sanitary and phytosanitary measures of world class. The largest plant is of Venkatesara Hatcheries.

- **Packaging of technologies to raise male buffalo calves for meat production**

In India, every year, about 10 million male calves are removed from buffalo production system due to international killing by the farmers to save dam's milk due to non-remunerative cost of raising male animals, thus incurring a loss of about US\$ 11 million per annum. These calves could be salvaged for meat production, which will not only improve the economic condition of the farmers but also would increase meat production for domestic consumption and export market.

In India intensive feeding of male buffalo calves has for meat production. The male calves at the age of 6-8 months purchased from farmers are quarantined for 15 days during which vaccination and de-worming are provided. Thereafter, they are fed on high protein/high energy diet to put on a weight of 120 kg in 4 months to produce quality meat. They are never fed on antibiotics,

hormones and growth promoters. They are raised in organic farming. Meat from such animals is tender, lean and juicy and goes to the wet market.

- **Buffalo rearing under contractual farming as background integration to the modern abattoirs for meat production**

A strong need has been felt to establish a production base around each modern abattoir to produce quality disease-free animals as per the sanitary and phytosanitary (SPS) requirements of OIE. Hind Livestock Development Foundation has established a model backward integration with 110000 farmers who are raising more than half a million buffaloes in 2200 villages under contractual farming system. The foundation is providing animal health, animal feeding and extension management services to the farmers at their doorsteps. The marketing of the animals to the meat plant is organized by the foundation to pay them remunerative prices. This has reduced the mortality in the male calves as inputs for animal rearing are provided by the company in vaccination, de-worming and feeds.

- **Establishing disease-free zones for rearing animals**

India is now fortunately free from most of the trade related diseases listed at List 'A' of the Office International des Epizooties (OIE), namely, Rinderpest, Contagious Bovine Pleuropneumonia (CBPP), etc. India has also not reported.

Bovine Spongiform Encephalopathy (BSE- Mad Cow Disease). However, Foot and Mouth Disease (FMD) is still prevalent in an endemic form in some states in India. The Government of India has established 3 Zones with 56 Districts to control FMD in the Tenth Five Year Plan. These Zones are in North, Central and Southern Zone where most of the EOU plants are located. Hopefully, in another 2-3 years, OIE recognized FMD free zones with vaccination would be established in the country, which will further boost meat export. The project has started with 100% financial assistance from the central government. Training of the veterinarians and purchased of vaccines have been completed. The mass vaccination has started from October 2003.

Employment generation

About 40 million people are engaged in meat sector, namely, trade of live animals, hides, bones, casings, horns and hooves etc. this sector when organized on scientific lines will generate more employment in rearing of animals on scientific lines and processing of slaughter-house by-products for allied industries. This will also fulfil the call given by the Hon. Prime Minister of India during his address to the CSIR Society Meeting in January 1999.

Globalization of trade and removal of trade barriers under WTO agreement

Most of the Asian countries are developing countries. They are put at a great disadvantage on account of globalization of trade and removal of trade barriers under WTO agreement. Although they have plenty of natural resources, but they have not had developed technologies to harness them. With the removal of quantitative restrictions on imports, many developed countries are dumping their produce at a very low price compared to indigenous products, as they have the twin advantage of subsidies from their country as well as ultra-modern technologies with nil or very little production losses. Take the example of chicken legs being produced in developed countries giving lot of subsidies in production as against Asian countries. The developed countries should completely eliminate the subsidies on the raising of the animals for production of food so as to have level playing fields. Similarly, the Governments of the developing Asian countries should, therefore, give at least 10% subsidy to the meat and milk industry, and also establish R&D units so that the benefits should percolate to entrepreneurs. Simultaneously, some agency must be formed which should exercise quality control on imported items in the larger interest of indigenous industry.

Processing methods

- Meat processing

Besides 3600 slaughter houses, there are 6 modern abattoirs in the country. Another integrated buffalo meat processing plant in the joint venture, is being established. In addition, there are about 25 meat processing units including 15 100% export oriented units which are mainly engaged in collecting, cleaning, grading and exporting sheep, goat and cattle guts.

- Pork processing

In addition to the 7 Bacon factories, set up in 4th Five Year Plan, 5 Pork Processing Plants are being set up in Guwahati and Nazira (Assam), Aizwal (Mizoram), Dimapur (Nagaland) and Rajpur (MP). A Pork processing plant which was set up in 4th five year plan has been converted into meat complex and is producing mutton and chicken products in addition to the pork products. The meat processing units which are 128 in numbers and licensed under Meat Food Products Order are producing pork products as their main item of production.

- Poultry and egg processing

There are number of small poultry dressing plants in the country. These plants are producing dressed chicken for retail sale. In addition to these plants, there are six modern integrated poultry processing plants producing dressed chicken, chicken cut parts and other chicken products. Modern Integrated Poultry Processing Plant are under establishment- one each in Andhra Pradesh, Assam, Madhya Pradesh, Mizoram, Utter Pradesh and Kerala with the assistance oh this Ministry. The egg processing is a new area of development and a few export oriented egg processing units are being set up in the country.

Meat industry – Kerala scenario

Kerala is a state of agriculture economy. More than 70% of the people are agriculturists and animal husbandry plays an important role in this agrarian economy. But in this state the livestock products and by products have not yet due importance in both public and private sectors. In Kerala for hygienic processing and distribution of meat products the Govt. established 'The Meat Products of India' Limited, Koothattukulam. This is the only available source, however with limited facility in Kerala.

COMPANY PROFILE

MEAT PRODUCTS OF INDIA LTD. EDAYAR

Meat Products of India Ltd (MPI) is a major Indian Meat processing, packaging and distribution company based in Edayar, Koothattukulam, Kerala. Established in 1973, it is one of the public sectors undertaking of Government of Kerala. The company holds a category 'A' no. 1 license from the Ministry of Food Processing Industries, Government of India for the manufacture and marketing of meat and meat products. MPI hold APEDA Registration No.104009542 and EIA Registration No. 42056. The products of MPI are derived from young and healthy livestock and are processed by the help of sophisticated technology to ensure high standards of hygiene, longer storage time and more nutritive value.

History of Meat Products of India

The meat processing factory at koothattukulam was started under the guidance of Danish Government by the department of animal husbandry of Kerala as KEKE bacon factory. The construction and erection work of the factory building started in the year 1965.

The MPI limited was incorporated in the year 1973 with the objectives of establishing an export oriented buffalo meat processing in the project. The company took over the bacon factory under the animal husbandry department in 1976. Because the factory comes to closing down stage government had taken necessary steps to improve the factory. After making possible renovation and repairs the factory commenced production on commercial line in the year 1976. The company was originally designed to slaughter and process 30 pigs. The meat production of India diversified its activities by handling buffalo, goat, rabbit and utilizing poultry and available facilities. At present the company is processing 50 varieties of meat and meat products derived from the above species. The company has a wide network of market within and outside the state and the sale mainly done through the authorized dealer. The company is processing only less than 1% of meat consumed in Kerala.

Objectives of MPI

1. Production of hygienic and quality meat.
2. To improve the quality of animals used for meat production.
3. To save primary producers and livestock framers from traders and middlemen.
4. To reduce cruelty towards animals used for slaughter, by providing proper transportation to the terminal plant. It will help to reduce weight loss and mortality rate and to improve characteristics of meat etc. also introduce human slaughter methods effectively.
5. Satisfaction of customer demand
6. Efficient utilization of livestock resources.
7. Facilitate effective inspection on and mortem to produce whole some hygienic meat and meat products on commercial lives and market it at a low price level.
8. Improve the export of meat and meat products.

Location of the company

The head quarter of MPI is at Edayar, Koothattukulam nearly 45 km from Ernakulam via Piravom, nearly 45 km from Kottayam via Koothattukulam. Its campus has 25 acres of land, 10 acres now vacant for further expansion and development. The construction of large animal slaughter plant has already been completed. Further construction such as the accommodation of generators, extra compressors its transformers and other items are conveniently established on the campus.

Mission of MPI

MPI provides service and natural products that promote nutritional awareness, environmental responsibility, to a sustainable community for all.

Vision of MPI

MPI promotes a healthy world and closer connection to food sources by managing the economic power with community focused, Co-operative values.

- Production of meat and meat products (240 MT per year). The company is now commissioning
- Production and supply of feed to poultry and pig farms of AH department.
- Training to students in food processing and farm management
- Production of pet foods.
- Maintaining piggery, poultry and rabbitry at the campus.
- Production of feather meal, bone meal, meat cum bone meal, lard, tallow
- Distribution of pig lings and rabbits to farmers under buy back scheme.

Administration section

Personnel department plays an effective role in the administrative section. The personnel department assists other department effectively in carrying out their functions by maintaining place and encourages harmonious relation between the management and operation the personnel department functions with the preview of standing and staff regulation and pay structure and promotion policy framed by the company. In addition to this the policies of the company are regulated by the various acts passed in the parliament as well as legislature. In MPI administration section is headed by manager of administration that comes directly under the managing director. Administrative assistant assist him. The administrative section having crew strength of four people, 1 assistant manager and 3 office staff.

Finance section

Finance section is the life blood of the company. Finance section is responsible for recording every day monetary transaction and other performance including financial functions. This section is headed by the finance manager who comes directly under the managing director and also assisted by the finance assistants.

Production section

The production section is headed by the manager of production who comes under the managing director. This section is responsible for the smooth running of MPI.

- Procurement of animals
- Monitoring of production process
- Quality control
- Storage of finished goods
- Work in progress
- The production is having a crew strength of 75 people which consists of 1 assistant manager, 2 supervisors and 72 workmen.

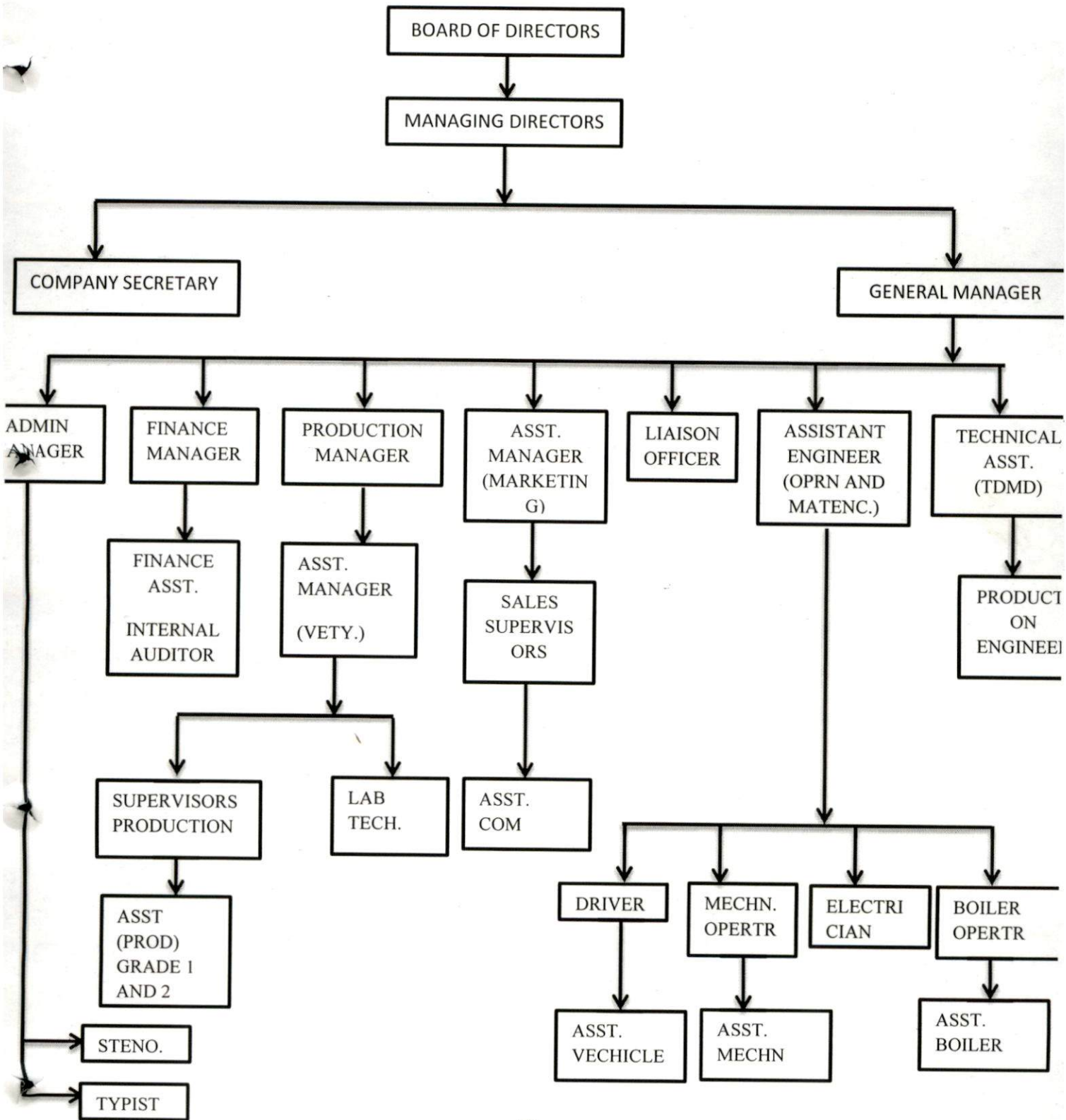
Marketing section

Marketing section is headed by the assistant manager and assisted by a supervisor and three assistants. Sole responsibility of the marketing section is to market the entire products irrespective of the section by developing various marketing strategies. Assistant marketing manager gives the feedback of the market demand of the products to the production manager. Accordingly raw material procured and finished goods are produced. It is within the stipulated time by introducing defining marketing strategies.

Engineering section

This section supports the production section and maintaining the cold storage at subzero temperature. There is proper co-ordination with the production section for the regular operation and maintenance of slaughter and processing plant. This section is headed by the assistant engineer and more engineer holding to the post of TA to MD who will be directly reporting to MD. This section consists of machine operators and two assistance who work round to clock in refrigeration in shift

Organization chart



Infrastructure of the company

The companies have the following facilities.

- **Plant and machinery**

The major part of the plant and machinery of the existing unit was established in the year 1960. Now totally out dated many of the vital equipment are due for replacement. The existing facility is designed only for handling 30 pigs a day which will steady the production of one tone of meat a day in 8 hours single shift operation. Within the limited capacity the company is now handling the production of meat out of cattle, buffalo, rabbit and poultry. To have a better facility for handling large animals and other species and to introduce sophisticated method of slaughter a new plant is being set up. The government approved the companies plan for modernizing the existing units. It involves a capital outlay of rupees 84.85 lakhs during period of 1992-1993, and the company revised the proposal with an outlay of rupees 130 lakhs. The amount to this process is contributed by the central and state government 50:50 basis. The fund expected to be revised from the state and central government during the period 2006.

- **Poultry farm**

The company has a poultry farm having the capacity of 80000 birds per annum. The birds reared by the company used for the production of various chicken products in the company. It assumes the quality of the chicken.

- **Pig farm**

The capacity of pig farm is 400. On an average per year the company produces 75 numbers of piglets, out of these 3000 piglets 2000 will be sold to farmers and the company will fatten 1000. The piglets fattened by the farmers are to send back to the company accepts to increase additional feeders units and it is possible to improve the supply of quality fattened pigs required in the company. Now the company is proposes to expand its firm activities.

- **Rabbit farm**

The rabbit farm was set up with the financial aid from district rural development agency of capital outlay was rupees 2.88 lakhs. The breeding stock was produced during the year 1984-1985. Hence considering the expert opinion to replace the stock, the company programmed to renovate the family introducing fresh breeding stock.

- **Feed mixing unit**

The feed mixing unit was established during the year 1988- 1989 at the cost of rupees 1.4 lakh with a capacity to produce 8 tons of feed per 8 hour shift. On an average the company produces feed at the rate of 12 tons per day. Now the company supplies the feed to various feed units to own farmers and also to farmers of animal husbandry department, the Kerala Agriculture University and to societies in the special livestock breeding program, the animal husbandry department. The main problems of the company as inadequate working capital produce to feed ingredients during the season and stock the same. The company has contributed a separate go down attached the feed mixing plant to store 50 tons of feed ingredients.

- **Export oriented project**

The company has owned 50 acre of land at Pariyaram, Chalakudy for the establishment of an export oriented meat project. The proposed outlay of the pig is 2 cores. The government of India and other allied agencies meet the financial outlay of the project. The investment requirement required to be met by the state government will be 50 lakhs. The proposal has been posed for the financial clearance of the central government. As the same appeared to have been dropped by the government alternative measures and separately taken to redesign the project taking into account the existing needs of the state community for all.

Product profile - Meat products

1. Pork products

- Pork chops
- Pork tenderloin

- Cocktail sausage
- Pork sausage
- Green harm
- Fresh harm
- Pork liver
- Fresh fat chunks
- Frank further sausage
- Hot dog sausage
- Salami sausage
- Smoked ham
- Bacon rashers

2. Beef, buffalo, veal products

- Beef bits
- Veal bits
- Buffalo bits
- Beef keema
- Beef tender loin
- Beef liver
- Beef sausage
- Masala sausage
- Meat loaf
- Cotler mix

3. Mutton products

- Mutton leg
- Mutton liver
- Mutton bits
- Mutton keema
- Mutton soup bones
- Mutton kuruma

4. By products

- Edible lard
- Inedible tallow
- Meat-cum-bone meal
- Bulk pack

5. Chicken products

- Broiler chicken
- Table chicken
- Tandoori chicken
- Chicken-n-ham
- Chicken pepperoni sausage
- Dressed Japanese quail
- Chicken drumstick
- Chicken thigh
- Chicken breast
- Janatha chicken
- Chicken kuruma

6. Miscellaneous

- Rabbit meat
- Ice blocks
- Corned beef
- Beef luncheon meet
- Pork luncheon meet

7. Canned items

- Pork curry
- Cocktail sausage
- Beef curry
- Duck curry
- Quail curry

- Chicken curry
- Rabbit curry
- Mutton curry
- Corned beef
- Buffalo pickle
- Beef frankfurter
- Frankfurter sausage etc.

DATA ANALYSIS & INTERPRETATION

CHAPTER IV

DATA ANALYSIS & INTERPRETATION

4.1 Socio economic profile of the respondents

For analysis the socio economic characteristics of the respondents, four indicators were taken, i.e. gender, age, occupation and family income, which are depicted in the following tables. The socio economic characteristics were analysed to have a clear picture about the respondent's background.

4.1.1 Gender of the respondents

Out of all factors that influence customers decision making behavior, one of the major factor is the gender. It refers to the social relationships, roles and responsibility of men and women that change the expectation in purchasing of a product.

Table 4.1 Distribution of respondents according to the gender

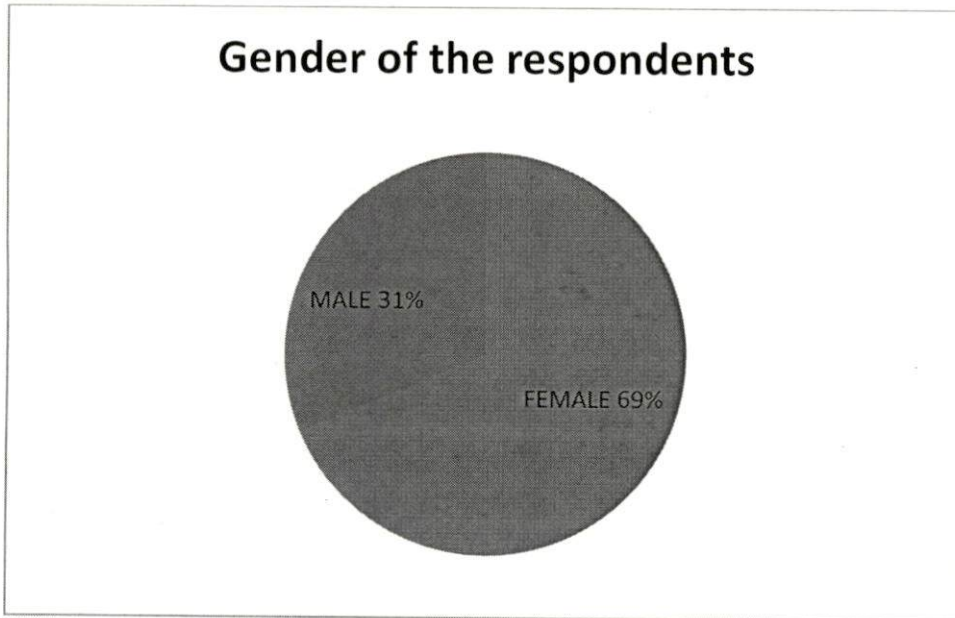
N=150

Gender	No. of respondent	Percentage
Male	47	31
Female	103	69
Total	150	100.00

Source: Primary data

From the Table 4.1, it could be inferred that majority of the respondents were females (69 %). This signifies that women have more purchasing power and decision making power when compared to men.

Fig 4.1 Gender of the respondents



4.1.2 Age of the respondents

Age is one of the factors that influence consumer behavior. The preferences of consumers at different stages of life vary differently. The customers were classified into four age groups and the proportions of each group in the sample are presented in Table 4.2

Table 4.2 Distribution of respondents according to the age

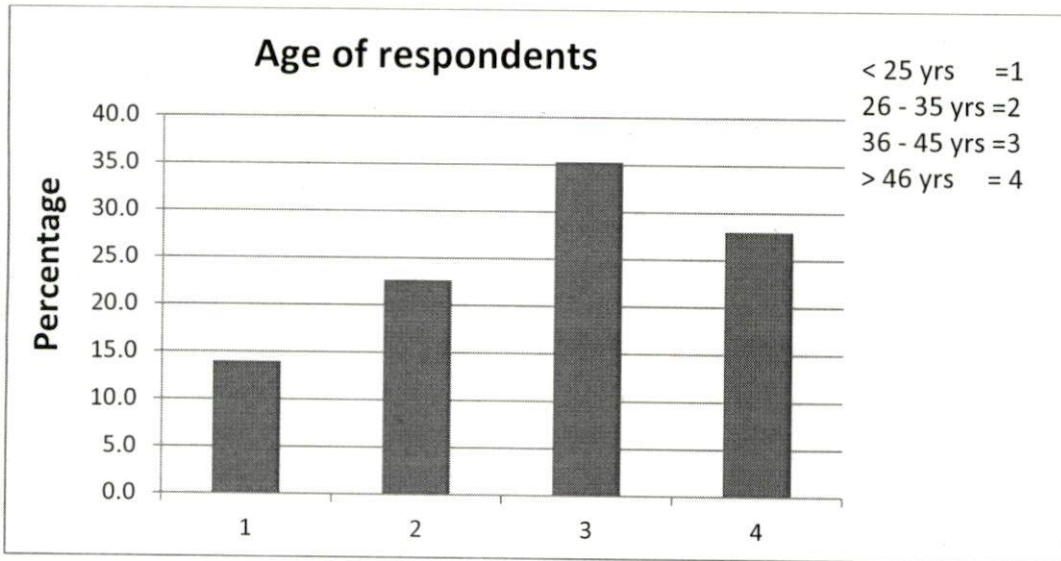
N=150

Age	No. of respondents	Percentage
Less than 25 years	21	14.0
26 – 35 years	34	22.7
36 – 45 years	53	35.3
More than 46 years	42	28.0
Total	150	100

Source: Primary data

The age group that consistently purchased was between 36 – 45 years (53%). This gave an accurate picture that middle aged group has more purchasing power compared with others and age group less than 25 had less purchasing power in the case of grocery items.

Fig 4.2 Age of the respondents



4.1.3 Occupation of the respondents

Occupation of the respondents has influence in their purchasing power. It decides the disposable income of the consumer. Occupation also reveals the standard living of customers. The Table 4.3 below shows the occupation of consumers of MPI products.

Table 4.3 Distribution of respondents according to their occupation

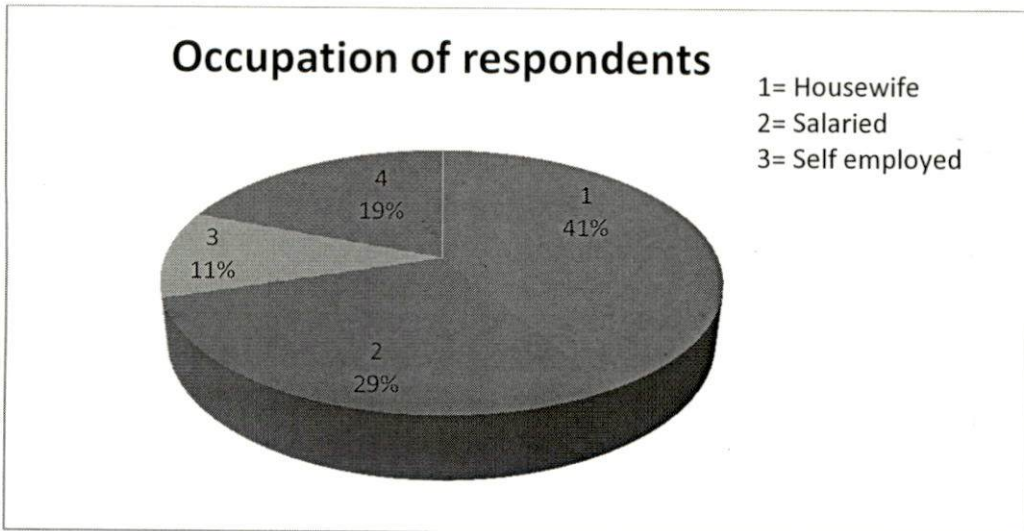
N=150

Occupation	No. of respondents	Percentage
House wife	62	41
Salaried	43	29
Self employed	16	11
Retired	29	19
Total	150	100

Source: Primary data

The table and figure revealed that the majority purchasers were house wives (41%), 29% of respondents were salaried, 19% were retired and 11% were self-employed.

Fig 4.3 Occupation of the respondents



4.1.4 Monthly family income of the respondents

Monthly family income has a great impact on the purchasing power of the consumers. Greater the family income, higher the purchasing power. The table 4.4 gives the details of monthly family income of the customers.

Table 4.4 Distribution of respondents according to their monthly family income

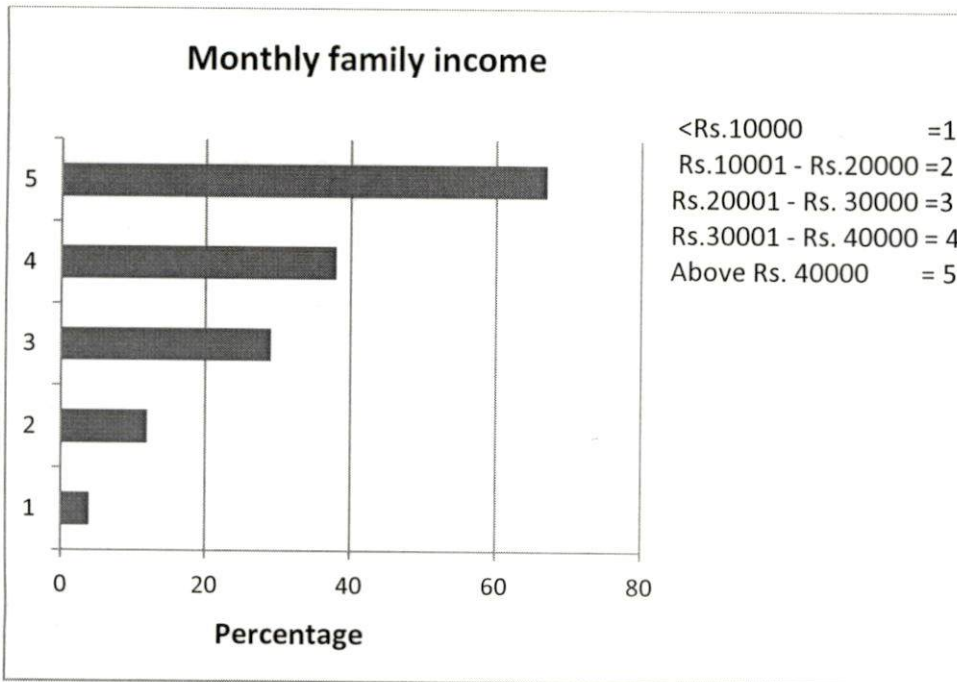
N=150

Monthly family income	No. of respondents	percentage
Less than Rs.10000	4	3
Rs.10001 – Rs.20000	12	8
Rs.20001 – Rs.30000	29	19
Rs.30001 – Rs.40000	38	25
Above 40000	67	45
Total	150	100

Source: Primary data

It could be observed from the table 4.4 and figure 4.4 that, 45 per cent of the respondents had monthly salary of Rs.40000 and above and 25 per cent had salary between Rs.30001 – Rs.40000. The least per cent of respondents (3%) were from the category of Rs.10000 and below that. From this it could be inferred that the price of MPI products was affordable among all the categories of the customers.

Fig 4.4 Monthly family income



4.2 Effectiveness of Marketing Mix

Effectiveness of marketing mix of MPI product was studied in terms of the four P's viz Product, Price, Place and Promotion using Marketing Mix Effectiveness Index.

4.2.1 PRODUCT

4.2.1.1 Awareness of MPI products

A successful product's characteristic is its awareness among customers. Customers will go for such products which all other customers know. The awareness of MPI products is described in the following Table 4.5.

Table 4.5 Distribution of respondents according to the awareness of MPI products

N=150

Awareness	No. of Respondents	Percent
yes	150	100
Total	150	100

Source: Primary data

As per the Table 4.5, the entire respondents were aware of MPI products. The main feature that made the product popular among the customers was its good quality, quantity and price.

4.2.1.2 Perception on quality of Meat products

Perceived quality is generated by each buyer's perception of up to seven elements which include performance, features, and conformity with specification like reliability, durability, serviceability, fit and finish. These all elements satisfy a consumer regarding quality. The perception on quality of meat products by the consumers is given in the following Table 4.6.

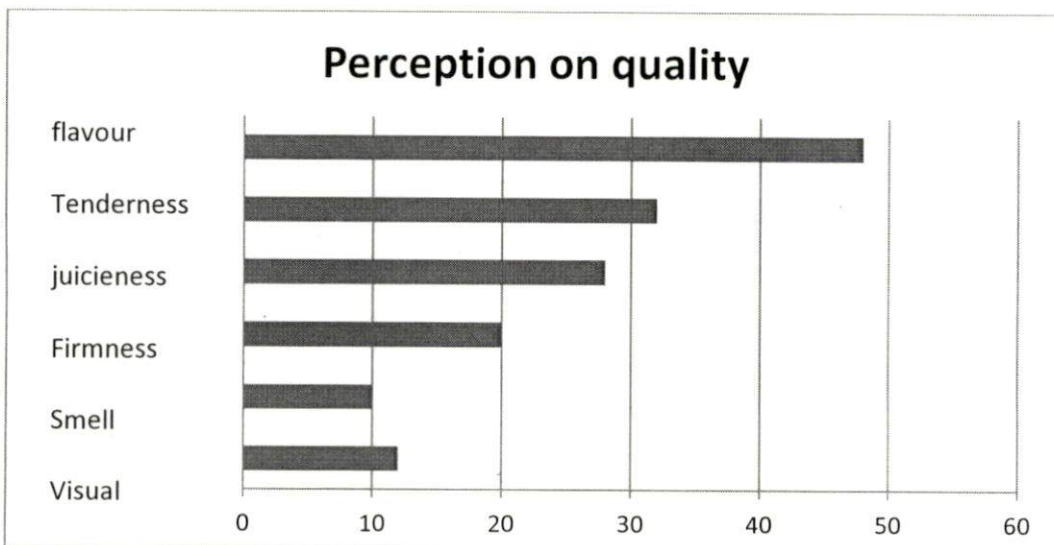
Table 4.6 Distribution of respondents according to the perception on quality

N=150

Perception on quality	No. of respondents	Percentage
a) Visual Identification	12	8
b) Smell	10	7
c) Firmness	20	13
d) Juiciness	28	19
e) Tenderness	32	21
f) Flavor	48	32
Total	150	100

Source: Primary data

As per the Table 4.6, 32 percent of the respondent believed that flavor is one of the important indicators of good quality meat product. And 21 percent believed that tenderness of the meat products is the important factor of quality. Only 8% and 7% of consumers favored visual identification and smell respectively.

Fig 4.5 Respondents perception on quality

4.2.1.3 Customers perception towards Product mix of MPI

Marketing Mix Effectiveness Index was worked out for product in terms of Quality, Taste, Quantity and Package.

Table 4.7 Marketing Mix Effectiveness Index (MMEI) on selected parameters of MPI products

SL. No:	<u>Statements</u>	Score	MME Index	Effectiveness
1	Your opinion about the quality of MPI product	618	82	Highly effective
2.	Opinion about taste of MPI products	620	83	Highly effective
3.	Opinion about the quantity of MPI products	589	79	Effective
4.	Opinion about the packaging of MPI products	602	80	Highly effective
	Composite Index	2429	81	Highly effective

Source: Primary data

Table 4.7 depicts that the MMEI of taste was 83 which was highly effective. Quality and packaging were also highly effective with score 618 and 602 and with index 82 and 80 respectively. Quantity was also effective which was having the index of 79. The overall MMEI of the product showed that the product was effective in the marketing mix of MPI.

4.2.1.4 Awareness about the product line

A product line is a group of related products under a single brand sold by the same company. Companies sell multiple product lines under their various brands. Awareness about the product line is also very important things that have a great impact on the effectiveness of the marketing mix. Table 4.8 depicts the respondent's awareness about the product line of MPI.

Table 4.8 Distribution of respondents according to their awareness about the product line of MPI

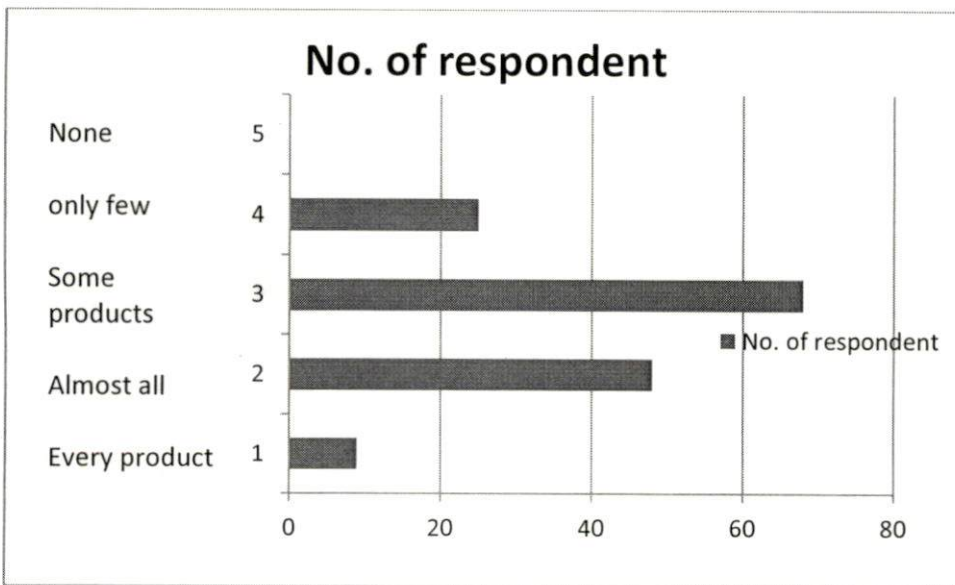
N=150

Awareness level of product line	No. of respondent	Percentage
Every products	9	6
Almost all products	48	32
Some products	68	45
Only few products	25	17
None	0	0
Total	150	100

Source: primary data

Table 4.8 shows that 45 percent of respondents know only some products of MPI. And only 6 percent of respondents are aware about every products of MPI. But 32 percent of respondents are aware of almost all products of MPI. This may be due to the lack of awareness among customers and due to lack of proper advertising or publicity.

Fig. 4.6 Awareness about the product line



4.2.1.5 Influence of packaging on purchasing

Packaging is an important factor a brand should focus more into. It is first impression that a consumer gets regarding the product. Now a day's consumers give more preference on quality of the packaging rather than its attractiveness. Influences of packaging while purchasing are shown below Table 4.9.

Table 4.9 Distribution of respondents according to the influence of packaging on purchasing

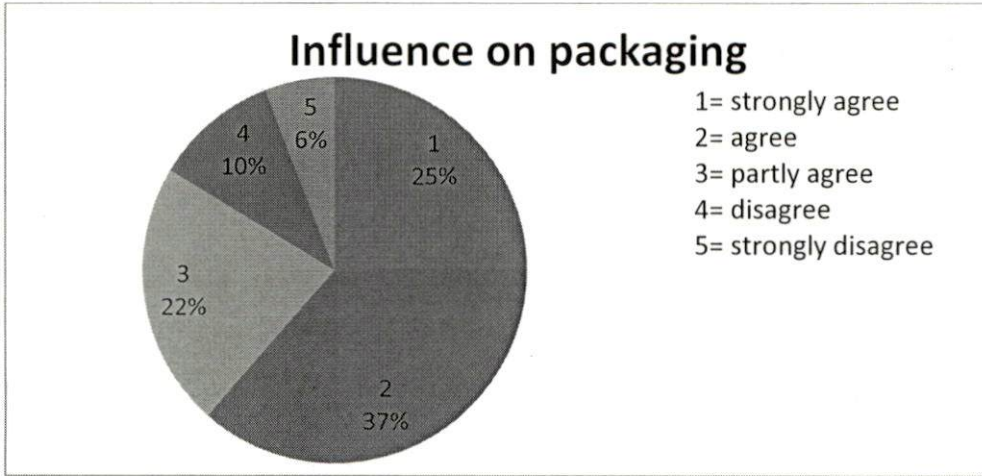
N=150

Influence of packaging	No. of Respondents	percentage
Strongly agree	38	25
Agree	56	37
Partly agree	34	23
Disagree	16	11
Strongly disagree	9	6
Total	150	100

Source: Primary data

With reference to the Table 4.9, 25 percent of the respondents strongly agree and 37percentage of respondents agree that the packaging of the product influences them in purchasing. This gave a clear idea that packaging also had a great deal in purchasing and hence from the data states that customers are satisfied with the packaging of MPI products.

Fig 4.7 Influence of packaging in purchasing



4.2.2 PRICE

4.2.2.1 Affordability of MPI products

Price is the greater and the strongest “P” of the major P’s of the Marketing Mix. Marketing manager can regulate the product demand through this powerful instrument. Price can increase or decrease the demand of a product. Price is importance to marketers because it represents marketer’s assessment of the value customers see in the product or services and are willing to pay for a product.

Table 4.10 Distribution of respondents according to the affordability of MPI products

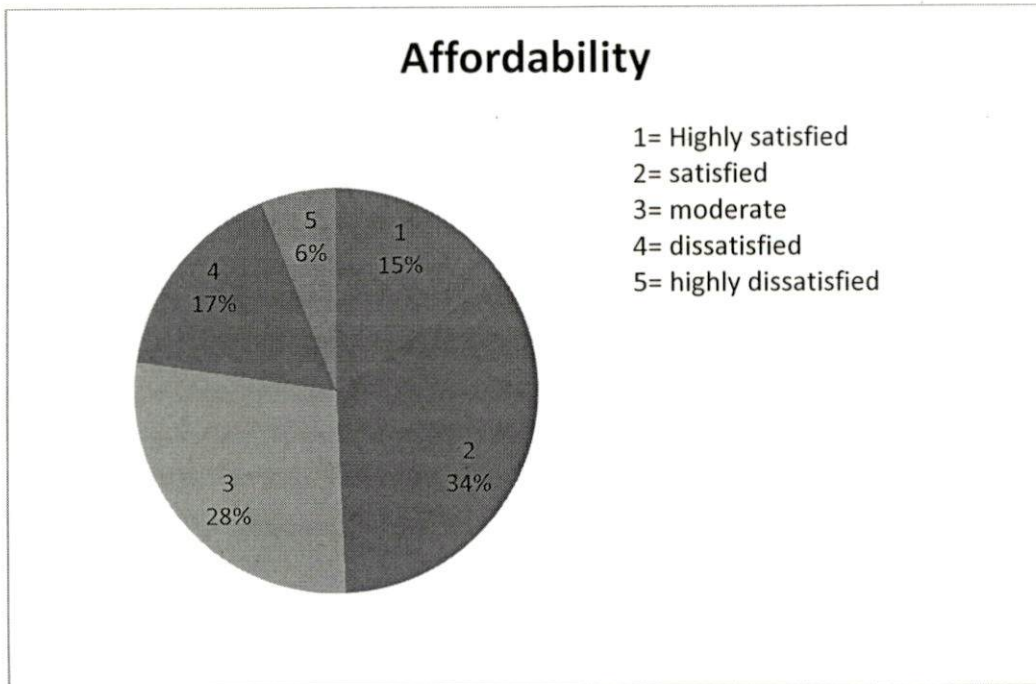
N=150

Affordability of MPI products	No. of respondents	percentage
Highly satisfied	23	15
Satisfied	51	34
Moderate	42	28
Dissatisfied	25	17
Highly dissatisfied	9	6
Total	150	100

Source: Primary data

Table 4.10 shows that 15% of respondents were highly satisfied with the price of MPI products. 34% of respondents were satisfied with the price. But 17% of the respondents were dissatisfied and 6% were highly dissatisfied with the price of MPI products.

Fig 4.8 Affordability of MPI products



4.2.2.2 Customers perception towards the Price mix of MPI products

Effectiveness of marketing mix of MPI products on its price was studied using 4 selected parameters of price viz price compared to competitors, quality aspects related to the amount paid, quantity aspects related to the amount paid and incentives as presented in Table 4.11

Table 4.11 Marketing Mix Effectiveness Index (MMEI) on selected parameters of price of MPI products

SL. No:	<u>Statements</u>	Score	MME Index	Effectiveness
1.	How would you rate the pricing of MPI Products in comparison with its competitors	415	55	Moderately Effective
2.	How would you rate your perception on the quality aspect of MPI Products in terms to the amount paid for	528	70	Effective
3.	How would you rate your perception on the quantity aspect of MPI Products in terms to the amount paid for	513	68	Effective
4.	How would you rate the discount offered if any by the retailer	272	36	Least Effective
	Composite Index	1790	58	Moderately Effective

Source: Primary data

The results of the Table 4.11 showed that the effectiveness of price in the marketing mix of MPI products is average. The parameters in the price showed uniformly moderate scores expect incentives and price comparison against competitors. The MMEI of price of MPI product compared to its competitors was only 55 and that of customer’s perception of quality for the amount paid and quantity paid for the amount paid were 70 and 68 respectively. The score for incentives or discount offer were poor. This showed the scope of using discount offers in the promotion of the product.

4.2.3 PLACE

Place of purchase is an important factors in effective marketing mix. In this busy world customers purchase the product based on their convenience.

4.2.3.1 Place of purchase

The main sources of purchasing are hyper market, super market, bakeries, company outlets, cold storage and others. The place of purchase of MPI products are described on Table 4.12.

Table 4.12 Distribution of respondents according to the place of purchase of MPI products

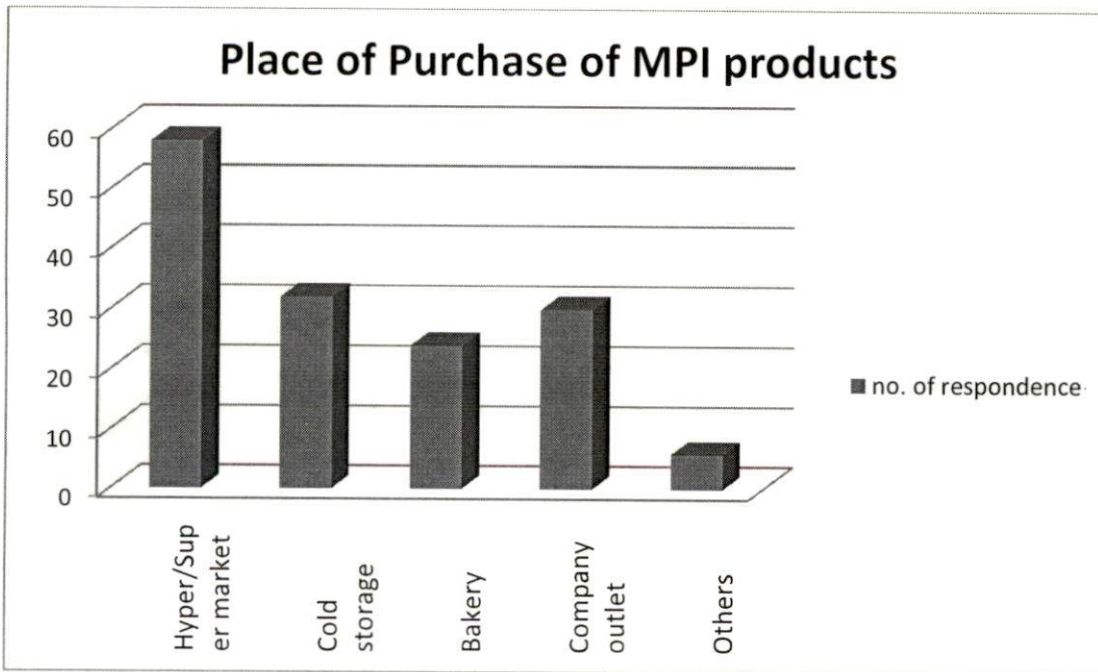
N=150

Place of purchase	No. of respondents	Percent
Hyper/Super market	58	39
Cold storage	32	21
Bakery	24	16
Company Outlet	30	20
Others	6	4
Total	150	100

Source: primary data

From the Table 4.12, it could be observed that 39 percent of respondents bought the product from hyper market and super market and the next 21 percent of respondent that they have purchased from cold storage and 20 percent bought from company outlets. Since these are the main sources that a consumer chooses for purchasing a product, it confirms the point that distribution of MPI is effective.

Fig 4.9 Place of purchase of MPI product



4.2.3.2 Availability of product

Availability is becoming an increasingly important issue for consumers seeking out in convenient grocery solutions. It seems that shoppers rely on factors that make shopping easier and quicker and improving availability is one strategy for delivering against this expectation.

Table 4.13 Distribution of respondents according to the purchase on availability of MPI products in the shops

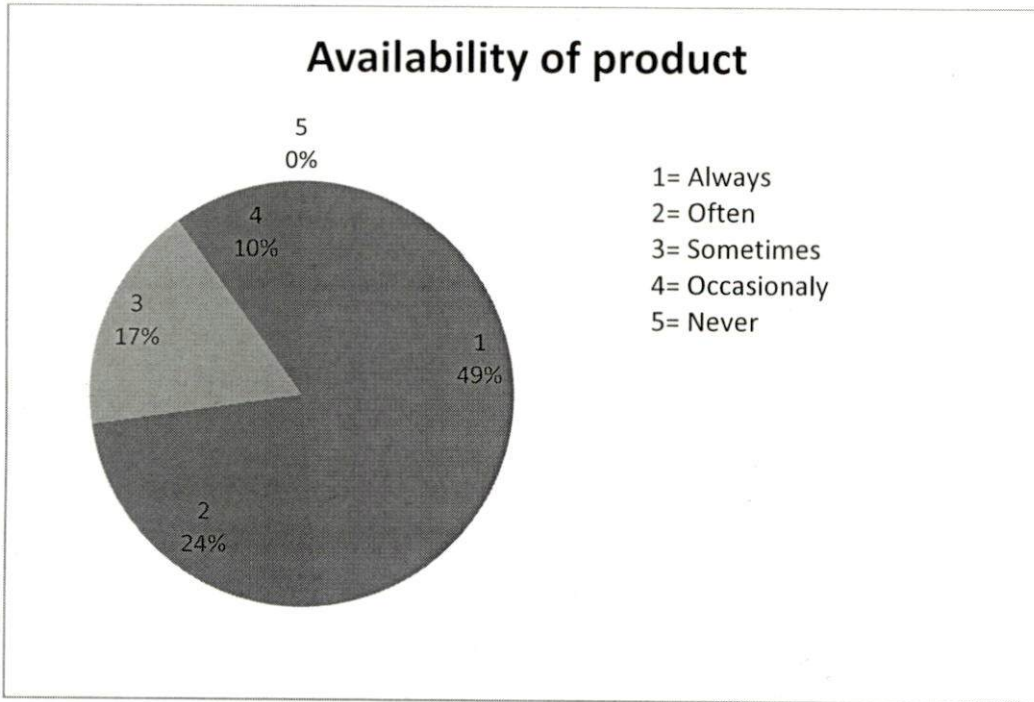
N=150

Availability of product	No. of respondents	Percentage
Always	73	49
Often	36	24
Sometimes	26	17
Occasionally	15	10
Never	0	0
Total	150	100

Source: primary data

As per the Table 4.13, the entire respondents claimed that they purchase a product based on the availability. In today's busy society, customers prefer not to visit multiple stores to purchase a product. Retail and shelf ready packaging had been one of the latest developments took place in order to avail the products at right time and right place. The Table 4.13 shows that 49 percent of respondents had opinion that MPI products are always available in the shops where they are buying. 24 percent says that MPI products are often available in the shops only 15 percent customers gone for occasionally.

Fig 4.10 Availability of product



4.2.4 PROMOTION

Through the promotional mix, a company aims to fulfill two basic objectives. One is to make the customer aware that the product and brand exist. The other is to persuade them to actually pick this product over all others and continue to buy it.

4.2.4.1 Mode of awareness of MPI products

Based on the data obtained about the awareness of the MPI products, analyses were done to know how the respondents came to know about the products. The most important ways through which people became aware about the product was advertisements, word of mouth, Exhibition, family and friends etc. The results about the mode of awareness of the product is as given in the Table 4.14

Table 4.14 Distribution of respondents according to the source of information about MPI products

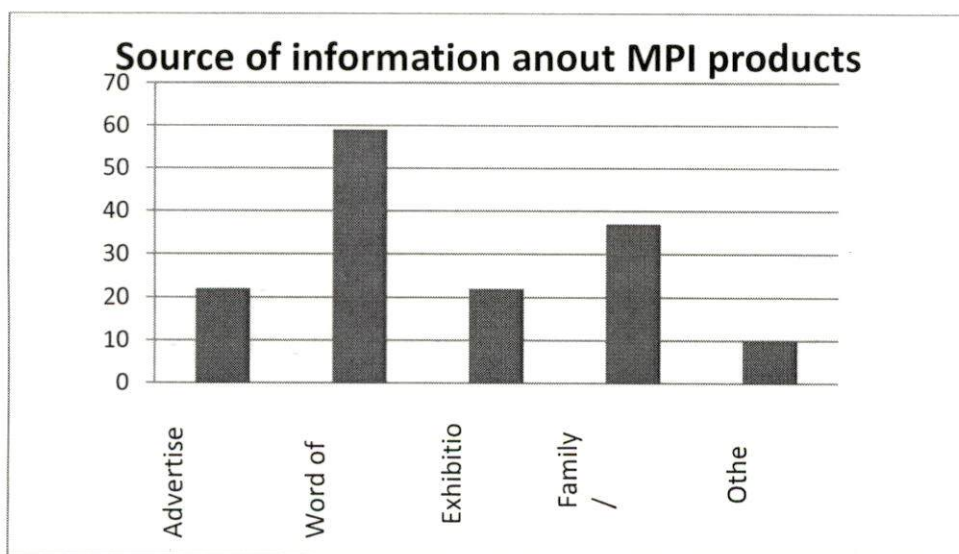
N=150

Source of Information	No. of respondents	Percentage
Advertisements	22	15
Word of mouth	59	39
Exhibitions	22	15
Family/friends	37	27
Others	10	7
Total	150	100

Source: Primary data

Table 4.14 Indicate that, 39 per cent of the respondents had heard of MPI Products through word of mouth, 27 percent has heard from family/friends, only 15 percent from both advertisement and Exhibition. Though the advertisements of MPI product were less, most of the residing natives were familiar with the product since the MPI is located in that area. The advertisements of MPI products are exhibited only few places like transport stand, some bus stops and also which are not attractable to the customers.

Fig 4.11 Source of Information about MPI products



4.2.4.2 Customers perception towards the effectiveness of Promotion mix in MPI

MMEI was worked out for the promotion in terms of the customer's perception towards the ability of advertisements to influence the purchasing decision, promotional activities of MPI, effectiveness of print media, effectiveness of social media, effectiveness of word of mouth and the effectiveness of currently employed promotional activities of MPI.

Table 4.15 Marketing Mix Effectiveness Index (MMEI) on selected promotion parameters of MPI

SL. No:	<u>Statements</u>	score	MME index	Effectiveness
1	How would you rate the influence of advertisement on your purchase decision	456	61	Effective
2.	How would you rate the promotional effectiveness through the print media like newspapers, magazines etc.	443	59	Moderately Effective
3.	How would you rate the promotional effectiveness through the Social media	378	50	Moderately effective
4.	How would you rate the promotional effectiveness through the Word of mouth	494	66	Effective
6.	How would you rate the Effectiveness regarding the promotional methods currently employed by the MPI	325	43	Moderately effective
	Composite Index	2096	56	Moderately effective

Source: Primary data

From the Table 14.15 it was evident that the effectiveness of promotion in the marketing mix of MPI was Average. The number of respondents who had seen advertisement as a factor that can influence while taking purchase decision was good enough. But the rating of promotional activities that are currently employed by MPI was average. Only the effectiveness of word of mouth promotion got a good score among other promotional activities of MPI. This indicated that the promotional activities of the company need to be improved so that the ineffectiveness of the promotion in the marketing mix in the MPI products can be addressed effectively.

4.3 Analysis of MPI products retailers

Retailers are the market makers. Retailers are the people who give an immediate access to the target market. Managing the retailers is avital part of getting the best results. Maintaining a regular and healthy communication makes an effective relationship.

4.3.1 Details about Retailers

4.3.1.1 Experience in selling MPI products

Experience is necessary for every profession. Experience makes man perfect. A retailer with more market experience can contribute profit to the company and himself. The Table 4.16 shows the experience of retailers in the market field.

Table 4.16 Distribution of Retailers according to the experience in selling MPI products.

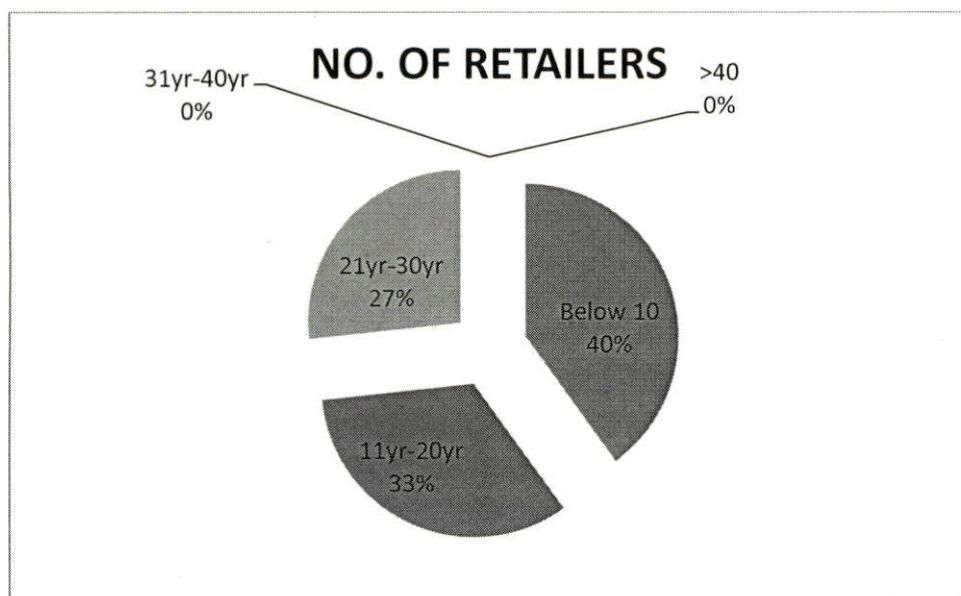
N=15

Experience	No. of respondents	Percent
Below 10	6	40
11yr-20yr	5	33
21yr-30yr	4	27
31yr-40yr	0	0
>40	0	0
Total	15	100

Source: Primary data

As per the Table 4.16, 33 percent of the respondents claimed that they were selling MPI products for more than 10 years, this implicit the trustworthy relationship between the retailers and the company. A dealer distributes a product only if it has more demand, less complaints, and high margin. Four among the fifteen respondents were selling experience between 21 to 30 years.

Fig 4.12 Experience in selling MPI products



4.3.1.2 Frequency of purchasing stock

The frequency of purchasing stock reveals the demand of the product. Retailers will purchase only those products having more demand. Table 4.17 shows the frequency of purchase of stock by the retailers.

Table 4.17 Distribution of the respondents according to the frequency of purchasing stock

N=15

Frequency	No. of respondents	Percentage
Daily	5	33
Twice a week	7	47
Weekly	3	20
Total	15	100

Source: Primary data

From the Table 4.17, we could infer that 47 percent of the respondents purchased stocks twice a week and 33 percent were purchased daily. This implies that the demand of the MPI products is more in the market since the retailers purchase it frequently.

Fig 4.13 Frequency of purchasing



4.3.2 Retailers perception about the PRODUCT MIX OF MPI

4.3.2.1 Awareness about the product line

Awareness among retailers about the product line of a company is very essential factor that leads to more demand for all the products. Retailer's awareness level about the product line of MPI shown in the Table 4.18

Table 4.18 Distribution of the respondents according to the awareness on product line of MPI

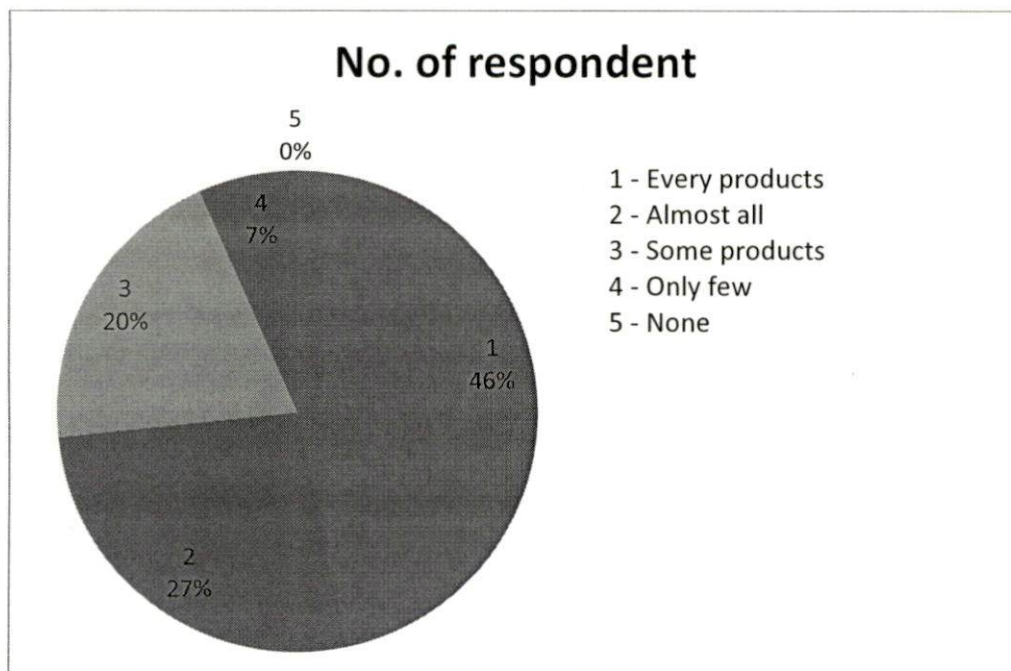
N=15

Awareness level of product line	No. of respondent	Percentage
Every products	7	46
Almost all products	4	27
Some products	3	20
Only few products	1	7
None	0	0
Total	150	100

Source: Primary data

Table 4.18 shows that 46 percent of retailers have the awareness about the every products of MPI. And 27 percent agreed that they are familiar with almost all products.

Fig 4.14 Awareness level of retailers about the product line of MPI



4.3.6 Retailers perception about the reason for attractiveness of MPI products

Here the respondent's reaction opinion about the factors behind the attractiveness of MPI product is described in table 4.19

Table 4.19 Retailers perception about the reason for attractiveness of MPI products

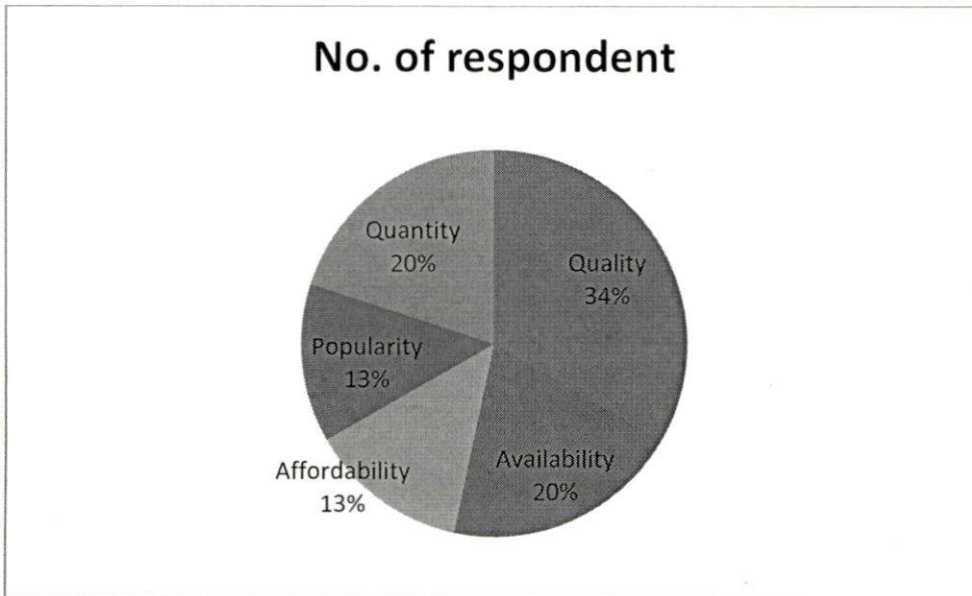
N=15

Factors of product	No. of respondent	percentage
Quality	5	34
Availability	3	20
Affordability	2	13
Popularity	2	13
Quantity	3	20
Total	15	100

Source: Primary data

Table 4.19 depicts that 34 percent of respondents had the opinion that quality of MPI products was the major factor which makes the customer to buy the product. Availability and also quantity for the price was also the major factors having score of 20 percent.

Fig.4.15 Retailers perception about the reason for attractiveness of MPI products



4.3.2.3 Retailers perception on demand of MPI products.

Demand is the underlying force that drives everything in the economy. This drives economic growth and expansion. Without demand, no business would ever bother producing anything. So Table 4. 20 show the demand of MPI products in retailers view.

Table 4.20 Distribution of retailer’s perception towards demand of MPI products.

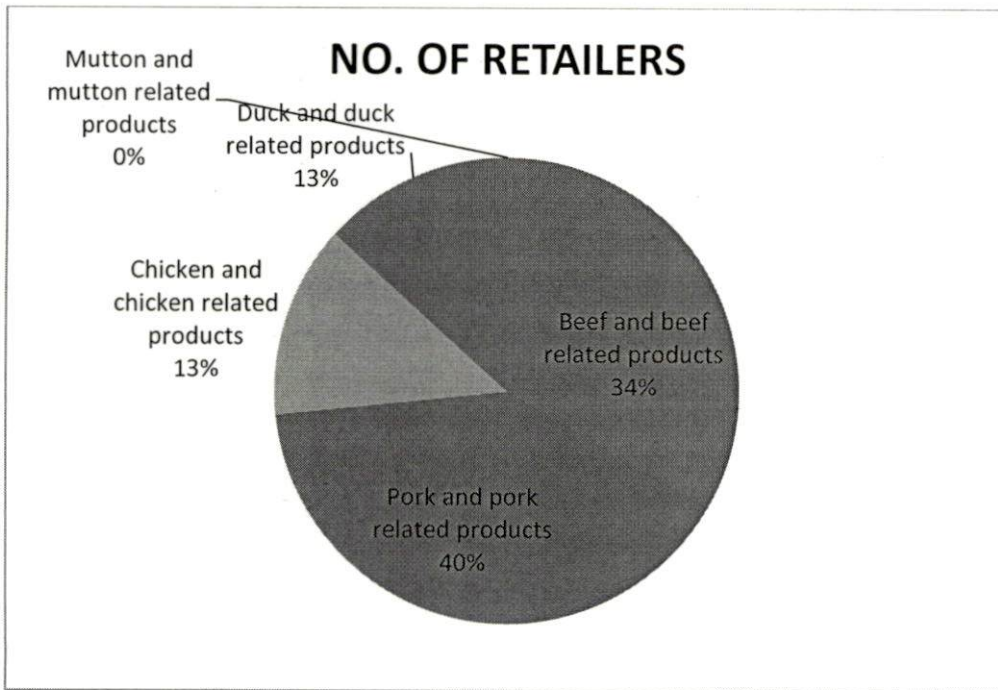
N=15

Products	No. of retailers	percentage
Beef and beef related products	5	34
Pork and pork related products	6	40
Chicken and chicken related products	2	13
Duck and duck related products	2	13
Mutton and mutton related product	0	0
Total	15	100

Source: Primary data

The Table 4.20 claims that 40 percent of respondents say that the most demanded product of MPI was pork and pork related products, also beef and beef related items supported by 34 percent of retailers. But only 13 percent of respondents argued that duck and chicken products were more demanded ones.

Fig 4.16 Demand of MPI products



4.3.2.4 Retailers perception about features of MPI products

Retailer's perception about the features of products like quality, demand, packaging methods, shelf life of products and the quantity are explained in the Table 4.21. These are very important factors for the effective marketing of the products.

Table 4.21 Marketing Mix Effectiveness Index (MMEI) on selected parameters of Product of MPI products N=15

Sl. No:	Statements	Score	MME Index	Effectiveness
1.	Your opinion about the quality of MPI products	63	84	Highly effective
2.	The demand for the MPI products	53	71	Effective
3.	Packaging methods of MPI PRODUCTS	54	72	Effective
4.	Shelf life of the MPI Products	63	84	Highly Effective
5.	Your opinion about the quantity of MPI products	55	73	Effective
	Composite Index		76	Effective

Source: Primary data

Table 4.21 depicts that the MMEI of quality and shelf life of MPI product was 84 which was excellent. Quantity and packaging were also highly effective with score 73 and 72 and with index 73 and 72 respectively (76) of the product showed that the product was effective in the marketing mix of MPI.

4.3.3 Retailers perception towards PLACE MIX of MPI

In the marketing mix, the process of moving products from the producer to the intended user is called place. This movement could be through a combination of intermediaries such as distributors, wholesalers and retailers. In addition, a newer method is the internet which itself is a marketplace now. Through the use of the right place, a company can increase sales and maintain these over a longer period of time. In turn, this would mean a greater share of the market and increased revenues and profits.

4.3.3.1 Retailers perception towards effectiveness of availability, promptness of service & delivery and distribution network etc.

The retailer's perception towards the place mix of MPI is show in the Table 4.22. It reveals the respondents satisfaction level of availability of products, the promptness in service and delivery and the rating of distribution network of MPI.

Table 4.22 Marketing Mix Effectiveness Index (MMEI) on selected parameters of PLACE of MPI products

N=15

SL .No:	Statements	Score	MME Index	Effectiveness
1.	How would you rate the availability of MPI products	54	72	Moderately effective
2.	The promptness in service and delivery on orders for MPI products by the sales officials are	46	61	Effective
3	How would you rate the effectiveness distribution network of MPI	38	51	Moderately effective
	Composite Index		61	Effective

Source: Primary data

Table 4.22 indicates that the respondents rating of availability of MPI products as Moderate. The MMEI about the promptness in service and delivery on orders for MPI products by the sales officials was 61 that are good. And the rating for the effectiveness distribution network of MPI was moderate. The overall composite index for the place mix of marketing was 61 and that indicates place mix was good enough.

4.3.4 Retailers perception towards PRICE mix of MPI

Pricing is one of the most important elements of the marketing mix, as it is the only element of the marketing mix, which generates a turnover for the organisation.

4.3.4.1 Retailers perception on effectiveness on parameters of PRICE mix

Price mix is the value of the product determined by the producers. Price mix includes the decisions as to Price level to be adopted, discount to be offered, and, terms of credit to be allowed to customers. Table 4.23 reveals retailer's rating for the pricing of MPI products, the comparison to the competitors and the discount or incentives offered by the MPI.

Table 4.23 Marketing Mix Effectiveness Index (MMEI) on selected parameters of PRICE of MPI products N=15

SL. No:	Statements	Score	MME Index	Effectiveness
1.	Pricing of MPI products	34	45	Moderately effective
2.	Pricing in comparison to competitors	31	41	Moderately effective
	Composite Index		43	Moderately effective

Source: Primary data

Table 4.23 indicates that pricing strategy and MPI pricing with respect to competitors are moderate as per marketing mix effectiveness index (MMEI). It shows that pricing of MPI products are high compared to their competitor that is why the respondents rating for the pricing of MPI product and pricing comparison to competitors became Moderate. And also the overall composite index was moderate.

4.3.4.2 Retailers perception towards discounts/incentives offered by company

There are many purposes for discounting, including to increase short-term sales, to move out-of-date stock, to reward valuable customers, to encourage distribution channel members to perform a function, or to otherwise reward behaviors that benefit the discount issuer. Some discounts and allowances are forms of sales promotion. Table 4.24 show the retailer's satisfaction level on discounts or other offers and incentives offered by MPI.

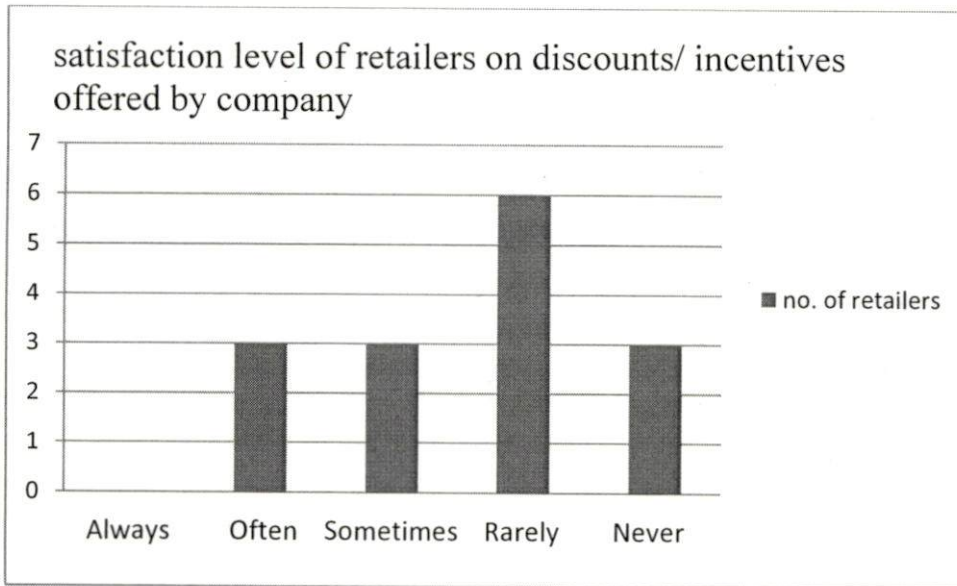
Table 4.24 Discount/ incentives offer from company on sale N=15

Satisfaction level	No. of respondents	Percentage
Always	0	0
Often	3	20
Sometimes	3	20
Rarely	6	40
Never	3	20
Total	15	100

Source: Primary data

Table 4.24 gives the clear depiction about the satisfaction level of respondents on discounts/ incentives offer provided by the company to the retailer's. From the table it is clear that MPI's incentives offer having poor perception. 40 percent of retailers having the opinion that rarely they receives any kind of discount offers. So there is scope for providing more importance to incentives, discount activities that will helps to increase the sales.

Fig 4.17 Discount/ incentives offer from company on sales



4.3.5 Retailers perception towards PROMOTION mix of MPI

The promotional mix refers to one of marketing mix's 4Ps and consists of advertising, public relations, personal selling, and sales promotion. It is defined as all the forms of communication that an organization uses to establish meaning for its product, or service, as well as a way to influence the buying behavior of targeted customers. A promotional mix should be designed in a way that informs the target market audience about the values, and benefits, of the product or service, offered.

4.3.5.1 Retailers perception about Mode of Promotions of MPI

The respondent's perception about the mode of promotion of MPI show in the table. 4.25. Mainly advertisements, word of mouth, exhibitions, family/ friends etc. are the main sources that

gave information about the products to the customers and that will lead to improvement in sales. Here the table depicts the retailers perception about which mode was the leading one.

Table 4.25 Mode of promotions

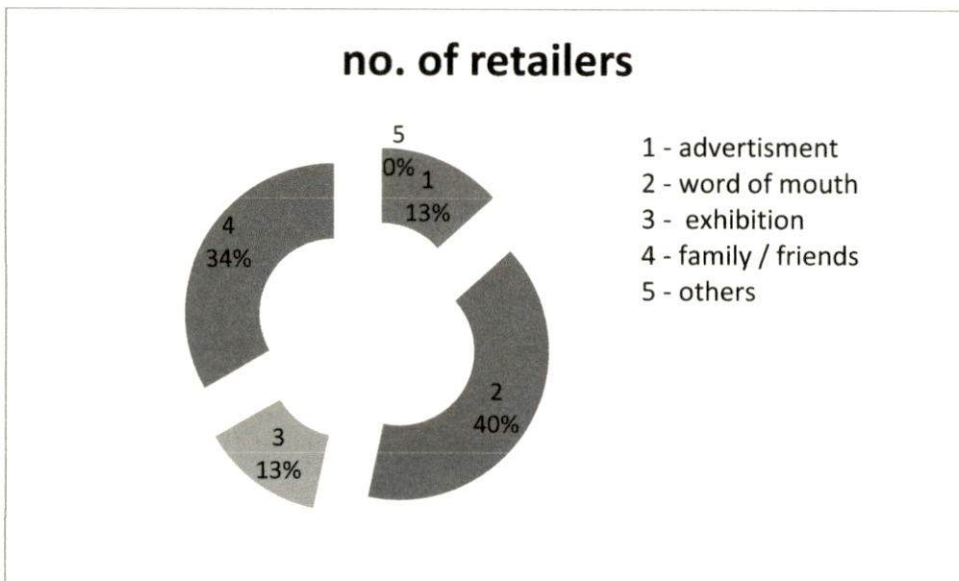
N=15

Mode of promotion	No. of respondents	percentage
Advertisements	2	13
Word of mouth	6	40
Exhibitions	2	13
Family/friends	5	34
Others	0	0
Total	15	100

Source: Primary data

Here the Table 4.25 depicts that which mode of promotion was effective in MPI. 40 percent of promotion was through the word of mouth, 34 percent by family and friends only 13 percent was the contribution by both advertisement and exhibitions.

Fig 4.18 Mode of Promotion



4.3.5.2 Retailers perception about the effectiveness of currently employed by MPI

Table 4.26 depicts the respondent's perception about the effectiveness of promotional activities currently employed by the company.

Table 4.26 effectiveness of currently employed promotional activities

N=15

Effectiveness level	No. of respondents	Percentage
Extremely Effective	0	0
Very effective	2	13
Moderate	8	53
Slightly effective	3	21
Not at all	2	13
Total	15	100

Source: Primary data

The above table 4.26 depicts that in the view of respondents the effectiveness of currently employed promotional activities were not that much effective. That was concluded because 53 percent of respondents/ retailers perceived that those promotional activities were moderate. And 21 percent had the opinion slightly effective and 13 percent were perceived that current activities are not at all effective. So there is a great scope for new promotional strategies.

Fig 4.19 Effectiveness of currently employed promotional activities



SUMMARY OF FINDINGS, CONCLUSION
AND RECOMMENDATION

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CHAPTER V

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

SUMMARY

The marketing mix is an integral tool in building an effective marketing strategy and implementing it with tactics. The marketing mix includes an assessment of the roles of the product, place and promotion which play an overall approach to marketing. Hence the research entitled Effectiveness of marketing mix in MEAT PRODUCTS OF INDIA Ltd. in Ernakulam district, preliminary aims to explore the effectiveness of marketing mix. The primary data collected from 150 customers and 15 retailers constituted the sample size of the study i.e. 165. The previous chapter dealt with the detailed analysis of results derived from the primary data. This chapter covers the summary of findings and conclusions of the study. The major findings from the analysis of effectiveness of marketing mix of Meat Products of India are grouped into three categories socio economic characteristics of the respondents, customer's perception on products of MPI and dealers' perception on products of MPI.

5.2 Major Findings:

The major findings of the study were as follows:

5.2.1 Socio economic characteristics of respondents

- I. The study revealed that the majority of respondents (69 per cent) were females.
- II. Majority of the respondents was in age group of 36-45 years (53 percent).
- III. From the study it is revealed that 41 percent of the customers were house wives.
- IV. Respondent's monthly income of above Rs.40000 (45 per cent) were the majority respondents.

5.2.2 Customers' perception on effectiveness of marketing mix of MPI products

The entire respondents (100%) in the survey were aware of MPI. The product had much brand awareness among the customers.

- I. 32 percent of the respondent believed that flavor is one of the important indicators of good quality meat product, 21 percent believed that tenderness of the meat products is the important factor of quality and 19 percent were believed that juiciness is the another important factor.
- II. Majority of the respondents purchased MPI products because of its taste, quality, packaging and quantity.
- III. Majority 45 % of the respondents were found to be aware of only some products of MPI. But 32 percent of respondents having awareness about almost all products of MPI.
- IV. 37 percent of respondents agree that the packaging of the products having a great influence on purchasing decision.
- V. The price of MPI product was affordable among majority (34%) of the respondents. But 17 percent of respondents having the opinion that the price of MPI products are very high.
- VI. Majority of the customers were satisfied with the product, quality and quantity for the amount they paid for purchasing
- VII. Comparing the price of MPI with other competitor's in the market, MPI had greater price that was not that much affordable to the common people.
- VIII. Hyper market/ super markets were the major source of purchase for majority of the place of purchase (39 %). It was also available at cold storage, company outlet and bakery.
- IX. 49 percent of respondents had opinion that MPI products are always available in the shops where they are buying. 24 percent says that MPI products are often available in the shops only 15 percent customers gone for occasionally.
- X. The effectiveness regarding the advertisement of MPI was realized as very poor. The company had less focus on promotional activity.
- XI. Customer's perception about the effectiveness of promotion mix of MPI was average.

5.2.3 Dealers' perception on effectiveness of marketing mix of MPI products

- I. MPI had a strong marketing network; most of the retailers had more than 10 years' experience (60%).
- II. The frequency of purchasing stock for most (47%) of the dealers was twice in a week and 33 percent of retailers was purchasing on daily bases.
- III. Retailer's awareness about the product line of MPI was good enough. 46 percent of the retailers had awareness about every product of MPI.
- IV. The respondent's reaction opinion about the factors behind the attractiveness of MPI product was that 34 percent of respondents had the opinion that quality of MPI products was the major factor which makes the customer to buy the product. Availability and quantity for the price was also the major factors of the MPI products.
- V. Retailer's perception towards demand of MPI products was 40 percent of respondents say that the most demanded product of MPI was pork and pork related products, also beef and beef related items supported by 34 percent of retailers.
- VI. Retailer's perception about the features of products like quality, demand, packaging methods, shelf life of products and the quantity were excellent.
- VII. Retailer's perception towards effectiveness of availability, promptness of service & delivery and distribution network was good enough.
- VIII. Retailer's perception on effectiveness of the parameters for price mix was the pricing of MPI products were high compared to their competitors and it was rated as moderate.
- IX. Retailers were highly dissatisfied about the discount/ incentives offer from company on sales
- X. Retailer's perception about mode of promotions of MPI was that 40 percent of promotion was through the word of mouth, 34 percent by family and friends.
- XI. Effectiveness of currently employed promotional activities in MPI was rated by the retailers as moderate.

5.3 Recommendations

The following are the suggestions to the management to make marketing mix of MPI products to more effective in the market:

- i. The advertisement of MPI has to be improved a lot to capture more customers. They have to concentrate more on TV, radio, newspaper advertisements and hoardings since these advertisements are seen by many people.
- ii. Awareness about the product line of MPI should be improved among both customers and retailers. It just needed to provide a small trigger in the form of advertisements to capture the market.
- iii. The management should consider the pricing strategies of MPI products, most of the MPI products having high price compared to their competitors.
- iv. Also consider discount or incentives offers to both customers and retailers. It will also trigger the sales of MPI products.

5.4 CONCLUSION

The study on “Effectiveness of marketing mix of MPI products in Ernakulam District” was an attempt to identify the effectiveness of marketing mix of MPI based on selected parameters. The study highlights the fact that the overall effectiveness of marketing mix provided.

Among the four marketing mix, the promotional mix of MPI products has to improve a lot. The advertisement provided by MPI is not strong to capture mass customers. The product line of MPI also needs more focus and publicity. High pricing of MPI products should be consider and also need improvements in incentives or discount offer schemes for better sales. Hence the company has to give due attention to look up into the advertisement market promotion strategies and improve the product line.

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BIBLIOGRAPHY

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APPENDIX

7. Are you aware of MPI products?

Aware

Not Aware

PRODUCT

8. According to your opinion what do you mean by the quality of meat?

Visual Identification

Smell

Firmness

Juiciness

Tenderness

Flavor

9. Please rate the following statements regarding the various parameters on the MPI

Products as (1 – Excellent, 2 – Good, 3 – Average, 4 – Poor, 5 – V. Poor)

SL. No:	<u>Statements</u>	1	2	3	4	5
1	Your opinion about the quality of MPI product					
2.	Opinion about taste of MPI products					
3.	Opinion about the quantity of MPI products					
4.	Opinion about the packaging of MPI products					

10. How many products of MPI do you know?

- | | | |
|----------------------|-------------------------|------------------|
| 1) Broiler chicken | 2) chicken breast | 3) chicken thigh |
| 4) chicken drumstick | 5) Chicken-N-Ham Sliced | 6) Dried beef |
| 7) beef bits | 8) beef keema | 9) pork bits |
| 10) pork chops | 11) pork sausage | 12) duck meat |
| 13) chicken sausage | 14) mutton bits | 15) beef achar |
| 16) others | | |

Every products	<input type="checkbox"/>	Almost all products	<input type="checkbox"/>	Some products	<input type="checkbox"/>
Only few	<input type="checkbox"/>	None	<input type="checkbox"/>		

11. Does the package of MPI products influence the purchase decision?

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>	Partly Agree	<input type="checkbox"/>
Disagree	<input type="checkbox"/>	Strongly Disagree	<input type="checkbox"/>		

PRICE

12. Is the price of MPI products are affordable for your income?

Yes No

13. Please rate the following statements regarding the various PRICE parameters on the

MPI Products as (1 – Excellent, 2 – Good, 3 – Average, 4 – Poor, 5 – V. Poor)

SL. No:	Statements	1	2	3	4	5
1.	How would you rate the pricing of MPI Products in comparison with its competitors					
2.	How would you rate your perception on the quality aspect of MPI Products in terms to the amount paid for					
3.	How would you rate your perception on the quantity aspect of MPI Products in terms to the amount paid for					
4.	How would you rate the discount offered if any by the retailer					

PLACE

14. From where did you use to buy the MPI products usually?

Hyper/super market Cold storage Bakery

Company outlets Others

15. Are the MPI products regularly available in the shops you buy?

Always Often Occasionally

Sometimes Never

PROMOTION

16. How did you hear about these MPI products?

Advertisements Word of mouth Exhibitions

Family/friends Others Please Specify-----

17. Please rate the following statements regarding the effectiveness on PROMOTION:

1 – Very Effective, 2 - Effective, 3 – Moderate, 4 – Slightly effective,
5 – Not at all

SL. No:	<u>Statements</u>	1	2	3	4	5
1	How would you rate the influence of advertisement on your purchase decision					
2.	How would you rate the promotional activities of MPI					
3.	How would you rate the promotional effectiveness through the print media like newspapers, magazines etc.					
4.	How would you rate the promotional effectiveness through the Social media					
5.	How would you rate the promotional effectiveness through the Word of mouth					
6.	How would you rate the Effectiveness regarding the promotional methods currently employed by the MPI					

18. What comes to your mind when you hear about the MPI products?

Quality	<input type="checkbox"/>	Package	<input type="checkbox"/>	Taste	<input type="checkbox"/>
Price	<input type="checkbox"/>	Popularity	<input type="checkbox"/>		

19. Does the MPI product satisfy the need of the customer according to your opinion?

Highly Satisfied	<input type="checkbox"/>	Satisfied	<input type="checkbox"/>	Average	<input type="checkbox"/>
Dissatisfied	<input type="checkbox"/>	Highly dissatisfied	<input type="checkbox"/>		

20. Suggest the areas that need improvements?

Quality	<input type="checkbox"/>	Pricing	<input type="checkbox"/>	Packaging	<input type="checkbox"/>
Availability	<input type="checkbox"/>	Promotion activities	<input type="checkbox"/>		

KERALA AGRICULTURE UNIVERSITY
COLLEGE OF COOPERATION, BANKING AND MANAGEMENT
CUSTOMER PERCEPTION ON MARKETING STRATEGIES OF MPI IN
ERNAKULAM DISTRICT

INTERVIEW SCHEDULE (RETAILERS)

1) Name of the Retailer/Shop :

3) Location :

4) How long have you been selling MPI PRODUCTS?

Less than 10 years 10 – 20 years 20 – 30 years

30 - 40 years Greater than 40 years

5) Frequency of purchasing stock?

Daily Twice a week Weekly

PRODUCT

5) Are you aware of all products of MPI ?

- | | | |
|----------------------|-------------------------|------------------|
| 1) Broiler chicken | 2) chicken breast | 3) chicken thigh |
| 4) chicken drumstick | 5) Chicken-N-Ham Sliced | 6) Dried beef |
| 7) beef bits | 8) beef keema | 9) pork bits |
| 10) pork chops | 11) pork sausage | 12) duck meat |
| 13) chicken sausage | 14) mutton bits | 15) beef achar |
| 16) others | | |

Every products

Almost all products

Some products

Only a few

No products

6) Which MPI PRODUCT is having more demand?

Beef and beef related products

Pork and pork related products

Chicken and chicken related products

Duck and duck related products

Mutton and mutton related products

7. How would you rate the following statements regarding the features of MPI products:

(1 – Excellent, 2 – Good, 3 – Average, 4 – Poor, 5 – V.Poor)

Sl. No:	<u>Statements</u>	1	2	3	4	5
1.	Your opinion about the quality of MPI products					
2.	The demand for the MPI products					
3.	Packaging methods of MPI PRODUCTS					
4.	Shelf life of the MPI Products					
5.	Your opinion about the quantity of MPI products					

PLACE

8) Please rate the following statements regarding the availability of MPI Products:

(1 – Excellent, 2 – Good, 3 – Average, 4 – Poor, 5 – V. Poor)

SL .No:	<u>Statements</u>	1	2	3	4	5
1.	How would you rate the availability of MPI products					
2.	The promptness in service and delivery on orders for MPI products by the sales officials are					
3	How would you rate the distribution network of MPI					

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PRICE

9. How would you rate the following statements regarding the pricing of MPI products?

(1-Very high,2- High, 3- Same as others, 4 - Low,5- Very low)

SL. No:	<u>Statements</u>	1	2	3	4	5
1.	Pricing of MPI products					
2.	Pricing in comparison to competitors					

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

Always Often Sometimes

Rarely Never

PROMOTION

10) Which promotional method of MPI helps you to sell more?

Advertisements Word of mouth Exhibitions

Family/friends Others Please Specify-----

11) Your Opinion about the Effectiveness regarding the promotional methods currently employed by the MPI

Extremely Effective Very effective Moderate

Slightly effective Not at all

///

12) In your opinion, what are the attractive factors that make the customers buy the product?

Quality Availability Affordability

Popularity Quantity

13) Your suggestions to improve promotion of MPI products?

