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EFFECTIVENESS OF MARKETING MIX IN RAIDCO FAMILY CURRY POWDER

by
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MAJOR PROJECT REPORT

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

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Faculty of Agriculture

Kerala Agricultural University



COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT

VELLANIKKARA, THRISSUR-680656

KERALA, INDIA


2016

Declaration

DECLARATION

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

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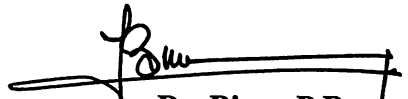
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CERTIFICATE

Certified that this project report entitled "**EFFECTIVENESS OF MARKETING MIX IN RAIDCO FAMILY CURRY POWDER**" is a record of project work done independently by Ms. Athira. T.K 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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We, the undersigned members of the advisory committee of Ms. Athira. T K, a candidate for the degree of **MBA in Agribusiness Management**, agree that the project work entitled **“EFFECTIVENESS OF MARKETING MIX IN RAIDCO FAMILY CURRY POWDER”** may be submitted by Ms. Athira. T.K, in partial fulfilment of the requirement for the degree.



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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Athira T.K. (Reg No. 2014-31-129) MBA-ABM student. College of Co-operation, Banking and Management, Kerala Agricultural University, Vellanikkara has successfully completed her Project Study. She prepared the Project Report entitled "A Study on the Effectiveness of Marketing Mix in Raidco Family Curry Powder Factory, Mavilayi."

She attended the Project study for a period of 45 days from 21-03-16 to 10-05-16 in this Organisation. During the study we found her keen interested, well mannered and enthusiastic.



For RAIDCO KERLA LTD.,

MANAGING DIRECTOR

Acknowledgement

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For any errors or inadequacies that may remain in this work, is the responsibility of my own.

Athira T K

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LIST OF ABBREVIATIONS

- Appl. - Application
- Dev. - Development
- Econ. -Economics
- Electr. -Electronics
- FMCG -Fast Moving Consumer Goods
- Int. - International
- ISO-International Standardization Organization
- J. -Journal
- Knowl. - Knowledge
- Manag. - Management
- Mark. - Marketing
- MMEI-Marketing Mix Effectiveness Index
- NCDC-National Co-operative Development Co-operation
- P&L - Profit and Loss
- Psychol. -Psychology
- Res. - Research
- Rev. - Review
- Stud. - Studies
- Sci. - Science
- RAIDCO- Regional Agro Industrial Development Co-operative
- RFCP-RAIDCO Family curry powder
- UK- United Kingdom

Chapter - 1

Design of the study

Chapter - 1

DESIGN OF THE STUDY

1.1 Introduction

Curry powder is a blend of many spices, and comes in almost infinite varieties. Each curry powder can have different component spices, in differing amounts--making each curry blend unique. The demand for unadulterated spices and curry powder in attractive handy packages is fast emerging.

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 a very important activity for the organisation. 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, advertizing, distribution of products

and services, consumer behavior, internal and international market coverage, branding, packaging, labeling and many other activities.

1.1.1 Marketing mix -4 P model

For easy understanding and proper planning of activities, the marketing activities are divided into four areas for products called 4 P's. These are product, pricing, promotion and placement. However the services the model has 7 P's that include product, price, promotion, placement, 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 the market to pay, supply - demand and a host 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 service known to the user and trade.

1.1.2 Food marketing

Food marketing brings together the food producer and the consumer through a chain of marketing activities. The marketing of even a single food product can be a complicated process involving many producers and companies. According to Pomeranz & Adler, (2015) food marketing is defined as a chain of marketing activities that take place within the food system between a food organization and the consumer.

Marketing effectiveness is the measure of how effective a given marketer's market strategy is toward meeting the goal of maximizing their spending to achieve positive

results in both the short- and long-term. It is also related to marketing Return On Investment and Return on Marketing Investment (ROMI).

1.2 RAIDCO, Kerala Limited

The Regional Agro Industrial Development Co-operative, of Kerala popularly known as RAIDCO Kerala Ltd is a well-organized business group under the co-operative sector of Kerala government. It was established in the year 1972. It has at present 37 branches, 5 manufacturing units and service centers throughout Kerala.

1.3 Statement of the problem

RAIDCO Family curry powder is a product of RAIDCO, Kerala Limited. The products of RAIDCO Family curry powders are turmeric powder, chilly powder, coriander powder, meat masala, chicken masala, sambar powder, rasam powder, pickle mix. The success of a business organization lies in the marketing of the products. The marketing of the curry powders of RAIDCO is facing stiff competition from competitors in the market. The study attempts to analyse the marketing mix used by RAIDCO curry powders and find the weak and strong P's in the marketing mix of RAIDCO curry powder so that effective marketing strategy can be recommended.

1.4 Objectives of the study

The Objectives of the study are as follows:-

1. To study the effectiveness of marketing mix of RAIDCO Family curry powders
2. To delineate the strength and weakness of the marketing mix used by RAIDCO Family curry powders and suggest improvements.

1.5 Methodology

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

The study is analytical in nature.

1.5.1 Study area

Kannur district has been purposively selected for the study being the RAIDCO Head Quarters and company outlet at Kannur.

1.5.2 Sample design

An exhaustive sample of 4 dealers and 1 factory manager of RAIDCO Family curry powders was used in getting details of marketing standards and practices.

Sample of 100 respondents were selected from curry powder consumers within the district in which the consumers of RAIDCO Family curry powders were 61. Each were randomly selected from the Kannur town area and Mavilayi area respectively to make up the sample size.

1.5.3 Method of Data Collection

Both primary and secondary data were used for the present study.

- Primary data was collected by conducting direct interviews with the dealers, manager and selected customers using schedules prepared for the purpose.
- Secondary data was collected from the company records, websites and other published source of reports.

1.5.4 Data Analysis

A five point continuum on 1-5 scale was used to record the degree of agreement of respondents and statements related to product, price, place and promotion of the RAIDCO Family curry powders to record effective score. The score were used to calculate the Marketing Mix Effectiveness Index (MMEI) using the following formula,

$$\text{MMEI} = \frac{\sum \text{Score of the statement} \times \text{Frequency of the score} \times 100}{\text{Maximum score of the statement} \times \text{Total number}}$$

Table1.1 Effectiveness

SL.NO	MMEI(%)	EFFECTIVENESS
1	0-33.33	Low
2	33.33-66.66	Moderate
3	More than 66.66	High

1.5.5 Parameters used for the study

PRODUCT	PRICE
<ul style="list-style-type: none">• Quality• Taste• Quantity• Product line	<ul style="list-style-type: none">• Affordability• Incentives• Price with competitors• Satisfaction for the amount paid
PLACE	PROMOTION
<ul style="list-style-type: none">• Availability of the product• Number of dealers	<ul style="list-style-type: none">• Advertisement• Satisfaction of the market visibility of the product• Brand position

1.6 Scope of the study

The study is intended to analyze the effectiveness of the marketing mix of RAIDCO Family curry powders. Through the analysis of marketing mix, strong and weak P's are identified. This will help the company to improve their marketing strategies and thereby increase the market share.

1.7 Limitations of the study

Even though RAIDCO has variety of products, only curry powders is used for the study. Moreover the survey is restricted only to Kannur district.

1.8 Chapterisation

The study has been designed into the following chapters:

Chapter -1	--	Design of the Study
Chapter -2	--	Review of Literature
Chapter -3	--	Industry Profile
Chapter -4	--	RAIDCO Family Curry Powder- A profile
Chapter -5	--	Effectiveness of Marketing Mix- An analysis
Chapter -6	--	Summary of findings and suggestions

Chapter - 2

Review of literature

Chapter - 2

REVIEW OF LITERATURE

A literature review is an organized critical account of information that has been published on a specific 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)

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.

Ahmed and Rahman (2015), conducted a research on the effects of marketing mix on consumer satisfaction from Islamic perspectives. They observed that conventional marketing strategies satisfy the customers based on the current needs of the customer, whereas, Islamic marketing strategies satisfy the customers 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 a "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 principle to what is generally known today as the 4Ps.

Amini et.al (2012), opined 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, promotion, and after-sales service 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. They say that the 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 elements 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 so that it creates the desired image and position in customer's minds and generate positive response which then could be converted into a strong long lasting relationship.

Singh (2012), discussed about the 4 P'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 the marketing mix of tangible goods and service marketing mix is used for three variables like people, process and physical evidence.

Bobeica (2011), explores the relationships between selected marketing mix elements in the area of FMCG. The study revealed that, 4 P's has been helpful for the marketers at least for the consumer packaged goods. But the 4 P'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 single individuals rather than taking social interactions. 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 the most significant factor affecting the profit of the company due to the positive WOM effect 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 practice 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 4 P'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 4 Ps 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 4 P 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 must invest in advertising, distribute through retail stores with good images, increase distribution intensity, and reduce frequent use of price promotions.

Bruner (1989), reconceptualized the popular paradigm of marketing mix, the 4Ps. He found that it is inadequate to describe the breadth of marketing applications in the 1990's and beyond. He introduced a new conceptualization of 4 C's. The 4 C's included concepts, channels, costs and communication. The 4 C's model is a successor of 4 P's model. This is not only consistent but also compatible with the 4 P'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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Chapter - 3
Industry profile

Chapter - 3

INDUSTRY PROFILE

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

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

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

India's food processing industry is expected to benefit from this and grow to around \$260-billion from the present USD 200-billion in the next 6-years, according to industry expert. The Indian food production is estimated at 500 million tonnes and food processing industry has immense potential. India is a large and growing market for food products as it is growing at

about 1.6%annum. The government has introduced several steps to enhance the growth of food processing industry.

Though represents only 2.75 per cent of the total population of the country, Kerala consumes 10 per cent of the total curry powder sales in India. In the 6,500-crore branded curry masala market in the country, the contribution of the state is `600 crore. Since the entry barriers in the segment is soft, local as well as major brands try their luck in the segment.

Growing at a rate of 15 per cent per year, the branded curry powder segment in the state has around 300 regional brands and 15 major brands. Curry powder exports worth `200 crore is also taking place from the state.

“In terms of consumption in the organized segment the potential for curry powder is huge in Kerala. There is vast scope for exports too. Apart from the big players, regional players do have a space in the market. The market is expected to be doubled in a span of three to four years,” said George Paul, MD, Synthite Group. Experts point out that consumption of curry powder is high in the state as majority of the members in a family are working and the product is readily available.

It is estimated that around Rs 25 lakh is required to set up a small curry masala unit in the state now. But to build an export oriented factory 15-20 crore capital is needed. The other major markets for Kerala brands are South India and West Asia.

“The curry masala market in the state is expanding fast. The entry level barriers in the segment is lesser. Due to this many players are taking up this business. Though many companies have entered into the segment in the recent past majority of them failed to make a significant impact in the market. The companies in Kerala also look at the export market,” said Navas Meeran, Chairman, Eastern Group.

Kurian John, CMD, Melam said that it is easy to begin a curry powder company but it is difficult to sustain. “At present around 300 local brands are available in the segment in Kerala. But the fact is one or two in hundred actually sustains. The rest closed down and the investment will be lost,” he added Thomas (2014)

India is a land of spices where many varieties are grown in the different regions of the country. The people of the country are fond of spicy food so the spices are the most important ingredient in any Indian dish. The nation is not just the big producer and consumer of spices but also a major player in international market, exporting the surplus and importing the deficit. Spices play an important role in enhancing the flavor and taste of the processed foods. They are also used in the medicines because of their carminative, stimulative and digestive properties. India produces almost all the known spices and is the largest exporter of this commodity. Ground spices are extensively used in all types of curried dishes in India and abroad. Although spices are traded chiefly in an unprocessed form, a small yet significant quantity enters international trade as spice powders. Curry powder is the foremost of those blends or mixes and sometimes consists of 20 or more spices designed to add the characteristic flavor of an Indian curry, which is appreciated all over the world. Apart from the overseas market, processed curry powder is becoming popular in the domestic market also. Hence the demand for unadulterated spices and curry powder in attractive handy packaging is fast emerging.

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Chapter – 4

RAIDCO Kerala Limited – A profile

Chapter - 4

RAIDCO KERALA LIMITED - A PROFILE

The Regional Agro Industrial Development Co-operative of Kerala Limited, now popularly known as RAIDCO Kerala Limited is a well-organized business group under the co-operative sector of Kerala Government. RAIDCO was originally registered as a district level co-operative in the name of Kannur District Agricultural Development Co-operative Society Limited No. C 361 in the year 1972. The main intention for the formation of this co-operative was to distribute good quality agricultural machineries and implements to the small and marginal farmers who were always been exploited by the private traders by supplying poor quality agricultural machines at high price and without providing after sale services. The subsidy and other financial assistance provided by the government and the financing banks are not really reaching the hands of the poor farmers but are enjoyed by the private traders by adopting all sorts of malpractices with an intention to cheat and make profit illegally.

The situation forced the government officials, financial institutions, social workers and other veteran co-operators to find out a solution to put an end to this evil. The investment of this type of industry will be comparatively less and the technology utilities are also less. All agricultural policies of the government are executed through RAIDCO. Its registered office is in Kannur. They have 38 branches all over Kerala. Right now RAIDCO has 4 manufacturing units 3 service centers. Curry powder factory is the production unit of RAIDCO located in Mavilayi of Kannur district.

The manufacturing units of RAIDCO is as follows,

- 1) Pump set manufacturing unit, Kanjikode, Palakkad district.
- 2) Agricultural workshop Rubber roller manufacturing unit, Kannur district.
- 3) Fruit canning unit, Mattannur, Kannur district.
- 4) Curry powder factory, Mavilayi, Kannur district.

Total turnover of the company is Rs.100 Crores. Their products vary from agricultural machineries, curry powders, pump sets, fruit products and wheat flour. RAIDCO's all branches mainly cater the needs of the farmers in every corners of Kerala. They ensure world class quality in all its products. Earlier RAIDCO has produced and marketed the industrial products under the brand name RAIDCO. Though these units turned to produce fast moving consumer items like curry powders, they marketed the products under the name Family curry powders.

Services of RAIDCO

- Technical assistance to farmers for selecting farm machineries.
- Purchasing and distributing only best quality pump set and other farm machineries.
- Assume best quality of products by ISI products.
- Provide one year guarantee and after sale service for RAIDCO pump sets.
- Products of reasonable rates
- RAIDCO Family curry powder unit supply goods to Sabarimala Devaswom Board for making aravana prasada.

4.1 Working of RAIDCO Kerala Ltd

The Regional Agro Industrial Development Co-operative of Kerala Limited, (RAIDCO KERALA) has been functioning in the state for the past 38 years and rendering service to the farmers by distributing Pump sets, Power tillers, Sprayers and other Agricultural implements of improved qualities manufactured by almost all reputed firms in India. The co-operative which is the first of its kind in the state had confined its area of operation to 8 Northern Revenue Districts which starts from Kasargod to Ernakulam, But now recently it has extended its operation in the whole state of Kerala with provisions in the Bye-laws to open branches and to conduct sales outside the area of operation also. Right now this Co-operative has 38 branches.

As per the Bye-Laws of this co-operative the prominent objectives are:

1. To purchase, manufacture, or hire agricultural machineries and implements inclusive of Power tillers, Power ploughs, Thrashers, Tractors, Pump sets, PVC pipes etc., and either to sell or supply on hire purchase basis or on hire.

2. To purchase or manufacture industrial machinery, either to sell or to supply or hire purchase basis to cottage/small/medium/large scale industries.
3. To promote, establish, maintain and manage the business relating to the manufacture, purchase and sale of any type of product/products based on any type of fruit and vegetables.
4. To act as agents on behalf of the Central and State Government corporations / Organizations or any institutions or concern for distribution of agricultural machinery and inputs and other allied articles.
5. To arrange for procurement or manufacturing and distribution of organic and chemical fertilizers, seeds, pesticides etc.
6. To undertake, irrigation programs etc.

The authorized share capital of the Co-operative is Rs.50 crores. The major shareholders of the co-operative are the primary societies/banks functioning in the area of operation. However, membership is open to individuals residing in the area of operation and also to state government.

Besides being the dealers of important Pump set manufacturers in India, the co-operative also deals in the purchase and supply of industrial machines required for any small scale industries and rural artisans.

The major advantages of the co-operative is that it ensures the supply of high quality pump sets and other agricultural implements at a considerably low rate and also provides timely after sales services for the machinery supplied by it, and Agricultural workshops-cum-service centers, for undertaking all kinds of repairs to all types of pump sets, sprayers, tillers and tractors etc., has been set up at Kannothumbal in Kannur district, and at Cheruvathur in Kasargod district.

The co-operative has entered in the manufacturing fields also. Accordingly a unit for the manufacture of irrigation pump sets has been set up at Kanjikode in Palakkad district with technical collaboration of M/s Kirloskar Brothers Limited, and also with the financial assistance of National Co-operative Development Corporation, New Delhi and Government of Kerala. Besides, the financial assistance provided to the manufacturing unit in Kanjikode, financial

assistance and state government support are also provided to the Fruit canning unit at Mattannur, rubber roller manufacturing unit at Kannothumbal, and Curry Powder Manufacturing Unit in Mavilayi of Kannur district. The Pump set manufacturing unit has got ISO-9002 certificate in December 2000.

4.2 Membership

This is the first federal type of agro-industrial society in Kerala with institutional and individual members. The institutional members are mainly Primary Service Co-op Banks and Societies in the State. Membership is open to Central and State Governments. There are 3 types of classes.

A class: Membership is open to state, District and primary level of co-operative institutions, local bodies, Government co-operative bodies functioning in the area of co-operative.

B class: Membership is open to any individual who possess the qualifications prescribed under the Kerala Co-operative Societies Act and rules to become a member of a co-operative society are residing in the area of operation of the co-operative.

C class: C class membership is open to central and State government.

4.3 Management

The society is managed by a 15 member Board of Directors. 11 Directors elected from Institutional members, 2 Directors from the individual members, The President of the Kannur District Co-op Bank as Ex-Officio Director and The Managing Director forms the Board of Directors. The present Board is headed by Sri. Valsalan Panoli as Chairman. The professional management is headed by Sri. Manoj Kumar C.P, Managing Director who is an Engineering Graduate with vast experience in corporate management sector.

The procedures of management are,

- The services of the directors shall be gratuitous they may however be paid sitting fee and travelling allowances journey performed in connecting with the business of co-operative for attending the board of directors subject to the maximum rates.

- The election of the elected directors shall be 5 years from the date of their assumption of office casual vacancies using in the board may be filled up as provided by the co-operative societies rules.
- The election of the elected directors shall be made in accordance with the procedure prescribed in the Kerala Co-operative Societies rules.
- The term of office of the board of directors shall be 5 years from the casual vacancies using in the board may be filled up as provided by the co-operative societies rules.
- Any elected directors may at any time resign from sending a letter resignation shall take effect only from the date on which it is accepted by the board.
- Members of the board of directors shall be ceased to hold office. He occurs only of the disqualification mentioned in the act and rules.
- No person shall be eligible or being elected or appointed as a member of the board of directors of co-operative, if he is disqualified under the Kerala Co-operative Societies Act.

4.4 Branches and units

RAIDCO Kerala Limited has 38 branches and 4 manufacturing units all over Kerala as described below

4.4.1 RAIDCO Fruit Processing Unit, Mattannur

This is the first processing unit started by RAIDCO in the year 1978 with the financial assistance of Kerala Khadi and Village Industries Board. Sauces, Pineapple/ mixed fruit Jams, Mango, tender mango, lime, garlic pickles etc are the main products of this unit.

4.4.2 RAIDCO Agricultural Workshop Cum Rubber Roller Manufacturing Unit, Kannothumbal, Kannur

The firm has got 3 agricultural workshops cum service centers at present. Agricultural workshop cum service center at Kannothumbal, Kannur, Agricultural service center at Cheruvathur, and Agro service center at Wayanad. RAIDCO agricultural workshop cum service center was started in the year 1985 with the financial assistance from NCDC and government of

Kerala. The objectives of this workshops is to repair and service the agricultural equipment like pump sets, and other equipment at reasonable rate.

RAIDCO started a unit for rubber roller production in 1991. RAIDCO is getting sufficient order for which is produced in this unit. Rubber Rollers for the use of rubber cultivators for converting raw latex into rubber sheets are manufactured at this unit. In addition to this steel furniture, power plough, foundation bolts, hose clips, GI barrel nipple are also manufactured at this factory. It was established with financial assistance of NCDC.

4.4.3 RAIDCO Pump set Manufacturing Unit, Palakkad

RAIDCO has started a pump set manufacturing unit with the technical assistance of Kirlosker brothers in Kanjikode at Palakkad district in 1986. Apart from this, RAIDCO is producing thrasher, rubber roller and power plough etc. from this unit.

4.4.4 RAIDCO Curry Powder Factory, Mavilayi

RAIDCO has started a fourth production unit, curry powder factory at Mavilayi in Kannur district. The company started in January 2000. RAIDCO have been set up in assistance with NCDC and state government with 1 crore as working capital. The main products of this factory are curry powders, masalas, atta, etc. and these are marketing under the brand name of "RAIDCO FAMILY". The company have acquired to a capacity to produce good quality food products.

4.5 RAIDCO Curry Powder Factory ,Mavilayi

In January 2000, RAIDCO has started a unit for curry powder factory at Mavilayi in Kannur district, which was inaugurated by the former Chief Minister of Kerala, Late E. K. Nayanar. RAIDCO has started this unit as a part of diversification of their activity. Earlier RAIDCO has marketed and produced the products under the brand name "RAIDCO", Later RAIDCO turned to produce fast moving consumer items like curry powders etc., under the brand name "RAIDCO Family".

RAIDCO curry powder has been developed in assistance with the National Co-operative Development Corporation and the state government. It was started with an investment of Rs.3 Crores and working capital of Rs.1 Crore. This industry was set up by RAIDCO in consultation with Central Food Technology Research Institute, Mysore, Government of India Institution. The company has acquired a capacity to produce good quality food products. For the same reason it has been recently awarded with ISO 9001-2008 certification from Bureau of Indian Standards (BIS). It is the first curry powder manufacturing Unit in Kerala getting the ISO 9002 certificate.

The building structure of this company includes wide processing and production area, separate go down for raw materials and finished goods, wide laboratory etc. The company has good staff structure and also have different managers assisted for each department.

The chief executive of this factory is the managing director of RAIDCO Kerala Limited. The factory manager is responsible for day to day activities of this factory. The company is administered by Board of Directors of RAIDCO Kerala Limited, which belong from various co-operative societies. The rights to decide the policy would be in the hands of Board of Directors.

4.5.1 Product Profile

Curry powder is a mixture of spices widely varying composition developed by the British during their colonial rule of India. Curry powder was largely popularized after world war II when immigrants from South East Asia moved to the UK.

RAIDCO curry powder factory produces curry powders and masalas. RAIDCO also produces industrial products, agri machineries and processed foods.

Curry is synonymous with Indian food and curry powder is thought of as its key ingredient. This is a misconception though, as all Indian food does not contain curry powder this all important powder is actually a mix of species collectively known as "Garam masala". It is added to some dishes along with other spices to enhance their flavor and aroma. While the basic ingredients used are the same each house hold has its own proportion so that the end result will differ from home to home.

Most Indians prefer their own garam masala just prior to cooking. There is nothing to beat the flavor of fresh garam masala. The most recipes of the curry powder includes, coriander, turmeric, cumin in their blends.

About Indian spices, it is strongly flavored and aromatic part of a plant used in small quantities as either a preservative or flavoring in cooking. Indian spices are generally the dried part of the plant. i.e., the bark root, stem of a plant. Indian spices have their essence in the hard part of the plant.

4.6 Major departments in RAIDCO curry powder factory

Finance department

Purchase department

Production department

Quality control department

Stores department

Marketing department

4.6.1 Finance Department

Finance is regarded as the lifeblood of the business enterprise. Financial management is very important to any organization. Lack of this paralyses the activities of the firm. Hence, it is essential to have a sound financial system organized in an organization or enterprise. Every

organization needs money and the management of it is very important in any financial system of an organization.

The objectives of financial department are as under:-

- To ensure that accounting records of various divisions are properly maintained.
- To ensure that sales realization are properly accounted and remained the marketing section from time to time over the debtors portion in order to enable them to collect the dues.
- To see that the payments to creditors are made within stipulated time.
- Account section has to provide management timely information about the financial position of the union and guide them as to viability of the proposals that come in the course of business activity.
- The other objective of finance section is to keep the management / board apprised of monthly trading and P & L a/c figures.
- To include timely submission of financial statements to auditors and ensure smooth audit is conducted and give audit reports to management.

The main functions of the financial department are as under:-

- To manage cash.
- To manage bills.
- To manage transportation bills.
- To manage pay bills.
- To manage accounts.

4.6.2 Purchase Department

Purchase department has to make timely order of the raw material for the uninterrupted production process, and the spare parts for the machines which helps in orderly replacement of spares with the production moving.

Objectives of the purchase department:

- To procure quality raw material at the least cost.
- To maintain sufficient stock at go downs.

- To preserve the stock at maximum care.
- To maintain safety stock level.
- Estimate the future fluctuation in prices of raw material arrangement of finance to fulfill the maximum stock level.

4.6.3 Production Department

The function of production department involves the conversion of raw materials into the end product by using processes, machines, men, tools, and so on. It is the process by which goods and services are created.

The products offered by RAIDCO Family curry powders include,

- Chilly powder
- Chicken masala
- Rasam powder
- Coriander powder
- Meat masala
- Sambar powder
- Turmeric powder
- Pickle mix

4.6.4 Quality Control Department

The company believe that quality is essential to the success of any business therefore company has adopted good quality practices and try to install these practices into the organization's culture and product range. Aspiring for the total customer satisfaction, company lay stress on quality. The main objective is to manufacture and supply the best quality product to the customers with latest and advanced technology.

4.6.5 Stores Department

Stores department stores the raw materials required for the production and the finished goods after production for the marketing of the goods.

4.6.6 Marketing Department

Functions of marketing department involves planning and executing the conception, pricing, promotion and distribution of goods services and ideas to create exchanges with target groups that satisfy customers and organizational objectives.

Functions of marketing department are,

- Analyzing market opportunities
- Developing marketing strategy and plans
- Organizing implementing and controlling the marketing plans''

Fig.1 Organizational Structure of RAIDCO

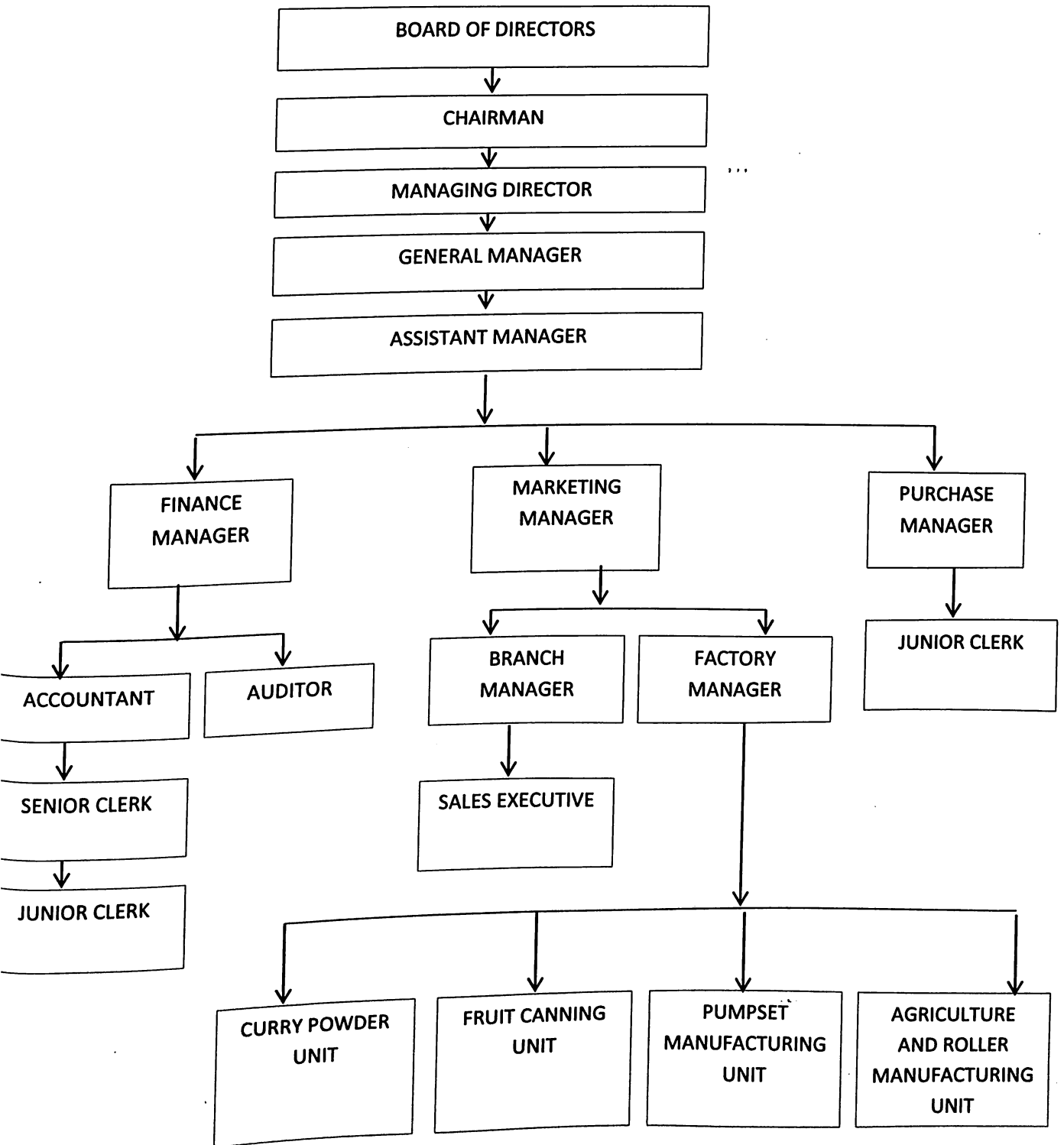
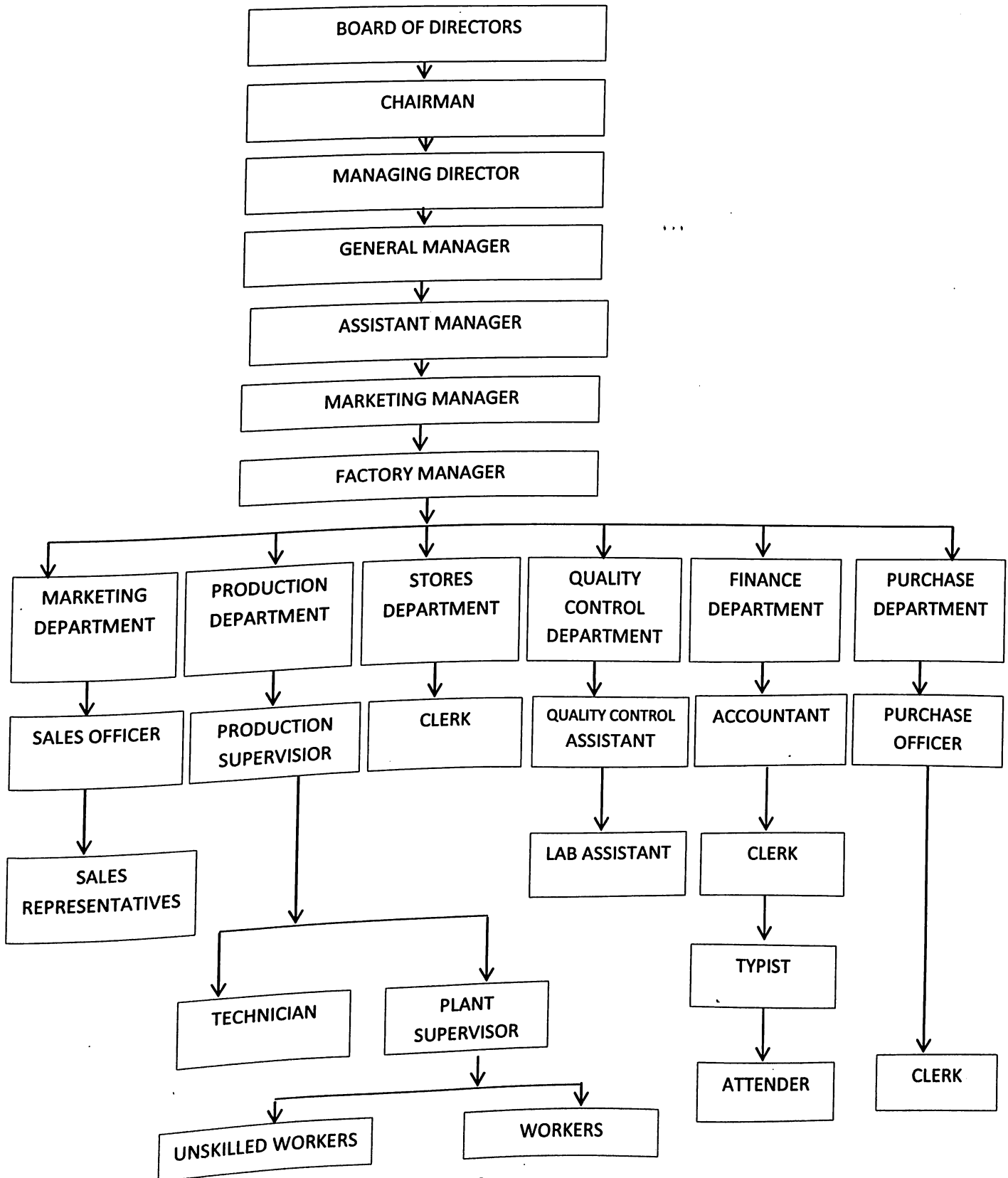


Fig.2 Organization Chart Of RAIDCO Family Curry Powder Factory



Chapter - 5
*Effectiveness of Marketing Mix— An
Analysis*

Chapter - 5

EFFECTIVENESS OF MARKETING MIX- AN ANALYSIS

The results of the study on the effectiveness of marketing mix in RAIDCO Family curry powders are presented under the following heads.

5.1 Preference of Customers on Popular Curry Powder Brands

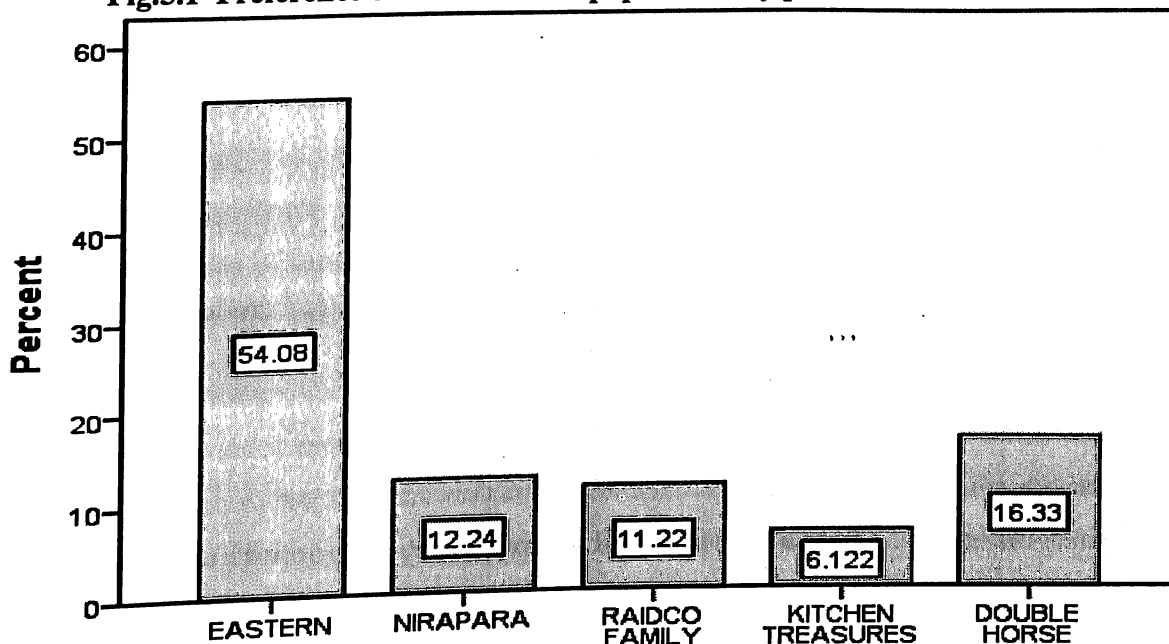
Results of the market survey, showed that there are different varieties of readymade curry powders available in the market. Among this, only brands that are popularly known and mostly available are taken into consideration to delineate the most preferred brand of the customers. The selected brands were Eastern, Nirapara, RAIDCO Family, Kitchen Treasures and Double horse. The result of the consumer preference of brands are as shown in Table 5.1 and Fig.5.1.

Table 5.1 Preference of customers on popular curry powder brands

SL.NO	BRAND	PREFERENCE (%)
1	Eastern	54.1
2	Nirapara	12.2
3	RAIDCO Family	11.2
4	Kitchen Treasures	6.1
5	Double Horse	16.3
TOTAL		100.0

Source :Primary data

Fig.5.1 Preference of customers on popular curry powder brands



Source :Primary data

From the results of Table 5.1 & Fig.5.1, it was clear that the Eastern was the most popular and locally available preferred brand. It had attractive package and was available in required quantity. Availability in the market backed by attractive advertisements, attracted the customers to buy the product. Double horse was the second preferred brand with a preference of 16.33%. Double horse also had good package and attractive advertisement. They were also available in most of the places. Nirapara was in the third position (12.2%). Nirapara also had good package and advertisement but was not much available compared to other preferred brands. This was the reason that it got only third position. RAIDCO Family curry powder was not in the first 3 positions. Main reason was that it was not available in market compared to other brands. The availability was restricted in the selected places like supplyco, maveli stores etc. Also they did not have attractive package or advertisement that attracted the customers. Only 11.22 % of the respondents preferred RAIDCO Family curry powders. Kitchen Treasures which entered the market recently was the only brand that was behind RAIDCO Family curry powders in preference among the customers.

5.1.1 Factors Influencing Curry Powder Brand Preference

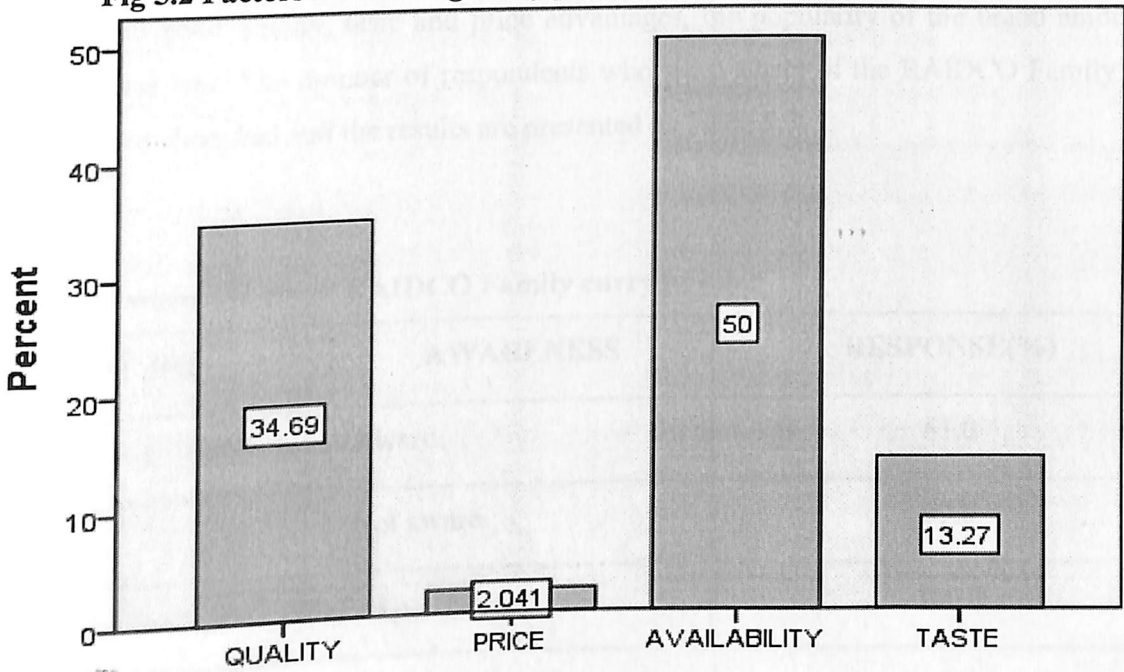
The preference of people varied from person to person. Different factors affected the purchase decision of the customers. Influence of factors like quality, price, availability and taste on consumer preference of curry powders were analyzed. The results of the influence of this on purchase decision of the customers are as Table 5.2. It is also presented as bar graph in Fig 5.2.

Table 5.2 Factors influencing curry powder brand preference

SL.NO	FACTORS	PREFERENCE (%)
1	Quality	34.7
2	Price	2.0
3	Availability	50.0
4	Taste	13.3
5	Others	0
TOTAL		100.0

Source: Primary data

Fig 5.2 Factors influencing curry powder brand preference of customers



Source: Primary data

From the Fig.5.2, it is evident that majority of the respondents bought the preferred brand based on availability. Eastern is the most preferred brand among the customers. It is attributed mostly to the wide availability of the product. About half of the respondents bought the product only due to its availability. Quality was the second factor that influenced the purchase decision of the customers. Only 34% of the customers bought their products based on the quality perception. Taste was the major concern in brand selection for 13.27 % of customers. Only 2.04 % of the people purchased the product due to the price. From the results (Fig.5.2) it is clear that the most preferred brand i.e., Eastern will be the preference brand only due to the reason that it is widely available in the market. Other brands even though they have good advertisements and package most of them are not available in the market as that of Eastern.

5.2 Awareness about RAIDCO Family Curry Powders

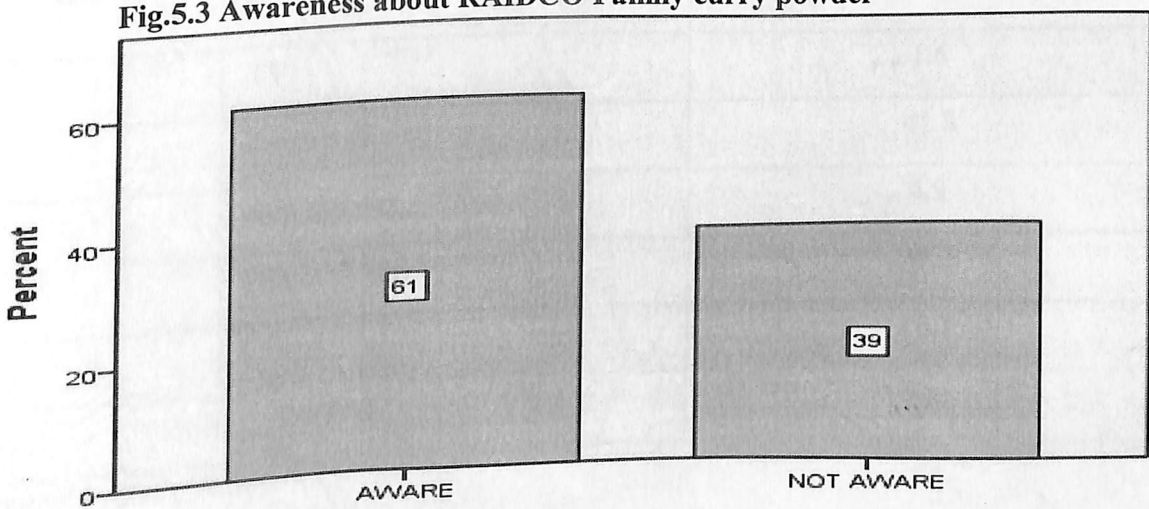
RAIDCO Family curry powders was not much popular and widely available in the market. Even though it had good quality, taste and price advantages, the popularity of the brand among the customers was less. The number of respondents who were aware of the RAIDCO Family curry powders were identified and the results are presented as Table 5.3.

Table 5.3 Awareness about RAIDCO Family curry powder

SL.NO	AWARENESS	RESPONSE(%)
1	Aware	61.0
2	Not aware	39.0
TOTAL		100.0

Source: Primary data

Fig.5.3 Awareness about RAIDCO Family curry powder



Source: Primary data

From the Table 5.3 it is clear that only 61% of the respondents were aware of the product. The awareness of the product among the respondents was less because it was not widely available in the market. The promotion activities conducted were also less. The RAIDCO Family curry powders were best in its quality and taste. However the awareness of the product among the customers are low since it is not available and is not influenced by the customers in any way.

5.2.1 Mode of Awareness of RAIDCO Family Curry Powders

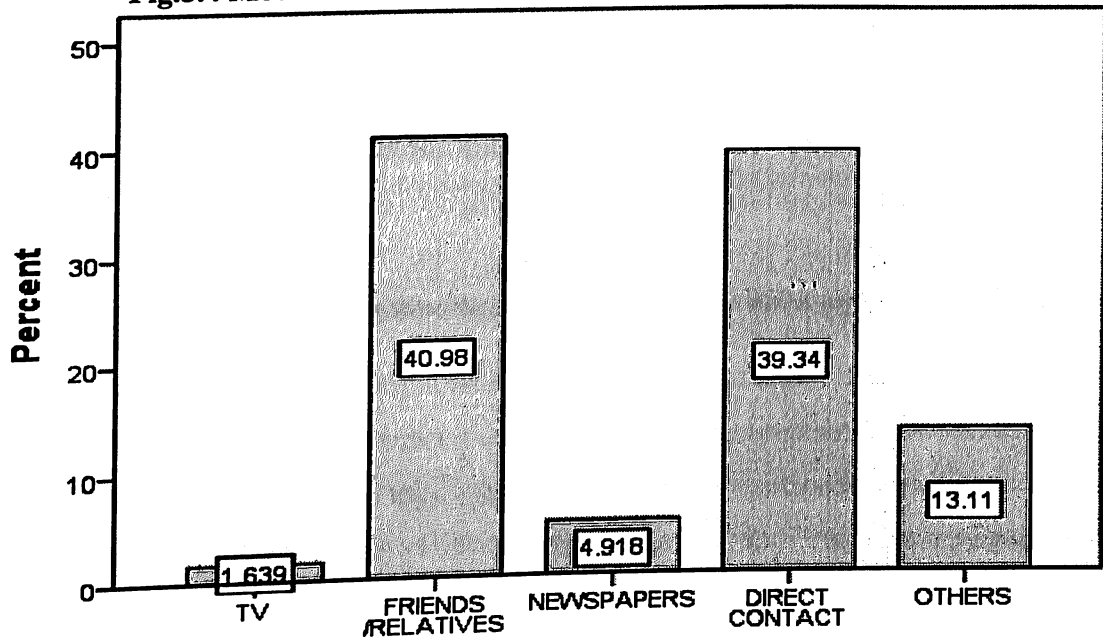
Based on the data obtained about the awareness of the RAIDCO Family curry powders, analyses was done to know how the respondents came to know about the product. The most important ways through which people became aware about the product was TV advertisement, friends/relatives (WOM), newspaper, direct contact etc. The results about the mode of awareness of the product is as given in Table 5.4.

Table 5.4 Mode of awareness of RAIDCO Family curry powder

SL.NO	MODE OF AWARENESS	RESPONSE (%)
1	TV	1.6
2	Friends /Relatives	41.0
3	Newspapers	4.9
4	Direct Contact	39.3
5	Others	13.1
TOTAL		100

Source: Primary data

Fig.5.4 Mode of awareness of RAIDCO Family curry powder



Source: Primary data

From the Fig.5.4 it is clear that the most of the respondents were aware of the product through friends/relatives i.e., word of mouth. The word of mouth was popularly used when the product was of good quality. Quality and the price was rated as the main reason that resulted in the word of mouth publicity. If the quality, taste and price was superior compared to the competitors the word of mouth publicity will be automatically be high. Here among the respondents ,40.9% of the respondents were aware of the product through word of mouth.39.3% of the respondents are aware of the product through direct contact. These people may be aware of the product through direct contact with the company or nearness to the company. Only 13.1% of the respondents were aware of the product through other means. They were familiar with the product in supplyco/ maveli stores. Newspapers and TV contributed only 4.9% and 1.6% respectively. From this it is clear that the promotional method used by RAIDCO Family curry powders need to be improved to capture domestic market.

5.3 Effectiveness of Marketing Mix

Effectiveness of the marketing mix of RAIDCO Family curry powders was studied in terms of the four P's viz product, price, place and promotion using Marketing Mix Effectiveness Index.

5.3.1 Product

MMEI was worked out for product in terms of quality, quantity, taste and product line.

Table 5.5 Marketing Mix Effectiveness Index (MMEI) on selected parameters of RAIDCO Family curry powders

SL.NO	PARAMETERS	MMEI (%)	EFFECTIVENESS
1	Quality	66.2	High
2	Quantity	95	High
3	Taste	67	High
4	Product line	50	Moderate
TOTAL		70	High

Source: Primary data

Table 5.5 showed that that the MMEI of quality was 66.2% which was highly effective. Quantity and taste were also effective with score 95 and 67 MMEI respectively. Whereas the product line was only moderately effective with score 50 MMEI. The overall MMEI of the product showed that the product was effective in the marketing mix of RAIDCO Family curry powders. The only parameter that showed less effectiveness was the product line. This may be due to the lack of awareness about the product among the customers and due to the lack of availability.

5.3.2 Price

Effectiveness of marketing mix of RAIDCO Family curry powders on its price was studied using 4 selected parameters of price viz affordability, price compared to competitors, satisfaction for the amount paid and incentives as presented in Table 5.6

Table 5.6 Marketing Mix Effectiveness Index (MMEI) on selected price parameters of RAIDCO Family curry powders

SL.NO	PARAMETERS	MMEI (%)	EFFECTIVENESS
1	Affordability	98	High
2	Price compared to competitors	98.4	High
3	Satisfaction for the amount paid	94	High
4	Incentives	25.4	Low
TOTAL		79	High

Source: Primary data

The results of the Table 5.6 showed that the effectiveness of price in the marketing mix of RAIDCO Family curry powders is high. The parameters in the price showed uniformly high scores except for incentives. The MMEI of affordability was 98 and that of satisfaction of the customers for the amount paid and satisfaction when compared with the price of the competitors were 98.4 and 94 respectively. The results showed the scope of using incentives in the promotion of the product.

5.3.3 Place

MMEI was worked out for place in terms of availability of the product and awareness of the number of dealers.

Table 5.7 Marketing Mix Effectiveness Index (MMEI) on selected place parameters of RAIDCO Family curry powder

SL.NO	PARAMETER	MMEI (%)	EFFECTIVENESS
1	Availability	33.4	Moderate
2	Awareness of dealers	40.4	Moderate
TOTAL		37	Moderate

Source: Primary data

From the results of Table 5.7, it was found that the effectiveness of place in the marketing mix of RAIDCO Family curry powders is moderate. The availability of RAIDCO Family curry powders was one of the parameter selected for the study about physical distribution of the curry powder and it was found that the effectiveness is moderate. From this it was evident that the physical distribution of RAIDCO Family curry powders was poor. The awareness of the dealers among the respondents was also less and this also resulted in the moderate effectiveness of the place in the marketing mix. The overall MMEI of the place also showed that the physical distribution was moderately effective.

5.3.4 Promotion

MMEI was worked out for promotion in terms of advertisements and satisfaction of the customers in the product.

Table 5.8 Marketing Mix Effectiveness Index (MMEI) on selected promotion parameters of RAIDCO Family curry powders

SL.NO	PARAMETER	MMEI (%)	EFFECTIVENESS
1	Advertisement	24	Low
2	Satisfaction of customers in product	58	Moderate
TOTAL		41	Moderate

Source: Primary data

From the Table 5.8 it was evident that the effectiveness of promotion in the marketing mix of RAIDCO Family curry powders was moderate. The number of respondents who had seen the advertisements of RAIDCO was very less and the MMEI of advertisement was 24 which showed that it was less effective. The satisfaction of the customers in the product was 60 which was moderately effective. The overall MMEI of the promotion was 42 which showed that it was moderately effective. 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 RAIDCO Family curry powders can be addressed effectively.

5.4 Marketing Mix of RAIDCO Family Curry Powder

Marketing mix is one of the most popular theoretical frameworks in marketing that has been used by companies in order to make marketing and other decisions in a more efficient manner. Companies have concentrated on various elements of marketing mix as a source of competitive edge according to the strategy adopted by senior level management in order to achieve long-term aims and objectives. The elements of the marketing mix include product, price, place, and promotion.

From the analysis it is found that the awareness about the RAIDCO Family curry powders is very less. Hence to find out the reason behind this, study on the marketing mix of RAIDCO Family curry powders were conducted.

5.4.1 Strength and Weakness of Marketing Mix

Strength of product

5.4.1.1 Product

The product is a combination of tangible and intangible aspects of the products offered by the manufacturer to the customers. It is defined as a bundle of satisfaction and dissatisfactions offered by company to the customers at a point of time. Their physical attributes, how they perform, how they differ from competitors and what benefits they provide to form the defining factors of a product

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

5.4.1.1.1 Quality

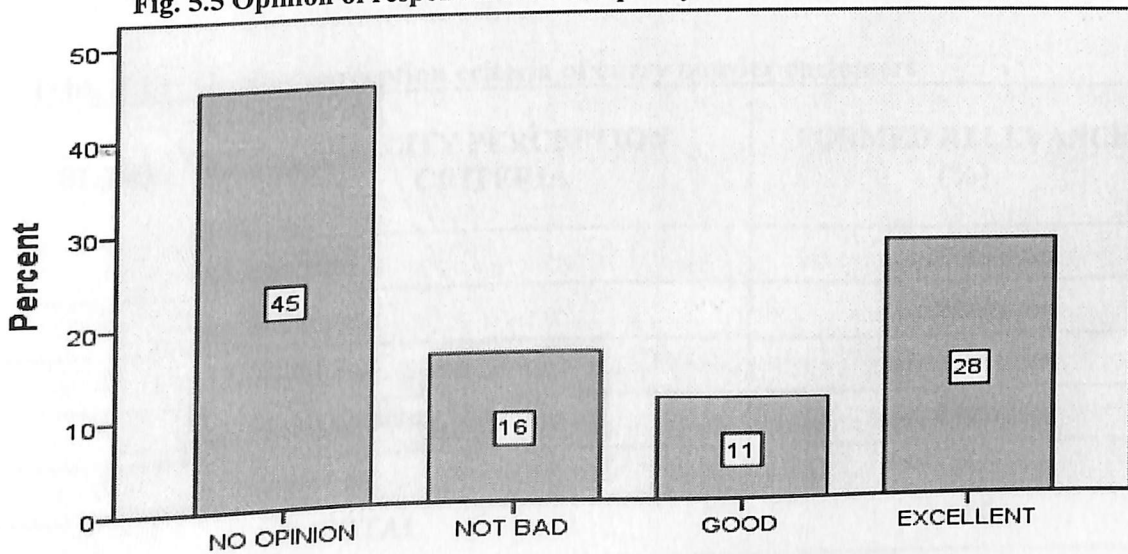
Quality is an important factor that determined the product. From the analysis it was understood that the majority of the respondents were aware of the product through word of mouth. Word of mouth publicity is generally practiced when the quality of the product is good. Hence to know the opinion about the quality of the RAIDCO Family curry powders, analysis was done and the result are as shown in Table 5.9 and figure 5.5

Table 5.9 Opinion of respondents on the quality of RAIDCO Family curry powders

SL.NO	QUALITY	PERCEPTION (%)
1	No Opinion	45.0
2	Not Bad	16.0
3	Bad	0
4	Good	11.0
5	Excellent	28.0
TOTAL		100.0

Source: Primary data

Fig. 5.5 Opinion of respondents on the quality of RAIDCO Family curry powders



From the results presented in Table 5.9 and Fig.5.5, it is clear that 28 % opinioned that the quality of the product was high. The respondents who opinioned that the quality was good and not bad were 11 % and 16% respectively . But majority,(45%) of the respondents didn't have any opinion. This was because they didn't get a chance to experience the taste of the RAIDCO Family curry powders since it is not available in the market. Out of the whole respondents,65 %

had favorable opinion about the quality of the product that ranged from excellent, good to not bad. The remaining 45 % had no opinion since they didn't experience the product. Therefore, focused efforts to make the product available through retail outlets need to be taken up to utilize the favorable opinion.

5.4.1.1.1 Quality perception criteria of customers

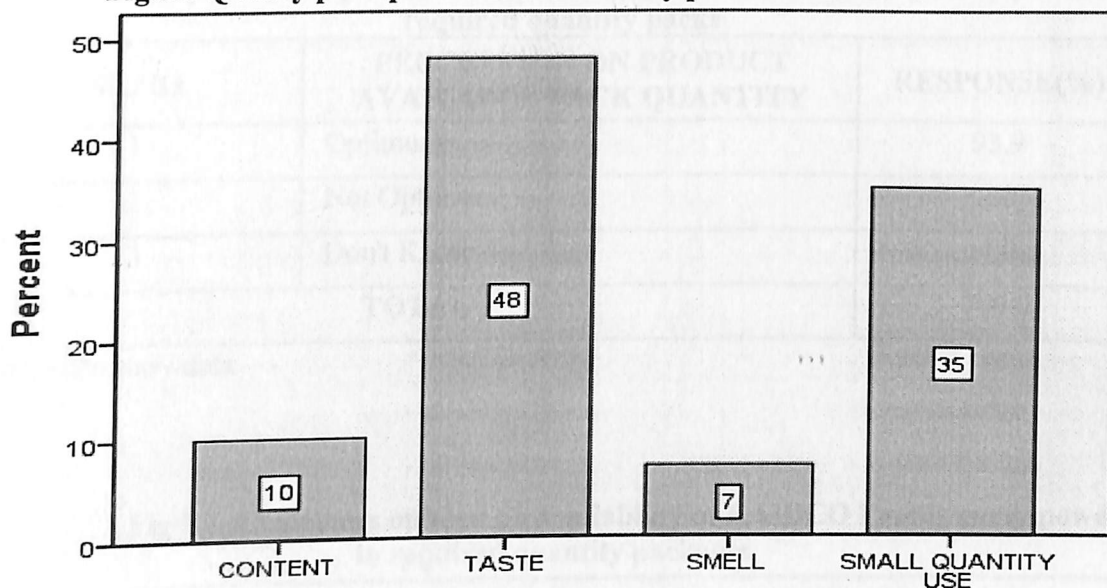
The opinion about the quality concept varied from person to person. Hence the opinion of the respondents what they meant by quality was recorded. The quality conceptualized in terms of content, taste, smell, and small quantity use was used. The customers could give any other opinion also if they had a different meaning on quality.

Table 5.10 Quality perception criteria of curry powder customers

SL.NO	QUALITY PERCEPTION CRITERIA	FORMED RELEVANCE (%)
1	Content	10.0
2	Taste	48.0
3	Smell	7.0
4	Small Quantity Use	35.0
5	Others	0
TOTAL		100.0

Source :Primary data

Fig.5.6 Quality perception criteria of curry powder customers



Source :Primary data

Majority (48%) of the respondents reported that quality meant taste. This was followed by 35% of the customers favoring the small quantity use of the product, 10% and 7% opinioned that quality means content and smell of the curry powder.

5.4.1.1.2 Product pack quantity

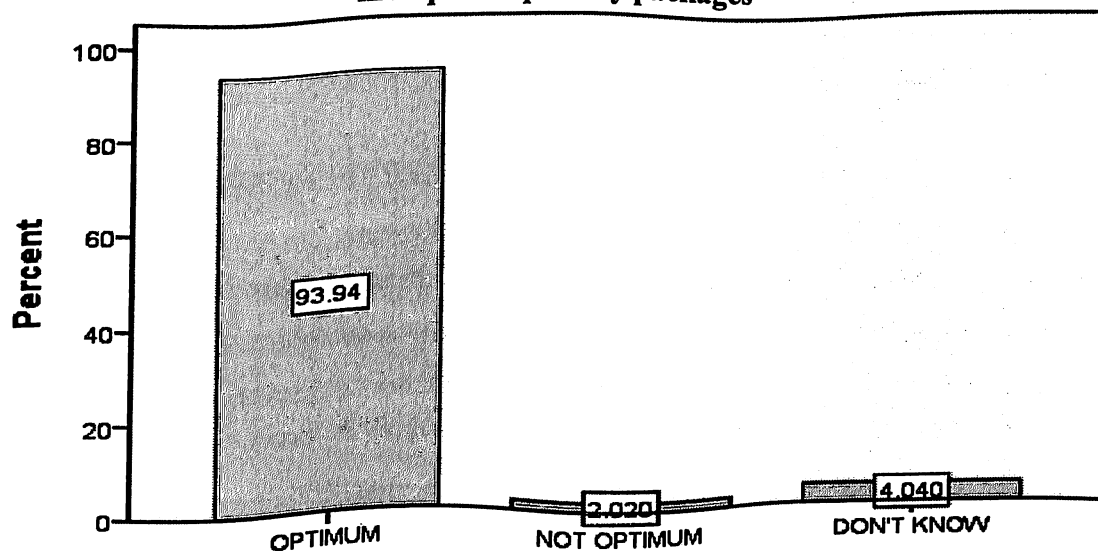
Quantity of available packs in which it was marketed also plays an important role in determining the product popularity. Measures were taken to check whether the respondents were satisfied with the available quantity of RAIDCO Family curry powder packets. Some may be aware of these and some may not be aware. The results are as shown in Table 5.11 and figure 5.7.

Table 5.11 Perception of respondents on availability of RAIDCO Family curry powders in required quantity packs

SL.NO	PERCEPTION ON PRODUCT AVAILABLE PACK QUANTITY	RESPONSE(%)
1	Optimum	93.9
2	Not Optimum	2.0
3	Don't Know	4.0
TOTAL		100.0

Source :Primary data

Fig 5.7 Customers opinion on availability of RAIDCO Family curry powders in required quantity packages



Majority of the respondents (93.94%) opined that the RAIDCO Family curry powders is available in the optimum quantity packets. Only 2 % perceived that the curry powders was not available in the required packaging and 4 % of the respondents did not know whether they got the required amount of the product. From the graph it is clear that the majority of the respondents are satisfied of the available quantity of curry powders.

5.4.1.1.3 Taste

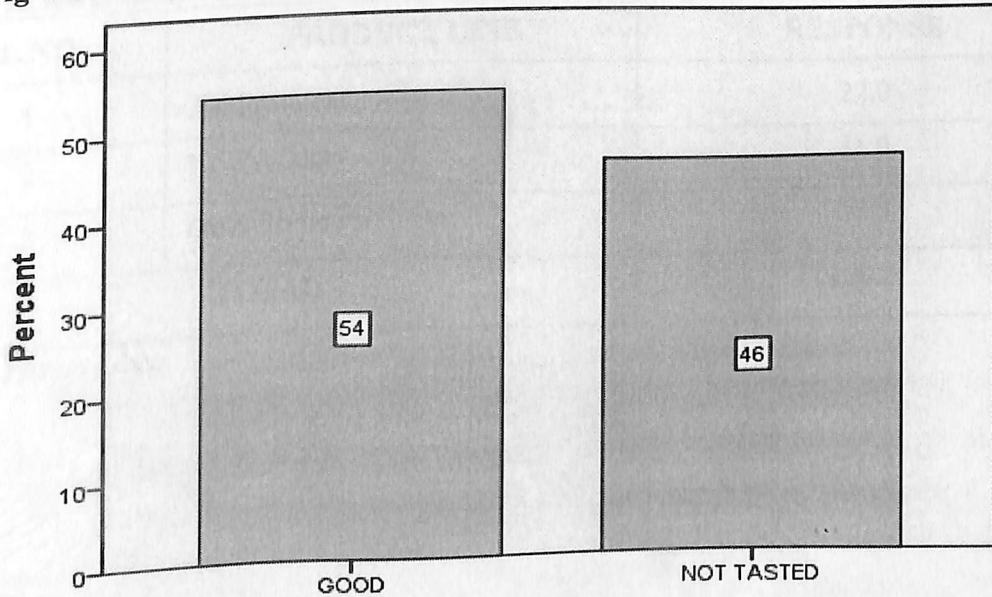
Taste was another factor that was considered in the determination the product assessment. The results of the respondents perception on taste of the product are as shown in Table 5.12.

Table 5.12 Customers perception on taste of RAIDCO Family curry powders

SL.NO	TASTE PERCEPTION	RESPONSE (%)
1	Good	54.0
2	Bad	0
3	Not Tasted	46.0
TOTAL		100.0

Source :Primary data

Fig. 5.8 Perception on taste of RAIDCO Family curry powders by customers



Source :Primary data

Fifty four percent of the surveyed curry powder customers reported that they liked the taste of RAIDCO Family curry powders. However the remaining 46 % opinioned that they had not tasted the product. Restricted availability of the product limited to selected shops was the major reason for this. However they had also heard about the good and making it available in popular shops would enhance its acceptability among the customers. This showed that the taste of the product was good.

Weakness of product

5.4.1.1.4 Product line

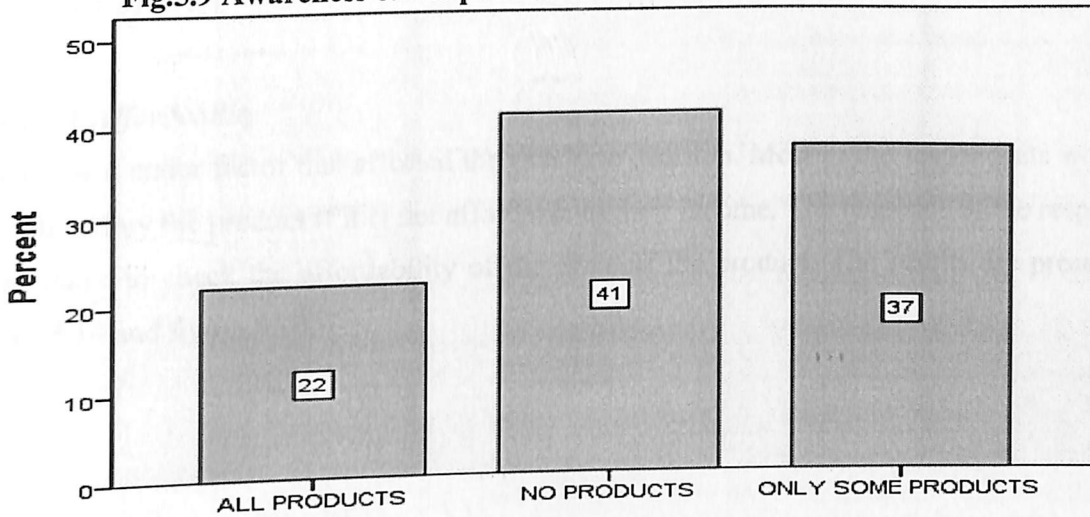
Awareness of the product line was checked among the respondents. There were 8 products for the RAIDCO family curry powders. Awareness of the product line determines the popularity of the product among the customers. The product line of the RAIDCO Family curry powders included, chilly powder, rasam powder, turmeric powder, coriander powder, sambar powder, chicken masala, meat masala and pickle mix. The results are as presented in the Table 5.13.

Table 5.13 Awareness of the customers about product line

SL.NO	PRODUCT LINE	RESPONSE
1	All Products	22.0
2	No Products	41.0
3	Only Some Products	37.0
TOTAL		100.0

Source :Primary data

Fig.5.9 Awareness of the product line



Source :Primary data

From the Fig.5.9 it was clear that majority i.e., 41 % of the respondents do not know any of the products of RAIDCO Family curry powders. This was due to unavailability of the product and less promotional activities.37% of the respondents knew some products of RAIDCO Family curry powders and only 22 % of the respondents knew every products. These was the people who had direct contact with the company or the one who knew the products through word of mouth. The results in the Fig 5.9 showed that majority of the people were unaware of the product line of RAIDCO Family curry powders. This was due to the lack of promotional activities.

5.4.1.2 Price

Price is the next element of the marketing mix. Price was defined as the monetary value of the product has been fixed for exchange purpose. The price was the amount a customer paid for the product. It is fixed after considering various factors such as market share, competition, material costs, product identity and the customer's perceived value of the product. The parameters selected for the study of price included, affordability, incentives, and satisfaction for the amount paid.

Strength of price

5.4.1.2.1 Affordability

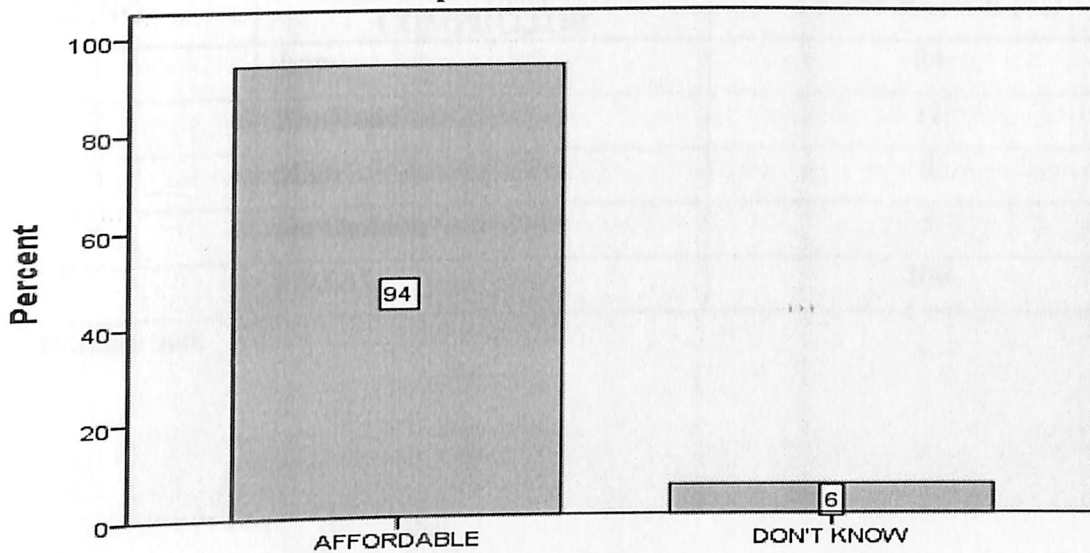
Price was a major factor that affected the purchase decision. Most of the respondents would not be able to buy the product if it is not affordable to their income. The response of the respondents were taken to check the affordability of the price of the product. The results are presented as Table 5.14 and figure 5.10.

Table 5.14 Consumer perception on affordability of the price

SL.NO	AFFORDABILITY	RESPONSE
1	Affordable	94
2	Not Affordable	0
3	Don't Know	6
TOTAL		100

Source :Primary data

Fig.5.10 Affordability perception of the RAIDCO Family curry powder consumption on its market price



Source :Primary data

94 % of the respondents opinioned that the price of the product is affordable to their income.6.1% don't know whether the price is affordable to their income. However no one responded that the price is not affordable to their income.

5.4.1.2.2 Price compared to competitors

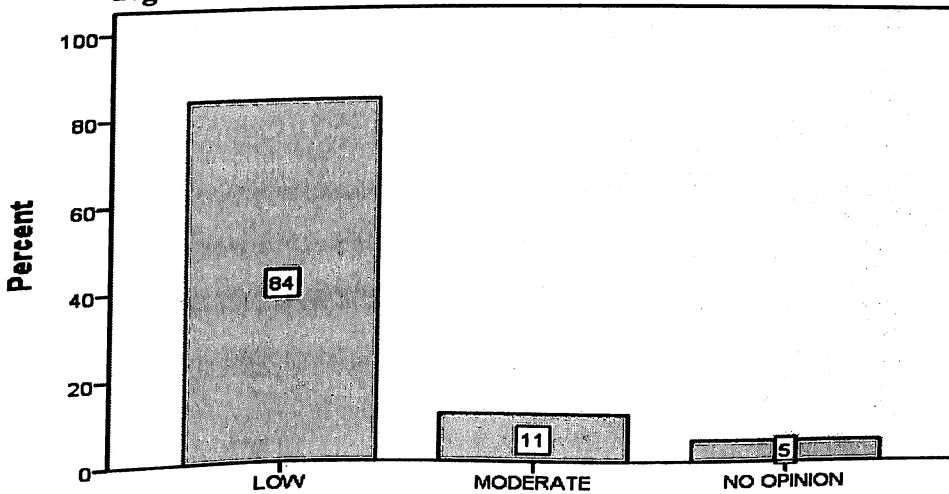
Customers generally prefer to obtain good quality products at lower price. The price of RAIDCO Family curry powders was compared to that of competitors viz Eastern, Nirapara, Kitchen Treasures, Double horse brands. The results are presented Table 5.15

Table 5.15 Price perception of the product compared to competitive brands

SL.NO	PRICE COMPARED TO COMPETITOR	PREFERENCE (%)
1	Low	84
2	Moderate	11
3	High	0
4	No Opinion	5
TOTAL		100

Source: Primary data

Fig: 5.11 Price compared to competitors



Source: Primary data

Majority (95%) of the respondents reported that the price of the RAIDCO Family curry powder is less compared to that of the major competitive brands. The remaining 5% do not know whether the price is low or not. Thus majority of the respondents opinioned that the price of the product was low compared to that of the competitors which favored its market position. The price perception varied from the high moderate (95%) and no opinion (5%).



(17384)

5.4.1.2.3 Satisfaction for the amount paid

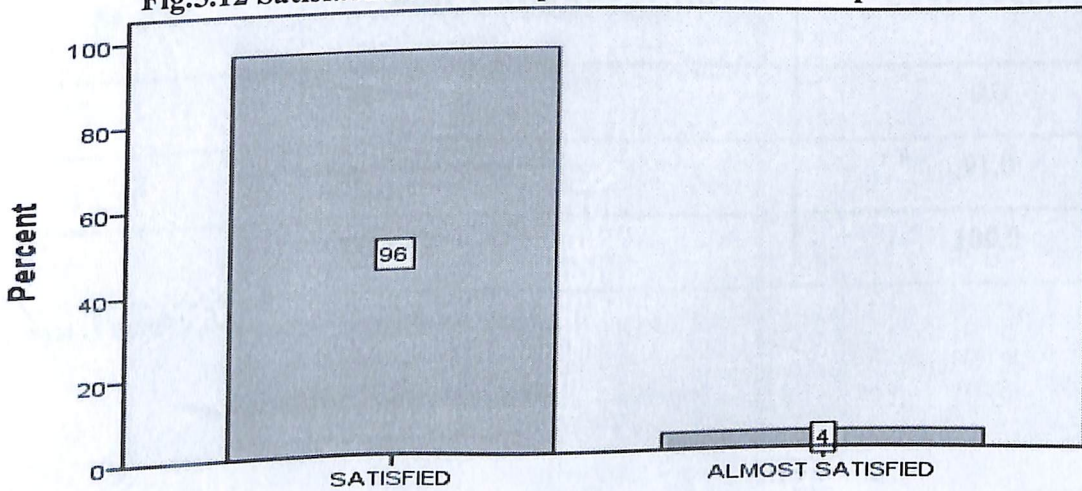
Repeated purchase behavior of customers was dependent on their satisfaction offered by the product for the amount they spend on it. The level of satisfaction was measured and the results are as presented in Table 5.16.

Table 5.16 Satisfaction of customers with the product for the amount paid

SL.NO	LEVEL OF SATISFACTION	RESPONSE(%)
1	Satisfied	96.0
2	Not Satisfied	0
3	Almost Satisfied	4.0
TOTAL		100.0

Source :Primary data

Fig.5.12 Satisfaction with the product for the amount paid



Source :Primary data

Majority (96%) of the respondents were satisfied for the amount they paid for the product.4% said that they were almost satisfied of the amount paid. In total all of them were satisfied for the amount they paid. No one opinioned that they were not satisfied for the amount they pay.

Weakness of price

5.4.1.2.4 Incentives

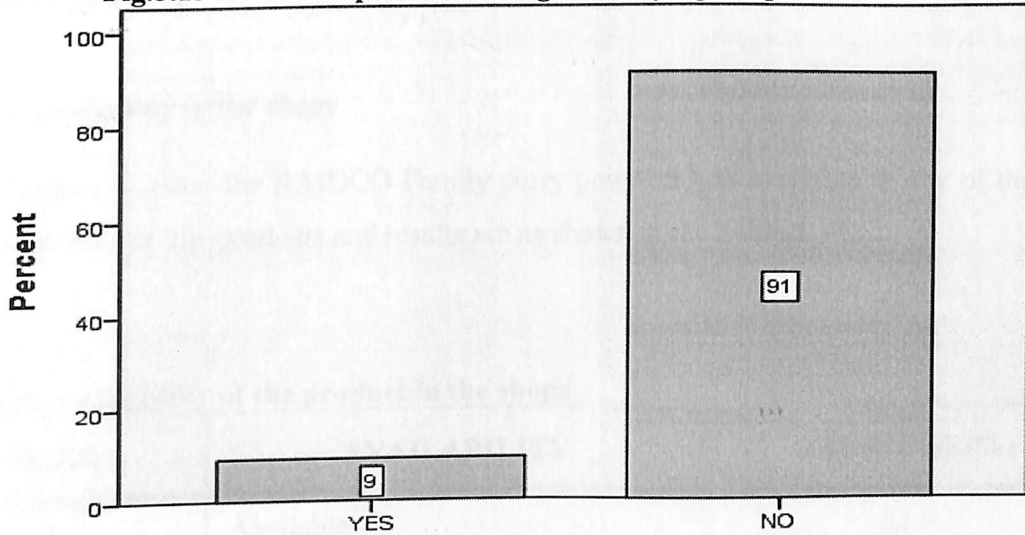
Customers would be more attracted to a product if it offered any incentives or discounts to them. Analysis were done to check whether customers got any incentives while buying the product. The results are as shown in the Table 5.17.

Table 5.17 Perceived price advantages in buying the product

SL.NO	PRICE ADVANTAGES	RESPONSE(%)
1	Yes	9.0
2	No	91.0
TOTAL		100.0

Source :Primary data

Fig.5.13 Perceived price advantages in buying the product



Source :Primary data

Majority i.e., 91 % of the respondents opinioned that they did not get any incentives while buying the RAIDCO Family curry powder products. Only 9 % of the respondents got incentives while buying product. These people were the employees of RAIDCO. Employees of the RAIDCO got products at a discount rate. Customers would be more attracted to the products if they get products at a discount rate.

5.4.1.3 Place

Place is the third element of the marketing mix. Place represents the point or location where the product is made available to purchase. It is required that the products and customer should be available at a point then only the sales would be possible. If not then the sale does not takes place. This term is used for distribution channel. It can include any physical store as well as virtual stores on the Internet. The parameters selected for the study included, awareness about the number of retailers and availability of the product.

Weakness of Place

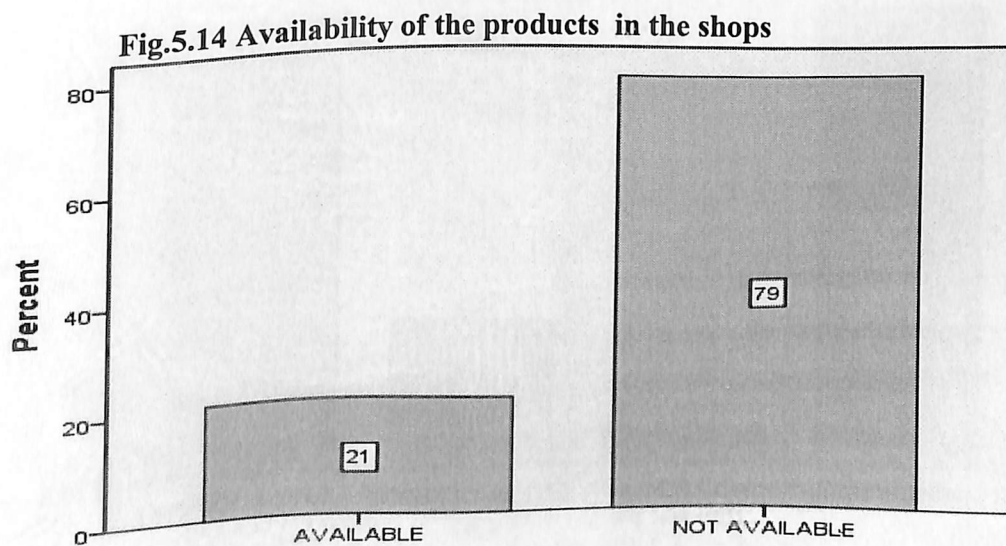
5.4.1.3.1 Availability in the shops

It was checked whether the RAIDCO Family curry powders was available in any of the shops they usually bought the products and results are as shown in the Table 5.18.

Table 5.18 Availability of the product in the shops

SL.NO	AVAILABILITY	RESPONSE(%)
1	Available	21.0
2	Not Available	79.0
TOTAL		100.0

Source :Primary data



Source :Primary data

It was evident from the Fig.5.14 that only 21 % of the respondents had seen the RAIDCO family curry powders in the shops they usually buy. Majority i.e., 79 % of the customers had not seen

any of the RAIDCO Family curry powders in the shops they usually bought the products. This showed the poor distribution channel of the RAIDCO Family curry powders.

5.4.1.3.2 Awareness about retailers

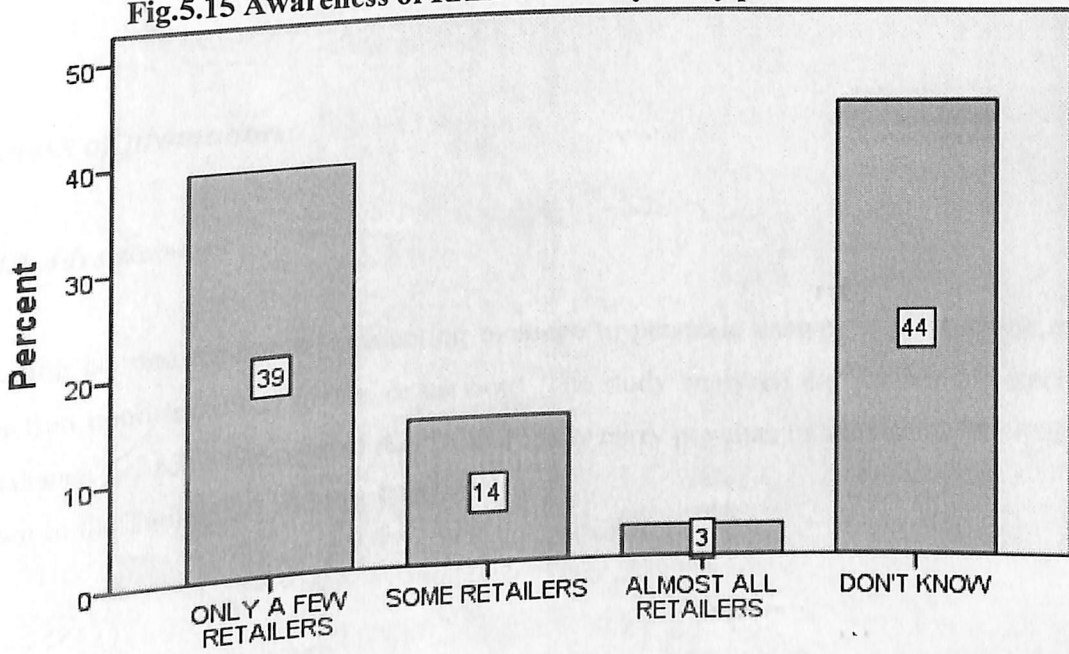
The consumer's awareness about the retail shops where RAIDCO Family curry powder was available was analyzed and the results were as shown in the Table 5.19 and Fig 5.15.

Table 5.19 Awareness of RAIDCO Family curry powder retailers

SL.NO	DEALERS	RESPONSE (%)
1	Only A Few	39.0
2	Some Dealers	14.0
3	Every Dealers	3.0
4	Don't Know	44.0
TOTAL		100.0

Source : Primary data

Fig.5.15 Awareness of RAIDCO family curry powder dealers



Source : Primary data

From the Table 5.19 it was evident that 44 % of the respondents do not know where the product was available. The respondents who knew only a few (at least 2) of the retailers were 39 %. This

was followed by 14 % of the respondents who knew some of the retailers (4 retailers) and only 3 % of the respondents knew almost all (6 retailers). No one knew every retailers (7 retailers)who sold RAIDCO Family curry powders.

5.4.1.4 Promotion

Promotion is the fourth P of marketing mix. The promotion concept is applied for products or services and to the business. The promotion includes all communications a marketer use in the market for the products or services to create brand loyalty. The message is given to target customers regarding the features and benefits of the products or services. Without communication the features, benefits and schemes would not be known to the customers and objectives in launching of products or services and increasing rates of consumer use would not be completed.

The parameters selected for the study of promotion included, advertisement, brand position, and satisfaction of customers on the product.

Weakness of promotion

5.4.1.4.1 Advertisement

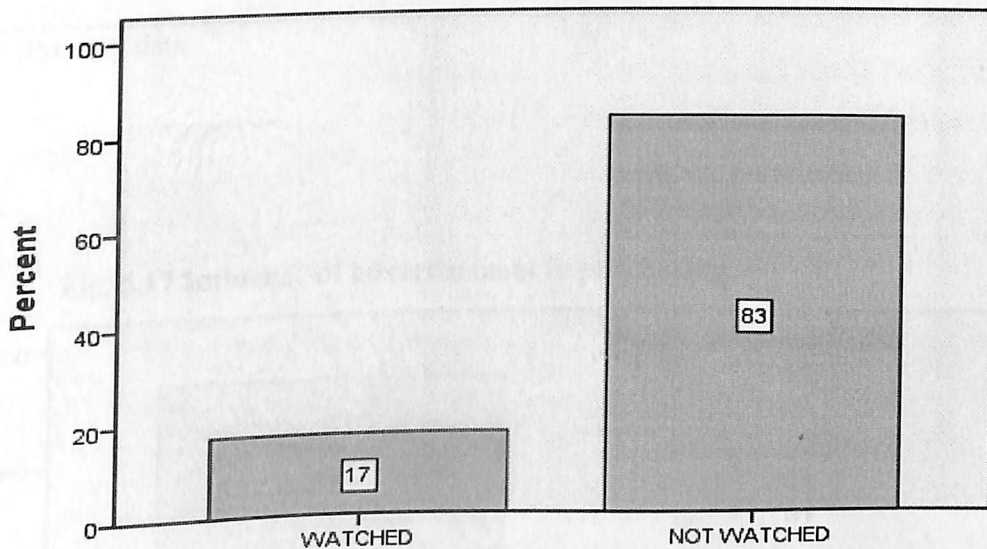
Advertising is one method of presenting message to persuade customers to purchase or take some action upon products, ideals, or services. The study analyzed the number of respondents who had seen the advertisement of RAIDCO Family curry powders in television. The results are as shown in the Table 5.20 and Fig 5.16.

Table 5.20 Viewership status of customers on RAIDCO Family curry powders advertisement

SL.NO	VIEWERSHIP STATUS	RESPONSE (%)
1	Watched	17.0
2	Not Watched	83.0
TOTAL		100.0

Source :Primary data

Fig.5.16 Viewership status of customers on RAIDCO family curry powders advertisement



From the results in the Table 5.20 and Fig 5.16 it was clear that the number of respondents who had seen the advertisement of RAIDCO Family curry powders in television was only 17%. This showed the poor promotional activities of the brand as majority of the respondents had not seen the advertisement.

5.4.1.4.1.1 Influence of advertisements

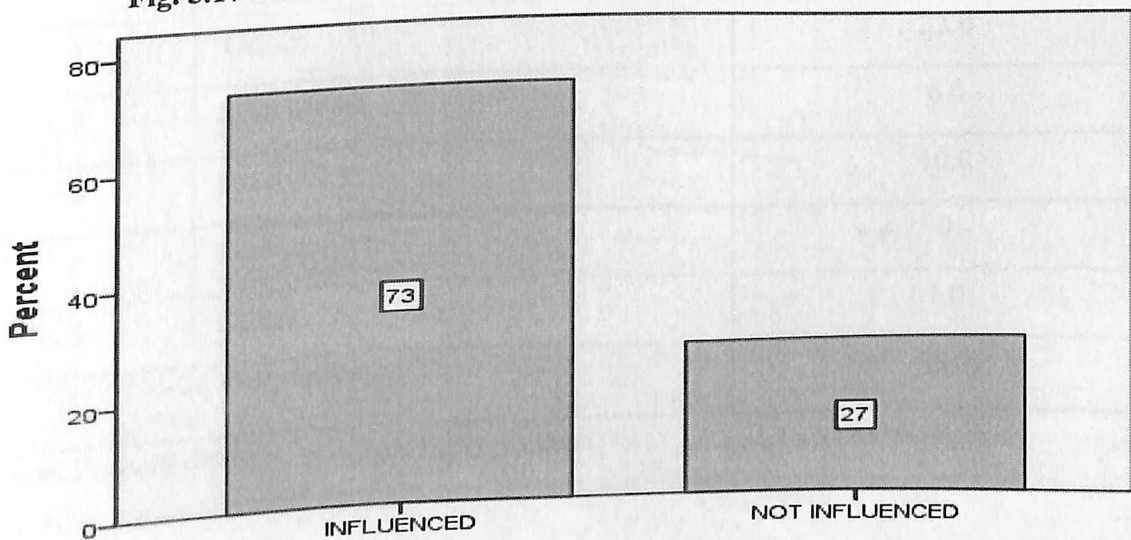
Analysis was done to check whether the advertisements influenced the purchase behavior of products. The results are as shown in the Table 5.21.

Table 5.21 Influence of advertisement in purchasing

SL.NO	INFLUENCE OF ADVERTISEMENTS	RESPONSE (%)
1	Influenced	73.0
2	Not Influenced	27.0
TOTAL		100.0

Source :Primary data

Fig. 5.17 Influence of advertisement in purchasing



Source :Primary data

From the Fig.5.17 it was clear that about 73% of the respondent's purchase behavior was influenced by the advertisement. Therefore an improvement in the promotional activities could increase the purchase decision of RAIDCO Family curry powders by the customers.

5.4.1.4.1.2 Medium of advertisement

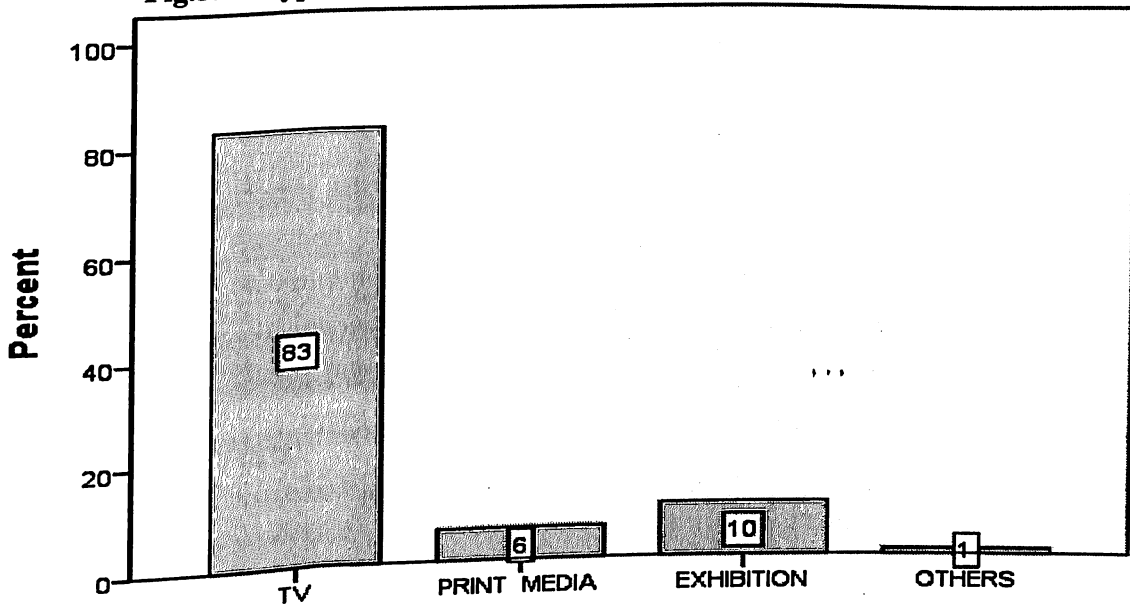
The influence of the medium of advertisement vary from person to person. Hence an attempt was made to know about the most favored sources among the popular media of advertisements. The results are as shown in the Table 5.22 and Fig 5.18.

Table 5.22 Type of advertisement importance given

SL.NO	ADVERTISEMENT MEDIA	IMPORTANCE GIVEN (%)
1	TV	83.0
2	Print Media	6.0
3	Exhibition	10.0
4	Free sample	0
5	Others	1.0
TOTAL		100.0

Source: Primary data

Fig.5.18 Type of advertisement importance given



Source: Primary data

The Fig.5.18 showed that the 83% of the respondents favored the advertisements given through television. Remaining 10% of the respondents gave importance to the promotion by opening stall in exhibition centers and 6 % gave importance to the advertisement through other media like newspapers. However no one was interested in the advertisement through free sample.

5.4.1.4.2 Satisfaction of customers

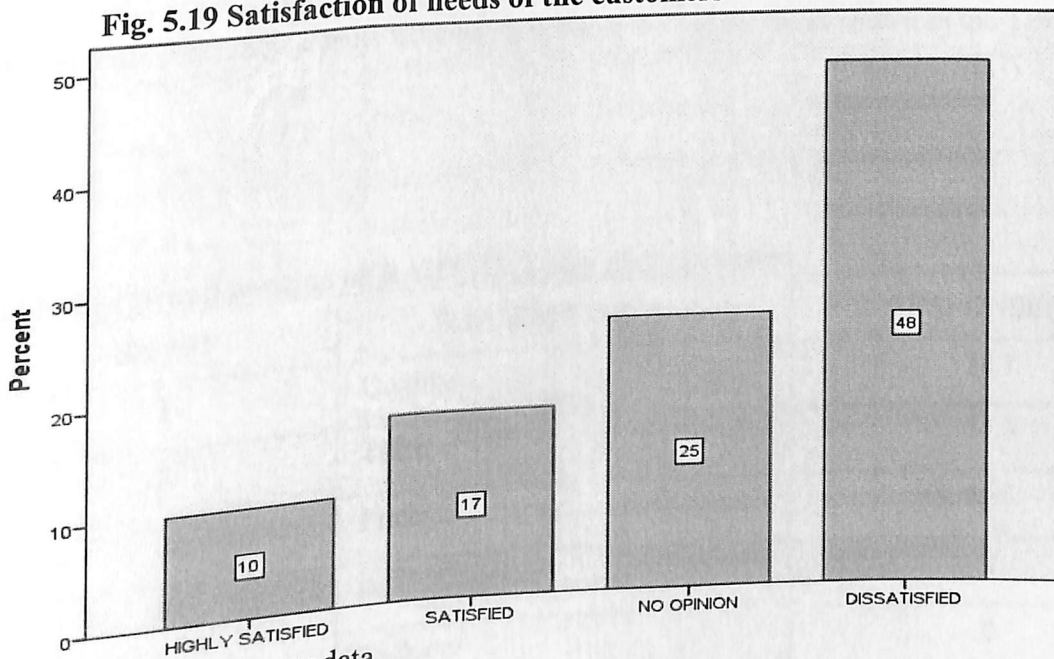
Study has been conducted to know whether the customers were satisfied with the RAIDCO Family curry powders. The results are as shown in the Table 5.23 and Fig.5.19.

Table 5.23 Satisfaction of needs of the customers

SL.NO	LEVEL OF SATISFACTION	RESPONSE (%)
1	Highly satisfied	10.0
2	Satisfied	17.0
3	No opinion	25.0
4	Dissatisfied	48.0
5	Highly dissatisfied	0
TOTAL		100.0

Source :Primary data

Fig. 5.19 Satisfaction of needs of the customers



Source :Primary data

From the Fig 5.19, it was clear that the 72% of the respondents were not satisfied with the RAIDCO Family curry powders. This was due to the unavailability of the product and poor promotional activities of the brand. Most of them were unaware of the product. Remaining 28 %

were satisfied with the product. These were the persons who know about the RAIDCO family curry powders through direct contact with company. Such persons will be knowing all the products of the RAIDCO, place where it is available and also will be satisfied in case of incentives also. However the majority of the respondents were not satisfied of the RAIDCO Family curry powders only due to its poor distribution channel and poor promotional activities even if the quality and taste is superior to that of other brands.

5.4.1.4.3 Brand position

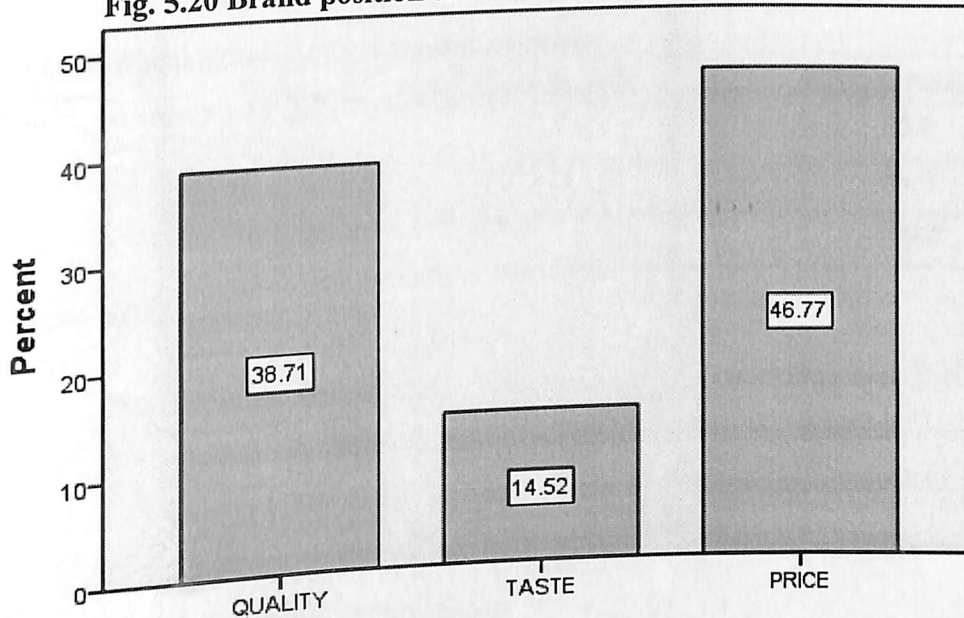
Brand positioning is the positioning of brand in the minds of the customers. It is the reason to buy the brand in preference to the competitors. Brand position was conceptualized in terms of quality, taste, price, package and advertisement. The brand positioning of RAIDCO family curry powder among the respondents were analyzed and the results are as shown in the Table 5.24.

Table.5.24 Brand position of RAIDCO family curry powders

SL.NO	BRAND POSITION	RESPONSE(%)
1	Quality	38.7
2	Taste	14.5
3	Price	46.8
4	Advertisement	0
5	Package	0
TOTAL		100.0

Source :Primary data

Fig. 5.20 Brand position of RAIDCO family curry powders



It was evident from the Fig.5.20 that 38.7% of the respondents positioned the RAIDCO Family curry powders in terms of quality. Majority, i.e., 46.7% of the respondents positioned in terms of price and 14.5 % positioned in terms of taste. However no one had positioned RAIDCO Family curry powders in terms of package, popularity or any other method. It was evident that the quality and taste of the product is good and also the price compared to that of the competitors. However it was also evident that the advertisement and package was poor and should be improved to attract customers.

5.4.1.4.3.1 Influence of package

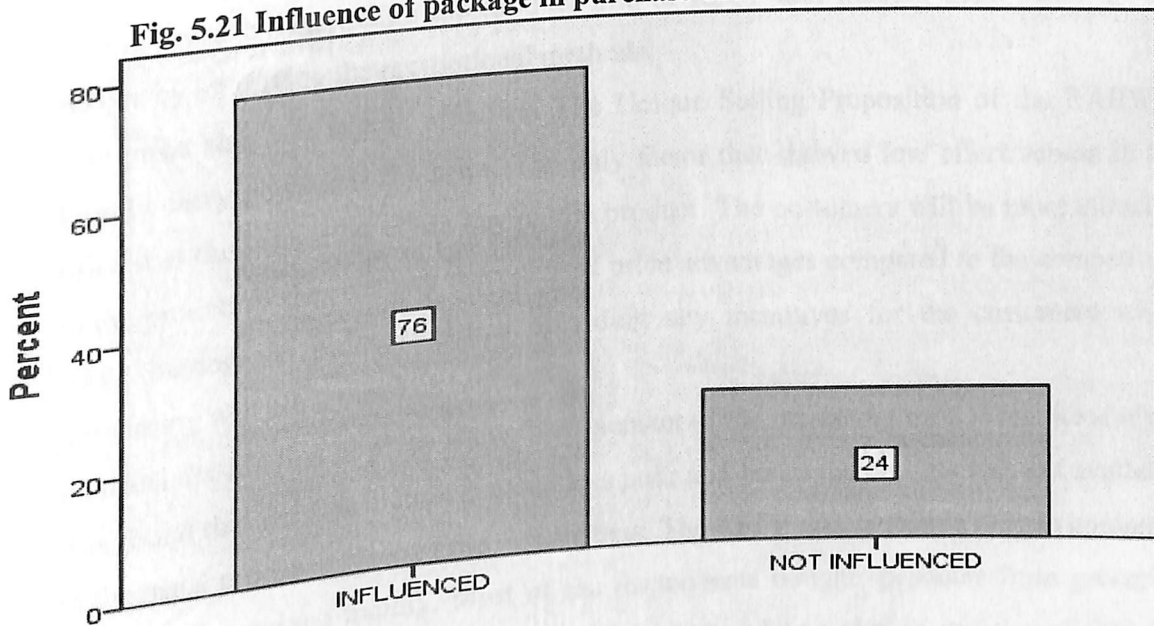
Study has been conducted to know whether the purchase behavior of the respondents was influenced by package of the product. The results are as presented in the Table 5.25.

Table 5.25 Influence of package in purchase decision

SL.NO	INFLUENCE OF PACKAGE	RESPONSE(%)
1	Influenced	76.0
2	Not Influenced	24.0
TOTAL		100.0

Source :Primary data

Fig. 5.21 Influence of package in purchase decision



Source :Primary data

From the Fig 5.21 it was clear that the majority of the respondents i.e., 76 % of the respondent's purchase decision was influenced by the package of the product. However remaining 24 % respondent's purchase decision was not influenced by package of the product. Hence improving

the package of RAIDCO Family curry powders can also increase the sales of RAIDCO Family curry powders.

5.5 Recommendations for improving Marketing Mix

From the study it was understood that the marketing mix of RAIDCO Family curry powder (RFCP) needs improvement in the marketing mix elements, place and promotion. Since the curry powders is facing stiff competition from its competitors it is essential to improve the marketing mix of RFCP. The key suggestions for the improvement of marketing mix are as follows.

1. The product quality was highly effective in the marketing mix of RFCP. The awareness of product line among the respondents showed only moderate effectiveness. This could be improved by increasing the product line of RFCP and making them aware to the people by improving the promotional methods.
2. The price also was highly effective. The Unique Selling Proposition of the RAIDCO Family curry powder is the price. The only factor that showed low effectiveness in the price was the incentives while buying the product. The customers will be more attracted to the product if they get any discounts or price advantages compared to the competitors while buying the product. Hence providing any incentives for the customers while purchasing will attract the customers.
3. Physical distribution or place is the third element of the marketing mix. From the study it was found that the distribution channel was poor and hence the product was not available in the usual purchase place of the respondents. The RFCP was available only in company outlets and supplyco mainly. Most of the respondents bought products from groceries and hence the distribution channel is to be increased in order to make available the products in the groceries, supermarkets etc where people usually buy the products. From the analysis it was found that the customers are ready to buy the products if available in the market.
4. Promotion is the most important element in the marketing of the product. It makes the people aware of the product and its features. In the case of RFCP, promotion is poor and

hence people are not aware of the product. Hence promotional methods should be improved. The majority of the respondents purchase decision is influenced by the advertisement. TV is the most influenced media and hence the company should take certain measures to improve the advertisements. Opening of stalls in exhibition centers also make the people aware of the product other than media. Package also should be improved since the purchase decision also is influenced by package of the product.

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Chapter - 6

Summary of Findings and Suggestions

Chapter - 6

SUMMARY OF FINDINGS AND SUGGESTIONS

6.1 Findings

- 1) From the study on the effectiveness, it was found that the marketing mix was not much effective
- 2) The quality of the product was highly effective
- 3) Quantity also showed highly effective. The respondents are satisfied with the available quantity of RFCP
- 4) The taste of the RFCP is highly effective
- 5) The product line of the RFCP is moderately effective
- 6) RFCP do not have all the products as that of the competitors
- 7) Price of the product is highly effective
- 8) Price is the Unique Selling Proposition of the RAIDCO Family curry powder
- 9) The company targets the lower and middle class segments more
- 10) Respondents are satisfied with the price of the product
- 11) They can afford the price of the product and is satisfied with the amount paid
- 12) The price is satisfactory when compared with the competitors
- 13) The distribution channel of the RFCP is very poor
- 14) The product is not available in the groceries, hyper/super markets where the customers usually buy products.
- 15) RFCP is mainly available only in supplyco and company outlets.
- 16) The respondents are not aware of the retailers of RFCP. Only a very few respondents knew all the retailers and they knew because they had direct contact with the company.
- 17) Other respondents who don't have direct contact with the company are not aware of the retailers of the company
- 18) The promotion activity of the RFCP is very poor. The number of respondents who had seen the advertisements of RFCP is very few. The company has not improved their promotional activities

- 19) Package of the RFCP was also not improved. The package also influence the purchase decision of the respondents
- 20) Most of the respondents has not tasted the product since it is not available in the market. However they are ready to buy the product if available
- 21) The strength of RFCP is the quality, quantity, taste and price of the product compared to competitors, satisfaction for the amount paid, and affordability
- 22) The weakness of the marketing mix are the product line, incentives, brand position, advertisement, satisfaction of customers on the market visibility of the product

1.2 Suggestions

- 1) Improve the product line of RAIDCO Family curry powders
- 2) If the company targets the lower and middle class segments more, the product will be more closer to the customers and increase the popularity.
- 3) Provide incentives to the customers so as to attract the customers
- 4) Revise the distribution channel
- 5) Make the product available to the customers in the groceries, hyper/super market etc.
- 6) Improve the promotional activities
- 7) Increase the advertisements through media
- 8) Open stalls in exhibition centers to make the people aware of the product
- 9) Redesign the packing of RAIDCO Family curry powders so as to make it attractive

6.3 Conclusion

RAIDCO Family curry powder is the product of the RAIDCO Kerala Limited. It is the FMCG sector of RAIDCO. The study on the effectiveness of marketing mix of RFCP revealed that the existing marketing mix is not much effective. Since the brand is facing stiff competition among

the competitors, the marketing mix policies has to be improved. The quality, taste and price of the product is very good and is effective. However the promotion and the distribution channel is poor. Since the promotional activities carried out are less, it does not have much popularity as that of competitors. Hence the company should adopt certain measures to increase the popularity and publicity of the product. The distribution has to be increased in order to reach the customers easily. The top level management should take certain measures to improve the marketing mix of RFCP so as to increase the market share of the product.

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Appendix

APPENDIX

COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT

KAU, VELLANIKKARA

**STUDY ON THE EFFECTIVENESS OF MARKETING MIX IN "RAIDCO FAMILY
CURRY POWDER"**

QUESTIONNAIRE

Thank you for agreeing to participate in this survey, which is the part of my study in College of Co-operation, Banking and Management at Kerala Agricultural University.

In this survey, I would like to find out the effectiveness of marketing mix in " RAIDCO Family curry powders".

Your views are very important . Please note that there are no right or wrong answers. You are not obliged to complete the questionnaire and may discontinue at any time.

Your responses and the data obtained through this questionnaire will be kept strictly confidential and will be used for academic purposes only.

Name:

Place:

Locality:

1) City

2) Big Town

3) Village

1. Which is your preferred curry powder brand?

1) Eastern

2) Nirapara

3) RAIDCO Family

4) Kitchen treasures

5) Double horse

2. Why do you use this brand?

1) Quality

2) Price

3) Availability

4) Taste

5) Others

If others, specify.....

3. Are you aware of RAIDCO Family Curry Powders?

1) Aware

2) Not aware

4. How did you hear about the product?

1) TV

2) Friends or relatives

3) Newspapers

4) Direct contact

5) Others

Specify.....

PRODUCT

5. What is your opinion about the quality of RAIDCO Family Curry Powders?

1) Excellent

2) Good

3) Not bad

4) Bad

5) No opinion

6. According to your opinion what do you mean by quality of curry powders?

1) Content

2) Taste

3) Smell

4) Small quantity use

5) Others

7. Is the RAIDCO Family Curry Powders available in the preferred quantity packets?

1) Always

2) Occasionally

3) Sometimes

4) Often

5) Never

8. What is your opinion on the taste of RAIDCO Family Curry Powders?

1) Excellent

2) Good

3) Not bad

4) Bad

5) No opinion

9. How many products of RAIDCO Family Curry Powders do you know?

Products of RAIDCO:

a) Chilly powder

b) Chicken masala

c) Rasam powder

d) Coriander powder

e) Meat masala

f) Sambar powder

g) Turmeric powder

h) Pickle mix

1) Every products

2) Almost all products

3) Some products

4) Only a few products

5) No products

PRICE

10. Is the price of RAIDCO Family Curry Powders affordable for your income?

1) Always

2) Occasionally

3) Sometimes

11. Are you satisfied with price of RAIDCO Family Curry Powders compared to other curry powders?

1) Highly satisfied	<input type="checkbox"/>	2) Satisfied	<input type="checkbox"/>	3) Not satisfied	<input type="checkbox"/>
4) Dissatisfied	<input type="checkbox"/>	5) No opinion	<input type="checkbox"/>		

12. Do you get the product of good quality and quantity for the amount paid?

1) Always	<input type="checkbox"/>	2) Occasionally	<input type="checkbox"/>	3) Sometimes	<input type="checkbox"/>
4) Often	<input type="checkbox"/>	5) Never	<input type="checkbox"/>		

13. Do you get any advantages in price from dealers while buying the RAIDCO Family Curry Powders?

1) Always	<input type="checkbox"/>	2) Occasionally	<input type="checkbox"/>	3) Sometimes	<input type="checkbox"/>
4) Often	<input type="checkbox"/>	5) Never	<input type="checkbox"/>		

14. What is the case of other curry powders?

1) Always	<input type="checkbox"/>	2) Occasionally	<input type="checkbox"/>	3) Sometimes	<input type="checkbox"/>
4) Often	<input type="checkbox"/>	5) Never	<input type="checkbox"/>		

PLACE

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

a) Hyper/super market	<input type="checkbox"/>	b) Groceries	<input type="checkbox"/>	c) Supplyco/Maveli stores	<input type="checkbox"/>
d) Company outlets	<input type="checkbox"/>	e) Others	<input type="checkbox"/>		

16. Are RAIDCO Family Curry Powders regularly available in the shops you buy?

1) Always	<input type="checkbox"/>	2) Occasionally	<input type="checkbox"/>	3) Sometimes	<input type="checkbox"/>
4) Often	<input type="checkbox"/>	5) Never	<input type="checkbox"/>		

17. If the RAIDCO Family Curry Powders is available in any of these shops, will you buy?

- 1) Yes 2) No 3) Depends

18. How many shops you know that sells RAIDCO Family Curry Powders?

- a) Every dealers b) Some dealers c) Almost all
d) Only a few e) Don't know

PROMOTION

19. Does the advertisement influence you in purchase decision?

- 1) Influenced 2) Not influenced

20. Have you ever seen RAIDCO Family Curry Powder's advertisements?

- 1) Always 2) Occasionally 3) Sometimes
4) Often 5) Never

21. What comes to your mind when you hear about RAIDCO Family Curry Powders?

- 1) Quality 2) Package 3) Taste
4) Price 5) Popularity

22. Which type of advertisement you give importance?

- 1) TV 2) Other Media 3) Free samples
4) Exhibition 5) Others

23. Does the package of curry powders influence the purchase decision?

- 1) Influenced 2) Not influenced

24. Does the RAIDCO Family Curry Powders satisfy the needs of the customer according to your opinion?

1) Satisfied

2) Not satisfied

25. What is your opinion about RAIDCO Family Curry Powders?

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APPENDIX

COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT

KAU, VELLANIKKARA

A STUDY ON THE EFFECTIVENESS OF MARKETING MIX IN "RAIDCO FAMILY CURRY POWDER"

INTERVIEW QUESTIONS TO MANAGER

- 1) Name:
- 2) Designation:
- 3) Number of years as manager:
- 4) How is your experience with RAIDCO?
- 5) What is your opinion about the quality of the RAIDCO Family Curry Powders?
- 6) Are you satisfied of the product line of RAIDCO curry powders?
- 7) If no, how can it be improved?
- 8) Do you take any feedback from customers about the product?
- 9) Do you try to improve the quality of the products as the technology improves?
- 10) Is there any uniqueness in the production technology of RAIDCO Family Curry Powders?
- 11) What are the certifications obtained for the curry powders?
- 12) What is the unique feature you use to capture the taste buds of the customers?
- 13) Do you use any particular packing method for RAIDCO products?
- 14) Do you increase the price of the products as the cost of raw materials go up?
- 15) What is the pricing strategy used by the company?
- 16) Is the company satisfied of this pricing strategy?
- 17) How do you distribute the finished goods?
- 18) What is your distribution channel?
- 19) Is the dealers ready to accept the RAIDCO products?
- 20) Do you give any incentives to dealers to increase the sales of the product?
- 21) Do you give any other gifts or trade allowances to increase the sales?

- 22) What are the promotion activities done by RAIDCO so far?
- 23) Do you try to increase the promotional activities?
- 24) What is the advantages of RAIDCO products compared to competitors?
- 25) How many dealers do you have in existing?
- 26) Did you ever tried to increase the promotion methods of RAIDCO curry powders?
- 27) What is the market share of the RAIDCO Curry Powders?
- 28) Which area has more sales volume for RAIDCO curry powders?
- 29) In the future how will you try to increase the product range, promotion etc?

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COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT

KAU, VELLANIKKARA

A STUDY ON THE EFFECTIVENESS OF MARKETING MIX IN "RAIDCO FAMILY CURRY POWDER"

INTERVIEW QUESTIONS TO DEALERS

1. Name of the dealer :
2. Name of the shop :
3. Location :
4. Approximate monthly sales of curry powders:
5. Which are the curry powders you sell ? :
6. Which is the brand that have more sales? :
7. Do you sell RAIDCO Family Curry Powders? :
8. How long have you been selling RAIDCO Family Curry Powders? :
9. Which products of RAIDCO Family Curry Powders are you selling? :

10. What is your opinion about the quality of RAIDCO Family Curry Powders?
a) Very good b) Good c) Satisfactory d) Not bad e) Bad
11. Do you think that the product line of RAIDCO Family Curry Powders has to be increased?
a) Yes b) No
12. Does it meets the consumer needs? : a) Yes b) No
13. Are you satisfied of the packing methods of RAIDCO Family Curry Powders in case of storage? :
a) Yes b) No
14. Is the customer satisfied of the packaging quantity ? : a) Yes b) No
15. Is the price affordable to customers? : a) Yes b) No
16. Does the RFCP gives any sales promotion benefit to you? a) Yes b) No

If yes what?

1. POP Display
2. Discount
3. Trade allowances
4. Dealer gift
5. Others

Specify.....

17. Do the RAIDCO Family Curry Powders supplying products give POP display items as sales promotion benefits to you?
a) Yes b)No
18. Did you get opportunity in the past to participate in the dealer sales contest or had knowledge of it conducted by RAIDCO?
a) Yes b) No
19. Do you get sufficient dealers discount from company on sales of the product?
a. Always
b. Often
c. Sometimes
d. Rarely
e. Never
20. Does your supplier company gives dealer gift on occasion to improve dealer relationship?
a. Always
b. Often
c. Sometimes
d. Rarely
e. Never
21. Which promotion method helps you to sale more?
a) Advertisement b) Personal selling c) Word Of Mouth
22. Which brand has best delivery network?
23. How does the RAIDCO Family Curry Powders reach the store?
24. Which company offer best sales margin?
25. Does RFCP attracts new customers? a) Yes b) No

26. What are the attractive factors that make the customers buy the product?

27. Would you like to continue the dealership with RAIDCO? a) Yes b) No

28. Do you think that the promotion method of RAIDCO is effective? a) Yes b) No

29. What are the suggestions to improve promotion of RFCP?

30. How is the relationship of the suppliers with the customers?

31. Any suggestions?

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