

**A STUDY ON EFFECTIVENESS OF ADVERTISEMENTS BY
EASTERN CONDIMENTS PVT. LTD.**

by
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(2014-31-128)

MAJOR PROJECT REPORT

Submitted in partial fulfilment of the
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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 “**A STUDY ON EFFECTIVENESS OF ADVERTISEMENTS BY EASTERN CONDIMENTS PVT. LTD.**” 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.



REVATHY BALAKRISHNAN
(2014-31-128)

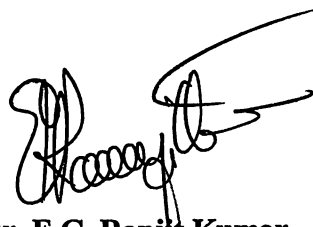
Vellanikkara
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Certificate

CERTIFICATE

Certified that this project report entitled “A STUDY ON EFFECTIVENESS OF ADVERTISEMENTS BY EASTERN CONDIMENTS PVT. LTD.” is a record of project work done independently by Ms. Revathy Balakrishnan 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.

Vellanikkara
19-08-2016



Dr. E.G. Ranjit Kumar
Director

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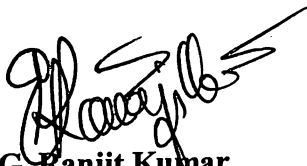
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CERTIFICATE

We, the undersigned members of the advisory committee of Ms. Revathy Balakrishnan, a candidate for the degree of **MBA in Agribusiness Management**, agree that the project work entitled **“A STUDY ON EFFECTIVENESS OF ADVERTISEMENTS BY EASTERN CONDIMENTS PVT. LTD”** may be submitted by Ms. Revathy Balakrishnan, in partial fulfilment of the requirement for the degree.



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I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future.

I express my sincere thanks to all my classmates for their care and support and the respondents for their valuable responses.

Needless to say, I am solely responsible for any errors, which may remain.....

REVATHY BALAKRISHNAN

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Chapter - 1

Design of the Study

Chapter - 1

DESIGN OF THE STUDY

1.1 Introduction

Advertising is an art not a science. Advertisements play a crucial role in promoting a brand and creating its awareness amongst the masses. Advertising is a medium through which an individual or organization highlights the USPs and benefits of a product or service to influence the buying behaviour of the individuals. It helps to create a positive image of a particular brand in the minds of the customers and prompts them to buy the same. The advertisement must effectively communicate the right message and click on the customers. It should be a visual treat and appeal the end-users.

Business enterprises all over the world are spending huge amounts on building brands through advertising. They choose brand as a weapon of choice in the battle for survival in the competitive market. These business firms have also realized that a brand, ignited by a core idea, managed with imagination and driven with passion and focus, can drive the firms' transformation and face the challenges posed ahead. These call for new ways of attracting new consumers and new ways for old consumers to maintain the competitive edge. The key to infuse an old brand with new life is to provide the consumer with new information about the brand. This is made possible through advertising. In today's media landscape where it's very difficult to shape consumers attitude and intentions and move them to next level of buying process, advertisers find it even more difficult and challenging to break through the clutter of competing advertisement.

1.2 Statement of the Problem

Advertising effectiveness pertains to how well a company's advertising accomplishes the intended objectives. Companies spend anywhere between 5% and 20% of their sales revenues on buying media time or space. There has also been an increase in the popularity of the suitable media for increasing the effectiveness of advertising. Truly effective advertising involves not only thirty-second TV advertisements, but also branding, packaging, celebrity spokespeople, sponsorships, publicity, customer service, point of purchase and point of sale advertisements.

In today's competitive business scenario where every company's products are competing with each other, retaining loyal customers and creating new potential customers are very essential for any organization for sustainability.

Eastern Condiments Pvt Ltd is a market leader in the agro processing industry, spices processing in particular. 'Eastern' became a leading brand in Kerala within two decades of its active presence with a market share of more than seventy percent. The company made a paradigm shift in the traditional cooking habits of thousands of kitchens in Kerala and is the largest exporting packaged spices powder from India.

The curry masala market in Kerala is fast expanding with a growing range of choice in the different brands of products and services enabling customers to make choice on the basis of their perceptions of brand, quality service and value for money spent. Therefore, the continuing challenges of the company is to adopt strategies to keep their brand registered in the consumer's memory, which is possible only through effective advertising. Advertising aims to develop customer interest, so that potential customers are keen to know more about the product followed by potential customers feeling a need to own the product and finally purchasing the product. An organization therefore has to measure the effectiveness of advertisements to evaluate the reachability and target achievement. Thus it emphasizes the need for measure effectiveness of advertising of Eastern Condiments Pvt. Ltd. Therefore the study has the following objectives.

1.3 Objectives of the Study

1. To study the effectiveness of advertising by Eastern Condiments Pvt Ltd.
2. To identify the most effective media of advertisement by Eastern Condiments Pvt Ltd

1.4 Methodology of the Study

1.4.1 Research Design

The study was descriptive and intends to measure the advertisement effectiveness of Eastern Condiments Pvt. Ltd.

1.4.2 Period of the study

The study was conducted during the month of March-April 2016.

1.4.3 Location of the study

The study was confined to consumers and retailers of Thrissur District, of all six taluks of Thrissur viz; Mukundapuram, Chalakudy, Thrissur, Chavakkad Talappilly and Kodungallur were selected for the study.

1.4.4 Sample Selection

For the study, 130 consumers using Eastern products and 50 non-Eastern consumers were taken as control group both selected conveniently from all six taluks of Thrissur district and 20 retailers were selected purposively from all six taluks as described below:

Table 1.1 Sample selection

Taluks	Eastern consumers	Non-Eastern consumers	Eastern Retailers
Kodungallur	20	8	3
Chavakkad	20	8	3
Thrissur	25	9	4
Mukundapuram	25	9	4
Talappilly	20	8	3
Chalakudy	20	8	3
Total	130	50	20

1.4.5 Parameters

Sixteen parameters identified in previous researches were used for examining the effectiveness of advertising by Eastern Condiments Pvt Ltd. These parameters were classified into two broad categories viz; consumer's response and retailer's responses.

1.4.5.1 Consumers' response towards advertisements of Eastern Condiments Pvt Ltd.

1. Curry powder brands recalled by the respondents
2. Number of curry powder brands recalled by the respondents
3. Curry powder brands currently using by the respondents
4. Factors influencing the purchase decision of Eastern products
5. Sources of Eastern brand knowledge
6. Brand visibility of Eastern brand
7. Exposure to Eastern brand advertisements
8. Consumers perception towards Eastern advertisements
9. Media preference of consumers for Eastern advertisements
10. Eastern advertisement commercial recall by respondents
11. Reasons for non-usage of Eastern brand by respondents

1.4.5.2 Retailers' responses on selected parameters on Eastern brand

1. Curry powder brands stocked in the shop
2. Ranking of brands based on the sales
3. Regular customers for Eastern brand
4. Retailers satisfaction towards distribution system and margin offered by Eastern
5. Retailer's perception towards Eastern brand

1.4.6 Pilot Study

A pilot study was conducted in 40 retail shops in the selected study area of Thrissur district to evaluate the content, validity in terms of sequence, flow of questions, ambiguity or bias of words, ease of understanding of questions and appropriateness of scale levels adopted.

1.4.7 Data collection

The study was based on primary data collected through pretested structured interview schedule covering both consumers and retailers. Secondary data was gathered from journals, reports, books, and internet for organisational profile and reviewing the previous works related to the research problem.

1.4.8 Data Analysis

The collected data were analysed with the help of simple statistical tools as percentage, frequency, and indices. The steps involved for analysis were as follows:

For the construction of indices the respondents were asked to rate the statements representing selected variables on scale of different spans i.e. Likert scale.

- 1) For determining the extent to which the selected factors have influenced the purchase decision of the respondents, the data were collected on three point scale; Very important, Important and Least important and score assigned as 3, 2, and 1 respectively
- 2) For determining the frequency of exposure to Eastern brand advertisement, responses were collected on four point scale: Never, Rarely, Occasionally, Frequently with scores of 1, 2, 3, and 4 respectively.
- 3) For the analysis of consumer's perception towards Eastern advertisements and retailer's perception towards Eastern brand, responses were collected on five point scale. For the each parameter the responses were plotted as Strongly Agree (5), Agree (4), Not sure (3), Disagree (2), and Strongly disagree (1) with the corresponding scores assigned.

The scores assigned by all the respondents for each statement are summed up to arrive at the total score of each statement. The total score thus obtained by each statement is then divided by the maximum possible score of that statement to obtain the index of that statement. Similarly total score of the statements were summed up and divided by the maximum score to

calculate the composite index. The following formula was used for calculating the index of each statement and composite index.

The formula for calculating index is as follows:

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

$$\text{Maximum obtainable score for a statement} = \text{Maximum score obtained for the opinion} \times \text{Total number of respondents}$$

$$\text{Overall index for a parameter} = \frac{\text{Total score obtained for the parameter}}{\text{Maximum score} \times \text{Number of respondents} \times \text{number of statements}} \times 100$$

The indices were then classified into five zones as follows for drawing inferences.

Index	Zone
<20	Very poor / No influence
21 – 40	Poor / Low influence
41 – 60	Average / Moderate influence
61 – 80	Good / High influence
>80	Excellent / Very high influence

1.5 Scope of the study

The result of the study will enable the Company to find out whether the advertisement has reached the target audience and will help to identify the gap and for initiating measures for improvement.

1.6 Limitations

The first and foremost limitation for the study was time constraint. The study was limited to curry powders alone and other products of Eastern Condiments were not included in the study.

1.7 Chapterisation of the study

The study was presented in four chapters. They are,

Chapter 1 – Design of the Study

Chapter 2 – Eastern Condiments Pvt. Ltd. – A Profile

Chapter 3 – Advertisement Effectiveness – An Analysis

Chapter 4 – Summary of Findings, Conclusion and Suggestions

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Annexure

1.8 Review of Literature

1.8.1 Advertisement

Brand knowledge through advertisement helps in influencing brand salience in a way that the quantity and sparkle of the memories about the brand thought to be in buying situation that creates emotional response towards ads (Holden & Lutz, 1992). As known for decades, advertisement is one of the main strategies in marketing either a product or service. According to a research concentrating on the advertisers viewpoint, advertisement is an important tool which companies use to directly persuade buyers and public (Kotler, 1994). Being a key element in the marketing process, advertisements face many challenges in reaching the audience.

Previous studies also focus their attentions on the psychology side of advertising and they indicate how to use people's emotions to get their attention and increase their recall of the advertisements, in the hope that this will lead to the purchase of that product in some point in time (Elliott & Speck, 1998).

The term "advertising" is defined as "a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience" (Wells and Moriarty, 2003).

Individual's uses cue in different buying situation for recalling the brand ad and greater chance of brand to be retrieved of any buyer, when different attributes are attached to the brand, which creates brand association (Romaniuk & Sharp, 2004).

Heath, Brandt and Nairn (2006) in their research reveal that advertising associations attempt to accomplish three things: attention, brand awareness and persuasion. Another component of effective advertisement that creates emotional response is the consumer ability to recall the brand ad. Thus, the relative importance of brand recall will depend on the extent to which consumer makes product related decisions, which leads to the brand awareness (Keller, 2006)

A study by Sharma (2007) finds that nowadays consumer is not easily swayed by a celebrity in an ad but he needs full fledged information about the product also, followed by brand name, overall appeal, and music/ jingle. Advertisements being endorsed by celebrities are found to be less attractive and that the use of celebrities may not change the buying behaviour of consumers significantly.

As a result of recent changes in people's life styles and the introduction of new products and services by various firms, disparate brands have been created by companies in order to better advertise their products/services to their target customers. Advertising is considered as the most popular form of communication that can be used in order to encourage consumers to purchase products/services (Hunag et al., 2012).

The American Marketing Association (2016), defines advertisement as "any announcement or persuasive message placed in the mass media in paid or donated time or space by an identified individual, company, or organization".

1.8.2 Advertisement Effectiveness

Since communication effects are measurable, they can also be used as a benchmark for measuring advertisement effectiveness (Friedman and Friedman, 1979). Beerli and Santana (1999) defined advertisement effectiveness as "the measurement of the results of an advertising campaign or of a particular advertisement, which must in turn be defined in terms of the achievement of the advertising objectives which the advertiser set for his campaign/advertisement".

According to Ramalingam *et al.* (2006), an effective advertisement has two main characteristics. First, advertiser should satisfy consumer's objectives by engaging the customer in the product/service experience and by delivering a relevant advertising message to the customer. Second, advertisements must be consistent with the objectives of the advertiser. Effective advertising has three broad dimensions, namely, strategy, creativity, and execution. In order to have an effective advertisements, firms should connect these three elements (Ramalingam *et al.*, 2006).

Sales volume and communication effects can be used to measure advertisement effectiveness. Although sales volume is affected by various factors which are not directly relevant to advertisement, including but not limited to pricing, packaging, and distribution quality, it is still considered as a suitable criterion for measuring advertisement effectiveness (Huang *et al.*, 2011).

An advertisement is considered effective if it attracts the customer's attention, has a memorable impact on the customer, stimulate the customer's purchase intentions, and affect the customer's emotions (Adibi, 2012). Advertisement effectiveness have become a significant issue for many organizations as a result of limited monetary resources for advertisements, inconsistencies between customers' attitudes and their expectations, and highly competitive markets (Riasi, 2015 b).

1.8.3 Measuring Advertisement Effectiveness

Many scholars have studied advertisement effectiveness and different techniques which can be used for measuring advertisement effectiveness. According to Neal and Bathe (1997), advertisement effectiveness can be judged either by examining whether the advertisement have led to an increase in the number of consumers who would consider the product/service or by investigating whether the promotional campaign improved the value of the product/service in the consumers' collective mind, thus increasing the number of customers who would choose the product/service.

Neal and Bathe (1997) introduced the brand value model and the brand value equation in order to demonstrate how product/service attributes, brand equity, and price drive share of choice. Their study showed how measuring brand value can be used for testing advertisement

effectiveness and how this measurement system can differentiate between changing a brand's perceived performance and changing how consumers view the entire category.

Beerli and Santana (1999) used both cognitive and affective techniques in order to design a copy testing for measuring the effectiveness of advertisements placed in the daily press. They showed that the copy testing which they designed was valid, reliable, sensitive and independent in its applications and could as such be applied in similar promotional campaigns.

Gong and Maddox (2003), studied Chinese consumers' perceptions and responses to web banner advertising. In order to measure advertisement effectiveness they used brand awareness, attitude toward the advertisement, attitude toward the brand, and purchase considerations.

Danaher and Dagger (2013) developed a method to help the companies examine the relative effectiveness of multiple advertising media. Particularly, they used a company's loyalty program database to capture media exposure for all the media in which the firm advertised. Lewis and Reiley (2014) used click-through rate (CTR) in order to measure the effectiveness of online advertisements.

1.8.4 Advertising Recall

Recall indicates top of the mind awareness among consumers about an advertisement or brand, and advertisements with high recall are more likely to put the advertised brand in consumers' evoked set. (Keller, 1993). Hence, recall is considered as the most common measure of advertising effectiveness among the advertising researchers (Kover *et al.*, 1995). As a consequence, brands in consumers' evoked set are more likely to be considered at the time of consumers' purchase decision.

Advertising recall is a memorability test that determines how viewers remember something specific about the advertisement and the brand (Wells *et al.*, 2003). In the aided recall test, participants are assisted to recall certain information by providing them with a relevant cue. The relevant cue can be the respective product category for which the participant is being asked to recall (e.g., Milk, Cereal, etc.) or information about the purchase or usage situations in which a particular product type is used (e.g., Lunch, Breakfast, etc.). Recall can be aided as well as unaided (Till & Baack, 2005).

On the other hand, in the unaided recall test, participants are simply asked to recall and list the number of brands that appeared in the television commercials. As such, unaided recall is considered as a more challenging test of 'memory trace' than aided recall (Till & Baack, 2005).

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Chapter - 2
Eastern Condiments Pvt. Ltd. –
A Profile

Chapter - 2

EASTERN CONDIMENTS PVT. LTD. - A PROFILE

2.1 Introduction

India is known as the home of spices and boasts of a long history of trading with the ancient civilisations of Rome and China. Indian spices are the most sought-after globally, given their exquisite aroma, texture and taste. India has the largest domestic market for spices in the world. Over the years, the Indian spice community has evolved and matured as a technology-led, quality-conscious, customer-centric and market-driven industry. During the course of time, India has been successfully manufacturing and exporting value added spice products.

Almost all Indian states produce spices, with the total area under spice cultivation pegged at around 3.15 million hectares. There are many countries producing these spices but the 'little Kerala' is considered as the only source of top quality pepper and cardamom, which are the most important spices aptly, called the 'Royal Couples' of spices. Kerala contributes the lion's share of total spices production of India 2,69,178 hectares of land in Kerala is used for spices cultivation producing more than 1,60,000 tonnes of spices annually. It has been estimated that more than 90 percent of Indian pepper is produced in Kerala. It is clear that the name 'spices land of India' is suitable to the state of Kerala.

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. 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.

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. At present around 300 local brands are available in the segment in Kerala. But the fact is one or two in hundred actually sustain. Eastern is one among them which began the voyage two decades ago in the small mountain town ship of Adimali, deep in the scenic hills of Kerala. Here, the best spices all over India are sourced and processed under the most stringent quality standards and packed in consumer packets. The curry masala market in the state is expanding fast.

2.2 History of the Company

The history dates back to the year 1941- to the birth of founder, M.E.Meeran, in a small village in Kerala. A mere 20 years later, he established a small stationery store by the name of M.P. Brothers. 1968 saw the birth of the Eastern Trading Company in Adimali, Idukki District, Kerala. Even today, this little village is home to the massive Eastern Empire.

In 1976, they set foot in the distribution business- supplying detergents, batteries, bathing bars, coffee powder and other items. From the business lessons learned during this phase, came the decision to establish Eastern Coffee in the year 1983. The failure of this business worked as a launch pad for Mr. Meeran who spotted a niche in the market that was yet to be served.

This niche was masala powders. Mr. Meeran, the sterling visionary, launched Eastern Curry Powder Masala. In doing so, the founder was catering to a segment with absolutely no branded products in it. Dogged determination and resolute business sense ensured the resounding success of the product.

Eastern commands more than 70% of the market share in Kerala and can be found in households all over India and in many countries abroad. This presence comes from the founder Chairman's foresight- he set up a manufacturing facility in Theni, Tamil Nadu in 1995.

Eastern continues to rewrite history with its business ecosystem and commitment to quality. This commitment can be seen in the legacy that founder has built. A legacy that he has passed on to his son, Mr. Navas Meeran, who has been at the helm of affairs since 2011.

Building on the history of Eastern Condiments, Mr. Navas Meeran has further consolidated market share, created delightful new ventures and new brands, and conquered new markets. And this indeed is the continuing history of Eastern Condiments.

2.3 The Management of the Company

The Eastern group is managed by termed professionals and family members. Mr. M.E. Meeran is the founder of Eastern Pvt Ltd. And it's leadership team include Chairman, Mr. Navas Meeran and Managing Director, Mr. Firoz Meeran.

2.4 Company Vision

- i. To be the preferred supplier catering to the basic needs of the mass market by providing products and services of outstanding value through the adoption of global standards and innovative practices.
- ii. To be the preferred employees in the group they are in by providing a challenging work environment and adding value to our people through varied exposure and continuous education or shared learning.
- iii. To be preferred business partner to the entire stakeholders by providing them exemplary benefits and shared growth.

2.5 Company Mission

- i. To provide good quality goods to the present and prospective customer so that company can prosper more.
- ii. To have continuous availability of product of Eastern so that there shall not be any shortage of goods in the market.
- iii. To give the customers delight that is giving more than what is expected by the customer.

2.6 Facilities

At Eastern Condiments, the company take pride in the fact that we create products rather than manufacture them. Making products for consumption is indeed a creative process because they invest in high-quality research and testing before placing a product in the market.

Once the company is convinced that a particular product is ready to go to market, they entrust the manufacturing of the same to the facilities in:

- 1. Adimali
- 2. Kothamangalam
- 3. Guntur
- 4. Theni
- 5. Razaini
- 6. Gaziabad
- 7. Lucknow
- 8. Razalghaima

These are stated above in the same order as they started. Initially they started in Adimali and as the tenth factory the Eastern group going to start in Bengaluru. At Adimali the company has two separate factories for straight powders and blended masala powders.

The company process their products for national and global markets in these facilities. The factory in Kothamangalam is mainly for exports. These manufacturing facilities also take care of producing all pickles, rice products, masala powders and spice powders.

Eastern have put in a lot of thought and investment into the manufacturing facilities and have come up with a 3- tier process flow- a unique method of production. The methods find compliance with food safety laws as well. All the steps that go into making their products are therefore controlled with granular visibility and the result is an environment that is geared towards achieving the highest level of quality standards in all respects.

Products are created in an environment which controls:

- i. Temperature
- ii. Grinding process
- iii. Moisture content
- iv. Vapour dynamics
- v. Warehousing and
- vi. Wet scrubbing and pollution control

Thus, Eastern Condiments can justifiably talk about 'creating' products in its manufacturing facilities.

2.7 Eastern Group of Associates

Eastern Group of Associates is a group of companies with diverse interests and a world leader in Indian spices. Eastern has ventured into various areas like tyre retreads, mattresses, garments, packaged foods, mineral water and public school and has many more projects in its dream. The detailed description of each company is given below;

2.7.1 Eastern Curry powders

The company has provided their consumers with consistently high quality powders and blends. Eastern Condiments operates from two modern factories situated in the Western Ghats of South India.

2.7.2 Sunidra Mattresses

Sunidra mattresses Pvt.Ltd. was set up in 1999 to manufacture rubberized coir mattresses with a state of the art factory in Thodupuzha. The popular brand of rubberized coir mattresses, manufactured by sunidra Mattresses Pvt Ltd. Is slowly growing to be a market leader in the country. Sunidra has won the ISO 9001-2000 certificate.

2.7.3 Eastern Aqua minerals

Eastern Aqua Mineral, a recently launched company was set up in the year 2002. Eastern Aqua Mineral entered the area of packaged drinking water with the state of srt plant located at Ernakulam district. Eastern drinking water is all set to quench the thirst of millions of the people with mineral water of highest purity standards, high quality with control 12 8 B testing facilities with international standards. It is available in convenient sizes.

2.7.4 Eastern Public School

The Eastern group entered the area of education with the getting up of the Eastern Public School. The school ensures a high quality education from kindergarten to primary levels with C.B.S.E syllabus, providing all the residential facility residing at the heart of Idukki district.

2.7.5 Eastern Treads Ltd.

Eastern Treads Ltd. Is a public company engaged in the manufacturing of quality procured tread, cushion, bonding gum and black vulcanizing cement. Its branches all over India have been showing consistent high performance and growth. The factory has annual turnover of 12 crore and it is located at Oonnukal, Kothamangalam.

2.7.6 *King Richard Shirts*

King Richard a brand of men's wear from Eastern Clothing Company was set up in 1999. This brand was targeted at middle class. Top quality fabrics are used in the manufacture of King Richard brand shirts (utilizing 100% of cotton from India and European brands like Bergamo, Brembana, Italian fabric etc.).

2.7.7 *Eastea Chai Private Limited*

It was established in the year 2010 and can produce 2000 megatons per annum in a single shift to blend tea. The tea comes from The Nilgiris in South India- a region renowned for its fabulous tea estates. Eastea is known for its high flavour, intoxicating aroma and full-bodied taste. No wonder that it is a delight of tea connoisseurs everywhere in the world.

2.7.8 *Mohanlal Taste buds*

Eastern group owned majority stake of the brand Mohanlal Taste Buds – the curry masala, spices, condiments and pickles brand.

2.8 Product Profile

Eastern curry powders popularly known as strong masala is processed using the unique flavour lock technique. The best quality spices are powdered under stringent temperature control, using micro pulverisers ensuring that the precious volatile oils that give the flavor to the spice are preserved. Excellent quality and right pricing has become the winning formula of the eastern group. Eastern curry powder is fast growing in to an all India brand with its entry in to new markets and the introduction of markets with specific new variants.

Eastern processes and manufactures, spices and blended spice powders. The spices are procured from their finest plantations in Kerala, India. Eastern products are manufactures under controlled conditions to ensure the high quality while at the same time retaining the nutrient value, freshness and flavour of spices.

Eastern has built capabilities for continuous product development and improvement based on market requirements. Its products are one of India's finest and processed one by using world class machinery in strict adherence to CODEX and HACCP, the highest standards, of

nutrition and hygiene. Eastern Condiments Pvt. Ltd. has varieties of spices, curry powders and pickles in its product mix.

2.8.1 Products of Manufacturing

Eastern Condiments Pvt. Ltd has different varieties of spices, curry powders, blended curry powder, masala, instant pickle powders and pickles. The company's pickle market is mainly concentrated in exporting. The different categories of products are as follows.

2.8.1.1 Direct Powders

- i. Turmeric Powder
- ii. Chilli Powder
- iii. Coriander Powder
- iv. Black Pepper Powder

2.8.1.2 Direct Seeds

- i. Mustard
- ii. Cumin
- iii. Big Jeera
- iv. Meethi

2.8.1.3 Blended Curry Powder

- i. Rasam Powder
- ii. Sambar Powder
- iii. Pickle Powder Fish Masala
- iv. Chicken Masala
- v. Meat Masala
- vi. Biryani Masala
- vii. Gharam Masala
- viii. Kabab Masala

2.8.1.4 Pickles

- i. Mango
- ii. Tender Mango Pickle
- iii. Ginger
- iv. Garlic
- v. Lemon
- vi. Dates
- vii. Prawn
- viii. Mixed Vegetable

2.8.1.5 Eastern Rice Based Products (for Breakfast)

- i. Eastern Puttu Powder
- ii. Eastern Idli Powder
- iii. Eastern Dosa Powder
- iv. Eastern Pathiri Powder
- v. Eastern Appam Powder
- vi. Eastern Chamba Puttu Powder
- vii. Eastern Easy Palappam Mix Powder
- viii. Eastern Appam Powder
- ix. Eastern Ragi Puttu Powder

2.9 Marketing Channel

The market of Eastern curry powder can be divided mainly in to three segments viz, Kerala, other states and export market. The group directly distributes the products to retailers in Kerala. The products are distributed from the company to retailers by the company"s own vehicles. The Kerala market is catered by Eastern Agencies, a group firm. The entire market in Kerala is divided in to 70 routes and the products are dispatched thrice in a week. However, in specified areas, products are supplied daily according to the orders collected by sales executives. As a rule, the company follows cash sales to all dealers but some old dealers (around 275) are allowed credit up to a specified limit. Besides direct distribution by its vehicles, the firm also distributes the products through agencies. The marketing channel of the company consists of more than 50000 retailers in India. Presently the company has 12 main

agents and 6 sub agents. The company operates 70 direct sales routes and 120 route vans for direct distribution. The main agents lifted the products directly from the factory. The agents are allowed 7.5 per cent and sub agents 6 percent trade discount. Agency sales accounted for one third of the total sales in Kerala.

2.10 Export Market

Eastern entered the export market in 1994-95. Eastern is the largest exporter of curry powder in consumer packs from India. Spices and masala are the major items of the export basket of the company. The export of pickles, rice powder and other food items are also undertaken depending on demand. Once in a month the company exported a maximum number of 10 tons per each shipment at an approximate value of Rs. 10 lakhs. The company has one distributor in each exporting country. The promotional and distributional functions are vested with the distributor concerned. The distributor is paid a commission of 25 percent for and 5-10 percent for promotion. The major export markets of Eastern products are UAE, Bahrain, Sultanate of Oman, Kingdom of Saudi Arabia, USA, UK, Australia and Maldives. Eastern is making every effort to increase exports by 50 percent in the coming years. Eastern has grown in to favourite among India and the whole world.

2.11 Research and Development

Eastern is engaged in continuous research and development in its own standards. The manufacturing plant of eastern condiments is equipped with advanced machinery including the implex pulverizes. It can pound finest spice powders at low temperature and by preserving the essential spices oils.

The plant is fully integrated with facilities for pouch making, printing, automobile engineering etc. For efficient management the company has computerized its operations.

2.12 CSR Activities

At Eastern, they believe in giving back to society in a meaningful manner. The business philosophy encompasses welfare for all the stakeholders in the business environment. This includes employees, the environment and society at large.

Company focus on being eco-friendly has resulted in:

- i. The wind farms in Kerala and Tamil Nadu, which have an installed capacity of 4.10 megawatts
- ii. The installation of solar panels has met up to 60% of the heating requirements and helped the manufacturing facilities and corporate office go green and achieve a negative carbon footprint.
- iii. A campaign in association with Mathrubhumi, aimed at educating people on reducing and recycling plastic.
- iv. Waste water treatment plants that treat aerobic and anaerobic effluents. These plants have been established in all their major locations, including at the Cochin corporate office.
- v. The citizens of Cochin City can avail of their ambulance service by dialling '1298'. This service has been instituted in association with Ambulance for all.
- vi. The initiatives in education and training have resulted in the establishment of the Eastern Newton School in Adimali, Kerala. The students benefit from a holistic and well-rounded focus on learning and education.

There is a lot to be done in the future, when it comes to the execution of the business and civic responsibilities. At Eastern, the growth hinges on making social progress as well and so they continue to take firm strides, knowing that they have to make the right impact on society.

2.13 Awards / Recognitions

- The Spices Board of India has awarded Eastern for being the “Largest Exporter of Spice Powders” in consumer packs, consecutively for nine years.
- ISO: 22000 2005 – Eastern is the first company in India to get the ISO 22000 certification issued by ISA Cert BV Netherlands and certified by RvA, the first body in the world for food safety accreditation.
- HACCP- Certificate issued by ISA Cert BV Netherlands. Accredited by RvA the first body in the world for food safety accreditation.
- The Kothamangalam plant has won prestigious CII National award for Food Safety 2015. Kothamnagalam plant has won Commendation Certificate for Strong Commitment to Excel in Food Safety in the Category of Large Manufacturing Food Businesses for the year 2015.

Every award has been a stepping stone for achieving greater heights and look forward for higher goals. The foresight of the chairman is the guiding light for the blazing track of the group.

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Chapter – 3

*Advertisement Effectiveness –
An Analysis*

Chapter - 3

ADVERTISEMENT EFFECTIVENESS – AN ANALYSIS

3.1 Introduction

Advertising is an element of the marketing mix and hence advertising objectives are derived from the organization's marketing objectives. Advertising denotes a specific attempt to popularize a specific product or service with a cost involved. If an advertisement does not produce the desired impact, it can be assumed as ineffective and results in substantial loss to the organization. On the other hand, advertisements producing favourable impact can multiply the effectiveness of advertising expenditures by increase in sales turnover. Hence, it implies that advertising plays a very crucial role in the effective functioning of an organization. The analysis of advertisement effectiveness of Eastern Pvt Ltd. was undertaken in two dimension from the part of consumers and retailers response. The study also attempted to identify the most effective media of advertisement by Eastern Condiments Pvt Ltd.

3.2 Socio economic profile of the respondents

For analysing the socio economic characteristics of the respondents, five indicators are taken, via gender, age, educational status, occupation, monthly income, which are depicted in the following table. The socio economic characteristics of the respondents were studied to have clear picture about the respondent's basic background.

Table 3.1 Socio economic profile of the respondents

Variables	Category	Frequency	Percentage
Gender	Male	45	25
	Female	135	75
	Total	180	100
Age group	Below 20	2	1
	20 – 30	41	23
	30 – 40	44	25
	40 – 50	50	28
	50 – 60	35	19
	Above 60	8	4
	Total	180	100

Education	Primary	9	5
	SSLC	69	38
	Higher Secondary	45	25
	Degree	43	24
	PG	14	8
	Total	180	100
Occupation	Wage employed	12	7
	Self employed	17	10
	Salaried persons	60	33
	Retired	4	2
	Unemployed	87	48
	Total	180	100
Monthly income	Below 10,000	41	23
	10,000 - 15000	63	35
	15,000 – 20,000	36	20
	Above 20,000	40	22
	Total	180	100

Source: Compiled from primary survey

From Table 3.1 it was observed that majority of respondents were women (75 percent). While examining the age combination of respondents, fifty three percent were in category 30-50 years, i.e., majority of the respondents were middle aged. Majority (63 percent) of the respondents had SSLC education and higher secondary education. Hence, twenty four percent of respondents had degree level education followed by PG level education (8 percent). It can be noticed that fifty percent of respondents were earning members and forty eight percent of respondents were unemployed. Majority (58 percent) of the respondents were earning the monthly income less than Rs.15,000. Thus, it can be inferred that majority of the respondents were middle aged women with SSLC qualification earning a monthly income less than Rs.15,000.

Part A

Consumers' response towards advertisements of Eastern Condiments Pvt Ltd.

Advertising is a form of communication that convinces a specific group of people to take action. In advertising terms, the group of people that advertisers use as a target is called audience or consumers. While advertisements can take many forms, the desired result of an advertising campaign is often to convince an audience to either do something or to buy a product or brand. This, in turn, would make a company or a campaign successful and it would also help it expand.

Advertising begins to work when the general public become aware of a products existence. Advertising then aims to develop customer interest, so that potential customers want to know more about the product. This should be followed by potential customers feeling a need to own the product and finally purchasing. Thus understanding of consumers is very essential for measure the advertisement effectiveness. The data collected through primary survey were subjected to statistical analysis and results are presented below.

The effectiveness of advertisement by Eastern Condiments Pvt Ltd. was studied with the following parameters.

1. Curry powder brands recalled by the respondents
2. Number of curry powder brands recalled by the respondents
3. Curry powder brands currently using by the respondents
4. Factors influencing the purchase decision of Eastern products
5. Sources of Eastern brand knowledge
6. Brand visibility of Eastern brand
7. Exposure to Eastern brand advertisements
8. Consumers' perception towards Eastern advertisements
9. Media preference of consumers for Eastern advertisements
10. Eastern advertisement commercial recall by respondents
11. Reasons for non-usage of Eastern brand by respondents

3.3 Curry powder brands recalled by the respondents

Brand recall is a qualitative measure of how well a brand name is connected with a product type or class of products by consumers. Brand recall can be divided into two main categories, namely unaided and aided recall. In the case of unaided recall respondents were asked to recall the names of curry powder brands they know, whereas aided brand recall measure the extent to which a brand name is remembered by providing them with a relevant clue. In the aided recall test, participants were assisted to recall brands by providing them with selected brand names, enhancing the memory in the customer's mind. As such, unaided recall is considered as a more challenging test of 'memory trace' than aided recall. Thus, brand recall was an important factor contributing to the advertisement effectiveness.

Table 3.2 Curry powder brands recalled by the respondents

Brands	Number of respondents	
	Unaided recall	Aided recall
Eastern	137	180
Brahmins	88	180
Nirapara	129	180
Double Horse	68	170
Kitchen Treasures	31	154
Other local brands	108	----

Source: Compiled from primary data

The table 3.2 illustrates that almost every respondents recalled multiple brands. Among these brands, majority of the respondents recalled Eastern (137), Nirapara (129), and other local brands such as Swamis, Quality, Devon etc. (108) without any aid followed by Brahmins (88) and Double Horse (68). Only 31 respondents recalled the brand Kitchen Treasures without any aid. Cent percent of respondents recalled the three brands such as Eastern, Nirapara and Brahmins with aid followed by Double Horse (170) and Kitchen Treasures (154).

It can be inferred from the table that respondents recalled almost every brands without aid except Kitchen Treasures. Eastern, Nirapara, other local brands and Brahmins were remembered by the respondents with ease. Double Horse had a low recall by the consumers compared to other brands. The brand Kitchen Treasures had lowest recall because it was a new entrant into the curry powder market.

3.4 Number of curry powder brands recalled by the respondents

The number of brands recalled by the respondents was examined, which may be attributed to the effectiveness of advertisements or usage behaviour of consumers.

Table 3.3 Number of curry powder brands recalled by the respondents

Number of brands	Number of respondents	Percentage
0	2	1
1	17	10
2	31	17
3	67	37
4	38	21
5	21	12
6	4	2
Total	180	100

Source: Compiled from primary data

The table 3.3 shows the number of brands recalled by the respondents without any aid. As can be seen, majority of the respondents recalled three brands (37 percent) followed by four brands (21 percent) without any aid. Only two percent of respondents recalled six brands whereas, two respondents could not recall any brands.

3.5 Curry powder brands currently using by the respondents

Study of curry powder brands currently used by the consumers can be give a clear idea about the usage of curry powder brands among the respondents which was an important factor contributing to the study.

Table 3.4 Curry powder brands currently using by the respondents

Name of brands	Number of respondents
Eastern	130
Brahmins	69
Nirapara	56
Double Horse	38
Kitchen Treasures	21
Other local brands	35

From the table 3.4 it can be noticed that respondents were using multiple brand. However, majority of respondents were using Eastern brand, the major reason being the brand image of Eastern. The other mostly used brand was Brahmins (69) followed by Nirapara (56), Double Horse (38), and other local brands such as Quality, Devon, Swamis etc. (35). Only 21 consumers were using Kitchen Treasures because this brand is new entrant to the curry powder segment when compared to other brands.

3.6 Factors influencing the purchase decision of Eastern products

The extent of importance assigned to different product parameters influencing purchase decision in favour of Eastern products by consumers were examined. For every factor, respondents were asked to consider three stages as very important, important and least important and scores assigned for this stages as 3, 2, and 1 respectively. The findings are presented in the table below.

Table 3.5 Factors influencing the purchase decision of Eastern products

Aids to purchase	Very important	Score	Important	Score	Least	Score	Total Score	Index
					Important			
	Frequency		Frequency		Frequency			
Price	35	105	48	96	47	47	248	64
Quality	109	327	21	42	0	0	369	95
Packaging	41	123	48	96	41	41	260	67
Brand	67	201	37	74	26	26	301	77
Advertisement	21	63	42	84	67	67	214	55
Availability	23	69	45	90	62	62	221	57
Retailer advice	9	27	33	66	88	88	181	46
Composite index							1794	66

Source: Compiled from primary survey

From table 3.5 it can be understood that the overall seven parameters three factors quality, brand and packaging had index above the composite index and four factors price, availability, advertisement and retailer’s advice had index below the composite index. Among the factors quality had the highest index (95) and the retailer advice had the lowest index (46). It indicates that, quality was the most influenced factor and retailer’s advice was the least

influenced factor in the purchase decision. The factors brand (77), packaging (67) and price (64) were in the good zone were the major factors influenced in the purchase decision. The factors availability (57) and advertisement (55) were in the average zone. The composite index for the factors was sixty six. Thus, the factors highly influenced the consumers for the purchase of eastern products.

3.7 Sources of Eastern brand knowledge

Imparting information on brands to the present and prospective consumers is one of the important functions of advertising. It was, therefore, considered worth to examine how far advertisement worked as source of brand knowledge to the consumers.

Table 3.6 Source of Eastern brand knowledge

Media	Number of respondents
Print	80
Radio	34
Television	130
Display at shops/outlets	75
Hoardings	66
Word of mouth	65

Source: Compiled from primary data

The table 3.6 shows the respondents had multiple media sources. All the respondents remarked that television as the one of the major source of brand knowledge, 80 respondents remarked that print media (newspaper and magazines) as a source of information. Among the print media women's magazines such as Vanitha, Pachakam, etc. were the major source of information. Whereas, 75 percent of respondents said that displays at shops/outlets as a source of brand knowledge followed by hoardings/billboards (66) and word of mouth (65). Only thirty four respondents said, radio as a source for brand knowledge. Television achieved a distinctive status as information source so it is an effective media for Eastern advertisements.

3.8 Brand visibility of Eastern brand

Brand visibility is one of the simple way to make a brand pass into consumer's subconscious mind. It is the single, most powerful message that a consumer can receive. The message says that, this product is good and you can trust this product. Brand visibility outside the store includes name board sponsored by eastern, hoardings/billboards, advertisements on public conveyors vehicles and on Eastern own etc. Brand visibility inside the store includes special product archives dedicated for eastern products, products displayed at point of sale, attractive display boards above product shelf etc. This brand visibility, encourages and motivates the customer to look at the product along with the brand attributes. Thus, brand visibility is an important factor contributing to the advertisement effectiveness.

Table 3.7 Brand visibility of Eastern brand

Brand	Number of respondents
Outside store	106
Inside store	91

Source: Compiled from primary data

The table 3.7 shows the majority of the respondent were exposed to advertisements outside store (106 respondents) followed by inside store (91 respondents). It can be inferred that brand visibility is very effective for Eastern brand.

3.9 Exposure to Eastern brand advertisements

Rather than the number of respondents exposed to advertisement/ commercials, it is the frequency of the exposure that has more relevance. The respondents who had exposed to different advertisements were asked to state the frequency of such exposure on a four point scale viz; not exposed, rarely, occasionally, frequently and scores assigned as 1, 2, 3, and 4 respectively. The findings are presented below.

Table 3.8 Exposure to Eastern brand advertisements

Particulars	Never	Score	Rarely	Score	Occasionally	Score	Frequently	Score	Total score	Index
	Frequency		Frequency		Frequency		Frequency			
Print advertisements	22	22	35	70	57	171	16	64	327	63
Radio commercial	91	91	27	54	9	27	3	12	184	35
TV commercial	1	1	13	26	58	174	58	232	433	83
Display at shops/outlets	18	18	24	48	66	198	28	112	376	72
Cinema commercial	75	75	31	62	20	60	4	16	213	41
Hoardings/Billboards	31	31	25	50	59	177	15	60	318	61
Internet commercial	114	114	13	26	3	9	0	0	149	29
Composite index									2000	55

Source: Compiled from primary data

It is evident from the table 3.8 that, television commercials had the highest index (83) and the internet commercials had the lowest index (29). Thus, the frequency of exposure to television commercials was excellent and the frequency of exposure to internet commercials was poor. The table indicates that the three variables display at shops/outlets (72), print advertisements (63), and hoardings/billboards (61) had scored above 61 comes under the category good.

The four variables television commercials, display at shops/outlet, print advertisements and hoardings/billboards had index above the composite index and three variables internet commercials, radio commercials and cinema commercials had index below the composite index. The composite index for this parameter was fifty five, it indicates that exposure to Eastern advertisements by respondents were average.

3.10 Consumers' perception towards Eastern advertisements

This section of study examines the perception of consumers towards Eastern advertisement which was an important factor that contributes to advertisement effectiveness. For the each parameter the consumer's responses were marked in the five point Likert scale as Strongly Agree (5), Agree (4), No sure (3), Disagree (2), and Strongly disagree (1). Consumer's perception towards Eastern advertisements was assessed by taking various factors. The results presented in the table below.

Table 3.9 Consumers' perception towards Eastern

Particulars	SD	Score	D	Score	no	Score	A	Score	SA	Score	Total score	Index
Eastern advertisements are attractive	0	0	4	8	13	39	92	368	21	105	520	80
Eastern advertisements are very easy to recall	6	6	28	56	22	66	64	256	10	50	434	67
The message content of advertisements are good	0	0	4	8	43	129	71	284	12	60	481	74
Visualization of advertisements are good	0	0	0	0	16	48	86	344	28	140	532	82
Eastern advertisements enhance brand image	0	0	1	2	30	90	80	320	19	95	507	78
People representing in the advertisements are appropriate	0	0	4	8	37	111	73	292	16	80	491	76
Composite index											2965	76

Source: Compiled from primary data

Note: Strongly agree – SA, Agree – A, No opinion – NO, Disagree – D, Strongly disagree - SD

It was observed from the table 3.9 that the variable visualization of Eastern advertisements had the highest index (82) which belongs to excellent zone and easy to recall Eastern advertisements has got lowest index (67) which belongs to the good zone. The four variables, visualization of Eastern advertisements (82), Eastern advertisements are attractive (80), Eastern advertisements enhance brand image (78) and people representing in the advertisements are good (76) had index above the composite index and only two variables, Eastern advertisements are very easy to recall (67) and the message content of advertisements are good (74) had index below the composite index. The composite index for this parameter is seventy six. Thus, consumer's perception towards eastern advertisements were good.

3.11 Media preference of consumers for Eastern advertisements

Media selection involves finding the most cost-effective media to deliver the desired number of exposures to the target audience. The parameter, media preference of consumers helps the Eastern company to identify and select best penetrating media. Thus, examining the media preference of consumers was relevant for this study. Respondents were asked to indicate their media preference for Eastern advertisements.

Table 3.10 Media preference of consumers for Eastern advertisements

Media	Number of respondents
TV	119
Newspaper	34
Magazine	43
Radio	5
Internet	5
Hoardings/Billboards	14
Cinema	1

Source: compiled from primary data

The results as depicted in table 3.10 indicate that majority of respondents preferred television as advertisement media, 43 respondents preferred magazines followed by newspaper (34). Hence it is recommended to telecast television commercials of Eastern in between women oriented programmes like serials, cookery shows etc.

3.12 Eastern advertisement commercial recall by respondents

The respondents who had awareness of advertisement/commercials of Eastern brand, were asked to recall such advertisements. The study of advertisement recall is very essential for measuring the effectiveness of Eastern advertisements. For that four stages of recall were designed viz; no recall, partial recall, high recall and full recall and the scores assigned as 1, 2, 3 and 4 respectively. The recall stages of responses decided .The findings are presented in the table below.

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Table 3.11 Eastern advertisement commercial recall by respondents

Advertisement Recall	No recall	Score	Partial recall	Score	High recall	score	Full recall	Score	total score	index
	Frequency		Frequency		Frequency		Frequency			
Print advertisement recall	116	116	10	20	3	9	1	4	149	29
Radio commercial recall	115	115	13	26	1	3	1	4	148	29
Television commercial recall	53	53	46	92	23	69	8	32	246	47
Display at shops/outlet recall	118	118	5	10	6	18	1	4	150	29
Cinema commercial recall	121	121	8	16	1	3	0	0	140	27
Hoardings /billboards recall	97	97	21	42	8	24	4	16	179	34
Internet commercials	120	120	9	18	1	3	0	0	141	27
Composite index									1153	28

Source: Compiled from primary survey

It can be understood from the table 3.11 that among the total variables, the five variables television commercial recall (47), hoardings/billboards recall (34), display at shop/outlets recall (29), print advertisement recall (29), and radio commercial recall (29) had index above the composite index. Only two variables cinema commercial recall (27 percent) and internet commercial recall (27) had index below the composite index value. Television commercial had the highest index (47) and cinema commercial had the lowest index (27). It indicates that television commercials of Eastern recalled by the respondents were average and the cinema commercials recalled by the respondents were poor. The composite index of this parameter was twenty eight. It can be concluded that advertisements of Eastern recalled by the respondents were poor.

3.13 Reasons for non-usage of eastern brand by respondents

The respondents who were not using Eastern brand asked to mention the reasons for non-usage. The results helped to understand the weakness of the brand as well as strength of the competitors. Hence, fifty respondents were taken as control group for studying this parameter.

Table 3.12 Reasons for non-usage of Eastern brand by respondents

Particulars	Number of respondents
Poor Quality	19
Unacceptable Flavour	33
High Price	6
Low Shelf life	0
Low of Availability	1
Lack of Brand awareness	3
Using home made	18

Source: Compiled from primary data

From the table 3.12 majority of the respondents (33) revealed that unacceptable flavour was the major reason for non-usage of eastern products when compared with other brands whereas, nineteen respondents assumed poor quality as reason for not using Eastern and eighteen respondents stated that they were using home-made curry powders due to the better flavour and better quality when compared with packed curry powders.

Part II

Retailers' responses on selected parameters on Eastern brand

Advertising is directly related to the groups of people, rather than to individuals and therefore, it is a non-personal or mass communication. Those individuals could be consumers, people who buy products or business people who would buy large quantities of products for resale in their stores. Thus retailer's response towards Eastern Pvt Ltd. was important for this study. From this we can identify whether the retailer's having a favourable or unfavourable attitude towards Eastern brand. This section dealt with:

1. Curry powder brands stocked in the shops
2. Ranking of brands based on the sales
3. Regular customers for Eastern brand
4. Retailers' satisfaction towards distribution system and margin offered by Eastern brand
5. Retailers' perception towards Eastern brand

3.14 Curry powder brands stocked in the shop

The retailers stocked brands based on the customer demand, margin, and incentive structure. The retailers were asked to list out the brands stocked in the shops.

Table 3.13 Curry powder brands stocked in the shops

Brands	Number of respondents
Eastern	20
Brahmins	20
Nirapara	13
Double Horse	10
Kitchen Treasures	13
Other local brands	13

Source: Compiled from primary data

Table 3.13 represents the details of brands stocked in the shops. The retailers stocked multiple curry powder brands in their shops. Cent percent retailers (20) stocked Eastern and Brahmins whereas, Nirapara, Kitchen Treasures and other local brands were stocked by 13

retailers followed by Double Horse (10 retailers). Eastern and Brahmins were stocked by all retailers which was an indication of high demand of these brands in market.

3.15 Ranking of the brands based on the sales/movements.

The ranking of the brands based on the sales can give a clear picture about the market position of Eastern brand among the competitors. Rank given by the retailers for the different brands based on monthly sales is presented in the following table.

Table 3.14 Ranking of the brands based on the sales

Brand	Number of respondents	Rank
Eastern	14	1
Brahmins	11	2
Nirapara	8	3
Double Horse	5	4
Kitchen Treasures	4	5
Other local brands	4	6

Source: Compiled from primary survey

Table 3.14 reveals that the retailers ranked Eastern as first followed by Brahmins and Nirapara in 2 and 3 positions respectively. Hence it can be concluded that Eastern brand had a high demand in market. However competition among these three brands is apparently visible.

3.16 Regular customers for Eastern brand

Table 3.15 depicts the regular customers of Eastern brand. The results provided a clear idea regarding the loyal customer of Eastern brand in the curry powder market.

Table 3.15 Regular customers for Eastern brand

Regular customers for Eastern brand	Frequency	Percentage
Yes	15	75
No	5	25
Total	20	100

Source: Compiled from primary data

Table 3.15 shows according to the retailers, seventy five percent of consumers were repeated buyers of Eastern products. This shows the brand loyalty of customers towards Eastern brand.

3.17 Retailers’ satisfaction towards distribution system and margin offered by Eastern

The Table 3.16 shows the Retailers satisfaction towards distribution system and margin offered by Eastern.

The retailers should be satisfied with the margin and distribution system of a brand then only they will stock the brand in their shops and promote the brand well among the consumers. Thus, it was very essential to study the satisfaction of retailers towards distribution system and margin offered by the Eastern brand.

Table 3.16 Retailers’ satisfaction towards distribution system and margin offered by Eastern brand

Particulars	Frequency	Percentage
Distribution system	20	100
Margin offered	14	70

Source: Compiled from primary survey

From the Table 3.16 it is clear that cent percent of retailers satisfied with the distribution system of Eastern and 70 percent of retailers satisfied with the margin offered by Eastern Condiments Pvt Ltd.

3.18 Retailers’ perception towards Eastern brand

A study of the retailer’s perception towards Eastern products will help to identify the retailer’s attitude towards Eastern brand. For the each parameter the retailer responses were plotted on a five point Likert scale as Strongly agree (5), Agree (4), No sure (3), Disagree (2) and Strongly disagree (1).

Table 3.17 Retailers' perception towards Eastern brand

Statements	SD	score	D	score	NO	Score	A	score	SA	Score	Total Score	Index
	Frequency		Frequency		Frequency		Frequency		Frequency			
Products are having good quality	0	0	5	10	3	9	11	44	1	5	68	68
Price of the products are lower	3	3	6	12	3	9	7	28	1	5	57	57
Products are easily available	0	0	0	0	0	0	6	24	14	70	94	94
Appeal of advertisements are good	0	0	0	0	4	12	14	56	2	10	78	78
Sales promotion is good	0	0	0	0	3	9	16	64	1	5	78	78
Eastern incentive structure is good	0	0	4	8	0	0	12	48	4	20	76	76
Profit earn from Eastern is good	0	0	0	0	0	0	18	72	2	10	82	82
High demand	0	0	1	2	0	0	14	56	5	25	83	83
Eastern have a good brand image	0	0	0	0	0	0	13	52	7	35	87	87
Awareness level is high	0	0	0	0	0	0	12	48	8	40	88	88
composite index											791	79

Source: Compiled from primary survey

Note: Strongly agree – SA, Agree – A, No opinion – NO, Disagree – D, Strongly disagree – SD

Table 3.17 indicates that among the ten variables, five variables viz. products are easily available (94), awareness level is high (88), Eastern have a good brand image (87), high demand (83) and profit earn from Eastern is good (82) had index above the composite index and the remaining five variables, price of the products are lower (57), products are having good quality (68), Eastern incentive structure is good (76), sales promotion is good (78) and appeal of advertisements are good (78 percent) had index below the composite index. The variable easy availability of Eastern products had the highest index (94), which means the distribution system of eastern was very effective whereas, the parameter price of the product being lower had the lowest index (57), which means when compared to other brands the price of the Eastern products were not lower. The composite index for the parameter, was seventy nine which indicates that retailer's perception towards Eastern brand is good.

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Chapter – 4

Summary of Findings, Conclusion and Suggestion

Chapter 4

SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. The study entitled "A Study on Effectiveness of Advertisements by Eastern Condiments Pvt. Ltd." was carried out with the objective to assess the effectiveness of advertisements by Eastern brand and to identify the most effective media of advertisements by Eastern Condiments Pvt Ltd. The advertisement effectiveness was studied on the basis of sixteen parameters, which is structured according to previous research studies. The study was conducted in Trissur district. Primary data was collected through pre-structured schedule from a sample of 130 Eastern consumers, 20 Eastern retailers selected purposively and a group fifty non-Eastern consumers selected as control group. Simple statistical tools as percentage, frequency and indices were used for data analysis.

4.1 Major Findings

The major findings of the study are classified into three headings viz., 1) socio economic profile of consumers 2) Consumer's response towards advertisements of Eastern Condiments Pvt Ltd. 3) Retailer's responses on selected parameters on Eastern brand

4.2.1 Socio Economic Profile of the Consumers

1. Majority of respondents were women (75 percent).
2. The age composition of the consumers revealed that, fifty three percent of respondents were middle aged (30-50 years)
3. Majority (63 percent) of the respondents had SSLC education and higher secondary education.
4. Fifty percent of respondents were earning members whereas forty eight percent of respondents were unemployed.
5. It is observed that majority of the sample respondents (58 percent) were earning the monthly income less than Rs.15,000.

4.2.2 Consumers' response towards advertisements of Eastern Condiments Pvt Ltd.

1. The respondents recalled almost every curry powder brands without aid except Kitchen Treasures. Eastern, Nirapara, other local brands and Brahmins were remembered by the respondents with ease. Double Horse had a low recall by the consumers compared to other brands. The brand Kitchen Treasures had lowest recall because it was a new entrant into the curry powder market.
2. Majority (37 percent) of the respondents recalled three brands without any aid followed by four brands (21 percent). Only two percent of respondents recalled six brands whereas, two respondents could not recall any brands.
3. The study revealed that respondents were using multiple brand. However majority (72 percent) of respondents were using Eastern brand, the major reason being the brand image of Eastern. Only twelve percent of consumers were using Kitchen Treasures because this brand is new entrant to the curry powder segment when compared to other brands.
4. The parameter factors influencing the purchase decision of Eastern products factors were had a composite index 66. Among these factors, quality (95) was the most influenced factor and retailer's advice (46) was the least influenced factor in the purchase decision. Advertisements (55) of Eastern brand have only average influence on purchase decision of consumers.
5. Cent percent of the respondents remarked that television as the the major source of brand knowledge whereas, 62 percent of respondents remarked print media (magazines and newspapers) as a source of information.
6. The brand visibility of Eastern brand was very effective. Majority of the respondents were exposed to advertisements outside store (106 respondents) followed by inside store (91 respondents).
7. The frequency of exposure to Eastern advertisements by respondents were average (composite index 55)
8. The consumer's perception towards eastern advertisements were good (composite index 76).
9. Majority (92 percent) of respondents preferred television as advertisement media for Eastern brand.
10. The advertisements of Eastern brand recalled by the respondents were poor (composite index 28).

11. Out of fifty non-Eastern consumers, thirty two respondents were using other brands and eighteen respondents were using home-made curry powders due to better flavour and better quality when compared with Eastern brand.

4.2.3 Retailers' responses on selected parameters on Eastern brand

1. Eastern and Brahmins were stocked by all retailers which was an indication of high demand of these brands.
2. The retailers ranked Eastern as first followed by Brahmins and Nirapara in second and third positions respectively based on the sales.
3. Seventy five percent of consumers were repeated buyers of Eastern products. This shows the brand loyalty of customers towards Eastern brand.
4. Cent percent of retailers were satisfied with the distribution system of Eastern and 70 percent of were retailers satisfied with the margin offered by Eastern Condiments Pvt Ltd.
5. The retailer's perception towards Eastern brand were good with a composite index 79.

4.3 Conclusion

The Study was an attempt to assess the effectiveness of advertisements by Eastern Condiments and to identify the most effective media of advertisements by Eastern brand. The results of the study highlighted that there is great demand for Eastern curry powder in the market, which is obvious from the consumer's as well as retailer's responses. However the advertisements of Eastern brand had only a moderate influence on purchasing decision of consumers even though the consumer's perception towards Eastern advertisements were good. The respondents had an average exposure to Eastern advertisements most of the respondents could not recall the advertisements of Eastern brand. However the frequency of exposure towards Eastern television commercials by the respondents were excellent. Television commercials of Eastern brand recalled by the respondents were average level but was better than the other advertising media of Eastern brand. Television achieved a distinctive status as information source and almost every consumers preferred television for Eastern advertisements making it the most effective media for Eastern advertisements.



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4.4 Suggestions

1. Advertisement appeal of Eastern brand of curry powder is very good. But consumer's recall of the advertisements are limited therefore it is suggested that the management may take adequate steps in improving advertisements of the products in TV channels and in magazines through celebrities. The celebrity endorsed advertisements may be expensive but will be effective in creating a favourable brand attitude and results in increased turnover.
2. The frequency of exposure towards eastern advertisements by consumers were average hence, it is recommended to increase the frequency of advertisements especially in television.
3. The company should continue to sponsor high rated televisions programmes like Badai Bungalow, D4 Dance etc.
4. Television being the most effective media and women being the major decision maker for curry powder purchase, Eastern commercials should be telecasted during women oriented programmes like serials, cookery shows etc.

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Annexure

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



Topic: A Study on Effectiveness of Advertisements by Eastern
Condiments Pvt. Ltd.

Consumer Questionnaire

GENERAL INFORMATION

1. Name _____
2. Gender : Male () Female ()
3. Age : Below 20 years () 20 - 30 years () 30 - 40 years ()
40 - 50 years () 50 - 60 years () Above 60 years ()
4. Domicile _____
 - a. Taluk _____
 - b. (Corporation/Municipality/Panchayath) _____
5. Educational Qualification _____
6. Occupation _____
7. Monthly family income _____

Section A

1. Can you recall the curry powder brands you are aware of?

- a. b. c. d. e

2. Are you aware of the following brands (aided recall)?

- a. Eastern () b. Brahmins () c. Kitchen Treasure () d. Nirapara ()

- e. Double Horse () f. Other local brands (specify)

3. What are the curry powder brands are you currently using? ...

- a. Eastern b. Brahmins c. kitchen treasures d. Nirapara e. Double horse
f. Other local brands (specify)

4. Are you using Eastern Brand? Yes () No ()

...
If no,

Reasons for not using Eastern: (Rank the following according to the importance)

- a. Poor quality
- b. Unacceptable flavour
- c. High price
- d. Low shelf life
- e. Low of availability
- f. Lack of brand awareness
- g. Using home made

5. Sources of brand knowledge

Sources which imparted information on the eastern brand (rank the following):

- a) Print() b) Radio() c) TV() d) Display() e) Hoardings() f) word of mouth ()

g) Others ()

6. How much important do you give the following factors when you purchase Eastern products

Factors	Very important	Important	Least important
Price			
Quality			
Packaging			
Brand			
Advertisements			
Availability		...	
Retailers advice			

7. Consumers' perception towards Eastern advertisements

Statements	Strongly agree	Agree	Not sure	Disagree	Strongly disagree
...					
Eastern advertisements are very attractive					
Eastern ads are very easy to recall					
The message content of advertisements are good					
Visualization of ads are good					
Eastern advertisements enhance brand image					
People representing in the ads are appropriate					

Brand Visibility (inside and outside store)

Outside the store

8. Do you see the Eastern name board /logo/branding outside the store? Yes/No

Inside the store

9. Do you notice the Eastern Brand the moment you enter the store? Yes/No

Media Preference for the Eastern Advertisements

Which media do you prefer for Eastern advertisements?

- i. Television ()
- ii. Newspapers ()
- iii. Magazines ()
- iv. Radio ()
- v. Internet ()
- vi. Hoarding/Billboard()

Media Reach

11. Have you exposed to different advertisement strategies of Eastern Condiments? Yes / No
If yes, specify frequency of such exposure:

Frequently (F) / Occasionally (O) / Rarely (R)

Particulars	Condiments	Frequency of exposure
	Yes / No	F / O / R
Print ads		
Radio commercials		
TV commercials		
Display ads		
Cinema commercials		
Hoardings / billboards		
Internet commercials		
Others (specify)		

12. Eastern advertisement commercial recall

Advertisement recall	Recall stages			
	No Recall	Partial Recall	High Recall	Full Recall
TV commercials				
Radio commercials				
Internet commercials				
Hoardings / billboards			...	
Print ads				
Cinema commercials				
Display at shops				

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



Topic: A Study on Effectiveness of Advertisements by Eastern
Condiments Pvt. Ltd.

Retailer Questionnaire

1. Name of the Shop:
2. Place:
3. Curry powder brands stocked in the shop :
 - a) Eastern b) Nirapara c) Double Horse d) Brahmins
 - e) Kitchen Treasures g) Other local brands(specify)
4. Rank the brands based on the sales / movements

Brands	Rank
Eastern	
Nirapara	
Double Horse	
Brahmins	
Kitchen Treasures	
Other local brands(specify)	

5. Are there regular customers for Eastern products? Yes () No ()

6. Retailers' perception towards Eastern brand

Statements	Strongly agree	Agree	Not sure	Disagree	Strongly disagree
Products are having good quality					
Price of the products are lower					
Products are easily available					
Appeal of advertisements are good					
Sales promotion is good					
Eastern incentive structure is good					
Profit earn from Eastern is good					
High demand					
Eastern have a good brand image					
Awareness level is high					

7. Are you satisfied with the distribution system of Eastern brand? Yes () No ()

8. Are you satisfied with margin offered by Eastern brand? Yes () No ()

