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**A STUDY ON BRAND PROMOTIONAL ACTIVITIES OF
DOUBLE HORSE**

by
PRABIN M
(2014-31-107)



MAJOR PROJECT REPORT

Submitted in partial fulfillment 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 BRAND PROMOTIONAL ACTIVITIES OF DOUBLE HORSE” 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 for any degree/diploma, associateship, fellowship or another similar title of any other University or Society.

Vellanikkara
18-08-2016



PRABIN M
(2014-31-107)

Certificate

CERTIFICATE

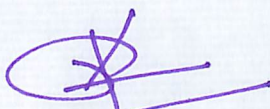
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Vellanikkara
18-08-2016

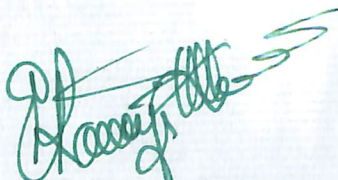

Dr. A Prema
Associate Professor
Dept. of Agricultural Economics
College of Horticulture
KAU, Vellanikkara

CERTIFICATE

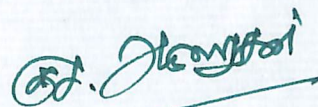
We, the undersigned members of the advisory committee of Mr. Prabin M, a candidate for the degree of **MBA in Agribusiness Management**, agree that the project work entitled "**A STUDY ON BRAND PROMOTIONAL ACTIVITIES OF DOUBLE HORSE**" may be submitted by Mr. Prabin M, in partial fulfillment of the requirement for the degree.



Dr. A. Prema
Associate Professor
Dept. of Agricultural Economics
College of Horticulture
KAU, Vellanikkar
(Supervising Guide)



Dr. E.G. Ranjit Kumar
Director, MBA (ABM)
College of Co-operation, Banking & Management
Kerala Agricultural University



Dr. G.S. Arularasan
Associate Professor
Agricultural Extension
Communication Centre, KAU
(External Examiner)

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

Prabin M

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Chapter - 1

Design of the Study

Chapter - 1

DESIGN OF THE STUDY

1.1 Introduction

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place.

Promotion is also defined as one of five pieces in the promotional mix or promotional plan. These are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five factors, and how much the purpose of a promotion and thus its promotional plan can have a wide range, including sales increases, new product acceptance, the creation of brand equity, positioning, competitive retaliations, or creation of a corporate image. Advertising and promotions can be effective if used properly for targeting the right consumer

A primary objective of this strategy is to increase brand awareness, which is a measure of whether people know a company's products, services and philosophies. The basic notion is that people could not buy a thing which they are unaware of the existence. For a company to expand or compete, it has to put some effort into getting messages out to the public. Businesses can communicate with buyers in different ways, such as using print advertisements, radio commercials or demonstrations. Often, businesses use more than one of these methods to be more effective. The aim is to bombard the public with information about what's for sale and what the company stands for. Repetition is essential for creating awareness. Typically, the average person has to see or hear a company message more than five times before it sticks in the mind (<https://www.krusecontrolinc.com/rule-of-7>). A business, therefore, has to deliver its advertisements over weeks, months or even years, not all at once. It can take a time to see the full effects of a campaign

1.1.2 Organisational profile

Good food, for all. The thought inspired Majilas Founder, respected Late M. O. John - a visionary, a humanitarian and a businessman whose ideas were the way of ahead of times. The Founder General Secretary of *Kerala Vyapara Vyavasayi Ekopnana Samithi*, the largest organisation of business owners in Kerala and the President of Chamber of Commerce,

Thrissur, his entrepreneurial skills made him a leader of his times, and his brand –the leader for more than 50 years.

Manjilas, the mother brand of Double Horse, was founded in the year 1959, as a rice milling company selling high-quality rice grains. The brand, on the strength of its commitment to deliver the best to its customers has witnessed a phenomenal growth over the years. It revolutionised the food sector in Kerala becoming the first ISO 9001:2000 certified Rice Mill in the state and the first food brand to introduce sortex rice, stone less rice and colour grading.

Inspired by the support of its customers and foreseeing the potential for traditional food that's made easy to suit today's busy, modern lifestyle, Manjilas Double Horse started introducing products- from rice powders - breakfast mixes to instant mixes, wheat products, curry powders and condiments made using 'Perfect Blend technology', naturally preserved pickles, health foods, ready-to-cook & ready-to-eat products, traditional preserves, coconut products and more; and is dedicatedly developing new and innovative product ranges, to keep up with its promise to deliver good food and in turn, inculcate a healthy eating habit.

Today, Manjilas Double Horse offers its customers the widest variety of good food with more than 20 superior types of rice and 100 premium quality food products in different ranges

1.2 Statement of the problem

Successful companies know that profitability of a business heavily depends on the level of awareness the public has about a product. Promotion is an activity that entails making familiar any products to the public. In the case of Double horse, with more than two hundred varieties of similar products in the market most of the customers and retailers are unaware of many of these products and the new products that are entering the market.

1.3 Objectives of the study

1. To understand the kind of promotional activities adopted by the brand
2. To analyse the effectiveness of promotional activities

1.4 Methodology

1.4.1 The period of the study

The period of the study is during the months of March 21st to May 10th 2016

1.4.2 Sources of data

The study was conducted using both primary and secondary data. The primary data were collected through a sample survey of the various players in the market through personal interview method by administering separate structured schedules to each stratum of respondents.

Secondary data used include records and information from office records, publications, research reports, newspapers, internet, published thesis, journals etc.

1.4.3 Sampling design

For the study a sample of 120 consumers from Thrissur district was selected purposively. This sample includes 110 customers each from rural, semi urban and urban areas. A sample of 110 consumers from the Thrissur district was selected from 10 retail shops. The sample includes customers representing the rural, semi-urban and urban area. The primary data were collected through a sample survey which covered urban sales outlets which included Reliance supermarket, Margin free supermarket Big Bazaar, ESAF supermarket, Elite supermarket, Triveni Supermarket, and from rural sales areas which included Chalakudi, Madakkathara, Pattikadu, Puthukadu, Mannuthy and Kunnankulam of Thrissur district.

Secondary data were collected from the published records, magazines and the internet. Detailed discussion with the promoters and managers of Manjilas Food Tech Pvt. Ltd is taken in to consideration.

1.4.4 Data analysis

Percentage and indices were used for analysis of the data. The steps involved for analysis were given below.

1. The respondent's exposure to various promotional strategies in different product categories.
2. The frequency such exposure was determined to direct the respondent's awareness of a promotional strategy. Responses were collected on three-point scale: frequently, occasionally and rarely with weight 3, 2 and 1 respectively. Based on this an index was calculated with the following formula.

$$\frac{\text{(frequencies of respondent's on the basis of the agreement score} \times \text{allotted score to the agreement)} \times 100}{\text{Total number of respondent's} \times \text{Maximum score for each statement}}$$

Total number of respondent's × Maximum score for each statement

3. The recall of advertisement/commercials was determined by directing the respondents who had been exposed to the advertisement/commercial of their brands. Based on this they were grouped under three recall stages: No recall, partial recall, high recall and full recall
4. For determining the extent to which promotional strategies have influenced the purchase decision of the respondents, the data were collected on four-point scale; certainly, occasionally, rarely and never, with weight 3, 2, 1, and 0 for each product category and promotional strategy. Based on this an index is calculated.
5. The analysis of responses of satisfaction towards Double Horse with regard to the selected parameters of the components of retailer service. Responses were collected on five-point scale. For each parameter the responses were taken as Strongly Agree (5), Agree (4), No opinion (3), disagree (2), and strongly disagree (1). Retailer's satisfaction towards Double Horse was assessed by taking various factors. Based on these satisfaction indices was calculated.

Table 1.1 Index zone

Index	Zone
Below 33	Low
33 – 66	Moderate
Above 66	Good

Index has been worked out for motives of buying selected products and attributes of Double Horse

6. Rank order scale

For the construction of indices, the respondents were asked to rank each factor based on their influence. After that marks were assigned to each rank as follows. For the first rank a mark of 1 was given and for the fifth rank, mark assigned was 5 and other marks ranged between 1 to 5. The marks obtained were summed up to arrive at the total mark of each factor. The least score obtained was taken as the most influencing factor of consumer's choice and product choice. Similarly, highest score obtained factor was considered as the less influencing factor of consumer's choice and product choice.

1.5 Variables under study

1. Various promotional strategies adopted by Double Horse for its different categories of products.
2. Customers reach of promotional activities.
3. Customer response towards the promotional activities.
4. The market response towards the promotional activities.
5. Customer satisfaction towards promotional activities.
6. Factor influencing the purchase decision.
7. Brand preference and ranking of the brands.
8. Knowledge of promotion.
9. Advertisement/commercial recall through TV, radio, cinema and the internet.
10. Influence of promotion strategy.
11. The awareness level of retailers and consumers of various products of Double Horse.

1.6 Scope of the study

The study brought out the importance promotional activities in this competitive world, especially in the case of FMCG sector. Suggestions were offered to overcome the constraints, and limitation in the case of adapting promotional activities. Also could analyze the potential for strengthening promotional activities. This study also helped to understand how different promotional activities helped to increase the brand image of the company.

1.7 Limitations of the study

The study was limited to the Thrissur district, the result cannot be generalized. Problems are related to the behaviour of the people at the time of conduct of the survey. It was often very difficult to ascertain the promotional strategies of the competitors and hence some arbitrations have to be made.

1.8 Contents of the study

The chapter wise distribution of the project will be as the following:

1. Chapter 1 - Design of the study
2. Chapter 2 - Review of Literature
3. Chapter 3 - Industry Profile
4. Chapter 4 - Double Horse - A Profile

5. Chapter 5 - Promotional Activities – An Analysis
6. Chapter 6 - Summary of Findings, Suggestions and Conclusion
7. Bibliography
8. Appendix

Chapter - 2

Review of Literature

Chapter 2

REVIEW OF LITERATURE

2.1 Introduction

Promotion has been defined by Philip Kotler as “the co-ordination of all seller initiated efforts to set up channels of information and persuasion to facilitate the sale of a good or service.” Promotion is most often intended to be a supporting component in a marketing mix. Promotion decision must be integrated and co-ordinated with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy. The promotion mix consists of five basic elements.

They are: -

1. Advertising
2. Personal Selling
3. Sales Promotion
4. Publicity and Public Relation
5. Direct Marketing

These tools are a great impact on the sales turnover of the business.

2.2 Promotion

Levy (1971), Shimp (1993) quoted that the word “promotion” comes from a Latin word meaning “to move forward”. So, in this case any tool(s), method(s), technique(s), that stimulates the growth of the sales can be considered a part of sales promotion. However, this is not that simple.

Hastak (1979), find evidence that promotions are associated with purchase acceleration in terms of increase in quantity purchased and, to a lesser extent, decreased inters purchasing timing.

Cole (1996) defines promotional mix as “the means use in bringing customers from a state of relative unawareness to a state of actively adopting the product”. It means of communicating

with individuals, groups, or organizations to directly or indirectly facilitate the exchange of informing and persuading one or more audience to accept an organization's product.

Ross (2001) sees promotional mix as "the total marketing communication programme of a particular product".

Dhiman (2005), promotion involves communication that a marketer engages in with the customers in order to acknowledge the product. The basic aim of promotion is to select a technique that can encourage the recipient to respond either by buying or requesting further information, or by filling the promotional material away for the use in the future.

Adebisi (2006) defined promotional mix as "any marketing effort whose function is to inform or persuade actual or potential consumers about the merit a product possesses for the purpose of inducing a consumer to either start buying or continue to purchases the firm's product."

Jobber (2007), promotional mix is the use of different advertising and communication channels in a coordinated way to run an effective marketing campaign. These coordinated campaigns are part of an effective integrated marketing communications plan. The four main methods of promotion within the mix are advertising, sales promotion, personal selling, and public relations

Zallocco and Kincaid (2008), promotion is the deliberate attempt on the part of the individual business or other institution to communicate the appropriate information in a manner persuasive enough to include the kind of acceptable response desired

2.2.1 Advertisement

Ryans and Ratz (1987) defines components of marketing integrated communication model, advertising has more identified position than the other marketing components, because costumers informed new products through advertising.

Aaker (1991) advertising can crate long term brand image for a product or trigger quick sales. Consequently, based on the past research.

According to Bovee (1992) advertising is impersonal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors

Coote and Helen (1994) said that advertising supports two different goals of the company. If the goal of advertising is the product or service, with the purpose of sales increase it is called Product Advertising. On the other hand, if the goal is to promote the image of the company, then it is Institutional Advertising. Non-profit making organizations make use of both product and institutional advertising as a way of improving their societal image and to raise awareness of their records and information products and services they offer. Non-profit making organisation advertise their records and information products and services to their target market through channels of communication such as TV, radio, Internet and billboards.

Lambin (1996) said that direct appeal to the advertising media can be used in small firms, with a few promotional activities or limited use of advertising media. With the constant reference to advertising media a special advertising department is organized.

In the opinion of Kitchen (1999) advertising “takes a more remote approach” to its target audience than the other elements in the marketing communication mix and its primary role has become longer-term brand-building through building awareness, conveying information, telling a story, establishing an identity and creating a predisposition.

Sandage (2001) said that commercial advertising is used to create, maintain and increase the demand for certain products, creating the best conditions for sale. Non-commercial advertising can be used to attract attention and create a positive image of an entrepreneur or an enterprise.

Wang (2002) identified the factors influencing consumer’s perception of advertisement as entertainment irritation informativeness, credibility and demographic factors. It also pointed out that the interactiveness is also a factor that contributes to consumer’s perceptions.

Koekemoer (2004) defines advertising as; “a means of making known what we want to sell or want to buy, a means of informing existing and potential customers about a product, its special features and benefits and a means of persuading them to buy the product. More

generally the purpose of advertising is to induce potential customers to respond favourably to the offerings of the firm”.

Kotler (2006) observes that advertisement is very expressive - it allows a company to present its product clearly and effectively via text, sound and color. On one hand, advertising helps to form a long-term sustainable image of the product and on the other hand, it stimulates sales.

Kotler (2008) defines advertising as a communication with current and potential customers and consumers, done through paid mass media. The channels of communication can be television, radio, internet and billboards.

Amarjeet Kumar and Shantanu Uniyal (2009) observed that in this era of time shifting and fast changing consumer loyalty advertisers are searching for new techniques of attracting consumers. This unending quest for being different and innovative has brought advertisers to new concept called Consumer Generated Advertisement (CGA). CGA is the latest strategy where consumers purposely involve in creating ad campaigns.

Tong and Hawley (2009) described that advertising exposed product to consumers more frequently, and thus could develop their high or positive brand awareness and stronger association, but also their perception of high brand quality.

Nelson (2010) viewed advertising as a crucial determinant for brand image, along with the physical characteristics of the brand, the price charged and the satisfaction that was derived from the brand.

2.2.2 Personal selling

Williams and Attaway (1996) defines Personal sellers have the ability to increase customers' perceptions and attitudes towards a brand via the service they are providing

Weitz and Bradford (1999) identifies that an important role of a personal seller is to be able to persuade the buyer that they need the product/service, before closing the sale with an order.

According to Kitchen (1999) personal selling is a person to person process by which the seller learns about the prospective buyer's wants and seeks to satisfy them by making a sale.

Koekemoer (2004) defines personal selling as “a person-to-person process by which the seller learns about the prospective buyer’s wants and seeks to satisfy them by offering suitable goods or services and making a sale”.

Keller (2005) defined it as the face to face interaction with one or more prospective purchasers for the purpose of making presentations, questions and procuring order.

Kotler (2013) stated that personal selling is the most effective tool at later stages of the buying process, particularly in building up buyer preference, conviction and action.

2.2.3 Sales promotion

Engel (1978) examined that they all happen within marketing strategy of the company or organization. Interaction of the promotions with other elements of marketing mix should not be ignored.

Peckham (1978) Peckham closely observed thousands of distinct sales promotions and concluded that sales promotions are most effective in stimulating sales during the introductory and growth phases of the brand's life cycle. Notwithstanding, Peckham cautiously asserted that sales promotions frequently mortgaged the 118 brand's future sales and he doubted the overall profitability of many sales promotions.

Dickson and Sawyer (1982) suggested a number of psychological models of consumer response to promotional activities. The implication of these models gives an insight into short term versus long term communication effect of sales promotions.

Neslin, Quelich and Henderson (1982) the result of their research show that acceleration of purchase quantity is stronger among heavy users than light users.

Kotler (1984) said that systematization of knowledge on sales promotions I believe should start from systematization the definition of the concept. There is a lack of conformity in methodology and hence in the definition of what can be considered sales promotion.

Stanton (1984) defines sales promotion as all those activities other than advertising, personal selling, public relations and publicity that are intended to stimulate customer demand and improve the marketing performance of sellers.

Thaler (1985) viewed that the price consumer use is a reference in marketing purchase decisions as the price they expect to pay prior to a purchase occasion. Further, the expected price may also be called the "internal reference price".

William and Ferrell (1987) sales promotion is an activity that acts as a direct inducement, offering added value or incentive for a product to resellers, salesperson or customers.

Gupta (1988) quoted that purchase acceleration is predominantly exhibited in increased purchase quantities rather than shortened inter purchase times.

Kotler (1988) included that sales promotion consists of a diverse collection of incentive tools, mostly short - term designed to stimulate quicker and/or greater purchase of a particular product by consumers or the trade Blattberg,

Neslin (1990) argued that sales promotion is an action-focused marketing event whose purpose is to have a direct impact on the behaviour of the firm's customers.

Blattberg and Neslin (1990) observe that though "for years advertising executives have been warning marketing executives that promotions will destroy their brand image", "it is not clear that promotions do detract from a brand's consumer franchise.

Balasubramanian, Kumar (1990), Ailawadi, Farris, Parry (1997); Balasubramanian, Kumar (1997) discussed earlier in this paper that sales promotion tend to produce a sharp and fast increase in sales of the brand. This however was opposed by the issue of short term and long term impact of the promotion, discussed later on in the paper. In addition to that the cost/sales ratio for advertising and promotion is to be ascertained. Empirical study has shown that variation in the firm level ratio of advertising and promotion is the function of market share, market growth rate and the interaction between the two. And though replication of the study did not confirm the results of the original research, this is still considered as one of the possible explanations of the variations of the levels of advertising and promotional expenditures for different companies.

Shimp (1993) said that sales promotions are all marketing activities that attempt to stimulate to quick buyer action or attempt to promote immediate sales of the product.

France (1997) as a marketing tool, the primary objective of sales promotions is to create an immediate need by adding an extra incentive to buy the product.

According to Kotler, (1997) sales promotion is usually done in introduction phase in the Product Life Cycle as the records centre will be trying to raise awareness of the product or service to the target market. Price discounts will be given in order to give the target market an opportunity to try the product without much risk. Communication with the organization's target audience is more direct and personal.

Kitchen (1999) identifies types of sales promotion as price cuts, coupons, displays and feature advertising and/or a combination of these. They are intended to produce quick and short-term changes in consumer or business to business buying behaviours.

Ebue (2000) defines sales promotion is that something extra that can arouse interest, creating a buying desire, sparks an immediate reaction from customers, middlemen or company sales force.

Gilbert and Jackaria (2002) sales promotion comprises a multitude of marketing tools designed to stimulate the purchase of goods and services by providing an incentive. It consists of a wide variety of short term tactical promotional tools aimed at generating the desired response from consumers.

American Marketing Association (2007) "Those marketing activities other than personal selling advertising and publicity that stimulate consumer purchasing and dealer effectiveness such as display shows and exhibitions, demonstrations and various non-recurrent selling efforts not in the ordinary routine."

Brito and Hammond (2007) sales promotions are short-term instruments usually designed to yield an immediate sales effect.

Clow and Baack (2007) said that there are four types of sales promotions are Coupons, Samples, Rebate, Bonus packs.

Ferrell and Hartline (2008) defines the development and use of sales promotions are limited only by the creativity of the firm offering the promotion, sales promotions typically come in the form of coupons, rebates, samples, loyalty programs, point-of-purchase promotions, premiums, contests and sweepstakes, and direct mail.

Tong and Hawley (2009) Sales promotion is seen as temporary incentives to encourage the trial or use of a product or service. Sales promotion in general can be classified into two types, as such: price promotion and non-price promotion.

Gopal Das (2011) in his study “effect of retail sales promotion on buying behaviour of customers: an empirical study” said that price promotions are increasing consumers buying behaviours. This paper highlighted sales promotion such as direct price discount, buy one get one free, buy one get another product free, media advertisement, store publicities are stimulated consumers buying decision in FMCG products.

2.2.4 Direct marketing

Stone and Jacobs (2001) that defines “direct marketing is the interactive use of advertising media to stimulate an immediate behaviour modification in such a way that this behaviour can be tracked, recorded, analysed and stored in a database for future retrieval and use”.

Koekemoer (2004) refers to the generally accepted definition of direct marketing used by the American Direct Marketing Association, namely that direct marketing “is an interactive system of marketing that uses one or more advertising media to affect a measurable response and/or transaction at any location”.

Kotler (2005) quoted that the use of consumer direct channels to reach and deliver goods and services to customers without using market middlemen.

Tapp (2008) found that direct marketing originated as a mail order discipline almost two centuries ago. This is in contrast to the claim of many journals and magazines that direct marketing is a new discipline.

Stone and Jacobs (2008) said that direct marketing growth has mostly occurred in non-traditional business categories. In particular, heavy users of direct marketing include credit card companies, banks, investment companies and insurance. Other direct marketing users comprise telecom, cable and utility companies, airlines, associations, automobile manufacturers, retailers and shopping centers.

2.2.5 Publicity and Public relation

Bernays (1955) defines public relation is the attempt by information, persuasion and adjustment to engineer public support for an activity, cause, movement or institution.

Murphy and Dee (1996) public relations makes organizations more effective by building a relationship with stakeholders in the environment that have the potential to constrain or enhance the mission of the organization.

Dalgic, (1998) defines the four promotional mixes, options available to marketers " public relations are the least understood and consequently often receives the least amount of attention.

Ledingham and Bruning (1998) also measured Organization Public Relations based on trust, openness, involvement, investment and commitment. They found that these variables influenced the public's loyalty as well as behavioural intentions toward the organization as long as the public was aware of the organization's relationship building activities.

2.3 Conclusion

This review has identified various dimensions of promotional activities from academic literature and provides the necessary depth and breadth of understanding of promotions and its measure. The conceptual framework developed is useful for examining the contribution of advertisements sales promotional and other promotional activities. It is imperative to know how much promotional activities command on the market as building strong brand is a very successful strategy for differentiating a product / service from its competitors. Although branding cannot be built in the short term, it can be built in the long term through carefully designed marketing activities like promotional activities. Effective promotional activities of a brand will give premium and earnings to the company.

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Chapter - 3
Industry Profile

Chapter - 3

INDUSTRY PROFILE

3.1 Introduction

Fast Moving Consumer Goods (FMCG) goods are popularly named as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foods tuff, and household accessories and extends to certain electronic goods. These items are meant for daily of frequent consumption and have a high return. The FMCG includes food and non - food everyday consumer products. They are usually purchased as an outcome of small- scale consumer decision so they are heavily supported (advertising, promotion) by the manufacturers. Typical purchasing of these goods occurs at grocery stores, supermarkets, hypermarkets etc. The manufacturers are always exploring new outlets and sales locations while the traditional retailers have introduced private label brands to capture additional profit. Every one of us uses fast moving consumer products daily. This business is based on building powerful brands and achieving a high level of distribution. Global power brands are the choice of multinational companies. Local brands can complement these. Achieving superior distribution thorough a powerful supply chain and making sure the products are available wherever someone might want or need it. The FMCG Supply Chain is the interrelated collection of processes and associated resources It includes suppliers, manufacturers, logistics service providers, warehouses, distributors, wholesalers and all other entities that lead up to delivery to the final customer. Followed in the market through sales force activity it can help gain a high level of distribution. Market Research, consumer research, segmentation and product positioning is the compulsory homework of any company in this industry. Advertising and promotions, POS activities drive brand awareness, trial, and purchase and is a core activity. While TV advertising is most common new solutions are also used including internet advertisements. High budgets, creativity and detailed planning are needed.

India is a very big country in Asia continent having 'unity in diversity'. Indians belong to different cultures, religions castes, creed and regions. Dozens of languages are spoken in India. In the past, Indian economy was a slowly developing but in last decade the development rate has been increased. It is the third most attractive economy for investment.

Due to liberalization, many MNCs have entered in India for business. Now, business in agriculture and allied activities, manufacturing and service sector is growing fast. FMCG Sector is very important of Indian Industries. The demands of FMCG products are very high. There are a large number of customers because Indian population in nearly 120 crores scattered over a vast territory. There is a great potential for FMCG in the Indian market. Sincere efforts are needed to attract a large number of prospects. The market situation is very competitive. For growth, excellence and to increase demands in business the need for promotional activities has been felt. Promotional activities contribute to the growth of the business. If advertising with strategic media planning is done the effect will be higher.

3.2 Fast Moving Consume R Goods (FMCG)

Fast Moving consumer goods are those goods that are consumed every day by the average consumer and are replaced or fully used up over a short period of days, weeks, or months, and within one year. The Fast Moving Consumer Goods (FMCG), also known as Consumer Packaged Goods (CPG), is products that have a quick turnover and relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large numbers and so the cumulative profit on such products can be large. Fast moving consumer goods have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some Fast moving consumer goods – such as meat, fruits and vegetables, dairy products and baked goods – are highly perishable. Other goods such as alcohol, toiletries, pre-packaged foods, soft drinks and cleaning products have high turnover rates. Fast moving consumer goods are products that have a quick shelf turnover, at relatively low cost and don't require a lot of thought, time and financial investment to purchase. The margin of profit on every individual Fast moving consumer goods product is less. However the huge number of goods sold is what makes the difference. Hence profit in FMCG always translates to a number of goods sold. Fast Moving Consumer Goods is a classification that refers to a wide range of frequently purchased consumer products. Examples of FMCG generally include frequently purchased consumer products such as toiletries, soap, cosmetics, teeth cleaning products, shaving products and detergents, as well as other nondurables such as glassware, bulbs, batteries, paper products and plastic goods. FMCG may also include pharmaceuticals, electronics, packaged food products and drinks, although these are often categorized separately. Three of the largest and best known examples of FMCG companies are Nestlé, Unilever and Procter & Gamble. Examples of FMCGs are soft drinks, tissue paper, and chocolate bars. Examples of FMCG brands are

Coca- Cola, Kleenex, Pepsi and Believe Toiletries, Beauty Products, Home Cosmetics, Packaged Food, Soft Drinks Household accessories are some of the best known examples of Fast Moving Consumer Goods A subset of FMCGs are Fast Moving Consumer Electronics which contain innovative electronic products such as mobile phones, MP3 players, digital cameras, GPS Systems, cell phones and Laptops which are replaced more frequently than other electronic products mainly due to technology changes. White goods in FMCG refer to large household electronic items such as refrigerators. Smaller items, TV sets, stereo systems etc. are sometimes termed Brown goods. Unlike other economy sectors, FMCG share float in a steady manner irrespective of global market dip, because they generally satisfy rather fundamental - as opposed to luxurious - needs.

3.2.1 Growth of FMCG in India

The Indian FMCG sector with a market size of Rs. 000 crore is the fourth largest sector in the economy. The FMCG market is set to double from Rs. 10000 crore in 2014- 15 to rupee 30000 in 2016. FMCG sector will witness more than 60 per cent growth in rural and semi - urban India by 2016. Indian consumer goods market is expected to reach Rs. 3500 crore by 2014. Hair care, household care, male grooming, female hygiene, and the chocolates and confectionery categories are estimated to be the fastest growing segments. At present, urban India accounts for 66% of total FMCG consumption, with rural India accounting for the remaining 34%. However, rural India accounts for more than 40% consumption in major FMCG categories such as personal care, fabric care, and hot beverages. In urban areas, home and personal care category, including skin care, household care and feminine hygiene, will keep growing at relatively attractive rates. Within the foods segment, it is estimated that processed foods, bakery, and dairy are long- term growth categories in both rural and urban areas. The growing incline of rural and semi - urban folks for FMCG products will be mainly responsible for the growth in this sector, as manufacturers will have to deepen their concentration for higher sales volumes. Major Players in this sector include Hindustan Unilever Ltd., ITC (Indian Tobacco Company), and Nestlé India, GMMF (AMUL), Dabur India, Asian Paints (India), Cadbury India, Britannia Industries, Procter & Gamble Hygiene and Health Care, Marico Industries, Nirma, Coca- Cola, Pepsi and others. As per the analysis by ASSOCHAM, Companies Hindustan Unilever Ltd, Dabur India originates half of their sales from rural India. While Colgate Palmolive India and Marico constitutes nearly 37% respectively, however Nestle India Ltd and GSK Consumer drive 25 per cent of sales from rural India. A rapid urbanization, increase in demands, presence of a large number of young

populations, a large number of opportunities is available in the FMCG sector. The Finance Minister has proposed to introduce an integrated Goods and Service Tax by April 2014. This is an exceptionally good move because the growth of consumption, production, and employment is directly proportionate to the reduction in indirect taxes which constitute no less than 35% of the total cost of consumer products the highest in Asia. The bottom line is that Indian market is changing rapidly and is showing unprecedented consumer business opportunity. It is in this perspective we have decided to conduct a study of consumer Behaviour and Buying Decisions in respect of select FMCG products.

3.2.2 Characteristics of FMCG in India

- **Branding:** Creating strong brands is important for FMCG companies and they devote considerable money and effort in developing brands. With differentiation on functional attributes being difficult to achieve in this competitive market, branding results in consumer loyalty and sales growth.
- **Distribution Network:** Given the fragmented nature of the Indian retailing industry and the problems of infrastructure, FMCG companies need to develop extensive distribution networks to achieve a high level of penetration in both the urban and rural markets. Once they are able to create a strong distribution network, it gives them significant advantages over their competitors.
- **Contract Manufacturing:** As FMCG companies concentrate on brand building, product development and creating distribution networks, they are at the same time outsourcing their production requirements to third party manufacturers. Moreover, with several items reserved for the small scale industry and with these SSI units enjoying tax incentives, the contract manufacturing route has grown in importance and popularity.
- **Large Unorganized Sector:** The unorganised sector has a presence in most product categories of the FMCG sector. Small companies from this sector have used their location advantages and regional presence to reach out to remote areas where large consumer products have an only limited presence. Their low cost structure also gives them an advantage.

3.2.3 Scope of the sector

The Indian FMCG sector with a market size of Rs. 800 billion is the fourth largest sector in the economy (<http://www.ibef.org/>). A well-established distribution network, intense competition between the organized and unorganized segments characterizes the sector. FMCG Sector is expected to grow by over 60% by 2016. That will translate into an annual growth of 10% over a 5-year period. It has been estimated that FMCG sector will rise from around Rs. 10000 crores in 2015 to Rs. 30000 crores in 2016. Hair care, household care, male grooming, female hygiene, and the chocolates and confectionery categories are estimated to be the fastest growing segments. Though the sector witnessed a slower growth in 2012-2014, it has been able to make a fine recovery since then. For example, Hindustan Levers Limited (HLL) has shown a healthy growth in the last quarter. An estimated double digit growth over the next few years shows that the good times are likely to continue.

3.2.4 Indian food industry

The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry. The food industry, which is currently valued at Rs. 2500 billion, is expected to grow at a Compounded Annual Growth Rate (CAGR) of 11 per cent to Rs. 4300 billion by 2018. Food and grocery account for around 31 per cent of India's consumption basket. Accounting for about 32 per cent of the country's total food market, The Government of India has been instrumental in the growth and development of the food processing industry. The government through the Ministry of Food Processing Industries (MoFPI) is making all efforts to encourage investments in the business. It has approved proposals for joint ventures (JV), foreign collaborations; industrial licenses and 100 per cent export oriented units.

The Indian food and grocery market is the world's sixth largest, with retail contributing 70 per cent of the sales. Food has also been one of the largest segments in India's retail sector, which was valued at Rs. 32500 billion in 2013. The Indian food retail market is expected to reach Rs. 61 lakh crore by 2020 (<http://www.ibef.org/>). The Indian food processing industry accounts for 32 per cent of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. It contributes around 14 per cent of manufacturing Gross Domestic Product (GDP), 13 per cent of India's exports and six per cent of total industrial investment. Indian food service industry

is expected to reach Rs. 5200 billion by 2018. The Indian gourmet food market is currently valued at US\$ 1.3 billion and is growing at a Compound Annual Growth Rate (CAGR) of 20 per cent.

The online food ordering business in India is in its nascent stage, but witnessing exponential growth. The organized food business in India is worth US\$ 48 billion, of which food delivery is valued at Rs. 1000 billion. With online food delivery players like FoodPanda, Zomato, TinyOwl and Swiggy building scale through partnerships, the organised food business has a huge potential and a promising future.

The Indian Agricultural and Food industry are on the brink of a revolution that will modernize the entire food chain as the total food production in India is likely to double in the next 10 years. Food processing is a large sector that covers activities such as agriculture, horticulture, plantation, animal husbandry and fisheries. The food processing sector is critical to India's development, for it establishes a linkage between Industry and Agriculture. It has also emerged as one of the major drivers of economic growth.

Presently, most of the people would like to consume healthier and tasty food in 'ready to eat' form, in order to reduce the cost of time and work. Increased urbanization, improved standard of living and the convenience needs of dual income families spot to major market potentialities in the food processing sector. This is also evident from the presence of several global food giants and leading Indian industrial enterprises in the countries food processing sector such as: Nestle India Ltd, Cadbury's India Ltd, Kellogg India, Hindustan Lever Ltd, ITC-Agro, Godrej foods and MTR foods Ltd.

Besides in the current globalized era, our surplus food production as well as increasing preference for Indian food in several regions of the world needs to be leveraged to achieve economic and strategic objectives through exports.

3.2.5 Kerala food industry

Kerala is bestowed with the best of what nature has to offer. The state of Kerala in the Indian union is characterized by a number of significant socio economic, industrial and political peculiarities. In spite of these favourable features, there exists high scope for further advancement in respect of industrial development in general and rural development in particular, given the current economic problems vise, high incidence of poverty, high rate of unemployment, fiscal crisis of the state government, informal nature of agriculture and industrial operations and acute infrastructural shortages.

Among the leading commercial and industrial centers of India Kerala offers a conducive environment for setting up any industry. Prominent sectors in Kerala are information technology, tourism, agro based business including food processing, readymade garments, Ayurvedic medicines, mining, marine products, light engineering etc. The key sectors in Kerala according to their contribution to the state GDP are – rubber, coir, tourism, food processing and chemicals and fertilisers.

There are around 1560 food processing units in Kerala alone. These processed units operate mainly in the small scale sector. Kerala is rich in coconut, spices, fruits, vegetables, sea food and processed foods. The spices, pickles and the marine products are the major food product export from Kerala. The state could emerge as plantation based food products exporter through value addition. Its share in the country's total food products export is almost 20 per cent despite the limited size of the landmass. Two thirds of Kerala's export income comes from processed food. The food processing sector in the state commands nearly Rs. 8500 crores in exports and has a potential to become Rs 30, 000 crores worth industry.

Food processing industry (FPI) is significant to the Kerala economy on account of its contribution to the food requirements. Assessment of the FPI in the perspective of Kerala economy has employment orientation too. Kerala with its industrial paucity offers very little for huge industrial establishments. FPI which is highly labour intensive is suitable to be organised in the small-scale sector. FPI which is termed as the sunrise sector is expected to attract phenomenal investment-capital, human, technological and financial. For a successful food processing sector various aspects such as quality control, quality systems and quality assurance, the constituents of total quality management should function in a horizontal fashion. On the basis of the above mentioned facts we can summaries that, food processing sector has the potential to make the growth sustainable and more inclusive. The importance of the sector is further enhanced by the fact that over 70 per cent of the population depends on agricultural activities for livelihood.

The government has, therefore, been focusing on commercialisation and value addition to agricultural produce; minimize pre/post-harvest wastage, generating employment export growth in this sector through a number of regulatory and fiscal incentives. With changing foods consumption pattern, processed food which is convenient, hygienic and of consistent quality are set to grow in value.

3.3 Promotion

The promotional mix is the use of different advertising and communication channels in a coordinated way to run an effective marketing campaign. These coordinated campaigns are part of an effective integrated marketing communications plan. The four main methods of promotion within the mix are advertising, sales promotion, personal selling, and public relations. The most important factor in determining the optimal mix is identifying the target market. This can be determined through extensive market research. Once a company knows its target market, it can then research its use of various media outlets in order to come up with the best combination of marketing materials to reach the defined target. For example, if the target market is stay-at-home moms, an organization might find that television advertisements during certain daytime television shows are most effective for reaching them. If the target market is a young professional, the marketer might find that using billboards in a downtown commercial district and morning drive time radio advertisements are effective for getting the message to this target market.

The size of the promotional budget will greatly influence the chosen mix as well. Television advertising can be very costly and, therefore, may not be a feasible option for a company with a smaller marketing budget, at least not during prime viewing hours on major networks. Often the amount of money a firm spends on promotional activities will be affected by the product life cycle, general economic conditions, and the competition. The promotional mix may involve a company coordinating its loyalty program with advertising campaigns and a promotional deal. For example, an airline may send out a mailer to its frequent fliers advertising 5,000 free bonus miles for booking a ticket in the next month. In this instance, the airline is coordinating a direct mailing with loyalty program membership and a promotional campaign.

3.3.1 Advertising

Advertising is paid communication brought to audiences through different forms of media such as television, radio, newspapers, magazines, and billboards. A company uses advertising to inform, persuade, or remind its target market of its products or services. Comparative advertising is used to differentiate a company's products in the marketplace from other similar products. For example, McDonald's and Burger King used to run comparative advertising, comparing their cooking methods for hamburgers. The "Pepsi

Challenge” campaign was another form of comparative advertising in which consumers were asked to take blind taste tests to see if they could tell the difference between the products.

Reminder advertising is used once a product has matured in the marketplace that is, once a product has been around for a while. Credit card companies use a lot of reminder advertising, such as American Express “Don’t leave home without it” or Visa “It’s everywhere you want to be” campaigns. Coca-Cola uses reminder ads to show us how refreshing the beverage can be on a hot day, and Budweiser wants to remind the consumer to “Make it a Bud night.” Some ads use nostalgia to remind us of how much as children we enjoyed a product such as Oreo cookies; and although our taste buds may have matured, we can still enjoy them.

Institutional advertising promotes the company, organization, government agency, or a concept or philosophy, but not a specific product. For example, ads for BASF, one of the world’s largest manufacturers of chemicals and chemical-related products, states, “We don’t make a lot of the products you buy. We make a lot of the products you buy better.” Another example is the U.S. Army recruitment commercials, “Be all you can be.” Industry advertising promotes a whole industry and not just one company or product.

3.3.2 Advertising mediums

There are advantages and disadvantages to each media type, and when selecting the advertising mediums to use, companies must understand who their target audience is and which the most effective method for reaching them is. Marketers must be able to divide their budgets among the various media resources in order to stretch them the farthest to reach the most customers.

3.3.2.1 Television

Television advertising is the leading medium for reaching U.S. audiences. Although a very expensive form of advertising, television ads reach the largest percentage of the U.S. population at once and can be very appealing due to their visual nature as well as their sound. TV ads can be classified into national, local, and cable advertisements. The type of network chosen will depend on which audience the marketer is trying to reach. If the advertisement is for a local restaurant, the company may choose to advertise only on local stations or in local ad space on cable channels or national networks. Companies targeting Hispanics may choose to advertise on a Spanish-language cable station such as Telemundo,

or advertise during a television show whose viewing audience is predominately Hispanic. The time an advertisement is shown is also an important decision that companies must make in order to reach the target audience. Budgetary constraints will also be a factor in choosing time slots for advertisements. Super Bowl ads are extremely expensive, but can be cost-effective for reaching an audience of sports fans.

3.3.2.2 Print advertisements

Advertising in newspapers and magazines is another way of reaching customers with a company's message. Print ads are effective because of their visual quality and can be run in many different types of publications. Marketers selling products or services to consumers may choose national publications such as Time magazine or local newspapers such as the Chicago Tribune. Businesses trying to sell products or services to other businesses will often advertise in trade publications of the industries they are trying to reach. Companies may also target specialized publications; for example, a new computer product may be advertised in PC World or another specialty technology publication. Print ads have a longer life than electronic media ads and are good for telling a story about the value of a product or service.

3.3.2.3 Radio

Although lacking the visual appeal, radio can be an effective medium for reaching target consumers. The average radio listener tunes in for three hours a day, and often on a regular basis. When using radio advertisements in your marketing mix, it is necessary to make sure that the company and product or service is clearly identified. As with television, it is also necessary to find the right station for advertising to the target consumer. If your service is a bar for college students, you may choose to advertise in the evenings on a college station or an alternative rock station; if your target audience is senior citizens, you may advertise on news stations or a talk show.

3.3.2.4 Internet

The Internet has become an important electronic medium, and its interactive quality is unique. It permits immediacy of purchase and a high level of convenience. It can be personalized and individualized. The Internet and the World Wide Web are becoming essential tools in an integrated marketing plan and effective tools in sustaining customer loyalty and satisfaction.

3.3.2.5 Direct mail

Mailing advertisements or promotions directly to people's homes is another commonly used method of reaching consumers. Direct mail campaigns can be expensive, due to printing and postage costs, but these campaigns can be effective if the mailings reach the right consumers. Often companies will purchase lists of consumers or collect data themselves to build a mailing list. The people on these lists will then be sent targeted mailings.

3.3.2.6 Telemarketing

The utilization of telemarketing has been greatly affected in the United States by the recent implementation of the national "Do Not Call" registry, where millions of Americans signed up to have their telephone numbers removed from telemarketer lists. Internationally, however, regulations regarding telemarketing vary, and it may still be a very effective method of reaching consumers. The downside of telemarketing is that most people do not like the invasiveness of being called at home, though unfortunately many mass marketers find the risk of offending non receptive households is offset by the effective results and benefits from these marketing methods.

3.3.2.7 Outdoor and out of home

"The majority of outdoor advertising dollars is spent on billboards. Billboards are a popular way of reaching commuters and consumers in a single geographic location. Other forms of outdoor advertising (known as "out of home") include sports stadium ads, bus shelter posters, or signage on buses and taxis.

3.3.2.8 Sponsorships

This is a well-used form of promotion and advertising that allows the company to buy into a sporting event or activity. The amount of investment in a sponsorship can range from an athletic company supporting a college sports team by providing them with brand-name uniforms in order to promote the brand to a company sponsoring a college football bowl game such as the Tostito's Fiesta Bowl.

3.3.3 Sales promotion

Sales promotion consists of many activities used to sell products. They are activities that give consumers a short-term incentive to make a purchase. Sales promotions are also

activities that change the price and value relationship of a product as perceived by the target audience with the possible effect of generating immediate sales. It is possible that a sales promotion can also alter the long term value of the brand by making what might be a premium product more affordable.

Sales promotions are generally time-bound programs that require participation on the part of the consumer through either immediate purchase or some other action. The fundamental goals of sales promotion are tactical, strategic, and ultimate. The tactical goals are to combat a competitor's increase in market share, to combat other competitors' promotional efforts, and to move brands that are either declining, overstocked, damaged, or not selling fast enough. The strategic goals are to motivate consumers to switch from a rival brand, to increase product consumption, to reinforce the marketing communications efforts for the brand, and to motivate brand loyalty. The ultimate goal of a sales promotion is to increase sales, profits, and market share. There are different channels for sales promotions, which include consumer promotions and trade promotions.

3.3.4 Consumer promotions

Consumer promotions are geared toward getting consumers to try a company's products. Some examples of consumer promotion activities include coupons, rebates, sampling, sweepstakes, point-of-purchase displays, and special packs.

3.3.4.1 Coupons

Whether we're cutting them from newspapers and magazines or getting them in the mail, coupons are a very popular form of sales promotion. They are very effective, especially in economic downturns, for luring people into restaurants or causing them to make repeat purchases of products. E-coupons are another popular form of sales promotion; they are extremely effective for luring in customers and are redeemed by 57 per cent of the people who click on them. The most popular uses of e-coupons are for sales of groceries, books, and health and music products. The disadvantage of coupons is that they do not encourage brand loyalty; most consumers who use coupons regularly are willing to switch brands if there is a better discount available.

3.3.4.2 Rebates

Rebates are partial refunds that are offered by the manufacturers. Often manufacturers will use mail-in rebates as incentives for purchasing. The consumer must purchase the product at full price and then fill out paperwork and mail in the receipt in order to receive some money back. Rebate programs allow marketers to promote a company's product at a reduced post rebate price, offering substantial savings to its customers, but also requiring that a set of conditions be met to qualify.

3.3.4.3 Sampling

Companies will often send or hand out samples of products in order to attract customers who may not have purchased their products otherwise. Beverage companies may target college students and hand out soft drinks on campuses, or a food company may set up a stand in a grocery store so that consumers can sample their new chips. You may even receive a trial bottle of shampoo in the mail. Or you may remember receiving the America Online (AOL) CD in the mail, offering you 100 free hours of Internet access. These are all examples of sampling, and the intention of these promotions is to introduce a new product or service to a consumer in order to generate brand loyalty. Sampling can be a costly method of attracting customers, and it often results in wasted distribution; however, it can be a very effective method for getting consumers to switch brands.

3.3.4.4 Sweepstakes and contests

Sweepstakes and contests are other strategies of sales promotion. Data will be collected from consumers, and they will be entered to win a prize. Companies can use the information that they collect from entrants in order to develop a mailing list for future promotional campaigns. Organizations must be sure to print all the guidelines for their sweepstakes or contests in order to avoid legal entanglements. Some of the guidelines companies should follow in order to put on a successful sweepstakes promotion include the following: clarify who is eligible; indicate states where the promotion is not valid; declare the termination date of the promotion; and clarify random drawing procedures. Companies should also detail the prizes, disclose the odds of winning, declare a deadline for entry, and reserve the right to use winners' names and photographs for publicity.

3.3.4.5 Point-of-purchase displays

Point-of-purchase (POP) promotional materials are displays that are set up in stores in order to prominently display products. At a grocery store a POP is usually placed in the front of the store, at the end of an aisle, in the aisle, or on the shelf. POP displays are very successful due to the fact that many people make last-minute purchasing decisions.

3.3.4.6 Bundling

Sometimes companies bundle products together in order to promote a new product or to encourage consumers to try a complementary product, such as a free small conditioner bundled with a shampoo purchase, or a free disposable razor with a shaving cream purchase. A company may also offer a bonus pack or a special pack with 20 per cent more in order to encourage a customer to purchase a product.

3.3.4.7 Giveaways

Another strategy used by companies is that of special promotional items to be given away. These may be hats or T-shirts advertising the company or brand. For example, many times credit card companies will offer T-shirts if you sign up for a new credit card, or a beer company may be giving away pint glasses to customers who purchase that brand of beer on certain nights. Alcoholic beverage companies often hire young men and women who will go to concerts, bars, and clubs and promote their products by giving away promotional items.

3.3.4 Personal selling

Personal selling uses a personal sales presentation to influence customers to buy a product. Personal selling tactics are most often used when there are a few geographically concentrated customers; the product is highly technical in nature; the product is very expensive; or when the product moves through direct distribution channels. It is a tactic often used by businesses looking to sell to other businesses, as opposed to businesses selling to consumers. The sales process involves a personal seller identifying the target customer by determining who is likely to buy his or her product. Once the target customers have been identified, the salesperson will contact them. Upon meeting with a potential customer, the salesperson will make a sales presentation, explaining how the customer needs the product or service that is being sold. The salesperson should be prepared to answer the customer's questions. After the presentation, the goal of the salesperson is to close the sale while the

presentation is still fresh in the mind of the customer. Following up with the purchaser after the sale is made is a very effective strategy for developing long-term relationships.

3.3.5 Public relations and publicity

An organization's public relations and publicity activities are the means to foster its relationships with its various audiences and to communicate with them. Public relations efforts are undertaken in order to form a favorable view in the public eye. Favorable publicity can enhance an organization's image and increase demand for its products. A positive article or review about a product or service adds credibility, believability, and legitimacy in a much more effective manner than paid-for advertising. Negative publicity, on the other hand, can tarnish an organization's reputation. Most public relations strategies include press releases, special events, and press conferences. Press releases are articles or brief news releases that are submitted to publications by the firm. They often provide information about company happenings: new hires, new products or services, or changes in management. They can be an effective way of gaining attention and creating or maintaining awareness.

Many organizations sponsor special events such as product launches. A fashion company may sponsor a fashion show to display its new line of clothing. A musician may hold a record release party for his or her new album. The firm will often invite top clientele, industry insiders, and media to these events. A news conference is an in-person announcement of recent organizational events to the media. It is an effective method of informing the public of recent happenings without causing rumors to be spread, because the information will come straight from the source.

3.4 Conclusion

Finally to conclude we can say almost every FMCG company has been riding the waves of growth in the last 20 years and it won't be any different in the future. The winners however will innovated more complex but significantly insightful models and use technology to create flexible supply chain, innovative products and communication ideas and satisfy even more consumer requirements. Together with this, the government has to create an enabling environment and tackle number of urban issues for the industry to truly reach its potential.

Since the FMCG sector is expected to grow several folds in the coming years, Promotional activities in this sector will prove to be fruitful for any company. Sales are the

lifeblood of any business. Without sales there would be no business. Therefore it is very important that if a business wants to succeed, it should have good sales. Promotional activities help in increasing the sales of any product. Since promotional activities influence the people to a great extent and leave an everlasting impression in the minds of the customer. It is important to study the consumer behaviour and their choices especially in FMCG industry because there are several brands as options for the customer. Since the financial risk is very low in this segment the consumers do not mind switching from one brand to the other. Hence it is very important for the marketer to know the ways of marketing and advertising its products properly.

Since, promotional activities forms such an important aspect of marketing, its study and understanding are very important.

Chapter - 4

Double Horse – A Profile

Chapter - 4

DOUBLE HORSE – A PROFILE

4.1 Introduction

In today's world, the entire dietary paradigm has undergone a startling metamorphosis. With the shift in the focus of the professional women, no longer does she have the time to conjure up elaborate meals. Evolving taste and changing lifestyles have dedicated a radical transformation in the food industry. True to its heritage, Double Horse has lived up this challenge and has introduced a wide range of rice and rice based products, masala spices, instant mixes, pickles and preserved and ready to eat products.

Manjilas making about fourteen varieties of rice and about fifty varieties of food products under the famous brand named Double Horse. Starting from the single retail outlet in Thrissur in 1959, the company now owns a prestigious list of 20 rice varieties and more than hundred food related products in the markets. Each product from Manjilas has the identity of own in taste, colour and convenience.

Today Manjilas is the first ISO 9001:2000 certified food industry in Kerala which has nine manufacturing units employing 700 people. These units are the state of arts imported technology. A strong Research and Development department and a specially developed kitchen have helped to launch many innovative products giving novelty to the customer's taste and appetite.

4.2 History of the company

When Sri. M.O John started Manjilas mill in 1959; he had only the intension of providing the pure rice and other food products to malayalees. Manjilas rice saga began from the humble environs of the rice bazaar, Thrissur which is the cultural capital of Kerala. It was here late Sri. M.O. John started his rice vending outlet in the year 1959. He was a visionary who brought about a great revolution in the rice industry. He was the founder general secretary of Vyapari Vyasai Ekopana Samithi, as an association of the business community of Kerala. He was also president of Chamber of Commerce, Thrissur (1993-2000). These units use the state of the art imported technology. A strong Research and Development department and special development kitchen have helped to launch many innovative products giving novelty to the customers taste and appetite. Years ago the ancestors of Sri. M.O John were dedicated to delivering rice for the Royal family. They

were doing these processes through buying paddy from farmers and transform in to rice. They gave importance to quality because they have to deliver the rice to the royal family. Though, there were no royal families Manjilas treats the entire consumers as royal and serves them with high quality products. Sri. M.O. John's father commenced rice trading and started it as a business. By starting his own rice mill M.O. John becomes a pioneer the rice industry in Kerala. By starting a modern rice mill in 1976 he brought up his business to a new turning point. By introducing rice powder in 1994 they started diversifying their products. Based on a consumers' survey, after rice powder, Manjilas introduced idli mix, dosa mix, easy palappam and instant idiyappam. Food processing industry is one of the fast changing industries in the world. To utilize the changing opportunities Manjilas used product innovation through regular research.

Food processing industry is one of the fast changing industries in the world. To utilize the opportunities out of the changes. Manjilas used product innovation and regular research. The children of M.O John implemented the new technologies in rice industry and they brought at rice industry into a new meaning. Now they are leading with their father M.O John's long perceptiveness and insight. After the death of M.O John, Double Horse products entered into diversification under the able guidance of his sons. Now, the research and developments department are working continuously for developing new products.

4.2.1 Vision of the Company

To be a leader in the food industry, offering the widest variety of high-quality food products that become a way of life for all those of life for all those who love good food, across the globe.

4.2.2 Mission of the Company

To come out with a wide variety of innovative food products, that combines health, taste & convenience, so as to make cooking good food fun & easy.

4.2.3 Policy and Objectives

The intention of the company is to provide a suitable, safe and healthy working environment to each employee of Manjilas group. As the policies are the plan of actions, the organization needs to evolve personnel polices as they ensure consistency and uniformity in treating people. They help to motivate and build loyalty. Policies become the benchmark to

compare and evaluate performance. A policy is more specific and commits the management to a definite course of action.

4.2.4 The Concept of Convenience

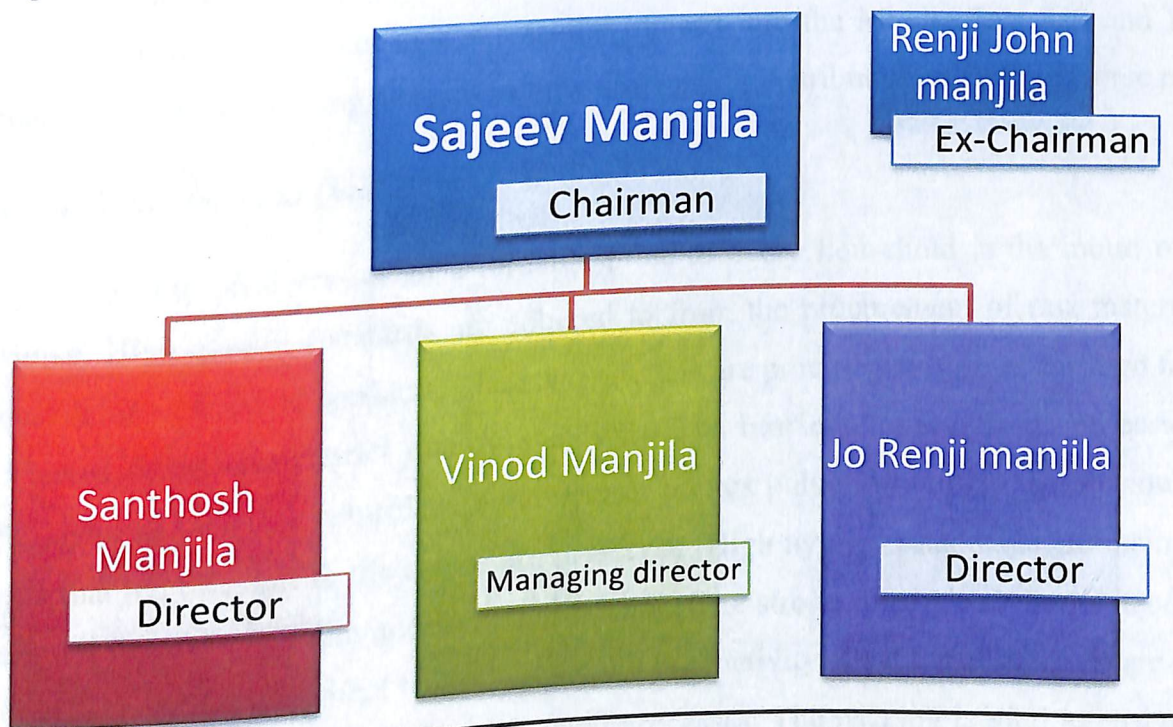
While traditional Kerala cuisine has always been labour intensive and extremely time consuming, Double Horse has created and produced a stunning range of over 50 instant, ready-to cook and ready-to-eat products that replicate authentic Kerala food, effortlessly.

4.2.5 Organisation Structure

Manjilas has predominantly remained a family run business for decades. The board of directors consists of the Manjilas family, Sons of founder M O John.

Following are the key people who head the organisation and form board of directors.

Fig 4.1 Board of Directors



Source: Secondary data

Mr Renji John Manjila ex-Chairman still continues to be a member of the board of directors. The various departments are split among the directors for the ease of reporting and managing.

Mr. Vinod Manjila takes care of following departments

- Marketing
- HR

- ✚ Finance
- ✚ Exports
- ✚ Customer Care
- ✚ Warehouse and logistics

Mr Santhosh Manjila takes care of all production activities of all plants.

Mr Jo Renji heads IT and Purchase departments.

This kind of hierarchy has helped the organisation in maintaining proper reporting structure and transparency in monitoring the activities and is one of the key strengths of Manjilas.

4.2.5 Marketing Networks

Double Horse has an excellent marketing network that extends across the length and breadth of the country and has substantial inroads into the Middle East, US and European markets, thereby ensuring a steady supply and regular distribution of Double Horse products.

4.2.6 Commitment to Quality

'Quality products at an affordable price to every household is the motto of Double Horse. High quality standards are adhered to from the procurement of raw material to the packaging of finished products. The raw materials are procured only from certified farmers of selected farms under strict quality standards. The best quality spices are processed under stringent temperature control with the help of implex pulverizer so that the precious volatile oils that lend flavour to the spices are preserved. High hygienic standards are maintained by regular laboratory testing and stem sterilization. The strong research support extended by its Research and Development team increase the productivity. Traditional methods are tastefully blended to improve upon the sophisticated processes. The packing is vital to ensure that the product reaches the end customer in fresh at minimum cost. The packaging norms implemented by Double Horse are matching with international standards. The company is following mainly two methods of packaging. Manual packing is in masala production division and mechanical packing is in the company itself. Packaging is done in bulk/consumer pack/limited pouches with flavour lock processing.

4.2.7 Double Horse

The Double Horse rice and rice products are quite familiar to the people of Kerala which show that this brand is positioned as a sign of quality and perception. The unique selling proposition of the company itself is “the taste of Keralites”. In Kerala, the brand was launched in 1954 since then no other company was in the field till 1956. In 1965 they started a mechanized mill to cater the need of Keralites. There are about 350 retail outlets of Manjilas brand. The retailers are paid a commission of 2.5 per cent on the sales. The marketing network of the company is also elaborated. The retailers can order the commodity through telephone or any other way and the order will be processed and delivered to the retailers as early as possible. Thus we can see that the company has got strong supply chain management backed by all modern infrastructure facilities.

4.2.8 Milestones

1. Kerala's modern rice mill
2. It is the first rice mill which has branded rice product.
3. It is the first rice mill which has implemented LSU driver from the USA.
4. It is the first rice mill which supply product free from adulteration.
5. First rice mill which has introduced sortex machine from England.
6. First rice mill which has introduced SATAKE machinery from Japan.
7. First rice mill which has introduced Bubbar machinery from Buhler in Germany.
8. First rice mill which has received ISO 9002 certification for quality standards.
9. It is the first rice mill which has introduced the repacking system.
10. It is the first rice mill which has supplied flours of different varieties of puttu podi, appam podi etc.
11. It is the first rice mill which has marketed food products from Manjeshawaram and parasala.
12. It is the first rice mill which has received ISO certification and still maintaining it.

4.3 Certifications

Manjilas is the first ISO 9001:2000 certified rice mill in Kerala. The company has also been certified with ISO 9002.

4.4 Departments and Functions

4.4.1 Human Resources Department

Management is one of the most complex and challenging fields of Endeavour. The scope of HR department is very vast. It includes all the major activity in the working life of a worker from the time of his or her entry to an organization until he or she leaves. Personnel management is planning, organizing, directing and controlling of the procurement, development, compensation, integration, maintenance and separation of personnel to the extent the individual, organizational and social objectives are accomplished. This department treats people as an important asset to be used for the benefit of the organization, employees and society. It is emerging now as a distinct philosophy of management aiming at policies that promote mutual goals, mutual respects, mutual rewards and mutual responsibilities.

The role of the HR department is to manage and motivate employees in the workplace. The specific roles of this department include: selection, recruitment, induction and training of employees, organising appraisals, managing payment systems and organising termination of employees. The department is also responsible overall for implementing government policies regarding the workforce according to labour laws.

Manjilas group of companies has a common HR department for all the mills and units. This department is located in the head office. All the units will have an HR executive who will report to HR department at the head office. Total Human resource in the group is 1101 including staffs and trainees. The HR department has to look after the ESI, PF and salary of all these staffs every month. The HR manager will go to each unit every month personally to sort out the problems in the mills. There are all together 4 executives at the head office working under this department. The main functions of Human resource department are:

1. Formulation of Human Resource policies
2. Establishment matters like recruitment, promotion, wage revision etc
3. Selection
4. Placement and orientation
5. Training and development
6. Performance appraisal
7. Compensation
8. Legal issues on administrative matter

9. Trade union issues
10. Law and order issue
11. Enforcement of work culture
12. Health and safety at work

4.4.2 Purchase Department

Purchase department is a department which deals or performs the functions which are related to purchase. Maintains minimum stock company has many permanent suppliers inside and outside the state. Raw materials were purchase from different places according to the price and quality. They give purchase order to the suppliers according to the purchase request. The suppliers bring materials directly to the factory. After the delivery of goods the quality of the material will be checked, if there is any damage it will be returned back to the suppliers' payments should be done after the delivery and quality were checked. Payment should be in the form of either cash payment or demand draft. The purchase procedure is as follows:

1. Checking purchase requisition from units
2. Checking the stock position of respective units
3. Discussion with sales coordinator and marketing manager
4. Taking the product rate from the vendors.
5. Giving orders to the vender who is ready to supply product as per the criteria fixed by the company i.e., least rate, specified quality, required quantity and at required delivery time to require a unit.
6. Checking at the factory the goods received at the factory is as per the specification and as per the ordered quantity.
7. If there is any difference in quantity inform purchase manager immediately and as per the direction purchase manager, reject the product or accept it at the reduced rate.
8. Bill to be checked and marked quality checked and quantities verified and send to head office to the respective accountants.
9. After receiving a bill from the units the respective accountants to be given the bill to the purchase manager.
10. Purchase manager has to check the details noted on the back side of the bill with quantity checked and quality verified and also compare with the rate of purchase orders.

11. On the backside of the bill the rate to be given, the party to be noted and after putting signature and credit period, the bill to be handed over to the respective accountants.
12. At the specified date of payment the accountant has to make payment to the vendor.

4.4.3 Production Department

The production department is crucial in an industrial organization like Manjilas Double Horse. Production is the process by which raw materials and other inputs are converted into finished products. Organizational wealth is determined by production. In a specified period of time, the aggregate amount of goods and services produced in an organization is known as wealth. The time frame may be short, medium or long depending on the type of product or services produced. Production of goods as the fabrication of the physical object is of the resources available to the manager. These resources include men, material, money, methods and machines. Production of services is nothing but the discharge of function which has some utility to somebody. The interpretation of the production of goods and services is a broader one. In general, the production is equated with manufacturing which is myopic interpretation. Fundamentally, they may look alike the position being maintained in that there is no difference between tangible and something which provides advice, assistance, helper information. In both cases, outputs are not similar.

4.4.3.1 Production Process

The complete production process is done with the help of machine and operated by skilled people. Department will set the standards and targets for each section of the production process. The quality and quantity of the products coming off a production line will be closely monitored. Quality will be monitored by all employees at every stage of production, after completed the production quality control department will ensure the quality of the product, quality is the peculiarity of the Double Horse products. The company creates better working conditions for the employees and there are around 800 employees working under the guidance of 10 supervisors.

Fig 4.2 Production process

Purchase of Raw Material
Stock
Cleaning Process
Roasting Process
Mixing Blender
Powdering in Pulverizer
Packing

Source: Secondary data

The complete production process is done with the help of a manual machine and operated by skilled people. The company will check the quality of the machinery at regular intervals for the smooth running of the production.

Major production units under the group are:

1. Manjilas Food Tech. Pvt. Ltd., Kottekkad, Thrissur and Vannamada, Palakkad
2. Manjilas Agro Foods Pvt. Ltd., Cheramangalam, Palakkad and Naripotta, Palakkad
3. Q One Foods and Ingredients Pvt. Ltd., Unjuvelampetti, Pollachi, Tamil Nadu

The main activities of each unit are as follows:

1. Manjilas Food Tech Pvt. Ltd., Kottekkad, Thrissur
Production of Rice powder products, Pickles, Jams, Ready to eat items, Pastes, Payasam mixes, etc & Warehousing Activities & Fleet
2. Manjilas Food Tech. Pvt. Ltd, Chitoor, Palakkad.
Production of Instant Idiyappam, Rice Ada, Rice Sevai, Chakky Fresh Atta
3. Manjilas Agro Foods Pvt. Ltd, Cheramangalam, Palakkad
Processing of Paddy into Rice
4. Manjilas Agro Foods Pvt. Ltd, Kunisserry, Palakkad
Production Rice and Warehousing Activities

5. Q One Foods and Ingredients, Unjuvelampetti, Pollachi, Tamil Nadu
Production of - Rice powder products, Spices, condiments, masalas.
6. Q One Foods and Ingredients (Branch), Unjuvelampetti, Pollachi, Tamil Nadu-Branch
The process of washing the rice, production of Samba Wheat and its by products, Rava.
7. Q One Foods and Ingredients (OSK Warehouse), Gandhi Nagar, Pollachi, Tamil Nadu-
Warehousing activities for entire Outside Kerala Operations, Raw Materials & Packing Material godown
8. Manjilas Agro Foods - Branch, Mysore & Shimoga -
Rice outsourcing activities and quality Checking
9. M O John & Sons (Exports), Kolangattukkara, Thrissur
Export of all Double Horse Products to almost all the countries

4.4.4 Marketing and Sales Department

The marketing department is a department which deals those activities which deal those activities which are related to marketing. Marketing is the process of finding out customer needs and servicing those needs profitability. The essence of marketing is providing desired value to customers. Marketing management is a process of planning and executing the consumption, pricing, promotion and distribution of goods and services and ideas to create an exchange with target groups that satisfy the customer and organizational activities. Double Horse has created and produced a stunning range of over 100 instant, ready to cook and ready to eat products that replicate authentic Kerala food, with an excellent marketing. Manjilas introduced branded rice in the market, because is an inevitable food item in the Kerala. They introduced rice powder, idli mix, dosa mix, easy palappam, and instant idiyappam, into the market according to the needs of the society. They were introducing right products, at the right price, at the right place with a suitable brand name Double Horse.

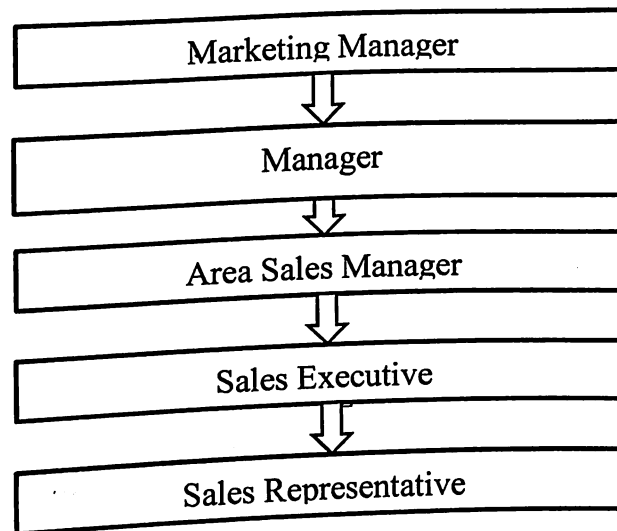
The main activities of this department are:

1. The department aims to sell all products of the company in all shops. Therefore special attention is to be given to this matter.
2. Sales personnel should be able to plan the sales promotional activities needed for their area.
3. Increasing the number of dealers and ensuring full coverage of the area

4. Pressurize the existing customer to purchase more items.
5. Recognize se the fast moving items and slow moving items with each customer.
6. Feedback from the market and market information are vital for the management in taking timely actions.
7. Competitors' activity and new entries / new products in the market are to be closely monitored and pre reported.
8. Sales promotional activities of the competitors and their results are to be closely watched.
9. Priority is to be given to doing sales on a cash basis.
10. Credit period over 25 days is not to be gig en at all under any circumstances.
11. No cash discount is to be given if the cash is not received within the prescribed time allowed.
12. Dispatch should be based on the orders received from respective authority.
13. Details of dispatch should be communicated prior to or at the time of dispatch to the company accountant in Head Office. Details should contain document number deliver note or bill, date quality destination and purpose of dispatch for stock at go-down or onward billing to buyers.
14. Company accountant shall enter the details of the bills received to the parties based on thus dispatched load.
15. Company accountant shall follow up and shall ensure that the materials reached its planned destination and amount collected, after entering these details; the entries regarding the particular dispatch are closed in the register.
16. To detect the complaints of products from the mill itself before dispatching the foods to the market.
17. To give a support to the sales team for experimenting in launching new products in the market

Hierarchy of Marketing and Sales Department

Fig 4.3 Vertical chart of marketing department



Source: Secondary data

The above figure consists of a vertical chart of the marketing department. It shows the vertical flow of authority. This structure consists of various positions or job arranged in a hierarchy. The term hierarchy implies a definite ranking order in terms of authority. It means that ranking of managerial position is done by gradually different degrees of authority to different positions. In other words different managerial job is grouped into a different level of authority. The marketing manager of a company delegates authority to lower levels as on this chart. And the marketing manager receives his authority from the Managing Director and Executive Director.

4.4.4.1 Sales Co-ordination

The works of this department are done by sales coordinators. The work of this department is controlled by senior sales coordinator. The main duties of this department are:

1. The order receiving through phone, fax, e-mail and by post. On receiving the order, enter it into the Order Register and put Order Number.
2. Before processing the order, verify the outstanding bills receivables statement of the party and confirm with the accountant if any points are to be clarified and confirm with the manager regarding the dispatch.

3. Order processing is done through the computer and enters the details like the ordered items with quantity, order number, order date and dispatch date (usually 7 days later).
4. Order Dispatching - As per rule, the company have to receive e advance DD or cash before sending the order. After receiving the processing the order and enter it into the optional vouchers. On the 5th day, the optional voucher should be changed into an original voucher and take a printout and attach bill and lorry declaration with the voucher.

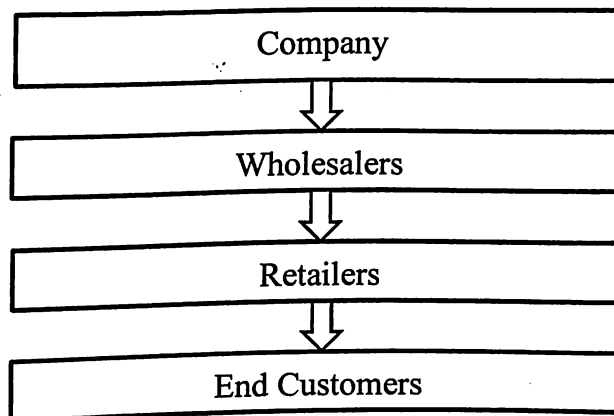
4.4.4.2 Promotional Activities

Manjilas Group of Companies is promoting its brand through advertisements and other sales promotional techniques. The Double Horse brand is not only advertised through the TV media but also it is advertised through newspapers, magazines etc. throughout the Kerala state we can see many posters and banners of the Double Horse products. As now in the present scenario the company is mainly targeting the Keralites in India as well as Gulf countries. And the company is providing advertisement through Malayalam channels, stickers, banners, brochures etc...

Manjilas has a dedicated media team which looks after the media presence of the company. Although known for its quality of products rather than advertisements Manjilas has built its market on trust by not compromising on quality for decades. Double Horse has actress Shobhana as its brand ambassador and maintained not so bad media presence. It relies on BRANDiD, a consultation firm which takes care of its ads. Media team uses TAM GRP rating and IRS, ABC report to evaluate which TV channel or print media to be used for advertisements. And the company allocates 4% of its budget in advertisements

Distribution Channel of Manjilas Products

Fig 4.4 Distribution channel



Source: Secondary data

4.4.5 Research & Development

Double Horse food products have well established Research and Development Department involved in the development of traditional as well as innovative products, giving novelty to the customer's taste and appetite. As a part of the product development, the company aims in launching 50 new products with prime importance for Ready to eat food products and masala mixes. Double Horse emphasis on maintaining strict quality parameters that involve the following detection of: Total bacterial count Total fungal count Coli forms Detection of pathogens like E.coli, Staphylococcus, Salmonella, Bacillus, Listeria, Clostridium etc.

4.4.5.1 Future Prospects and Growth Plans

Future prospects of the company are to increase the export quality and to reduce the cost of production. The company aims to sell products with minimum cost and also tries to reduce the cost of promotional activities. One of the other plans is to make more products at high quality. At present, the company exports many of their products to foreign countries. But they aim to spread their more products around the world. For this purpose they try to use advanced technology. So they use more funds to import machinery. These are the future oriented action of Manjilas Group of Companies.

4.4.6 Quality Control Department

Quality control department refers to the ways and means where quality standards are maintained. The aim of quality control is not only to improve the quality of products, but also

to eliminate bad quality goods. Once the quality standard is set, then it should be achieved and maintained in future and efforts should be made to improve it further. Manjilas group of companies have set up a quality control department for the purpose of determining the quality of the product. Different types of tools are used for the purpose of checking control. Their department consists of 7 people headed by the quality control manager. Double horse emphasis on maintaining strict quality parameters that involves the detection of

1. Total bacterial count
2. Total fungal count
3. Collide forms
4. Detection of pathogens like e.coli, Staphylococcus, salmonella, bacillus, listeria,

4.5 Competitors of Manjilas

The major competitors of Manjilas Group of companies are the following:

1. Nirapara
2. Eastern
3. Melam
4. Saras
5. Ruchi
6. Brahmins

From these, Eastern is the main competitor of the company. Manjilas is facing tight competition with them and it gives more focus on promotional activities. Technological improvement is also a result of this competition.

4.6 Product profile

4.6.1 Rice

Double Horse is available in wide range of varieties. Rice the staple food from breakfast to dinner, Double Horse's range of rice caters to every application of rice in the lives of people especially in South India.

Verities of Double Horse Rice:-

1. Rose Matta: - Par boiled and double boiled red round rice.
2. Jyothi Matta: - Par boiled and double boiled red rice.

3. Matta Broken: - Single boiled broken rice for making rice gruel.
4. Red Raw Rice: -used for meals.
5. Idly Rice: -Single boiled round white rice.
6. Raw Rice for meals: -used for meals.
7. B.T.Meals: -White raw rice for making friend rice.
8. Ponni Rice: -Single boiled white rice for meals.
9. Single Matta: -Single boiled red round rice.
10. Cherumani: -Par boiled and double boiled white round rice.
11. Jaya Rice: -Par boiled or double boiled long and bold white rice.
12. Ghee Rice: -White small rice suitable for making fried rice.
13. Payasam Rice

4.6.2 Rice Powders

1. White puttu podi
2. Chemba puttupodi
3. Rosted pathri powder
4. Dosa mix
5. Idli mix
6. Roasted white rice powder
7. Uppuma Mix
8. Vattayappam Podi
9. Idiappam

4.6.3 Health Products

Double horse health mix is a highly "Nutritious Porridge". Also easy to cook, very healthy as it is enriched with various macro and micro nutrients, it will be a complete breakfast and a balanced diet for all age groups. Herbal products of Manjilas are another important and very attractive food product series.

These series include the traditional herbal products of Kerala.

1. Samba puttu podi
2. Ragivita
3. Instant ginger coffee
4. Banana powder

5. Samba broken wheat
6. Corn puttu podi
7. Health Puttu Podi
8. Arrowroot Powder
9. Herbal Tea
10. Banana Powder
11. Wheat Puttu etc.

4.6.4 Spices and Ready to Mix Product

The spices are available as both pure spices and ready mixes, which are used to make the popular South Indian curries.

1. Sambar Powder
2. Chicken Masala
3. Meat Masala
4. Pickle Powder
5. Fish Masala
6. Rasam Powder
7. Vegetable Masala
8. Egg Roast Masala
9. Biryani Masala
10. Garam Masala
11. Ginger Paste
12. Garlic Paste
13. Ginger Garlic Paste
14. Tamarind Paste
15. Dry Chilly
16. Crushed Chilly etc.

4.6.5 Instant Sweet Dishes

Double Horse has a wide range of delicious sweet based dishes. It has got a major role in Kerala festival. Following are the sweet dishes of Double Horse:

1. Roasted vermicelli
2. Semiya payasam mix

3. Palada payasam mix
4. Rice Palada
5. Payasam Mix
6. Pineapple Candy
7. Papaya Candy
8. Maida Ada
9. Ginger Candy

4.6.6 Coconut Product/Pickle

Manjilas Food Tech Private Ltd introduced varieties of coconut products to the whole world. It has wide varieties of pickles available in Indian markets and abroad.

1. Coconut chammanthy powder
2. Bitter gourd pickle
3. Mango pickle
4. Hot and sweet lime date pickle
5. Dates pickle
6. Gooseberry pickle
7. Ginger pickle
8. Lime pickle
9. Garlic pickle
10. Mixed vegetable pickle
11. Tender mango pickle
12. White lime pickle
13. Chicken pickle
14. Meat pickle
15. Prawn pickle
16. Squid cutlet fish pickle
17. Fish pickle

4.6.7 Ready to Cook

Traditional Kerala foods are the weakness of every Keralites. Manjilas Food Tech Pvt. Ltd understood its importance in this busy era and introduced delicious and tasty products.

1. Chicken Biryani Mix
2. Sambar Mix
3. Chicken Gravy Mix
4. Kerala Chicken Curry Mix
5. Kerala Fish Curry Mix
6. Kerala Meat Mix
7. Rosted Coconut paste

4.6.8 Ready to Eat

Aval and Avalos podi is one of the fast moving products of Double Horse rice and rice products. It has got a great demand in the markets especially in gulf countries.

4.6.9 Double Horse Chakkavaratty

Double Horse RTE is 100% Natural & Sterilized. Since RTE are free from bacteria will have a lasting shelf life. No artificial preservatives and chemicals are added. It's completely safe & delicious to consume. Because of the wide varieties of products available under the brand 'Double Horse', consumers as well as the Manjilas Food Tech Pvt. Ltd is getting maximum advantage. The company produces products according to consumer preferences which will satisfy their needs. Thus the brand has a high demand among consumers.

4.7 Conclusion

Manjilas, the mother brand of Double Horse, was founded in the year 1959, as rice milling company selling high-quality rice grains. The brands, on the strength of its commitment to deliver only the best to its customers have witnessed a phenomenal growth over the years. It revolutionized the food sector in Kerala becoming the first ISO 9001:2000 certified Rice Mill in the state and the first food brand to introduce sortex rice, stoneless rice and colour grading.

Inspired by the support of its customers and foreseeing the potential for traditional food that's made easy to suit today's busy, modern lifestyle, Manjilas Double Horse started introducing products- from rice powders- breakfast mixes to instant mixes, wheat products, curry powders and condiments made using 'Perfect Blend technology', naturally preserved pickles, health foods, ready-to-cook & ready-to-eat products, traditional preserves, coconut products and more; and is dedicatedly developing new and innovative

product ranges, to keep up with its promise to deliver good food and in turn, inculcate a healthy eating habit.

Chapter - 5

Promotional Activities – An Analysis

Chapter - 5

PROMOTIONAL ACTIVITIES – AN ANALYSIS

5.1 Introduction

The present study has three major objectives, viz: to understand the kind of promotional activities adopted by the brand, to analyse the effectiveness of promotional activities. Manjilas started its operation in the year 1959 with the objective of providing pure rice and other food products to customers. Today from a single unit company, Manjilas has grown with the brand of Double Horse, into a Rs. 400 crore conglomerate with the well-diversified operation. The company's market span was beyond the boundaries of Kerala. Double Horse manufactures and markets a variety of nutrient products from rice powder to ready to eat Payasam. Double Horse has also entered into the technological alliances with world leaders in the respective Fast Moving Consumer Goods fields, sourcing from them the latest in technology.

The Double horse has started the production of rice products and other related items in the year 1965 with the investment and technology adapted from a world giant. The company didn't face that much of competitions at the initial level. But now, the scenario has changed, and the mode of competition also. Modern marketing strategies and price wars between brands make this industry together to sustain.

According to Kotler (2006), promotion is communicating information between seller and potential buyer to influence the attitude and behavior. For promotion to be effective the promotion objective must be clearly defined. The effect of promotion can be best known by gauging it against the objective with which the marketer has used it. It is often perceived that promotional campaigns ultimately aimed at increasing sales. However, the sales effect of promotion in most of the time is hard to measure. This is because sales are fashioned by several factors besides promotion; such as product features, price, quality, availability and buyer's psychological aspects. The next best alternative method to study the impact of promotion is to make an assessment of the response behavior of the buyers.

Double Horse is giving maximum focus on maintaining the quality of its products and keeping it as its core competency. The other marketing strategies are focused on creating new customers, launching new types of products which is more favorable to the customers, making a profit through customer satisfaction and to develop a pricing strategy. The competitors are trying to attract and induce a number of customers by introducing unique and new promotional strategies. Given the present scenario, this study has made an attempt

to find out the effectiveness of different promotion techniques of Double Horse and its customer reach. The survey results will help the management to improve their effectiveness of promotional schemes, and to make a major market share. For the study purpose, the investigator has focused on different variables as listed below:

1. Various promotional activities adopted by Double Horse
2. Effectiveness of promotional activities of Double Horse

This chapter examines the type of promotional activities of Double Horse and the effectiveness of the promotional activities. For observing the above variables of Manjilas Food Tech Pvt. Ltd, a sample of 110 consumers from the Thrissur district was selected sample were collected from 10 retail shops. The sample includes customers from the rural, semi-urban and urban area. The primary data were collected through a sample survey covering sales outlets which included Reliance supermarket, Margin free supermarket Big Bazaar, ESAF supermarket, Elite supermarket, Triveni Supermarket, and from rural sales areas which included Chalakudi, Madakkathara, Pattikadu, Puthukadu, Mannuthy, Kunnankulam of Thrissur district. Secondary data resources are also used. The collected data were analyzed with the help of percentages, averages, indices, and ranks.

5.2 Various promotional activities of Double Horse

The promotion is one out of the four basic instruments of marketing that has the purpose to inform about other instruments of the marketing mix and to contribute to the sales increase in the long term. Goals of promotion can be public informing, demand increasing, product differentiation, and product value increasing our sales stabilizing. Usually, the promotion targets more than one goal. The promotional mix is the employment of different advertising and communication channels in a coordinated way to operate an efficient marketing effort. These coordinated campaigns are part of an effective integrated marketing communication plan. The most important factor in determining the optimal mix is identifying the target market. This can be achieved through extensive market research. Once a company knows its target market, it can then research its use of various media outlets in order to come up with the best combination of marketing materials to reach the defined target. For instance, if the target market of Double Horse is staying-at-home women, Double Horse might find that television advertisements during prime television programs are most effective for reaching them. If the target market is a professional, the marketer might find that using billboards in a downtown commercial district and morning drive time radio advertisements are effective for getting the message to this target market.

The size of the promotional budget will greatly influence the chosen mix as well. Television advertising can be very costly and, therefore, may not be a feasible option for a company with a smaller marketing budget, at least not during prime viewing hours on major networks. Often the amount of money a firm spends on promotional activities will be affected by the product life cycle, general economic conditions, and the competition. The promotional mix may involve a company coordinating its loyalty program with advertising campaigns and a promotional deal.

To start the promotion activities, the company has to identify the target segment first. Then they can start work on the best idea that can reach the maximum number of customers and to attract them. In the case of Double Horse, the company has a clear programme in promoting the brand itself. Manilas group is promoting its brand Double Horse through advertisement and sales promotion techniques through electronic and print media.

5.2.1 Advertisement

An advertisement is an inevitable tool in the modern business world. Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate the audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. According to American Marketing Association (2007), "any paid form of non-personal presentation of ideas, goods or services by an identified sponsor". At present consumer perception is mostly related to advertisements. Consumers will not buy a product if they are unaware of it. Hence, the consumers should be made aware of the desired product at the right time and place. The Double horse also has a clear cut advertisement policy. The advertisement objective of the brand is to popularize the brand in the market. Manjilas has a dedicated media team which looks after the media presence of the company, and they have spent four crores for advertisements in the last year. Its only 2 per cent of Double Horse brand turn over. Although known for its quality of products rather than advertisements, Manjilas has built its market on trust by not compromising on quality for decades. The company has only Double Horse has engaged actress Ms. Shobhana as its brand ambassador and has maintained a not so bad media presence.

5.2.1.1 Print Media

The main means of distribution of printed advertising are newspapers, magazines, catalogs and directories. Despite the fact that currently there are newer technologies used for advertising such as the Internet and television, however, the print media continue to hold the leading position in this field for the majority of goods and services. In return, customers get the most significant part of the advertising information through the press by means of newspaper. Double Horse was having newspaper advertisement in Malayala Manorama, Mathrubhumi, Dheshabhimani, and other dailies in Kerala. The advertisements were changed seasonally. But of late, they are giving advertisements only occasionally in the newspaper. The reason stated by the company regarding cut down newspaper advertisement was that they are able to attract a good number of customers from the target market, unless otherwise also. The promotional activities under taken in the initial periods were sufficient to have well-informed customers. Magazines are publications, usually periodical publications, which are printed or published electronically. They are generally published on a regular schedule and contain a variety of content. They are generally financed by advertising, by a purchase price, by prepaid subscriptions, or a combination of the three. Double Horse has been using magazines to promote their products, especially women oriented magazines like Vanitha and Grihalakshmi having good circulation in Kerala. The advertisements generally focus on the quality aspect of Double Horse products.

A banner is a flag or other piece of cloth bearing a symbol, logo, slogan or another message. Double Horse ensures the presence of their banners on special occasions like festivals, trade fairs, etc. The company is also using laminated boards and posters. Along with these leaflets, brochure, and booklets on various products are also used for promotions, and it is distributed through trade fairs, dealer points etc. Booklets launched in the year 2009 are still being used as a promotional measure.

5.2.1.2 Electronic media

According to American Marketing Association (2007) electronic media are media that use electronics or electrochemical energy for the end user to access the content. This media is composed of mainly radio and television as well as internet. However, the inception of smart phones is considered to be a new type of electronic media. Electronic media provide sounds, visuals and motions and can be dazzlingly attractive to viewers. The advantages of the electronic media are speedy transmission, wide coverage, low cost and easy to exchange of feed backs. Double Horse follows a seasonal advertisement strategy in the media. For

identified seasons like Onam, Vishu, and Christmas, they are broadcasted in between most rated entertainment programs. The company mainly uses television advertisements. Only Malayalam channels are being used for broadcasting the advertisements, but at the same time the customer reach is low. Manjilas has a good web page and also they are now selling their products through e-commerce sites as well.

5.2.1.3 Conventional media

The company is using hoardings as a promotional tool, as it has got a considerable role in the present world of marketing. Hoarding arranged along the side of roads attract those people traveling on the road and may lead to a purchase decision.

5.2.2 Sales Promotion tools

In modern marketing “customer is the King” and without customer business can't survive and succeed. Hence achieving customer satisfaction is very important. The entire study provides the details about the impact of sales promotion and acceptance of Double Horse products. Every customer is very much concerned about the quality of the products, they use. Hence, importance is given to the quality of the product and to attain customer satisfaction.

The company should give some effective sales promotional activities like price off and a special offer to customers, which may increases the sales. But comparing with other brands Double Horse is not found to have attempted sales promotional activities like discounts, and ‘buy one get one’ offers. Double Horse has a demonstration team, through whom sampling activities are done.

5.2.3 Public relational activities, Event & experience and Personal selling

The company was concentrated on promotional activities through advertisements, so public relations of the brand Double Horse were very rare. The company has a demonstration team; through them the company has a sampling activity. But they were not given that much of importance to other press release and other public relational activities. So new products like ready to eat payasam etc., were didn't get that much of publicity in the market. Double Horse has are the sponsors for some of the famous TV awards like Asianet Television Awards. Double Horse also collects feedback from consumers using their field staff through reverse communication; the company will get the freshest information from the market through the distribution channel. Retailers, who have direct relationships with customers,

collect information from the market and pass over to the upward level. According to the company officials the feedback opinions are of great advantage as it helps the management to know the actual situation prevailing in the market and to make idea on future demand.

5.3 Effectiveness of promotion activities of Double Horse

5.3.1 Customers buying behavior and effectiveness of promotion strategies on their purchase decision

Even though Double Horse brand has been using a mix of various promotional methods, the effectiveness of the methods lies in translating the customers' need to a purchase decision. The forthcoming session deals with the promotional activities appeals to customers, their exposure, factors leading to purchase decisions, their response towards various promotion methods and so.

5.3.1.1 Socio-economic profile of the respondents

Socio-economic characteristics of the respondents were analysed based on seven indicators viz age, annual income, place of residence, purchase pattern, place of purchase and mode of purchase which are depicted in the tables below. The socioeconomic characteristics of the respondents were analysed to have a clear picture about the respondent's basic background.

Table 5.1 Age wise classification if the respondents (n = 110)

Sl. No	Age	Frequency	Per cent
1	20-30	29	26.4
2	31-40	30	27.3
3	41-50	23	20.9
4	51-60	20	18.2
5	61-70	7	6.4
6	Above 71	1	0.9
	Total	110	100

Source: Primary data

Table 5.1 above shows the respondent's age wise classification. 54 per cent of the respondents belonged to the age group of 20-40 and 40 per cent of the respondents belong to both the age group 41-60 and 6 per cent from above 60 years.

Table 5.2 Gender wise classification of the respondent (n = 110)

Gender	Frequency	Per cent
Male	34	30.9
Female	76	69.1
Total	110	100.0

Source: Primary data

Classification of respondents based on this gender showed that 69 per cent are females (table 5.2)

Table 5.3 Annual income wise classification of respondents (n = 110)

Sl. No	Income Classification (Rs.)	Frequency	Per cent
1	50000-100000	15	13.6
2	100000-250000	18	16.4
3	250000-500000	43	39.1
4	Above 500000	34	30.9
	Total	110	100.0

Source: Primary data

The annual income of the family of respondents is presented in table 5.3. The annual income of 39.1 per cent of the respondents ranged between Rs. 250000-500000 and 15 per cent of the respondents have an annual income between Rs. 50000-100000, and 34 per cent of the respondents have an annual income of more than Rs. 500000.

Table 5.4 Place of residence of respondent (n = 110)

Sl. No	Residence	Frequency	Per cent
1	Urban	12	10.9
2	Semi Urban	75	68.2
3	Rural	23	20.9
	Total	110	100.0

Source: Primary data

Table 5.4 shows the respondent's place of residence. 68.2 per cent of the respondents is from semi-urban areas like Mannuthy, Chalakudi, and Kunnankulam etc. and 23 per cent of

people from rural areas like Pattikadu, Madakkathara, etc. and only 12 per cent came from urban areas like Thrissur town.

Table 5.5 Customer preference towards various brands

Brand Name	Rank Score	Rank
Double Horse	221	2
Eastern	175	1
Kitchen Treasures	388	4
Nirapara	369	3
Kaula	461	5

Source: Primary data

Table 5.5 depicts the company positioning in the order of customer preference. Among the various brands, respondents preferred Eastern more than any other brand. Double Horse was ranked second in the customer preference towards brands, followed by Nirapara brand. Least people preferred Kaula brand compared with the given options.

Table 5.6 Purchase frequency of Double Horse Product (n = 110)

Response	Frequency	Per cent
Regular	100	90.9
Occasional	10	9.1
Total	110	100.0

Source: Primary data

Table 5.6 above shows that 90 per cent of the respondents are frequent buyers of Double Horse products and only 10 per cent rarely bought the Double Horse products.

Table 5.7 Frequency of buying Double Horse products

Sl. No	Time	Frequency	Per cent
1	Twice in a week	13	13
2	Once in a week	23	23
3	Once in two weeks	32	32
4	Once in a Month	32	32
	Total	100	100.0

Source: Primary data

The respondent's frequency of the purchasing the Double Horse products result in table 5.7. 32 per cent of the respondents buy are once in a month or once in two weeks, the Double Horse products. 23 per cent respondents are buying the Double Horse products once in a week. This is a good indication and the future strategies of Double Horse should be to convert the 64 per cent to more frequent purchasers.

Table 5.8 Satisfaction with the brand Double Horse brand (n = 110)

Sl. No	Level	Frequency	Per cent
1	Very Satisfied	31	28.2
2	Satisfied	64	58.2
3	Neutral	15	13.6
	Total	110	100.0

Source: Primary data

Table 5.8 shows the satisfaction level of the respondents who buy the Double Horse products. 58.2 per cent of the respondents are satisfied with the products of the brand Double Horse, and 28 per cent expressed, very good satisfaction about Double Horse brand products. We have to concentrate more on the 14 per cent of the respondents who are neutral. None of the sample respondents was dissatisfied with the Double Horse products. This point shows indirectly to the high quality of the products marketed by Double Horse.

Table 5.9 Advertisements appeals as perceived by respondents (n = 110)

Type of ads	Response	
	Yes	No
Personality	57 (51.8)	53 (48.2)
Musical	28 (25.5)	82 (74.5)
Fantasy	7 (6.4)	103 (93.6)
Life Style	67 (60.9)	43 (39.1)

Source: Primary data

Note: Figures in parenthesis shows percentage

The percentage of the respondents towards the type of advertisements on Double Horse products that could make an appeal on them is presented in table 5.9. Sixty per cent of them like lifestyle advertisements, followed by 51.8 per cent of respondents' likely personality advertisements, 25.5 per cent respondents liking musically oriented advertisements. Fantasy related advertisements had an appeal with just six per cent of the respondents.

Table 5.10 Factors influencing purchase decisions (n = 110)

Sl. No	Factors	Highly Influential	Influential	Least Influential
1	Advertisement	67(60%)	39(35%)	4(3.6%)
2	Packaging	45(40%)	53(48%)	12(10%)
3	Attractive Display	19(17%)	47(42%)	44(40%)
4	Ingredient's quality	77(70%)	31(28%)	2(1.2%)
5	Brand Image	28(25%)	41(37%)	41(37%)
6	Retailers Advice	4(3.6%)	29(26%)	77(70%)
7	Availability	74(67.5%)	33(30%)	3(2.7%)
8	Friends' suggestion	13(11.8%)	53(48.2%)	44(40%)

Source: Primary data

Note: Figures in parenthesis shows percentage

Table 5.10 shows the factors influencing the purchase of decision of customers. The respondents were asked to indicate their choice of the various factors in a three point continuum off highly influential, influential, and least influential. Among the highly influential factors 70 per cent rated "ingredients quality" followed by availability (67.5%) and advertisement (60%). By looking at the composition of the products indicated by the list of ingredients. The factor friends' suggestions, retailer's advice, clear picture, attractive display of the products were found to have comparatively least influence on the merchandise. Compared to all other factors retailer's advice (70%) is the least influenced factor indicating a customer's purchasing decisions.

From the above table analysis it could be concluded that ingredients' quality and availability, advertisement and packaging are the factors comparatively highly influenced by the respondents. At the same time brand image, suggestions from friends and retailer and attractive displays of the products are faced to have the least influence on purchasing decisions.

5.3.1.2 Consumer's response towards the promotional strategies of Double Horse products

Consumer reaction is the positive or negative feedback a company receives about its products, services or business ethics. The familiarity about Double Horse, the Knowledge factor of respondents regarding the brand, consumer attitude towards the brand's promotional activities studied.

Table 5.11 Consumer's response on promotional strategies (n=110)

Sl. No	Statements	Response	
		Yes	No
1	Familiarity with promotional activities	109 (99.1)	1 (0.9)
2	Buying decision is based on advertisements	37 (33.6)	73 (66.36)

Source: Primary data

The above table 5.11 shows the familiarity about Double Horse promotional activities by the respondents. 99 per cent of them were heard or saw about the promotional activities of Double Horse. Just 1 person out of 110 respondents still didn't learn about the brand and she was utilizing the brand at the 1st time.

Only 33 per cent of the respondents opined that the advertisements have positively influenced their buying decisions.

5.12 Source of information on Double Horse products (n = 110)

Sl. No.	Factors	Response	
		Yes (No. & per cent)	No (No. & per cent)
1	Newspaper	38(32.7%)	72(67.3%)
2	Television	45(40%)	65(60%)
3	Magazine	95(86.4%)	15(13.6%)
4	Sales Promotion	29(26%)	81(73%)
5	Mouth Publicity	35(32%)	75(68%)
6	Display in shop	84(76%)	26(23%)
7	Hoarding and internet	33(30%)	77(70%)

Source: Primary data

Note: Figures in parenthesis shows percentage

Table 5.12 above shows the source through which the customers get information on Double Horse products. When the respondents were asked about the awareness of advertisement/commercial of Double Horse products in the respective media they reported that 86 per cent was known through magazines. 84 per cent came to know about Double Horse products through display in stores followed by television ads (40%). Only 32 per cent said that they came to know about Double Horse products from newspapers Sales promotion activities of Double Horse could penetrate to less than 30 per cent of the information purchase behaviour.

Here we can conclude that advertisement influence of Double Horse products through TV and papers are very less compared to other magazine and display at stores, in inducing decision making.

Table 5.13 Customer's awareness on the sales promotional activities of Double Horse (n = 110)

Responds	Frequency	Per cent
Yes	38	34.5
No	72	65.5
Total	110	100

Source: Primary data

From the above result shows that 72 (65.5%) respondents are not having any knowledge about sales promotional activities of the brand Double Horse and only 34.5 per cent had some awareness about the sales promotional activities of the brand.

Table 5.14 Sales Promotional techniques (n=110)

Sl. No	Sales promotional activities	No of beneficiaries
1	Price off	19 (17.3)
2	Coupons	0
3	Cash back	0
4	Scratch card	0
5	Buy one get one free	28 (25.5)

Source: Primary data

Note: Figures in parenthesis shows percentage

From the above table it is clear that, sales promotional activities of Double Horse are price off and buy one get one offer. Sales promotional activities of Double Horse have benefited only a few customers. Only price off and buy one get one offer are available in the market. Only 28 respondents were benefited by buy one get one offer and 19 respondents were benefited by price off.

Table 5.15 Effectiveness of promotional activities of Double Horse (n=110)

Sl. No	Statements	Response		
		Yes	No	No opinion
1	Sufficiency of information provided through Double Horse promotional strategies	29 (26.3)	10 (9.1)	71 (64.5)
2	Knowledge about the brand Ambassador of Double Horse	78 (70.9)	32 (29.1)	Nil
3	Convinced about the advertisement and effect purchase of the products	44 (40)	3 (2.7)	63 (57.2)

Source: Primary data

Note: Figures in parenthesis shows percentage

The above table 5.15 provides the effectiveness of promotional activities of Double Horse. 64.5 per cent of the respondents are not sure whether promotional activities had provided sufficient information. But 26.4 per cent were agreed that promotional activities full information provided by the promotional activities of Double Horse products. And 9.1 per cent were told that promotional activities of double Horse were not furnished information about the products. Knowledge about the brand Ambassador of Double Horse reveals that 70.9 per cent of the respondents are aware that Ms. Sobhana is the brand ambassador. Other 29 per cent of the respondents are unaware about the brand ambassador of this brand.

In the case of convinced about the advertisement and effect purchase of the products, 40 per cent of the respondents are felt convinced about the advertisement of Double Horse. And 57.3 sample respondents are not sure whether advertisements had an effect on the purchase of the products.

Table 5.16 Consistency of Double Horse promotional strategies (n = 110)

Consistency	Frequency	Per cent
Excellent	6	5.5
Good	46	41.8
Average	46	41.8
Poor	12	10.9
Total	110	100.0

Source: Primary data

The above table 5.16 shows the consistency of Double Horse promotional strategies from the view of customers. 41.8 per cent of the respondents is telling about the consistency of the Double Horse promotional strategies that good and also average. Just 5.5 per cent of respondents agree with the consistency of the promotional schemes are excellent. But more than 10 per cent respondents agree with poor consistency.

5.3.1.3 Media reach

The achievement of advertiser's goal depends on the reach of the media through which he communicates and then on the appeal of the message he uses to communicate. Media reach is an important factor in deciding what media are to be used to launch a promotion campaign. The present study attempted to determine the reach of different media viz, newspaper, television, display, magazine and internet. This arrived at the percentage of people who exposed to different media.

Table 5.17 Level of exposure to media (n = 110)

Media	Awareness	Frequency of exposure	
		Score	Index
Newspaper	59 (53.6)	85	25.75
Television	72 (65.4)	131	39.59
Display in shop	86 (78.1)	158	47.87
Magazine	98 (89.1)	260	78.78
Hoarding	62 (56.4)	149	45.15
Internet and other	26 (23.6)	43	13.03

Source: Primary data

Note: Figures in parenthesis shows percentage

The respondents; awareness of advertisement can be said to depend on the extent of their exposure to these media. The respondents exposed different media were asked to their frequency of exposed to different media were asked to state their frequency of exposure on four point scale frequently, occasionally, rarely and never with weight assigned 3,2,1 and 0 respectively. Based on this index is calculated. From this index frequently, occasionally and rarely variables are separated by using a criterion. And it is given below.

Below 33 – Rarely

33 to 66 - Occasionally

66 to 100 - Frequently

From the table 5.17 revealed that magazine has reached nearly 90 per cent of the respondents covered in the study. Magazine followed by the display in shops with 78 per cent. A point that could be observed from the table 5.17 was that, 65.4 per cent of the respondents were exposed to television and followed by hoarding (56.4). The two other media categories that evoked exposure in the study areas are newspaper and internet.

The table shows that magazine, with an index value of 78.78 per cent. It shows that advertisements through magazines are frequently reached to the respondents. Display with 47.87 per cent followed by hoarding with an index of 45.15 per cent. This index per cent shows that display, hoarding and also television occasionally showed the Double Horse advertisements. The frequency of exposure to newspaper and the internet were very low as revealed by the index value and its shows that advertisements are rarely reached to the customers of Double Horse.

5.3.1.4 Advertisement/commercial recall

The respondents who had disclosed awareness of advertisement/commercials of the brands they had been using were asked to recall such advertisements. Four stages of the recall were fixed viz; no recall, partial recall, high recall and full recall. Since a disclosure of the awareness of an advertisement vouchers for the respondents' memory, cases of no recall did not arise. It was also observed that none of the respondents could fully recall any advertisement of any of the brands he purchased.

Table 5.18 Recall on advertisement /commercials by the respondents (n = 110)

Promotional strategies	Total Recall	Recall stages			
		No Recall	Partially	High Recall	Full Recall
Newspaper	59 (53.6)	13 (22.25)	42 (71.1)	3 (5)	1 (1.6)
Television	72 (74.5)	4 (5.5)	28 (38.8)	31 (43)	9 (12.5)
Display in shop	83 (75)	4(4.8)	28 (33.7)	26 (31.3)	7 (8.4)
Magazine	98 (89.1)	2 (2.1)	22 (22.4)	24(24.4)	50 (51.02)
Hoarding	62 (56.4)	4 (6.4)	14 (22.5)	19 (30.6)	25 (40.32)
Internet and other	26 (23.6)	3 (11.5)	16 (61.5)	7 (38.46)	0

Source: Primary data

Note: Figures in parenthesis shows percentage

It is observed from the table 5.18 that the recall status of advertisements/commercials could be classified as a partial recall of Double Horse products. 51 per cent of the respondents were reported full recall for magazine ads of Double Horse. 22 -25 per cent of the respondents have partial or high recall of magazine ads. 71.1 per cent of the respondents has partial recall for newspaper ads of Double Horse. Only one respondent has fully recalled the newspaper ads. Partial recall for internet and other ads was registered by 61.5 per cent of respondents followed by high recall (38.8) the internet and other advertisements. Even television advertisement could be fully recalled by only 12.5 per cent and 43per cent of the respondents are highly recalled for television advertisements. No one fully recalled the internet and other ads of Double Horse.

5.3.2 Retailer's response towards promotional activities of Double Horse products

The retailer's response collected through the survey were tabulated and analysed in terms of specific objectives of the study. Retailers' responses have a significant role in the study of the effectiveness of promotional strategies. The retailer's response collected through the survey were tabulated and analysed in terms of specific objectives of the study. Samples of 10 retailers were selected for the survey. The retailer's responses are presented and discussed with the help of tables and charts. This part contains the retailers' profile, brand preference, dealer response towards Double Horse products, retailer's perception towards Double Horse products, the effectiveness of promotional strategies at the retailer's level, retailers' satisfaction towards Double Horse products.

Table 5.19 Retailer's profile (n = 10)

Area (Sq. Ft.)	Number of respondents (n=10)	Percentage (%)
Below 2000	1	10
2000-4000	3	30
Above 4000	6	60
Nature of Business		
Supermarkets	10	100

Source: Primary data

Table 5.19 represents the retailer's profile. From this table, it could be observed that 60 per cent of the respondents is having space area of greater than 4000 Sq. Ft. and all the shops are supermarkets.

5.3.2.1 Brand preference of Retailers

Brand preference is the measure of brand loyalty in which a consumer will choose a particular brand in the presence of competing brands, but will accept substitutes if that brand is not available. The brand preference of retailer towards Double Horse products is presented in table 5.20

Table 5.20 Brand preference

Brand	Score	Rank
Double Horse	21	2
Eastern	13	1
Kitchen Treasures	38	4
Nirapara	45	5
Kaula	52	6
Brahmins	34	3

Source: Primary data

According to the table 5.20, Eastern brand scored the first rank in retailers' preference. All have preferred Eastern. Double Horse has the second position. The least retailers preferred Kaula brand. Retailers have preferred these brands because of better quality, availability, and demand from customers.

5.3.2.2 Factors influencing the purchase of the products

Table 5.21 represents the ranks given by the respondents for the factors influencing the purchase of preferred brands. From the ranks given by various respondents regarding the factors, the total of the ranks was calculated and was identified as a rank score. This was followed by ranking of the score, which was previously calculated.

Based on the factors influencing the purchase of the FMCG products in general, it could be seen that demand is having the least score thus obtaining the first position. Quality was ranked second followed by sales promotion. From the above, it is clear that sales promotion and quality and demand are the major factors influencing the purchase of FMCG products. Price has been ranked by the retailers as evidenced by the value of customers who often visit supermarkets.

Table 5.21 Factors influencing the purchase of the FMCG products

Factors	Rank Score	Rank
Quality	19	2
Price	48	5
Availability	59	6
Easy Movement	33	4
Sales Promotions	29	3
Demand	17	1

Source: Primary data

5.3.2.4 Factors influencing the purchase of Double Horse products

Table 5.22 represents the ranks given by the respondents for the factors influencing the purchase of Double Horse products. This is the overall Satisfaction rating of the retailers towards the Double Horse products based on some perception parameters. This section of the study is concerned with the analysis of responses of retailers with respect to the selected parameters of the components of retailer service. For the each parameter, the retailer responses were taken as Highly Influential (3) Influential (2), Least Influential (1)

Table 5.22 Factors influencing the purchase of Double Horse products by retailers

(n = 10)

Factors	Highly Influential (3)	Influential (2)	Least Influential (1)	Total Score	Index Score
Advertisements	5	5	0	25	83.33
Suggestions from Customers	3	7	0	23	76.67
Attractive display	0	7	3	17	56.67
Quality products	9	1	0	29	96.67
Dealer's advise	0	1	9	11	36.67

Source: Primary data

The retailer's perception on the factors influencing the purchase of Double Horse products shows that quality products (96.67) and advertisements (83.33) are the highly influenced factor in the purchase decision. Suggestions from customers and attractive displays, influential factors, and dealer's advice were the least influenced factor into the purchasing decision of the retailers.

Table 5.23 Retailer's perceptions towards Double Horse products

Statements	Total score	Index
Products having a good quality	46	92
Price of the product is justifiable	44	88
Regular supply	38	76
Appeals of advertisement are good	31	62
Sales promotion is good	28	56
High demand	45	90
Information about the brand is more	31	62
Commission is good	33	66

Source: Primary data

Below table 5.23 reveals the perception of retailers towards Double Horse products. All of the respondents have agreed that the Double Horse products are having good quality, and 90 per cent of the respondents agreed that the products are having good demand. The least scored variable is the appeal of advertisement and sales promotions.

5.3.2.5 Effectiveness of promotional strategies of Double Horse at retail level

Retailing includes all the activities involved in selling goods and services directly to the final customers for their personal and non-personal use. The effectiveness of promotional strategies plays a vital role in the buyer's behavior. This section analyses the effectiveness of promotional strategies for retailers' purchase through knowledge of promotion strategies, frequency index of exposure to promotion strategies, sources of brand knowledge and promotion recall.

5.3.2.5.1 Awareness and exposure towards promotional strategies.

The knowledge of promotion of retailers respondent is measured by analyzing the exposure of respondents towards various media. The respondents are asked to rate their exposure in various categories like frequently, occasionally, rarely and never, percentage analysis was conducted. The results are given below.

5.3.2.6. *Promotional strategy recall*

It is assumed that if a promotional strategy has achieved consciousness and interest of the consumers, it will be remembered by them. The respondents who had disclosed awareness of advertisement of Double Horse were asked to recall such promotions. Four stages of the recall were fixed viz; no recall, partial recall, high recall, and full recall. Since a disclosure of the awareness of promotions vouches for the respondents' memory, cases of no recall did not arise. It was also observed that no respondent could fully recall any promotional strategies of the brand Double Horse

(F- Frequently, O- Occasionally, R- Rarely, N- Never)

Newspapers have got an awareness level of 80 per cent. In the case of frequency of exposure, 62.5 per cent of the respondents were occasionally exposed by the newspaper. In the case of magazine and hoarding 100 per cent of respondents were frequent. 60 per cent of the respondents were at an interval exposed by the television ads. 50 per cent of them are occasionally exposed by brochures, and 50 per cent are rarely and frequently exposed by the internet.

Source: Primary data
Note: Figures in parenthesis shows percentage

Promotional strategies	Aware	Frequency of exposure		
		F	O	R
Newspaper Ads	8 (80)	0	5 (62.5)	3 (37.5)
TV commercials	10 (100)	1 (10)	6 (60)	3 (30)
Brochures	10 (100)	5 (50)	5 (50)	0
Magazines	10 (100)	10 (100)	0	0
Hoardings	10 (100)	10 (100)	0	0
Internet	4 (40)	2 (50)	0	2 (50)

Table 5.24 Exposure towards print media (n = 10)

5.3.2.5.2 *Exposure towards print media*

Rather than the number of respondents exposed to the advertisement, it is the frequency of the exposure that has more relevance. The respondents who had exposed to different promotional strategies were asked to state the frequency of such exposure on a three-point scale frequently, occasionally, rarely with 3, 2, and 1 respectively. Based on this index is calculated and presented in tables below.

5.3.2.6.1 Advertisement recalls

Table 5.25 depicts the advertisement recall of newspaper, television, brochures, magazines, hoardings and internet. It was analysed by four recall stages

Table 5.25 Advertisement recall (n = 10)

Promotional strategies	Aware	Frequency of exposure			
		No recall	Partially	High recalls	Full recall
Newspaper Ads	8 (80)	2 (25)	5 (62.5)	1 (12.5)	0
TV commercials	10 (100)	0	5 (50)	5 (50)	0
Brochures	10 (100)	0	2 (20)	7 (70)	1 (10)
Magazines	10 (100)	0	5 (50)	4 (40)	1 (10)
Hoardings	10 (100)	0	4 (40)	4 (40)	2 (20)
Internet	4 (40)	0	2 (50)	2 (50)	0

Source: Primary data

Note: Figures in parenthesis shows percentage

The above table represents the recall of Double Horse's advertisement commercial. The media of advertisement commercials are mainly categorized into newspaper, television, brochures, magazines, hoardings and internet advertisement. From the table 5.25, clearly the majority of the respondents partially recall from most of the media. 50 per cent of the respondents were partially recalled for magazine advertisements. 70 per cent of the respondents were highly recalled for brochures. No one fully recalled by television advertisements. 40 per cent of the respondents were highly recalled for hoardings as well. 62.5 per cent of them is partially recalled for newspaper advertisements.

5.5 Conclusion

This chapter examined the customer's and retailer's response towards promotional strategies and effectiveness of promotional strategies of Double Horse. Retailer's and customer's response were analysed by using different measures such as awareness level, exposure level, influence and recall level of promotional strategies of Double Horse. The satisfaction level was also studied with the help of rank score and index. In this chapter, we have also examined the effectiveness of promotional strategies. The effectiveness was examined by considering the responses of retailers and customers. The major variables used

for analysing the effectiveness were awareness level, knowledge of promotion, exposure and brand recall. It was found that, the promotional strategies adopted by Double Horse were not very effective in attracting more customers. Major findings and suggestions based on the observations were discussed in the next chapter.

Chapter - 6

*Summary of Findings, Suggestions
and Conclusion*

Chapter - 6

SUMMARY OF FINDINGS, SUGGESTION AND CONCLUSION

6.1 Introduction

It is not enough for a business to have good products sold at attractive costs. There are many methods used by marketers to attract customers to their brands and products. A successful integrated marketing effort will deliver a consistent message that is conveyed to the target audience through different media of marketing mix. Advertising and promotional messages should be consistent and repeated often in order to create a clear image in the mind of consumers. To generate sales and profits, the benefits of products have to be communicated to customers. In marketing, this is commonly known as "promotion". Ideally, these promotional efforts will result in influencing consumers to try new products, switch from their preferred products, or purchase more products from a company or brand. The primary purposes and focus of the promotional mix are to get the desired result: the sale of the product. There are more than seven common promotion mix tactics and while most business does not use all these tactics to promote and sell their products, they do use a mix of these tactics. The most effective promotional program is usually one that uses a variety of tactics and techniques. It is important to measure the effectiveness of the program engage in, and adjust the promotional program to increase the effectiveness and outcome (sales).

In this context the present study entitled "a study on brand promotional activities of Double Horse" a case study of Manjilas Food Tech Pvt. Ltd. has done with the objectives; various Promotional activities adopted by Double Horse, the effectiveness of promotional activities adopted by Double Horse, and to suggest cost effective promotional activities. The study was conducted in the semi urban areas of the Chalakudi, Madakkathara, Pattikadu, Puthukadu, Mannuthy, Kunnankulam of Thrissur district. To analyse the objective primary data were collected through structured schedules covered both Retailers and consumers of the products from the selected research area.

6.2 Findings

6.2.1 Consumer behavior

1. 40 percent the respondents belong to the age group of 20-40.
2. 76 per cent of the respondents are females.
3. The annual income of 39 per cent of the respondents ranged, from Rs. 250,000-500,000.
4. The majority (68.2 per cent) of the respondents were from the semi-urban area and 20 per cent of them from urban areas.
5. The majority of the respondents preferred Eastern products and the second preference was Double Horse products.
6. 90 per cent of the respondents were frequent purchasers of Double Horse products, at least one in a month.
7. 58.2 per cent of the respondents were satisfied with Double Horse products and 28 per cent of them were very much satisfied.
8. As far as respondents are concerned, the "Quality" is the highly influential factor deciding the purchase of all the products, followed by "availability" and "advertisements".
9. Half of the respondents have liked lifestyle advertisement and personality advertisements.
10. 99 per cent of the respondents were familiar with promotional activities of Double Horse.
11. 86 per cent have known about Double Horse through magazine advertisements. 75 per cent of them through display in shops, and only 40 per cent of them came to know about the products through television.
12. Almost 80 per cent of the respondents said that TV and print advertisement and commercials had been a source of brand knowledge to them.
13. Newspaper and magazine are the print media giving maximum awareness to the customers. Both of them are occasionally exposed.
14. In the case of conventional media, hoardings have got high awareness and it is occasionally exposed to the customers.
15. Only 34.5 per cent of the respondents were aware of the sales promotional activities of Double Horse.

16. 19 out of 110 and 28 out of 110 respondents only benefited by Double Horse sales promotional activities like price off and buy one get one free offer respectively.
17. 64.5 per cent of the respondents were said that promotional activities of the double horse are partially providing information about the products.
18. Only 26 per cent of the respondents were fully satisfied with the information provided through Double Horse promotional activities.
19. In the case of Double Horse brand ambassador 70 per cent of the respondents responded positively.
20. The majority of the respondents agreed that celebrity endorsement was influenced their purchasing decisions.
21. The consistency of the Double Horse promotional activities was average.
22. 57.3 sample respondents selected 'No Opinion' as their response toward convincing about the advertisement and effect purchase of the products. But 40 per cent of the respondents were felt convinced about the advertisements of Double Horse.
23. The respondents; awareness of advertisement can be said to depend on the extent of their exposure to media. Here magazine has reached nearly 90 per cent of the respondents covered in the study. Magazine followed by the display in shops with 78 per cent. A point that could be observed from the study that, 65.4 per cent of the respondents were exposed to television and followed by hoarding (56.4). The two other media categories that evoked exposure in the study areas are newspaper and internet.
24. In the case of promotional strategy recall, the majority of the respondents are having partially recalled. In the case of print media advertisement, the magazine is having a good influence.
25. In the case of electronic media and conventional media, television and hoarding are having medium influence.
26. The majority of the respondents suggested that advertisement is the suitable promotion technique to promoting the brand Double Horse. But the company was not given that much of importance for the promotional activities
27. The company doesn't have that much of cost effective promotional activities. They are only using traditional promotional activates.

6.2.2 Buyer behavior (retailers)

1. 60 per cent of the shops having space area more than 4000 Sq. ft

2. Nature of the shop of 100 per cent of respondents was super markets.
3. 100% of the respondents preferred Eastern brands. Followed by the second is Double Horse.
4. Respondents ranked the factor demand as first. Quality and Sales promotions ranked 2nd and 3rd respectively followed by easy movement, price and availability.
5. Retailers considered to quality as the most important factor for them while making a purchase decision.
6. 80 per cent respondents agreed to Advertisement as a highly influential factor in their purchase followed by suggestions from customers.
7. Products having good quality and high demand got the 1st and 2nd index (92,90) in the case of retailer's perceptions towards Double Horse brand.

6.2.2.1 Impact of promotion strategies (Retailers)

1. Retailers have the highest exposure to TV commercial, magazine, brochures and hoarding categories.
2. Almost 60% of the respondents said that such advertisement commercials had been the major source of brand knowledge.
3. In the case of magazine advertisements, nearly 40% of the respondents have recalled for Double Horse products.
4. Double Horse advertisements were occasionally spotted through newspaper and television.
5. Influence of radio, cinema and internet is very negligible as compared to that of the influence of magazines, hoardings and TV commercial in the purchase decision of retailers

6.2.3 Promotional strategies of Double Horse brand – Official's response

1. The company mainly followed a product strategy.
2. The company has some unique promotional activities like to sampling through demo team.
3. The company mainly preferred advertisements for promotional activities.
4. The company also sponsoring some kind of television programs in the local language channels, example Asianet television award and Dhe chef cookery reality show in Mazhavil Manorama etc.

6.3 Major suggestions

1. The company should focus more on promotional activities. Because it is observed that exposure and recall levels are low. It shows the inefficiency of the promotional strategies.
2. Double Horse can use print media and television to improve the customer reach, and also increase the frequency of advertisement through this media. The media exercise sufficient popularity and influence in a purchase decision. The company can use regional and national level print and TV media for this.
3. The company can also adopt more sales promotion activities like price off offers and coupons. The frequency of these activities per year should be increased. Sales promotion has two core benefits compared to advertising: 1) the promotion has the ability to generate immediate sales, and 2) the result of the executed promotion activities can be easily measured. Ex. Run a Customer Reward Program and free samples
4. Being one of the cost effective promotional techniques, and new generation media with wide popularity, the company can use social media for advertising the products.
5. Introduce more retail outlets and make easy availability. It's also a kind of promotional activity.
6. The company may provide more benefits to the retailers and may collect details regarding the level of satisfaction of retailers which all motivate them to push the company's product in the market. This way the company can build a long lasting relationship with the company dealers and they will push the Double Horse products more. This is one of the cost effective promotional activity. And introduce more retail outlets and make easy availability. It's also a kind of promotional activity.
7. Double Horse can adapt content marketing strategy to their promotional activities. It will help to create a mass audience and also a cost effective promotional activity.
8. Be a yardstick of quality. Some people aren't used to an environment where excellence is expected
9. It really makes the customers smile when they get something extra. The company wants the customers to smile and be happy for them to come back to the company products.
10. Already the company has a sample demo team, but they are concentrated only on malls supermarkets. They can also go through society like villas and flats and first contact the

society secretary and convinces them for a promotional activity inside the society in a holiday.

6.4 Conclusion

From the findings of this study, it is evident that the role of promotional activities evolved over time. From an unimportant complement of marketing activities it became a significant one with many perspectives even irreplaceable part of companies' communication mix. Promotional activities are the combination of marketing activities that directly stimulate consumer behaviour. It has the ability to influence consumers' decisions at the very last moment of purchase; it can increase the effectiveness of sales force and have eventually profound impact on retailers.

Well-designed promotional activities have the potential to facilitate launch of new products to the market, to revive a maturing brand, to attract customers to a trial of new product, to increase the shelf space, to offset competitor's activities, to encourage repeat purchases of current customers and to increase the frequency of consumer consumption.

Moreover, a well prepared promotional activity can strengthen advertising campaign of a brand. To achieve maximum impact, the manufacturer should create campaigns while integrating all parts of communication mix within the promotion.

During the planning phase of companies' communication mix, they should appropriately identify and appreciate the nature and behaviour of their target audience. The findings of this study demonstrate that consumer behaviour is influenced by many factors, and so is responsiveness to promotional activities. Being the most critical factors, multiple psychographic and demographic factors and their impacts were discussed in the theoretical part of this project.

Based on the findings, it was concluded that there was a great demand for the products of Double Horse in semi-urban and urban areas. The demand for the Double Horse products was comparatively very low in rural areas. Some products of Double Horse have high demand in the market, but even the frequent customers were unaware about many types of products available by the company in the marketplace. It shows that the lack of proper promotional activities of the company and the reach of the promotional activities of the Double Horse. So the company should adopt good cost effective promotional strategies to increase the awareness level of the customer. Moreover the company should make the

consumers aware of the different product line of Double Horse through various promotional strategies and make them aware of the awards and recognitions won by Double Horse.

The results of the project have a practical utilization for forming the promotional strategies of the company. Furthermore, the developed evaluation program can be further utilized by the company for regular planning and evaluations of promotional activities.

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Appendix

APPENDIX

KERALA AGRICULTURAL UNIVERSITY

COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT

VELLANIKKARA, THRISSUR

MBA IN AGRIBUSINESS MANAGEMENT

A STUDY ON BRAND PROMOTIONAL ACTIVITIES OF

DOUBLE HORSE

INTERVIEW SCHEDULE – QUESTIONNAIRE FOR CUSTOMERS OF

DOUBLE HORSE

(FOR ACADEMIC PURPOSE ONLY)

I. Socio economic profile

1. Name of respondent
2. Address
3. Age
4. Sex
5. Family income per year a. 1000-10000 b. 10000-25000
c. 25000-50000 d. 50000-100000 e. 100000-250000
f. 250000-500000 g. 500000 and above
6. Place of residence: a. Urban b. Semi urban c. Rural

II. Main Questions

7. Do you frequently buy Double Horse products? Yes/No
8. If Yes a). Twice weekly, b). Once in a week, c). Once in two weeks, d). Once in a month
9. What image do you have about the brand?
10. How satisfied are you with the brand Double Horse
a. Very Satisfied b. Satisfied c. Neutral e. Dissatisfied

11. Your purchasing decisions are influenced by:

Factors	High Influential	Influential	Least Influential
Advertisement			
Packaging			
Attractive Display			
Quality			
Brand Image			
Retailers Advice			
Availability			
Friends' suggestion			

12. Have you seen any promotional activities of Double Horse brand?

a. Yes b. No

13. How do you get to know about Double horse brand?

a. Newspaper b. Television c. Magazines d. Display in shops

e. Sales Promotion f. Mouth publicity g. Others ...

14. Did you know any sales promotional activities implemented by Double Horse?

a. Yes b. No

15. If yes, which techniques of sales promotion do Double Horse Used to push Sale?

a. Price off b. Coupons c. Cash Back

d. Scratch Card e. Buy one get one free

16. Does it provide the sufficient information about the product you needed?

a. Yes b. No c. Partially

17. What do you think about the consistency of Double Horse advertisement?

a. Excellent b. Good c. Average d. Poor

18. Do you know the brand ambassador of Double Horse?

19. What types of advertisement do you like the most?

a. Personality Symbol b. Musical c. Fantasy

d. Life Style

20. Did you felt convinced about the advertisement and effected purchase of the product?
 a. Yes b. No c. Maybe
21. Do you feel good when you see the advertisement of the brand which you have purchased?
 a. Yes b. No
22. What time of the in your opinion is the best time for the advertisement on TV?
 a. Morning b. Mid-day c. Evening d. late night
23. Do promotional activities of Double horse have any impact on your buying decision?
 a. Yes b. No
24. Do you think that celebrity endowment will influence your purchase of a product?
 a. Yes b. No
25. If yes, what kind of personality specifies?

26. Rank the company positioning in order of preference ...

Company	Rank
Double Horse	
Eastern	
Kitchen Treasures	
Nirapara	
Kaula	

(Rank from 1 to 5)

27. Whether exposed to different promotional strategies of Double Horse?
 Mark Yes/ No.

If yes, specify the frequency of such Exposure:

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

Promotional strategies	Product(Y/N)	Frequency of exposure (F/O/R)
Newspaper Ads		
TV commercials		
Display Ads		
Magazines		
Hoardings		
Others		

28. Advertisement commercial recall

Promotional Strategies	Recall stages			
	No Recall	Partial recall	High recall	Full recall
Newspaper Ads				
TV commercials				
Display Ads				
Magazines				
Hoardings				
Others				

29. Any suggestion

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DOUBLE HORSE

INTERVIEW SCHEDULE – QUESTIONNAIRE FOR RETAILERS

(FOR ACADEMIC PURPOSE ONLY)

FOR RETAILERS

1. Name of the shop and address: ...
2. Nature of the shop:
3. Various brands of FMCG products kept in the store in order of preference:

Brand	Rank
Double Horse	
Eastern	
KT	
Nirapara	
Kaula	
Brahmins	

(Rank from 1 to 6)

4. Reason for preferring these brands :

Brand	Reason
Double Horse	
Eastern	
KT	
Nirapara	
Kaula	
Brahmins	

5. Factors influencing the stacking of the selected Double Horse products and rank in the orders of preference

Sl. No	Factors	Rank
1	Quality	...
2	Price	
3	Availability	
4	Easy Movement	
5	Sales Promotions	
6	Demand	

(Rank from 1 to 6)

6. Retailers perception towards Double Horse

Retailers perception	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Products having a good quality					
Price of the product is justifiable					
Regular supply					
Appeals of advertisement are good					
Sales promotion is good					
High demand					
Information about the brand is more					
Commission is high					

7. Which of these factors affects your stacking the product

Factors	High Influential	Influential	... least
Advertisements			
Suggestions from customers			
Attractive display			
Quality products			
Dealer's advise			

8. Do you think advertisement through media could help the company to be popular and increase their business?

Yes No

9. Whether exposed to different promotional strategies of Double Horse?

Mark Yes/ No.
If yes specify the frequency of such Exposure:

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

Promotional strategies	Product (Y/N)	Frequency of exposure (F/O/R)
Newspaper Ads		
TV commercials		
Brochures		
Magazines		
Hoardings		
Others		

10. Advertisement commercial recall

Promotional Strategies	Recall stages			
	No Recall	Partial recall	High recall	Full recall
Newspaper Ads				
TV commercials				...
Brochures				
Magazines				
Hoardings				
Others				

11. What in your opinion is the best promotion method for Double Horse products? Why?

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DOUBLE HORSE

INTERVIEW SCHEDULE – QUESTIONNAIRE FOR COMPANY

(FOR ACADEMIC PURPOSE ONLY)

1. Name of respondent
2. Designation
3. Main target audience of Double Horse:
4. What strategy do you follow for your customer?
 - I. Pricing Strategy
 - II. Promotional strategy
 - III. Product Strategy
 - IV. Distribution Strategy
5. Do you think that promotional activities help the brand in Sales?
 - a. Yes
 - b. No
6. If yes, to what extent?
 - a. Strongly
 - b. Moderately
 - c. Low

7. Which are the different methods of promotional mix strategies had been adopted by your company? Rank them

	1	2	3	4	5
I. Sales promotion	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
II. Advertising	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
III. Direct marketing	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
IV. Personal selling	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
V. Public relation	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
VI. Word of mouth	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

8. Media source used for Advertisement?

- I. Print Media
 - a) Newspapers
 - b) Magazines
 - c) Other

II. Outdoor Media

III. Broadcast Media

IV. Sales promotion Media

9. Cost spending for each promotional activity in a year?

I. Sales promotion :

II. Advertising

a) Print Media :

b) Outdoor Media :

c) Broadcast media :

d) Sales promotion Media :

III. Direct marketing :

IV. Personal selling :

V. Public relation :





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10. Which form of promotion is important for market success and to what extent?

Level of Importance	Significant	Moderate	Marginal	None
Form of Promotion				
1. Sales Promotion				
2. Advertisement				
3. Direct Marketing				
4. Personal Selling				
5. Public Relation				

11. How would you describe the style of the promotions of your company?

12. Which product has more demand in the market?

13. How do you promoting that product?

14. Does company advertise online?

Yes No Not started Not interested

15. The company is sponsoring any event or programs?

Yes No

16. If Yes specify the programs and events

17. Do you think that sponsorships are a good promotional activity?

18. Double horse has any brand ambassador?

19. How the company selected him/her?

20. Any special or unique promotional activities Double Horse has?