

# A STUDY ON COMPETITIVE ANALYSIS OF VARIOUS PICKLES WITH SPECIAL REFERENCE TO SELVAM PICKLES

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## INTRODUCTION

In business field, almost everyone in all companies struggle hard to perform better and compete their rivals through offering quality products and services. In order to survive and flourish in global market, it is necessary to gain competitive advantage. But many of the advantages that businesses rely on are not sustainable. They can be easily imitative, stolen or disproved. Real competitive advantages factors such as brand name recognition, patented manufacturing processes or exclusive rights to a scarce resource cannot be easily clichéd. For getting success, companies are advised to conduct competitor analysis in marketing.

In simple term, Competitive strategy involves putting a business to exploit the value of the capabilities that discriminate it from its competitors. It follows that a central feature of strategy formulation is perceptive competitor analysis. The intent of a competitor analysis is to develop a profile of the nature and success of the likely strategy changes each competitor might make, each competitor's probable response to the range of possible strategic moves other firms could initiate, and each competitor's feasible reaction to the range of industry changes and broader environmental shifts that might occur.

## Purpose of research

Competitive analysis is used for gathering and analyzing information about the competitors, their practices, strengths, weakness, and business trends in order to assess the position in the market and improve the company products and marketing strategy. Managers must consider the strategies of the firms' competitors while in highly fragmented commodity industries competitive analysis becomes a vital part of strategic planning. A study on competitive analysis of Selvam Pickles in Sivakasi" to know the market conditions of Selvam, position in the market improve their market strategy. This project also enables to know in what ways their market strategy.

## REVIEW OF LITERATURE

**Alex Yaw Adom, Israel Kofi Nyarko, Gladys NarkiKumiSom, (2016)**<sup>1</sup>The study revealed that identifying competitors and how they operate helps managers to tackle industry issues that are detrimental to their companies' health and also helps managers to learn from competitors. It also revealed that firms that pay attention to competitors' actions have been found to achieve better business performance.

**EnidaPulaj, VasilikaKume.(2013)**<sup>2</sup>The principal aim of this paper is to make an evaluation and to analyze the issues concerning the competitiveness conception. The paper is structured in two main parts related with: Understanding the competitive analysis and Strategic choices that companies use to be successful.

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<sup>1</sup>Alex Yaw Adom, Israel Kofi Nyarko, Gladys NarkiKumiSom, (2016)<sup>1</sup> "Competitor Analysis in Strategic Management: Is it a Worthwhile Managerial Practice in Contemporary Times?"Publication year:[2016] in their journal

<sup>2</sup>EnidaPulaj, VasilikaKume.(2013)<sup>2</sup> "The Competitive Analysis - The Appropriate Instrument towards a Successful Development"Publication year:[2013] in their article

**Abraham.S. C,(2006)**<sup>3</sup>This paper stated that the organization needs to consider industry and competitive conditions, and determine its own competitive capabilities, resources, internal strengths, weaknesses and market position when formulating strategy. Competitive analysis specifically has to do with the external environment of an organization.

**Hoque, Z. (2006)**<sup>4</sup>In this paper, author stated that we should try to stay continuously informed about the following matters as regards each of the significant competitors: What are the competitor's existing strategies and objectives? For example, do they aspire to increase market share at our expense and what is their strategy for doing so? What are the competitor's major strengths and weaknesses? For example, if a competitor has high operating leverage then profits will change much more than proportionately if the volume of sales changes. Thus, high operating leverage is a strength in times of expansion but a major weakness when contraction occurs (e.g., in a time of economic recession). How well is the competitor doing at present? Can we predict the competitor's future moves? For example, we may discover that a competitor has been generating high profits, has a track record of low dividend payouts, and has a strategy of investing heavily in R&D to facilitate product innovation. In this case, it is likely that the competitor may seek to expand market share (at our expense) by offering better and quite possibly cheaper products.

**Porter, M. E. (2000)**<sup>5</sup>The author stated the importance of understanding their industry and competitors, there is a growing interest to use various competitive analysis techniques to help formulate and implement strategy (Prescott and Grant, 1988). Some of these popular techniques include: SWOT analysis, Boston Consulting Group (BCG) approach, General Electric Stoplight Strategy, McKinsey's Industry Strength Matrix, Porter's Five Forces model and Value Chain Analysis, SPACE matrix, External Factor Evaluation matrix (EFE), Internal Factor Evaluation matrix (IFE), PESTEL analysis, Competitive Profile Matrix (CPM), among others.

**Mark Bergen, Margaret A. Peteraf. (2002)**<sup>6</sup>They stated it is a necessary precursor to the task of competitor analysis, and the starting point for analyzing the dynamics of competitive strategy. Before one can assess the relative strengths and weaknesses of rivals, or track competitive moves and countermoves, one must first identify the competitive set and develop an accurate sense of the domain in which strategic interactions are likely to occur.

**Oxenfeldt, A. R. and Schwartz, J. E. (1981)**<sup>7</sup>they stated that competitive analysis aims to provide an in-depth understanding of the competitive forces that are to be found in any given organization's competitive environment. It will attempt to understand an organization's industry, its competitive position within it, the prerequisites for survival and prosperity and the nature of competition and of the market process.

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<sup>3</sup>Abraham.S. C,(2006)<sup>3</sup> "Strategic planning: a practical guide for competitive success"Publication year:[2006] in his paper

<sup>4</sup>Hoque, Z. (2006)<sup>4</sup>, :“Strategic management accounting”Publication year:[2006] in his paper

<sup>5</sup>Porter, M. E. (2000)<sup>5</sup>,“How competitive forces shape strategy-Strategic Planning”Publication year:[2000] in his report

<sup>6</sup>Mark Bergen, Margaret A. Peteraf. (2002)<sup>6</sup>, “Competitor Identification and Competitor Analysis: A Broad-Based Managerial Approach”Publication year:[2002] in their paper

<sup>7</sup>Oxenfeldt, A. R. and Schwartz, J. E. (1981)<sup>7</sup>,“Competitive Analysis”Publication year:[1981] in their report

to **Zajac, E. J. and Bazerman, M. H. (1991)**<sup>8</sup>They stated that to preempt competitors in deliberations on capacity expansion is one of the clearest examples of organizational decision making where competitor information can play an invaluable role and need for competitor analysis when considering capacity expansion.

**Prahalad, C.K. and Hamel, G. (1990)**<sup>9</sup>They stated that fundamental to the firm, and thus, is more enduring and persistent than the visible 'fruit-level' manifestations. While outward manifestations may change in competitive environment, the root system nurtures the firm's organizational competencies, and hence, influences its strategic and its ability to survive, compete and prosper.

**Porter, M. E(2000)**<sup>10</sup> The author stated that strategic analysis and planning tools, these conventional matrices provide valuable insight about competitive scenario to help managers plan the organization's future competitive position. The importance of understanding their industry and competitors, there is a growing interest to use various competitive analysis techniques to help formulate and implement strategy.

### OBJECTIVE OF THE STUDY

- To find out the consumers opinion of selvam pickles as compare to other brands.
- To understand the market competitive position among the consumers in target market of selvam pickles.
- An understanding of how your existing and potential customers rate the competition.

### 1.3 SCOPE OF THE STUDY

In the fast moving world needs of the people get increase seconds by seconds. This stimulates every industries to cater products & services with creative elements which the way for healthy competition & keep customer satisfied all times. So this study enabled to know the competitive position of selvam pickles which is one among the inter related player of food products from customer point of view by examining various factors such as qualities, price, brand image, smell, taste, durability, and advertising. This project helps the selvam pickles manufacture to know their position in market and will help to take necessary action, by way of comparing Aachipickles, GuruPickles, Arun pickles and other brand.

### RESEARCH METHODOLOGY

#### Research

Research is a somewhat intimidating term for some is simply the process of finding solutions to a problem after a thorough study and analysis of the situational factors. Business research as on organized systematic data based critical objective scientific inquiry or investigation into a specific problem undertaken with the purchase of findings answers or solutions to it.

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<sup>8</sup>Zajac, E. J. and Bazerman, M. H. (1991)<sup>8</sup>, "Blind spots in industry and competitor analysis: Implications of interfirm perceptions for strategic decisions"Publication year:[1991] in their report

<sup>9</sup>Prahalad, C.K. and Hamel, G. (1990)<sup>9</sup>, "The core competence of the corporation"Publication year:[1990] in their article

<sup>10</sup>Porter, M. E(2000)<sup>10</sup>, "How competitive forces shape strategy"Publication year:[2000] in his report

### Research Methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. Abraham Kaplan defines research methodology in this way. Research methodology is "the description, explanation & Justification of various methods of conducting research".

### Research Design

Research design is the basis of defining the research problem. The preparation of the design of research project is popularly known as research design. The researcher adopted descriptive research for the study

### Descriptive Research

The research type used is descriptive research. The purpose of descriptive research is the description of the state of affairs, as it exists at present. Descriptive research includes surveys and fact-finding enquiries of different kinds

### Sampling methods

The sampling method used in this study is non-probability sampling.

**Non-Probability sampling** A sample of units where the selected units in the sample have an unknown probability of being selected and where some units of the target population may even have no chance at all of being in the sample.

### SAMPLING TECHNIQUES

#### ➤ Convenience sampling

Convenience Sampling is a sampling method (a way of gathering participants for a study) used where you select a naturally occurring group of people within the population you want to study

#### ➤ Sample unit

The researcher considered the customers of Selvampickles, Sivakasi as the sampling unit for this study

#### ➤ Population

Population is unknown

#### ➤ Sample size

The sample size selected for the research is

#### ➤ Research instrument

Data collection was done through a structured Questionnaire.

#### ➤ Geographical area

The researcher considered his geographical area as Sivakasi for this research.

### Methods for Data collection

#### ➤ Primary Data

Primary data means the data collected freshly from the respondents. For this research primary data was collected from the customers of selvam pickles in Sivakasi through Questionnaires.

#### ➤ Secondary data

Secondary data means, the data already available. It was collected from books, internet, magazines etc.

#### ➤ Tool used

Statistical techniques used for this researcher

#### ➤ Percentage method

#### ➤ Weighted average method

### Data Analysis and Discussion

**Table 1.1: Demographic profile of Respondents**

Particulars		No of Respondents	Percentage (%)
Gender	Male	55	36.42
	Female	96	63.58
Age group	15-30	105	69.53
	31-35	14	9.27

	36-40	13	8.61
	41-45	7	4.64
	Above 45	12	7.95
Educational qualification	SSLC	15	9.93
	HSC	27	17.88
	UG	80	52.98
	PG	29	19.21
Occupation	Business	25	16.56
	Private employee	40	26.49
	Govt employee	12	7.95
	Other	74	49
Monthly Income	Below10000	75	49.67
	10001-20000	23	15.23
	20001-30000	14	9.27
	30001-40000	11	7.28
	Above 40000	28	18.54

Source: Primary data

#### Demographic profile of Respondents

- 70% of the respondents are at the age group of 15-30 years
- 64% of the respondents are Female
- 53% of the respondents are Under Graduates
- 49% of the respondents are others
- 50% of the respondents belongs to monthly income below 10000.

**Table1.2: Variate percentage analysis**

Particulars		No of Respondents	Percentage (%)
Frequency Of Purchasing Wise Classification Of Respondents	Once in a week	51	33.8
	Twice in a week	35	23.2
	Once in a month	65	43
	others	-	-
	Rs.2	14	9.3

<b>Amount Of Spending For Pickles Products</b>	Rs.20	69	45.7
	Rs.50	64	42.4
	Other	4	2.8
<b>Brand Of Pickles Use Of Respondents</b>	Aachi	41	27.2
	Guru	10	6.6
	Arun	10	6.6
	Selvam	90	59.6
	Other	-	-
<b>Mode Of Awareness Of Respondents About Selvam Pickles</b>	Advertisement	63	41.7
	Friends & Family	70	46.4
	Shop Keeper	18	11.9
<b>Expectation Of Customers Towards Pickles</b>	Taste	90	59.60
	Types of package	26	17.22
	Smell	21	13.91
	Other	14	9.27
<b>Prefer The Pickles In Sachets Or Bottles Of Respondents</b>	Sachets	78	51.66
	Bottles	73	48.34
<b>Respondents Knowledge About Pickles</b>	T.V	61	40.4
	Word of mouth	53	35.1
	Salesman	29	19.2
	Newspaper	8	5.3
<b>Mode Of Influencing Respondents</b>	Advertisement	69	45.7
	Display	36	23.8
	Offers	43	28.5
	Others	3	2
<b>Currently Using Selvam Pickles</b>	Yes	112	74.17
	No	39	25.83
	Rice	78	51.66

<b>Which Type Of Food Like To Have The Pickles</b>	Chapathi	17	11.26
	Dosa	23	15.23
	Idli	20	13.25
	Koozh	13	8.61
<b>Reason For Using Selvam Pickles</b>	Taste	80	52.98
	Price	53	35.10
	Package	18	11.92
<b>Using Current Brand</b>	Aachi	84	55.63
	Guru	44	29.14
	Arun	14	9.28
	Malar	5	3.31
	Other	4	2.65
<b>Switch Over To Other Brands</b>	Poor quality	42	27.81
	High price	21	13.91
	Out of stock	36	23.84
	Other	52	34.44

Source: Primary data

#### Inference:

- 43% of the respondents are purchasing the pickles product once in a month.
- 46% of the respondents are spent Rs.20 for pickles products.
- 60% of the respondents are using selvam pickles product.
- 46% of the respondents are known selvam pickles through Friends and Family.
- 60% of the respondents are using pickles for Taste.
- 52% of the respondents are prefer pickles in sachets.
- 40% of the respondents are knowledge about pickles in T.V.
- 46% of the respondents are influencing for Advertisement
- 74% of the respondents currently using selvam pickles.
- 26% of the respondents are not using selvam pickles but using other brands
- 52% of the respondent's opinion about best combo of pickle is rice.
- 56% of the respondents are using aachi pickles for Taste.
- 34% of the respondents switch over to other brands due to others.

**Table1.3: Weighted average analysis**

**Table 3.2.1 Respondents Purchase Decision Towards Citron Pickle Weighted Average Method for Selvam**

S.No	Name	1	2	3	4	Total	Average
1	Selvam	104	14	6	13	137	90.7285
2	Arun	28	65	28	4	125	82.7815
3	Guru	29	30	59	8	126	83.4437
4	Aachi	63	18	24	22	127	84.106
5	Other	29	42	24	11	106	70.1987

**Source: Primary data**

**Formula:**

Weighted Average = Weighted Average value / Total No .of. Respondents

**Inference**

From the above table shows that the respondents are preferring first for Selvam Citron Pickle for its Tastes, Quality, Smell, Packaging, Availability and then Price. Second for Aachi and then third for Guru and fourth for Arun and then fifth for others.

**Table 3.2.2 Respondents Purchase Decision Towards Garlic Pickle weighted Average Method for Selvam**

S.No	Name	1	2	3	4	Total	Average
1	Selvam	105	13	5	12	135	89.40397
2	Arun	26	69	23	8	126	83.44371
3	Guru	26	38	56	6	126	83.44371
4	Aachi	60	23	25	19	127	84.10596
5	Other	26	43	30	8	107	70.86093

**Source: Primary data**

**Formula:**

Weighted Average = Weighted Average value / Total No .of. Respondents

**Inference**

From the above table shows that the respondents are preferring first for Selvam Garlic Pickle for its Tastes, Quality, Smell, Packaging, Availability and then Price. Second for Aachi and third for Guru and Arun and then fourth for others.

**Table 3.2.3 Respondents Purchase Decision Towards Mango Pickle Weighted Average Method for Selvam**

S.No	Name	1	2	3	4	Total	Average
1	Selvam	100	14	8	11	133	88.07947
2	Arun	36	55	29	7	127	84.10596
3	Guru	30	26	62	6	124	82.11921



4	Aachi	64	19	20	23	126	83.44371
5	Other	29	35	33	7	104	68.87417

**Source: Primary data**

**Formula:** Weighted Average = Weighted Average value / Total No .of. Respondents

#### Inference

From the above table shows that the respondents are preferring first for SelvamMango Pickle for its Tastes, Quality, Smell, Packaging, Availability and then Price. And second for Arun and third for Aachi and then fourth for Guru and then fifth for others.

**Table 3.2.4 Respondents Ranking Regarding The Brand On Various Factors weighted Average Method**

S.No	Name	1	2	3	4	5	Total	Average
1	Selvam	104	13	10	3	6	136	90.06623
2	Aachi	63	43	20	1	0	127	84.10596
3	Arun	32	48	43	3	0	126	83.44371
4	Guru	38	30	37	16	5	126	83.44371
5	Other	35	32	31	4	18	120	79.4702

**Source: Primary data**

**Formula:**

Weighted Average = Weighted Average value / Total No .of. Respondents

#### Inference

From the above table shows that the respondents ranking by based on Advertisement, Product varieties, Quality first for selvam and second for Aachi and third for Arun and Guru and than fourth for others.

**Table 3.2.5 Respondents Ranking Regarding The Brand On Overall Performance In The Market Weighted Average Method**

S.No	Name	1	2	3	4	5	6	Total	Average
1	Selvam	107	68	59	56	1	3	294	194.702
2	Aachi	71	84	71	60	2	3	291	192.7152
3	Arun	62	70	60	15	1	2	210	139.0728
4	Guru	63	56	34	30	3	1	187	123.8411
5	Other	67	31	24	15	26	3	166	109.9338

**Source: Primary data**

**Formula:**

$$\text{Weighted Average} = \frac{\text{Weighted Average value}}{\text{Total No .of. Respondents}}$$

**Inference**

From the above table shows that the respondents ranking regarding the brand on overall performance in the market first for selvam and second for Aachi and third for Arun and fourth for guru and than fifth for others

**Major recommendations:**

- Selvam Pickle can increase their production and make their products available in all shops in remote areas.
- Selvam Pickle can introduce their own varieties of pickle as customer expect wide varieties.
- Selvam Pickle can export their products to over the state to get more popularity.
- Selvam Pickles can introduce more offers and free gifts to increase their sales.
- Customers expect chemical free and natural taste in pickles.

**Conclusion**

The Selvam Pickle has high rank as it has more number of varieties in pickles. Based on the analysis and interpretation, the most of the customers, retailers and researchers are satisfied with the quality, quantity ad fare price of the selvam brand. The most inspiring factor in Selvam brand is their quality and they should concentrate on credit facility, on time delivery and sales promotion. A study on competitive analysis with special reference to Selvam pickle clearly shows that there are many popular brand give tough competition.

**Reference:**

- **Bloodgood, J. M. and Bauerschmidt, A.** (2002) “Competitive analysis: Do managers accurately compare their firms to competitors?”
- **Fleisher, C. and Bensoussan, B.** (2003) “Strategic and competitive analysis: Methods and techniques for analyzing business competition”