

“A STUDY ON THE EFFECTIVENESS OF MARKETING MIX ELEMENTS IN JAYABARATH MODERN RICE MILL”

[WITH A SPECIAL REFERENCE TO JAYABARATH MODERN RICE MILL PALAKKAD DISTRICT, VADAKKANCHERY, KERALA]

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ABSTRACT

The marketing effectiveness as the quality of how marketers go to market with the goal of optimizing their spending to achieve good results for both the short term and long term. I try to find out effectiveness of marketing mix elements in JAYABHARATH MODERN RICE MILL. In this purpose I select the method adopted for this study consist of interview and printed documents from annual reports etc, in this study, both primary and secondary data have been used for the analysis of strength and weakness of information is used for this purpose. The simple average method used for the data analysis. In this study I observe that the marketing effectiveness is widely influence the RICE MILL. Through the study I find out the firm uses a highly mechanical system for production process. So it reduces manpower requirement and expenses to some extent.

INTRODUCION

Marketing effectiveness is the measure of how effective a given marketers go to market strategy is toward meeting the goal of maximising their spending to achieve positive results in both the short and long term it is also related to marketing [ROI] and return on marketing investments [ROMI] measuring marketing effectiveness is key to success and takes into account everything from budget restrictions to ROI depending on the engagement of the most possible buyers. At every step of the game, marketers must reliable data providing how effective their content is at capturing the interest of prospective buyers as well as nurturing leads already in their CRM data base. When marketers have measurable results, they can focus on the goals of continuing great content

MODERN RICE MILL IN INDIA

In Indian agricultural sector is all set for a big growth into integrate the global climate. The rice mill is an old activity, which has gone through different phases of the development. More experiments and discoveries are taking place in the field of rice milling the central food technology institute; Mysore was developed for

processing of rice to secure and improve it and ensure superior value, lower cost of product and processing, reduction of wastages with better economic return to product and processors.

In Kerala also rice forms the major components of the food of the people. This brings many rice mills function in Kerala, especially in Eranamkulam and Palakkad districts. In rice mills are situated mainly in Kerala and in Palakkad mainly concentrated in Alathur and Chittur Thaluk. Presently rice mills are functioning with the help of an external finance from commercial banks as well as indigenous banks.

The all activities of a business concerns including production, payroll administration etc... revolves around the one activity called "Marketing". This report contains a brief account of marketing respects of modern rice mills, Vadakkanchery, Palakkad. Marketing is the performance of business activity that directs the flow of goods and services for production of consumers or users.

REVIEW OF LITERATURE.

Dr.M. SALIM (July 2008)- International rice trend ; an analysis is a project study done by Dr.M.Salim. In this study clearly speaks about the marketing of the rice in the international market. International rice trade is limited, diverse, unstable and very complex. It is limited in the sense the volume in the International market is comparatively smaller than other major commodities as the quantity, which is limited in relation.

The low income countries like Bangladesh, Philippines, Indonesia, and Thailand and so on prefer long grain rice with high analyse content. On other hand, high income consumers generally prefer low analyse content rice. The share of high quality rice is very high (75 -77%) than low quality rice (23-25%). The proportions of aromatic rice usually varies from 10-15 percentage. In the international market. Its share was 9% during 1992-1994 and increased to 12% during 2001-2003. Aromatic rice is generally considered of high quality and their import levels are increasing. In the late 1980s, International rice trade is quite unstable and undergoes a lot of temporal fluctuations. An analysis from 1981 to 2003 period reveals the rice trade increased from 10.6 million tons to 28.3 million tons.

OBJECTIVES OF THE STUDY

The objectives of the study, there for the importance of marketing effectiveness in Rice mills findings from this study may help in

- To study the marketing mix elements such as product, price, promotions, and place of JAYABARATH, modern rice mill
- To examine the product decision involves choices regarding brand name, labelling, packaging, and service
- To evaluate effectiveness of advertisement and sales promotions of Jayabarath modern rice mill
- To measure the development of Jayabarath modern rice mill in the marketing

METHODOLOGY

The methods adopted for this study consist of face to face interview with company reports. The analysis of working has been done by the means of analysing relevant funds in the formulation from of the financial statement.

SOURCE OF INFORMATION

In this study, both primary and secondary data have been used for the analysis of strength and weakness of information is used for this purpose. Primary including conducting a discussion with manager, staffs and salesman etc....

Secondary data are received from the various register, Newspaper, other Journal financial statement of the firms etc...

Questionnaire, scheduled questionnaire in which a Questionnaire drafted and interviewed people with that questions, the secured answers of the questionnaire are filed by researchers itself.

Data analysis method; Simple Average method used for the data Analysis.

DATA COLLECTION TOOLS

Primary data collected using a questionnaire and interview scheduled.

NATURE OF QUESTIONS ASKED

The Questionnaire consists of close ended, rating and ranking questions.

DATA ANALYSIS TOOLS

Weighted average, mean, standard deviation percentages are used as data analysis and draw conclusion.

PRESENTATION OF DATA

The Data are presented through chart and table the number of tables is restricted to make the report readable chart are given where ever necessary to highlight some aspects of data.

JAYABHARATH MODERN RICE MILL

A Jayabarath modern rice mill is one of the leading rice mills in palakkad district. It was formed as sole proprietorship and was promoted by shri. V.M siddique.He has been a successful business man having 31 years of rich and vast experience in this field. The rice mill is situated at Vadakkanchery on the palakkad- Thrissur National Highway. The factory is situated at near proprietor’s house; this helps him to manage the mill at all times. The product rice is sold in their brand name, “J.B.R.M BRAND’. The rice is supplied to various districts in Kerala like Eranamkulanm, Trissur, and Calicut etc.... The rice mill also under takes. Expert of rice through exporting agent to Middle East countries.

The unit was started in 1954 but it was registered as a SSI unit in 1986 at district centre, Palakkad. The unit gets like VAT, CST, Pollution control and provident fund. The unit is worked only one shift a day and there is 8 hours work and the total number of working days in a year is projected to 240. Only considering the seasonal nature of business. Depreciation has been calculated on written down value method as per the rates given below

- Building 5%
- Plant and machinery 15
- Others 15%

FACTORS RESPONSIBLE FOR THE GROWTH OF MODERN CONCEPT OF MARKETING

- Population growth
- Growing number of households
- Increase in disposable income
- Change in attitude towards life
- Technical development
- Growth of marketing channels
- Growth of mass communicating media

MARKETING FUNCTIONS

Marketing activities are organised into 7 functions

- Product /Service management
- Distribution
- Selling
- Marketing information management
- Financing
- Pricing
- Promotion

4Ps OF MARKETING

- 1) Production
- 2) Pricing
- 3) Place
- 4) Promotion

PRODUCT

- Product variety
- Quality
- Design
- Features
- Brand name
- Packaging
- Sizes
- Services
- Warranties
- Returns

PRICE

- Discounts
- Allowance
- Payment market
- Credit items
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Target Market

PLACE

- Channels
- Covering
- Assortments
- Locations
- Inventory
- Transport

PROMOTION

- Sales Promotion
- Advertising
- Sales force
- Public relations
- District marketing

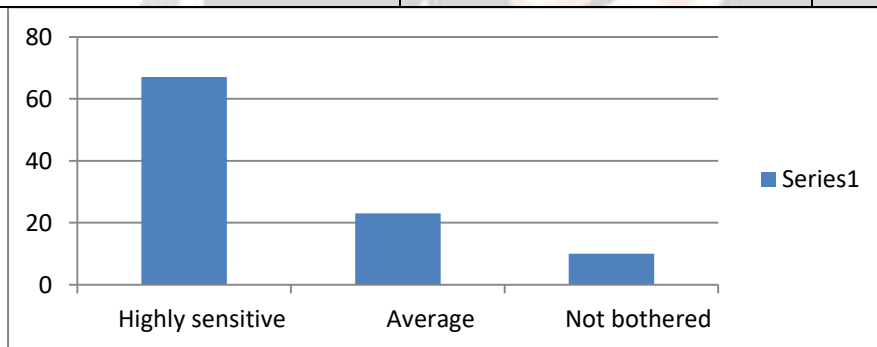
ANALYSIS AND INTERPRETATION OF DATA

The major area which can be used for studying the market effectiveness is that the following.

1. Price sensitivity
2. Brand preference
3. Quality preference
4. Packaging preference
5. Impact on advertising

1)CONSUMER PRICE SENSITIVITY

Highly sensitive	Average	Not bothered
67	23	10

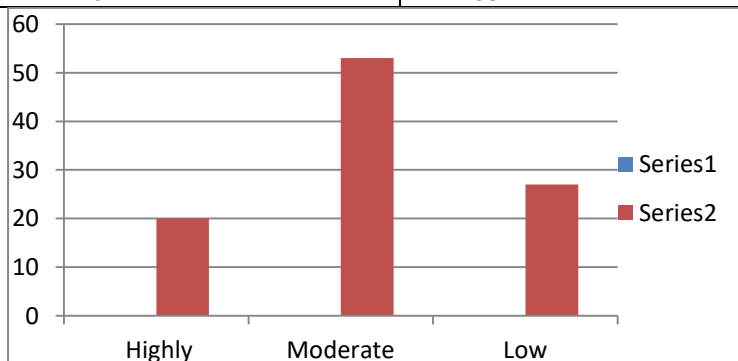


Interpretation

The price sensitivity of rice 67% of the people that I surveyed is highly sensitive towards the rice. 23% of the customers have average price sensitivity and 10% of the people are not at all bothered about the price of the rice.

2)BRAND PREFERENCE

Highly	Moderate	Low
20	53	27

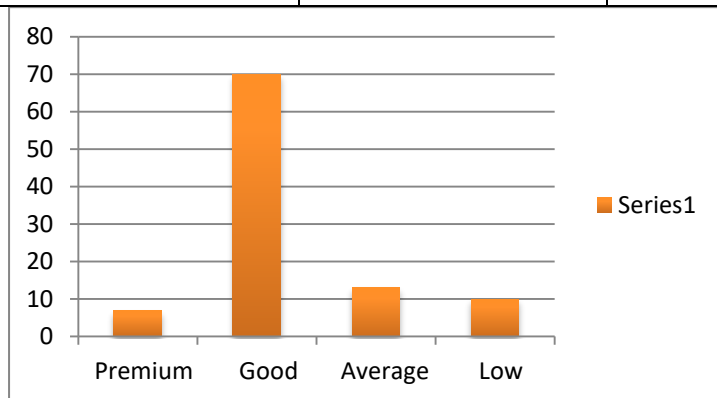


Interpretation

53% of the customers are not that much brand conscious; and still they are average brand conscious customer, 27% of the customers are not at all brand conscious and the rest 20% customers are highly brand conscious.

3)QUALITY PREFERENCE

Premium	Good	Average	Low
7	70	13	10

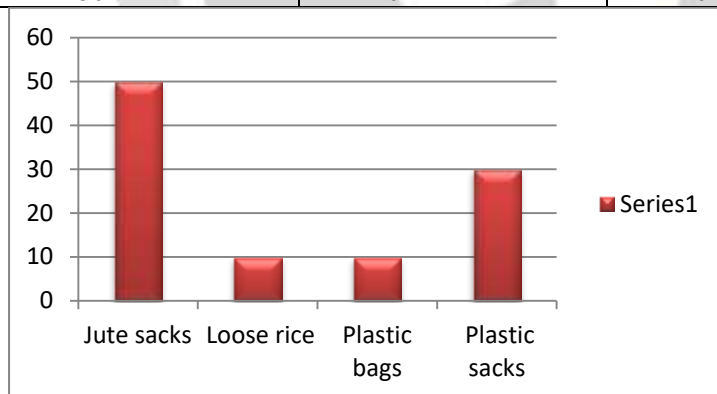


Interpretation

Customers are basically quality conscious in this study 7% of customers are prefer premium quality rice.70% and 13% people prefer good quality and average quality rice respectively. Only 10% are less bother about the quality of rice.

4)PAKAGING PREFERENCE OF CUSTOMERS

Jute sacks	Loose rice	Plastic bags	Plastic sacks
50	10	10	30

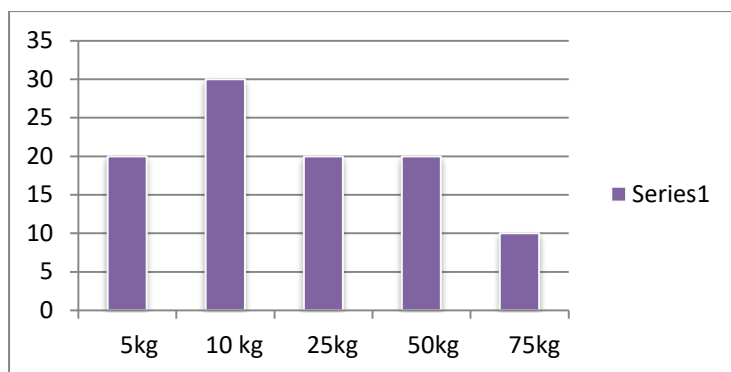


Interpretation

50% of the customers that I surveyed days say Jute sacks best for rice packaging.30% says Plastic sacks are best. Very few around 10% say plastic bags. Rest 10% says they don't want packaging; they will go for loose rice.

5)PACKAGING SIZE PREFERENCE

5kg	10 kg	25kg	50kg	75kg
20	30	20	20	10

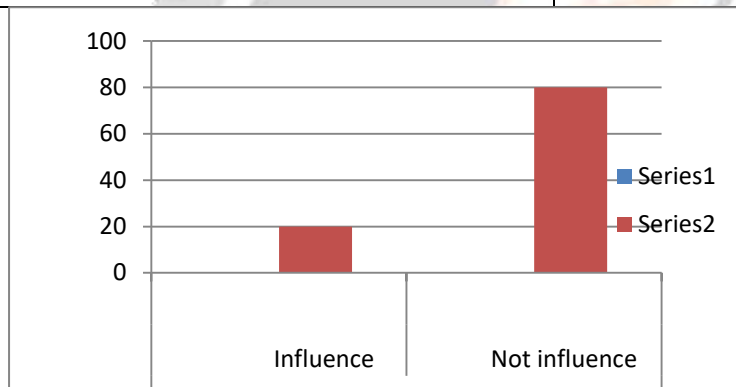


Interpretation

Most of the customers that I surveyed say that they like to buy 10Kg packet. It comes around 30% of the total population. 20% of the customers prefer 5Kg packets, 20% of the customers prefer 25 Kg packets, and another 20% of the consumers prefer 50Kg packet. The remaining 10% like to have 75Kg packets.

6) ADVERTISEMENT INFLUENCE

Influence	Not influence
20	80



Interpretation

20% customers saying that they are influenced by the advertisement of different brand rice. 80% customer responses that in the case of rice the advertisement are not influencing on their purchase decision for rice.

FINDINGS

- 1) The firm uses a highly mechanical system for production process. So it reduces manpower requirement and expenses to some extent.
- 2) The market their products through wholesalers, retailers and agents. There is no direct contact between producers and consumers.
- 3) The current ratio of the firm increases from 3:2:1 to 10:1 in the last years. It shows an increasing trend.
- 4) The firm does not give much importance to advertisements.

SUGGESTIONS

- The company should adopt new and improved ways for collections of raw materials. This will help to increase its sales.
- The firm can go for diversification of rice products such as APPAM MIX, IDLI MIX etc....
- The firm should try to continue the efficiency of working capital management as in the current position.
- The firm should take adequate measures to improve the local sales. It can engage in mass advertisement, offering incentives to intermediaries.

- The fixed asset turnover ratio does not show stability. So they should give more attention in dealing with fixed assets.

CONCLUSION

The success of Jayabharath modern rice mill's success is that much high in the field of rice industry. Nowadays, most of the rice mills are winding up due to lack of infrastructure, scarcity of labours, lack of finance etc... There comes the success of Jayabharath mill. Paddy fields have mostly flourished in Vadakkenchery and farmers have not diverted from changing their minds to other farming techniques. It is due to the success of this mill. They are collecting bulk of rice from the farmers and giving a good price for it. 'Jayabharath modern rice mill' is very much famous in Palakkad and out of Palakkad district. Success only comes through hard work. In this competitive world, survival of luck is large. But if there is great confidence and desire to grow higher and ready to face any challenges, one can achieve their success in business. Jayabharath is one of the names that come in front of it.

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