Volume : 2 | Issue : 9 | Sept 2013 • ISSN No 2277 - 8160

Research Paper | Management

Rural Market Penetration Strategy for Eveready Pencil Cell in Kadi North Gujarat

Prof. Chanduji Thakor — Head of the Department and Assistant Professor, VJKM Institute of Management and Computer Studies, Kadi North Gujarat, India- 382715

Prof. Indubhai Patel — Head of The Department, C N Arts and B D Commerce College, Kadi North Gujarat, India- 382715

ABSTRACT

In today's competitive marketplace the pressure on organizations to find new ways to shape and deliver value to customer grows ever stronger. Gradually, in emerging economies as well as developments markets, the power of the seller has overtaken that of the customer. Rural Market not only provide huge untapped market but also adds large customer database and profitability to maintain and stabilize the marketing of FMCG, which are Highly Competitive in nature, Market Penetration Strategy plays a crucial role. Ask any Indian consumer to name a Battery and the first brand that comes to mind is Eveready. Not just among batteries, Eveready is a powerful brand across categories. Eveready has a portfolio comprising dry cell batteries (carbon zinc batteries, rechargeable batteries and alkaline batteries), flashlights (torches), CFLs (Compact Fluorescent Lamps) and packet tea. Recently it has also forayed into the mosquito repellant industry. Eveready's strength is the result of a continuous and well-orchestrated brand development strategy that maximizes the value from each consumer touch-point. GIVE ME RED Is the iconic urban face of Eveready. The advertising byline of the popular Red series of batteries, it is today symbolic of the empowered urban lifestyle that the brand reflects. The original, path-breaking campaign won as many as 11 advertising awards.

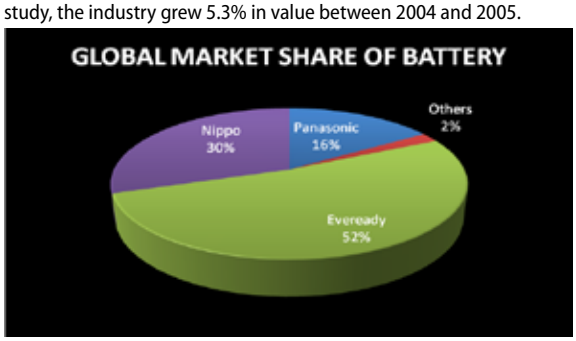
KEYWORDS:

INTRODUCTION

The Indian rural market is full of opportunities and has seen impressive growth in recent years. A boom is being witnessed in the rural markets and a large untapped market exists there. Today, rural India has 75% of the country's population and its purchasing power is increasing at a rapid pace. The villages, which were once treated as inconsequential, are now getting the attention of companies and a full throttle foray into the rural markets by companies can be witnessed. The Indian rural market is full of opportunities and has been impressive growth in recent years. The middle to high income households in rural India are now 17% of the rural population and are growing at an annual rate of 7%. Significant growth in literacy level, change in lifestyle, increasing brand consciousness, changing consumption pattern, improvement in infrastructural facilities and rapid spread of communication network in rural areas have presented a growing potential for the companies.

GLOBAL SCENARIO OF FMCG INDUSTRY

FMCG industry, alternatively called as CPG (Consumer packaged goods) industry primarily deals with the production, distribution and marketing of consumer packaged goods. The Fast Moving Consumer Goods (FMCG) is those consumables which are normally consumed by the consumers at a regular interval. Some of the prime activities of FMCG industry are selling, marketing, financing, purchasing, etc. The industry is also engaged in operations, supply chain, production and general management. In 2005, Rs. 48,000-crore FMCG segment was one of the fast growing industries in India. According to the AC Nielsen India study, the industry grew 5.3% in value between 2004 and 2005.



RESEARCH OBJECTIVE

As a part of our study we conducted a survey in different market of the different place for the purpose of knowing

RURAL MARKET PENETRATION of EVEREADY PENCIL CELL.

Objective of study

To find out the specific reason for particular product in a designated area

The basic objective of the research is to known about the PENETRATION level of EVEREADY PENCIL CELL in the mind of consumer and the affecting factor in their purchase decision.

- To study their knowledge of product and awareness
- To study most effective factor in purchasing factor like competitor.
- To study redial suggestion for building up sales in the designated area.
- To study about the competitor brand on above factor.

RESEARCH DESIGN

After the formulation of research objectives, the next step was to identify the tools and procedures to collect and analyze data relevant to the research problem. A multiple descriptive research design was used since the data required was objective in nature.

METHODS OF DATA COLLECTION

PRIMARY DATA

The study entitled RURAL MARKET PENETRATION in EVEREADY PENCIL CELL with special reference to those people who generally purchase EVEREADY PENCIL CELL relevant information structure Questionnaires were used for consumer.

SECONDARY DATA

The secondary data has been collected from the website known the market share & position of EVEREADY PRNCIL CELL segment in the industry.

We have used most of the Primary data which is generated by personal interview through the questionnaires & also some secondary information is taken from website.

RESEARCH APPROACH

We did personal survey for getting information personally from the respondents, We can understands their attitudes, perception, beliefs relating to the different PENCIL CELL in our project report.

RESEARCH INSTRUMENT

Questionnaire is the instrument to survey the respondents.

SAMPLE UNIT
A sampling unit is an element or a unit containing the element, which is available for selection at some stage of the sampling process.

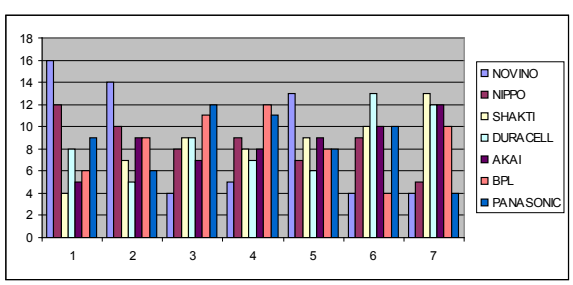
SAMPLE SIZE
We have done the survey of 80 retailers in Kadi city situated in North Gujarat.

SAMPLING TECHNIQUES
We used the convince sampling techniques which is indicated in non probability sampling technique because of having less time.

CONTACT METHOD
The method of contact is personal interview & the respondents are approach with the research instrument as self structured questionnaire.

Data Analysis
Out of the below which are preferred most after EVEREADY? Rank them (1 to 7)

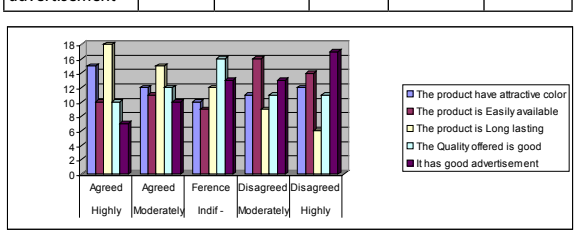
Particular	1	2	3	4	5	6	7
NOVINO	16	14	4	5	13	4	4
NIPPO	12	10	8	9	7	9	5
SHAKTI	4	7	9	8	9	10	13
DURACELL	8	5	9	7	6	13	12
AKAI	5	9	7	8	9	10	12
BPL	6	9	11	12	8	4	10
PANASONIC	9	6	12	11	8	10	4



Interpretation:
Here We can say that Novino is main threat for Eveready. Because it is giving the tough competition in the rural market to Eveready. If Eveready want to grow in rural market than it has to cover the maximum no of retailer towards them by giving them special scheme and satisfying them.

Classify the following whether the product performance is good or not?

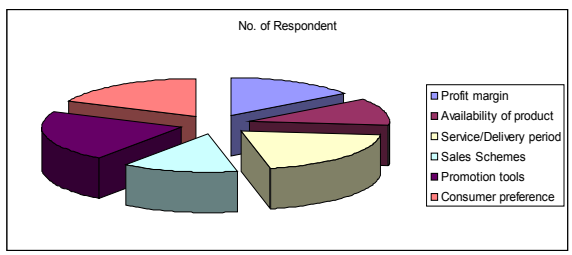
Particulars	Highly Agreed	Moderately Agreed	Indif - Ference	Moderately Disagreed	Highly Disagreed
The product have attractive color	15	12	10	11	12
The product is Easily available	10	11	9	16	14
The product is Long lasting	18	15	12	9	6
The Quality offered is good	10	12	16	11	11
It has good advertisement	7	10	13	13	17



Interpretation:
As per as the quality durability color and efficiency is concern Eveready is master of all these things. But it faces a set back in the area of availability and advertisement. Company has to concentrate on this two field if she wants to rule the rural market. Unless and until this two weak point is not covered. Company can face a delay/difficulty in fulfilling its dream to rule market.

What attracts you in EVEREADY?

Particulars	No. of Respondent	Percentage of Respondent
Profit margin	9	15%
Availability of product	7	11%
Service/Delivery period	12	20%
Sales Schemes	8	14%
Promotion tools	13	22%
Consumer preference	11	18%
TOTAL	60	100%



Interpretation:. we have noticed many of the retailers are attracted with the delivery period/services of the company which is a good sign. Company should try and emphasis on keeping this same procedure in the future. So as they can sustain in this competitive market.

FINDINGS
The maximum percentages of retailers are stocking Eveready since 2 to 3 years. So this is the positive point for company for becoming average purchaser of Eveready's products.

The greatest competitors of Eveready are Novino and Nippo in the rural market.

There are few complain of Lickages of pencil cell in Eveready and There are many more complains regarding availability of Eveready cell by the retailers.

While surveying it hardly noticed any advertisement of Eveready pencil cell in any of media.

We found the retailers complaining about the usage of the product are not satisfactorily good.

The consumers are least aware about the slogan of Eveready.

The competitor of Eveready is easily surviving in the market because of the difference of price in Eveready and its competitors.

RECOMMANDATION
Company should concentrate on the area of RURAL market. There the consumer is least concern about the Eveready products. Company should increase out door advertisement of Eveready like hording, banners, POP etc and create more awareness among the consumers.

Company should give the attractive scheme, promotion tools to the retailers. Like different kind of articles, gifts on target, lucky draw coupons, and aboard tours etc.

Company should try to maintain the price of pencil cell so that they can give the positive competition to their competitors and also by putting effective placement in the near future company can gain the maximum market share.

Company should provide their product to the retailer in a proper manner for this Company should improve distribution channel and Compa-

ny should motivate the dealers by giving extra reward so that they can work efficiently.

First company should provide the product properly in the market than company should give the attractive scheme, promotion tools to the retailers. So that they work enthusiastically and company's profit also increase.

REFERENCES

Journals: | • Shobhna Grundy (2010), Advertising the ' Rural Way', Advertising Express, Nov-2009, Page- 15-18 | • Arvind Kumar Mishra, Pallavi (2010), Rural Marketing in India: Opportunities and challenges, Advertising Express,April-2010, Page-27-32 | Books: | Berry G. C "Marketing Research" by Tata Mc Grow-Hill Publishing Company Ltd., New Delhi. | Pandya Bhavin U & Jayswal Mitesh M "Advanced Marketing Management" First Edition 2009 by Books India Publication, Ahmedabad. | Philip Kottler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha "Marketing Management", Twelth edition, published by Person – Prentice Hall. | Tej K Bhatia (2007), Advertising and Marketing in Rural India, Second edition, Macmillan India Ltd-Delhi, Page-1-13,197,243 | Pradeep Kashyap, Siddharth Raut (2008), The Rural Marketing, Biztantra, An Imprint of dreamlech press, Page-56-69,126-129,208 | S.L.Gupta (2009), Rural Marketing: Taxes & Cases, wisdom publication-Delhi, Page-1-23-123. | Internet links: | • http://rural.nic.in/ | • http://www.hul.co.in/careersredesign/insidehul/oursuccessandchallenges/shaktiprogrammeindia.aspx | • www.eveready.com |