



MARKETING STRATEGIES OF GRANITE AND TILES IN KALLAKURICHI TALUK, VILLUPURAM DISTRICT

Dr. R. Anandaraman

Assistant Professor Pg And Research Department Of Commerce Dr. R. K. Shanmugam College Of Arts And Science Indili, Kallakurichi, Villupuram District, Tamil Nadu.

ABSTRACT Marketing strategies is the concept to develop the marketing technique cover more number of customer preferable for purchasing in modern marketing. Granite traders is intermediaries to leading supply of demand highly potential product of marketing sell their multi-variety of brand preferable in modern marketing. Present customer choice to select the quality of designed goods used for house walls attached the new fashion models for purchasing the high class of people to choose their own choices. Traders association is register not promote the marketing criteria sharing more information how to develop the sales promotion to fulfill the marketing competition. Marketing techniques is not the new concept already we used different models promote the customer satisfaction of all aspects give the new model change the goods design to produces in recent trend.

KEYWORDS : Marketing, Product, Sales, Wholesale, Retail

Introduction

Granite and tiles is most important considerable household product with different multi-models is available in show room. Granite is unique product of using for most preferable of consumer choice with price; product design models are highly demandable in modern marketing. Marketing strategies is one of the primary functions promoting the sales and profits to attract more of customer Most of customer is willingness to purchase of their own choice choose the choice the design Granite and tiles traders are significantly major criteria approaches more number of customers covered to full fill requirements of product choices. Marketing techniques are fixing the owners however reach the target customer to attract more number of people purchasing new products. Traders framing new policy formulation to adopt the marketing promotion increasing sales and supply demand given offer in different modes of benefit to unreached people. Present day customer revenue income based on purchasing decision the high quality of granite and tiles spent for more money have invested in consumer durable goods. Traders association is one of the transformer promote the marketing techniques sharing lot of information change the tradational market. Traders' creativity of marketing techniques number of plan and policy implementation of sustainable growth of improves the tradational marketing. Now day traders have faced multifarious impact on selling the granite and tiles namely financial assistance, sales promotion, inadequate transport system, improper methods more advertisements in competitive business. Marketing strategies is not for new external economic growths of increasing the sale promotion of popularity brand to attract more number of customers. Therefore customer satisfaction of product, price, promotion their own choice to chosen the brand to fulfill all requirement to satisfaction is high level. Granite and tile almost all the group of people preferred to select for their use modern trend to increasing demand and supply regularly.

Objectives of study

The Present study carries out following major objectives.

1. To know the marketing strategies of granite and tiles traders in Kallakurichi Taluk, Villupuram District.
2. To analysis of marketing of granite and tiles and its impact on sales promotion among the customers.
3. To find out problems of marketing of granite and tiles through wholesaler and retailers.
4. To give offer valuable findings, suggestions and conclusion.

Methodology

The present study is descriptive in nature using both primary data and secondary data. Primary data were collected through interview schedule from the respondents in the study area. The secondary data were collected from various journals, magazine, newspaper related website and records of etc. The collected primary data were analyzed by using appropriate statistics tools like simple percentage.

Sampling Techniques

The study is based simple random sampling technique. The researcher has collected the primary data through survey fact investigation

accounting holder respondents in the study areas. Kallakurichi are operating two traders as retailer from 50 respondents and 25 respondents from whole seller under this study area.

Pilot Study

A pilot study was conducted with 20 samples selected from the study area. Based on the respondents, the questionnaire were modified and redesigned according to the need and relevance of the study. Pilot study mainly determines unnecessary variables remove the questionnaire/ interview schedule before collecting data from the respondents.

Scope and Period of the Study

The present study undertaken is problems of Marketing of Granite and Tiles in Kallakurichi Taluk, Villupuram District. This study mainly focused with regard to improve growth of granite and tiles in the study area and does not cover financial performance of the study. The period of the study in collection of secondary data during the years from 1990 to 2017 for seventeen years and primary data were collected during the months from May 2017 to July 2017.

Table-1 Customer Preference of Granite and Tiles

Variables	Respondents	Percent
Choose of Granite Design	26	34
Brand	24	32
Package	11	15
Service	6	8
Quality	6	8
Warranty	1	1.5
(Price prefer) Style	14	19
Credit term	33	44
Payment period	11	14
Discount	17	23
Commission	14	19
(Attract Customer) Product	16	21
Price	22	29
Promotion	19	25
Distribution	19	25
(Promotion of Marketing) Advertisement	16	21
Sales Promotion	22	29
Publicity	19	25
Selling	11	15
Communication	7	10
Note: Total Sample Size 75 and 100 Percent		

Sources: Primary Data 2017

It is found that 34 percent of the respondents are choosing design, 32 percent of the respondents are choosing brand, 15percent of the respondents are choosing package,8 percent of the respondents are choosing service,8 percent of the respondents are choosing quality, 1.5percent of the respondents are choosing warranty, and remaining 1.55percent of the respondents are choosing style.

It is exhibits that 19 percent of the respondents are preferable for credit term, 44percent of the respondents are preferable for payment period, 14 percent of the respondents are preferable for discount, and remaining 23 percent of the respondents are preferable for commission. It is exhibits that 21 percent of the respondents are product attract customer, 29 percent of the respondents are price attract customer, 25 percent of the respondents are promotion attract customer, 25 percent of the respondents are distribution attract customer. It is concluded that 21 percent of the respondents promotion of marketing are advertising, 29 percent of the respondents promotion of marketing are sales promotion, 25 percent of the respondents promotion of marketing are publicity,15 percent of the respondents promotion of marketing are selling,10 percent of the respondents promotion of marketing are communication

Table -2 Marketing Strategies of Granite and Tiles

Variables	Respondents	Percent
(Decision of Marketing) Decision regarding variety	15	20
Decision regarding quality	27	36
Decision regarding diversification	19	25
Decision regarding brand	14	19
Total	75	100
(Demand Creation) Increasing Personal Selling	20	27
To attract advertisement	9	12
Change the sales promotion	15	20
Choosing of buyer	9	12
Limited market	9	12
Establishment contract	13	17
Total	75	100
Process of Marketing Availability of raw materials	4	5.5
Buying habit of consumer	12	15
Distribution system	17	23
Marketing competition	12	15
Financial capacity	4	5.5
Sales promotion	26	36
Total	75	100

Sources: Primary Data 2017

It is analyzed that 20 percent of the respondents are decision regarding variety, 36 percent of the respondents are decision regarding quality, 25 percent of the respondents are decision regarding diversification, 19 percent of the respondents are decision regarding branding.

Table -3 Problems of Marketing of Granite and Tiles

Variable	VHL	HL	ML	LL	LL	Total
Lacking of Formulating policy	14 (19)	9 (12)	8 (11)	11 (14)	14 (19)	75 (100)
Inadequate of financial assistance	22 (29)	16 (21)	19 (25)	7 (10)	11 (15)	75 (100)
Delay on supervision and control	9 (12)	11 (14)	8 (11)	14 (19)	14 (19)	75 (100)
Improper method accounting system	14 (19)	9 (12)	11 (14)	8 (11)	14 (19)	75 (100)
Creativity of demand and supply	16 (21)	7 (10)	11 (15)	22 (29)	19 (25)	75 (100)
Minimize risk of modern product	11 (15)	22 (29)	16 (21)	19 (25)	7 (10)	75 (100)
Increasing the profitability of the business	22 (29)	19 (25)	7 (10)	16 (21)	11 (15)	75 (100)
Lacking of marketing Techniques	14 (19)	9 (12)	8 (11)	11 (14)	14 (19)	75 (100)
Inadequate of financial assistance	22 (29)	16 (21)	19 (25)	7 (10)	11 (15)	75 (100)

Sources: Primary Data 2017 **Note:** HL -High Level, VHL- Very High Level, ML-Moderate level, LL- Least level, and LL- Low level

It is analyzed that 19 and percent of the respondents opinion that lacking of formulation policies is high level, 29 percent of the respondents opinion that inadequate of financial assistance is high level, 19 percent of the respondents delay on supervision and control of

low level, and least level, 19 percent of the respondents Improper method accounting system high level and same least level, 29 percent of the respondents increasing demand and supply is moderate level, 29 percent of the respondent minimize risk of modern product is very high level, 29 percent of the respondent is Increasing the profitability of the business is high level.

Recommendations

Traders should follow the pre-planning methods promote the increase on sales promotion change the marketing techniques to develop the modern marketing. They should come to enter marketing in-depth analysis remove certain hindrance fulfill the customer requirements change the marketing environments. Formulating policy create the innovation methods to covers number of customer preferable their own choice to choose their marketing product. Wholesaler and retailer compulsory provisional registration under MSMEs act to give new models product launching in recent trend marketing. Marketing strategies is an external environment sells their product in market to reach and unreached people. They are reducing minimize risk contribute modern product give however earnings the more profit to remove unnecessary expenses take their own decision making do not delay on supervision and control. Financial assistance is important function purchasing of raw materials, pay wages and salaries provide the necessary advertisements to reach and unreached customer. Government of India come forwards provides the financial assistance to granite and tiles owners promote the EXIM market.

Conclusion

Marketing strategies is one of the important functions of business activity promoting the sales promotion increasing customer relationship management for purchased new product. Granite traders there is no association sharing new ideas change the modern business government of india should be take the necessary steps development of business model. Customer services are faster way supply of modern product however sells their goods to reach and unreached people. The central and state government maximum reduce tax rate control the export and import development of new plan and schemes implemented in new business. Marketing strategies should be follow wholesaler and retailer reduce minimize risk of modern product introduce for increasing profitability of the business In this regards marketing processing of regarding decision of regarding variety, quality, and diversifications of modern product and brand preferences to cover the internal and external marketing problems solve new solutions in rural and urban marketing.

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