

## INDEX

Credits .....	1
Editorial .....	2
College and Department Profile .....	3



• Media: An International Perspective .....	5
• Understanding Branding in India .....	29

### Case Study

• Advertising Agency : <i>Visual Plus</i> .....	7
• Promotional Tools Used In Rural And Urban Areas: <i>Ascent Brand Communication Pvt Ltd</i> .....	12
• The Effectiveness Of E- Marketing In *Tourism Companies* .....	21

### Surveys by Students

• Impact of Television Advertisements on Consumer Behavior of the Families in Pune .....	10
• Visual Merchandising: Marketing Creatively .....	16
• Celebrity Endorsements and Youth Perception.....	19
• Relationship Marketing — Key to Success.....	25
• Jago Grahak Jago! <i>A study of Consumer Awareness amongst the consumers in Pune</i> .....	37
• Competitiveness of Indian Brands Vs. Foreign brands in the local market. ( <i>Case of Men's Apparels</i> ).....	40
• Consumer Psychology: A Gender Perception .....	42
• Consumers preference: Organized retail Vs. Unorganized Retail .....	45
• Sustain ability of Traditional Retail Formats in India.....	47
• Agriculture Marketing: A Perspective.....	52



• Branding for the Differential Advantage .....	27
• Pharmaceutical Marketing - A Strategic Shift .....	30
• Get Rich Quick Schemes (Pyramid Schemes).....	35
• Rural Marketing- The Social Ways .....	50
• Dimensions of Event Marketing .....	55

### Alumni Write

• Intellectual Marketing via Social Media.....	23
• Marketing of Faith!.....	33
• Marketing for the Adrenaline Rush: Career in Marketing.....	57

### Appendix

• Appreciation of the last issue & Comments .....	60
---	----

# Commerce Horizon

## Special Thanks

Dr. G.R. Ekbote  
Chairperson,  
P.E. Society

Prof. Chincore  
Secretary,  
P.E. Society

Prof. S.V. Todkar  
L.M.C. Chairman,  
Modern College,  
Ganeshkhind

Prof. P.G. Dixit  
Visitor,  
Modern College,  
Ganeshkhind

Prof. Dr. Sanjay Kharat  
Principal,  
Modern College,  
Ganeshkhind

Prof. Shubhangi Joshi  
Vice Principal, Commerce  
Modern College,  
Ganeshkhind

**Chief Editor** : Prof. Sharayu Bhakare

**Faculty Editorial Committee** : Prof. Vijaya Kulkarni, (P.G. coordinator)  
Prof. Mamata Shende  
Prof. Prasanna Puranik  
Prof. Shubhangi Kaspate

**Students Editorial Committee** : **T.Y. B.Com (2009-10)**  
Shinu Mathew  
Renjini Kurup  
Shreedharan Nair  
Vishnu Shinde

**S.Y. B.Com (2009-2010)**  
Reshma Antikat  
Anuja Kulkarni  
Lokesh Sinha  
Venkatesh.T  
Pravin Suvarna  
Mahesh Poojari  
Swetha Pashupate

**Alumni Editorial Team Members** : Ameya Nisal (Batch 2002-03)  
Manish Harodiya (Batch 2004-05)  
Shambhu Saran (Batch 2008-09)

**Coverpage & Layout** : Aditya Apte (Alumni, 2004-05)

**Printing** : Surya Printers,  
799, Sadashiv Peth, Pune 411030

**Publisher** : Principal,  
P.E. Society's Modern College, Gameshkhind

**Visit us** : [www.moderncollegegk.org](http://www.moderncollegegk.org)

**Mail us** : [info@moderncollegegk.org](mailto:info@moderncollegegk.org)

## Editorial

It's my pleasure to present the fifth issue of 'Commerce Horizon 2010', which has been steadily growing in popularity, on a very relevant theme 'Marketing'

A decade that began with the dotcom bust and 9/11 and ended with the global meltdown can be considered of unimaginable significance to the vibrant and growing economy of India. Incomes have risen at a faster rate in this decade than the previous ones, choices for everything that we need –from food to housing to investment have increased manifold and there are more opportunities to grow, both for an organization and for an individual. Marketing has been one of the prime reasons for all this to happen and therefore it proves its indispensability to any economy, whether for the developed WEST or the developing EAST. For the growth of any organization, its marketing activities needs to be in bang on. Similarly, for an individual to establish his credibility, he should be able to market himself well. Hence, marketing is essential and an imperative tool for development. This is the main reason to select 'Marketing' as a theme for this year's issue of 'Commerce Horizon'.

Marketing is a very vast and comprehensive field. In this issue we have covered some core aspects of marketing, focusing on the seven Ps, Product, Price, Place, Promotion, People, Process and Physical (evidence). This issue comprises of thirteen surveys conducted by our students of the Commerce Department. The surveys were conducted using a systematic methodology of structured questionnaire, classification, tabulation, analysis, findings, interpretation and conclusions. Case study method is also used in some studies. The issue also contains articles of Industry stalwarts, Working professionals, academicians and our alumni.

About 100 students are involved in building and developing this issue. They were ably guided by the members of faculty editorial team

On behalf of the Commerce Department, I am thankful to all the contributors made to this issue for their articles, advertisements and assistance. I acknowledge the cooperation given by our alumni editorial team members, Manish Harodia, Ameya Nisal, Aditya Apte and Shambhu Saran.

We are grateful to the college authorities Dr. G.R. Ekbote, Chairman P.E Society, Mr. S.V. Todkar, LMC Chairman, Mr. P.G. Dixit, Visitor and Principal Dr. Sanjay Kharat for their continuous encouragement. We sincerely thank Surya Printers for being associated with us for five years.

— Prof Sharayu Bhakare  
Chief Editor



*The Student and Faculty Editorial Committee along with Principal Dr. Sanjay Kharat*

*The Editorial Committee may not fully agree with the views expressed by the writers in this magazine. Most of the articles are compilations by the students.*

## College Profile

Progressive Education Society's Modern College of Arts, Science and Commerce, Ganeshkhind, Pune 411053, is a senior college affiliated to the University Of Pune. It offers various courses leading to B.A., B.Com., B.B.A., B.Sc., (Computer Science), B.Sc., Biotechnology, M.Sc. (Microbiology), M.Sc. (Chemistry) M.Com, M.A. (Economics) Courses of the University Of Pune. In addition to its young, energetic, highly qualified and experienced teaching Staff, the College has a spacious building, well equipped laboratories and a well stocked Library. The college founded in 1992 has made a mark of its own in academic as well as extra curricular activities and has established itself as a 'Modern' and Progressive Education Institution. NAAC has accredited this college with B+ Grade.

## Department of Commerce

The Department of Commerce is a major wing of the college, having more than 1500 students. It was established in 1992. It offers commerce undergraduate program, B.Com. and a postgraduate program M.Com. It also offers professional undergraduate programs, B.B.A. and B.C.A. and professional Postgraduate program M.C.A. (Commerce) .

The department has on its faculty, highly qualified academicians and attracts students from all over the country. The alumni of the department are well placed in the fields of banking and finance, general management, civil services and academics. Many are successfully managing their own business establishments.

Besides enriching the students academically the faculty also strives to develop their overall personality by organizing various activities for the students throughout the year. Some of these activities are, publication 'Commerce Horizon', seminars, quiz, career fairs and various entrepreneurship events. The faculty adopts innovative teaching pedagogy aided by ICT. Students are encouraged to participate in curricular and extra curricular activities within and outside the college. Students of the department have been performing remarkably well in academics, sports and cultural spheres.

### **Eminent personalities visited so far....**

- Mr. Ujjwal Nikam (Public Prosecutor)
- Mr. Sudhir Gadgil (Celebrity Compere)
- Mr. Vishwas Mehendale (Media person)
- Dr. Santosh Dastane (Ex. Exam Controller)
- Mr. Sudhr Darode (Darode & Jog Construction)
- Mrs. Sumedha Bhonsale (Proprietor, Status Health Club)
- Mr. D.S. Kulkarni (DSK construction)
- Mr. Rahul Solapurkar (Film actor)
- Mr. Prashant Damle (Film actor)
- Mr. Arun Kudale (Industrialist & VC, Dnyaneshwar University)
- Mrs Manasi Phadke (Economist)
- Mr. Saurabh Gadgil (Proprietor, PNG)

# Media

## An International Perspective

An Interview of

**Rahul Welde**

Vice President - Media,

Unilever - Asia, Africa, Middle East, Turkey and Russia

### 1. What is the role, scope and structure of media organization in your company?

The role of Media primarily covers media strategy, media planning and media buying. In simple words, this is about "where to advertise and what to pay for it".

We have a media team in each country which undertakes media activities for all of Unilever's brands. The team executes the advertising campaigns through media agencies. The size of the team and agency varies by country depending on the volume of investment and complexity.

### 2. For what purpose is media used by your organization?

We use media primarily to promote and carry our advertising messages. We connect with our consumers through our advertising and deliver relevant messages about our products and the propositions. Media is a strategic enabler in driving brand growth and market shares.

### 3. Is there any difference in the use of media in India and in other countries? If yes, what is the difference?

The media landscape is very different in each country. In India - the digital media is not yet as evolved as some developed countries. Also cable and satellite television is very large in India and is growing, which is different from many other countries.

### 5. What developments have you witnessed in media in the last five years?

The media sector is very dynamic. The last few years have seen a proliferation of media. There are more TV channels, more news papers, more magazines, more radio

stations and more websites - there is just much more of everything. There are more options for consumers. This has led to fragmentation thus making it more difficult to reach consumers. The rapid changes in technology are also a key development. This spans across all areas and more particularly in internet, mobiles and digitization of TV.

### 6. Which medium is the most effective with the masses? Why?

It is not possible to generalise as to which medium is effective. TV is by far the medium with the highest reach. However, fragmentation and high clutter are posing big challenges in effectiveness. TV is best used for wide or national reach. For reaching at local level, newspapers and radio are quite effective. The choice of medium has to be governed by the marketing task, the target audience and the budgets. In general, what works best is a combination of various media used in a manner complimenting each other. In media parlance this is often referred to as 360 degree media and is most widely used.

### 7. What is your experience working in Unilever?

I enjoy working with Unilever. It is a great place to work with a lot of emphasis on talent. Right from selection, training and career progress, all aspects are based on a foundation of meritocracy. The company provides a lot of empowerment and opportunity to grow professionally. It is demanding on performance and very exciting. Unilever has given me a great breadth of exposure and challenges. It has helped me develop myself professionally as

well as a person.

8. What qualifications and qualities are required in an individual to make a career in media?

There are quite a few specialised courses in media. A general course and qualification in marketing is also useful for making a career in media.

Strong analytical ability and a creative bent of mind are some key qualities required in a media profession. Within media there are many sub-divisions and the qualities

required in each have a different emphasis for e.g. negotiating skills are important in media buying, analytical skills in media planning. The media profession is very exciting.

9. What advice would you give to the youth or the young students?

The most important thing is to work hard - work very hard. Secondly, choose your profession where you will enjoy yourself the most.

● ● ●

## Advertising Agency

Case Study of  
**Visual Plus**

Interview of  
**Sachin Saigaonkar**  
(Promoter, Director)

Since globalization in 1991, Advertising segment has witnessed a tremendous growth. Increase in number of companies lead to multiplying of their marketing activities and Advertising became a popular way to marketing as it could reach mass audience.

From the year 1995 to the year 2000 there has been 800% growth in the advertising segment. One primary reason is the need for every company to survive and sustain their brand. Exhibitions, Events, hoardings have been very popular media of advertising. In fact 200-300 exhibitions are held all over India every year- purpose- advertisement. 'Sakal' itself organises 12 exhibitions in Pune each year. Since advertisement segment has a vast scope in the present, which will continue to increase in future, it can be an excellent career choice for any individual today. Therefore, understanding the operation of an Advertising Agency becomes very crucial.

### Methodology

A team of S.Y. B.Com. students personally visited the agency and interviewed its director / promoter Mr. Sachin Saigaonkar to get an insight into the working of an advertising agency.

### About the Agency

The name of the Advertising Agency is Visual Plus - Advertising and designing Pvt. Ltd. In is owned and managed by Sachin Saigaonkar, a very dynamic entrepreneur.

It is a 360 degree agency, which means it does all types of advertising and designing work for education, Retail, IT,

Industrial, Banking, Cultural, Health, and Pharma sectors. Visual Plus has done the entire work of press release and advertising for the animated movie 'Dashavatar'.

Today in this highly charged and globalised environment it's not just about delivering for current needs, it's also about foreseeing and preparing for the future. Visual plus has been a part of rapidly evolving environment, showing growth and creating solutions of a rare kind. The core of its success has been a through understanding of Consumer psychology, innovative marketing strategies and of course extremely creative and award wining work. From research and strategic planning to message development and delivery, Visual Plus does it all. The name Visual plus means 3rd eye with plus advantage. The agency operates in Pune & Nasik.

Mr. Sachin Saigaonkar was interviewed by the team to understand the different aspects of the Agency.

### 1. Type of departments of the Agency.

There are three departments

- a) Client Serving department
- b) Creative department
- c) Administration department

### 2. Number of employees in the agency.

There are 17 employees and 2 office boys.

### 3) Various media used in the agency:

Newspaper, search engines like google and rediff (search optimization) are the media used in the agency.

#### 4) Services provided by the Agency:

Print media, Designing and printing, posters & direct mailers, product manuals, packaging & signage, Radio ad/jingle, LCD-logo concept designing, Documentation, corporate films & presentations, Press conferences and other PR activities, Dealer meets, Events & exhibitions - concept & Execution, Product promotion & activities, IMC campaign - Concept & execution, Media buying.

#### 5) Strategy used by the agency

The visual plus team constantly works in alignment with market trends and provides effective services as per our client's requirements. We strive to provide better solutions for every marketing problem. We treat every client like he was THE ONLY ONE.

#### 6) Advantage of Visual plus to the clients

- Centrally located office
- Industry's best hardware and software support, various design and communication functions.
- 24/7 Internet broadband Service and Instant power backup.

#### 7) Success mantra of Visual Plus

While functioning in this cutthroat competition the Visual Plus team endeavors to satisfy the needs of the clients and work according to their requirement.

#### 8) Procedure for getting an advertisement assignment

Advertisement is never directly assigned to any agency. A presentation has to be first given to the client and the client selects the suitable advertising agency.

#### 9) Impact of recession on advertisement format and number of advertisements

Visual Plus has perceived recession as a big opportunity. According to them last years recession was a V- shaped. We had no difficulties during recession period. In fact, there was a profit of up to 30-40%.

#### 10) Employee Qualification

The average salary paid in the advertising agency is about 1.8 to 3.6 lacs per year initially. To be employed, an employee needs to have taken a degree in G.D. Art from Institutes like Abhinav Kala Mahavidyala, MIT, Bharati Vidyapeeth. He should be good in drawing. They can be employed as graphic designers and visualisers which are the demanding positions. A B.Com. graduate can work in marketing and client serving profile. He must have good communication skills and personality. Language is not a barrier to make career in the field. Even though the salaries may not be very high, work satisfaction is tremendous.

#### 11) Competitors

Visualplus considers two organizations in Pune as its competitors, Sathe Ad agency and Zapak India.

#### 12. Clients

Visual Plus has 12-14 fixed clients and more than 30 floating clients. Ruby Hall Logo is designed by them and it took them nearly two and half months to complete the logo.

#### 13) Hurdles

The agency has not faced any hurdles till now as they operate in a planned manner.

#### 14) Highlights or Strengths of the Agency

- A team that's packed with enthusiasm and loaded with creativity.
- A thorough comprehension of the

market and its likely trends across diverse segments.

- Prompt service.
- A youthful, well qualified team backed by experienced team members.
- Clientele consisting of blue chip companies.
- Our track record is indicative of our successful brand building.

According to Mr. Saigaonkar , Advertising as a career has huge scope today and it is expanding. Youth should look at this field as promising career. Computer based fields related to advertising encompass large opportunities. These are specially animation, gaming and web designing, 2D and 3D Animation Industries. Commerce students can select one of these options as a career after graduation.

## Conclusions:

Meeting Mr. Saingaonkar provided us with very useful insights about various aspects of an advertising agency. He seemed very enthusiastic, just like 'Rocket singh salesman of the year'. His entire

team appeared to be highly motivated. Information made available by him made us think seriously about starting our own agency..... in the near future Visual Plus may have another competitor!

### Study conducted by



S.Y.B.Com

Mahesh Poojari

Pravin Suvana

Swami

Guided by

Prof. Sharayu Bhakare

● ● ●

# Impact of Television Advertisement

## on consumer behavior of the families in Pune

### Introduction

The effect of TV shows and commercials on our lives is indisputable. Television advertisements and commercials are the most powerful form of advertising traditionally, as it is a combination of audio and visual advertising messages with unlimited varieties, unlike other means of advertising like newspapers, magazines, radio stations, and websites. Based on research reports, people spend four and half-hours watching TV as it is most common leisure activity. As a result, many times television is considered as 'king' of advertising media as it has so much impact on people.

### Objectives of the survey

1. To understand how television advertisements has impacted the consumer behavior of families.
2. To understand the frequency of watching the advertisements
3. To know who is influenced maximum by the television advertisements.

### Methodology

In order to get more knowledge about the impact of television and commercials directly on people, a survey was conducted by a team of S.Y.B.Com students. They prepared a structured questionnaire reflecting the objectives of the study and personally visited 75 families to get the following responses.

### Analysis and interpretation

- Basically 73% of the people like to watch television with their family together while the remaining 27% of the people like to watch alone.
- While watching television serials and programs, it has been observed that 86% of the people watch advertisements with interest

while the remaining 14% never watch.

- As a matter of fact, 20% of the people like to watch television always which mostly includes housewife and old age, 72% of the people watch television occasionally while 8% of the people never watch television.

- It has also been observed that majority of the people prefer to watch television in the evening and night time while 29% of the people like to watch during day time.

- Television and advertisements as a means of communication and influencing people have attracted 66% of the people to buy the product advertised while 34% of the remaining people take self decision.

- Women and specially kids are the prime members of the family who are influenced maximum by the television advertisements and commercials. Among men, only 8% of them take interest.

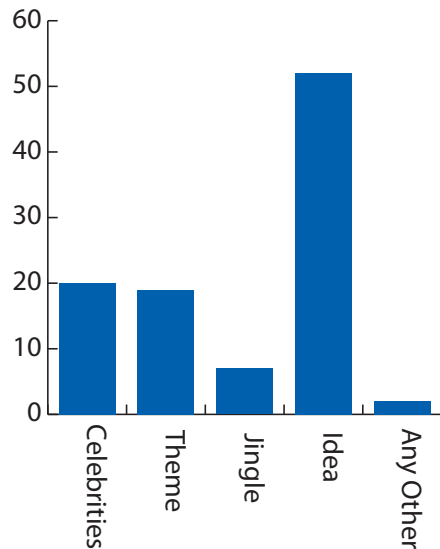
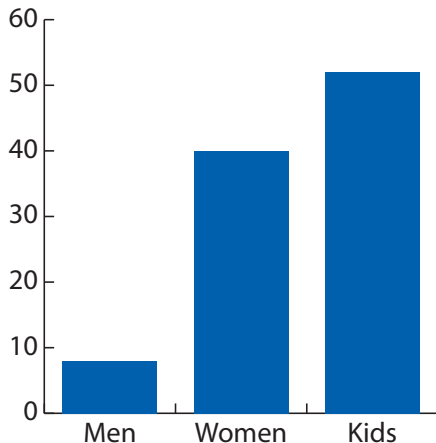
Women 40%, kids 52%, men 8% are influenced by watching advertisement.

- Opinions and suggestions are considered as the best promotional tool. As such, 70% of the people tend to buy products and services under the influence or suggestions of other people. The remaining 30% of the people take their own self decision.

- 43% of the people like to buy cosmetics products due to the influence of advertisements which clearly shows that a large number of people are concerned about their looks and personality. The remaining 29% of the people are influenced to buy grocery products, 21% are influenced to buy FMCG's and 7% are influenced to buy capital goods.

- As truly said, a good advertisement attracts more buyers. And thus, 45% of the people make buying decisions by good advertisements, 24% buy on the basis of the

product itself, 11% of them are influenced by the catchy tunes, 9% are attracted by their favourite celebrity endorsed and the remaining 11% buy goods on need.



- Serials and reality shows have influenced the minds of 56% of the people to purchase cloths, ornaments and accessories. 20% of the people have been attracted towards house interiors and the remaining 24% never bother.

- The idea and the concept used in advertising has attracted 52% of the people to make buying decisions, 19% are attracted by the themes used while 20% are influenced by the celebrity endorsed for a particular product or service and the remaining 7% are influenced by the clinking sounds and jingles.

## Conclusion

Advertisements, commercials and television serials have both positive and negative impact on the people. It has helped to improve the perceptive utility of the products and services. More over it has helped to fulfill the needs of people and above all changed the lifestyles and increased the standard of living of the people. But it has also pinched the pockets of the middle class Indian families.

## Study conducted by



**S.Y.B.Com**

**Shweta Pashupulate**

**Pratima**

**Pranita**

**Gayatri**

**Sonali**

**Guided by**

**Prof. Mamata Shende**



# Promotional Tools

## In Rural and Urban Areas

Case Study of  
**Ascent Brand Communication Pvt. Ltd**

Interview of  
**Mr. Sarabjeet Saluja**  
(Assistant Marketing Manager)

### Introduction

Promotion is one of the four elements of Marketing Mix (Product, Price, Promotion and Distribution). It is the communication link between sellers and buyers for the purpose of influencing, informing or persuading a potential buyer's decision.



Rural areas.

### Methodology:

A team of students have interviewed Mr. Sarabjeet Saluja, an Assistant Marketing Manager in Ascent Brand Communication Pvt Ltd, an organization which is engaged in promotion of various brands in the urban as well as rural regions.

### About the Organization

Ascent is a leading integrated marketing communication company of Central & Western India; serve as an arm to the marketing function of several reputed clients of M.P., Gujarat, Maharashtra, Rajasthan and Chhattisgarh. The Company has specialist divisions Ascent Rural Communication, Ascent Events & Entertainment, Ascent out of Home Solutions, Ascent Welfare Foundation catering to specialized requirements of clients related to rural marketing, events & entertainment, out of home and social services respectively.

### Mile Stones of Ascent Brand Communication Pvt Ltd:

### There are two types of Promotion:

Above the line promotion: In this direct use of TV, radio, newspapers, internet, mobile phones is made.

Below the line promotion: All other forms of promotion which are subtle enough for the consumer to be unaware that promotion is taking place. E.g. sponsorship, product, placement, trade shows, sales promotion, merchandising, direct mail, public relations and personal selling.

In a country like India which is now perceived as the largest potential market in the world, there are two distinct segments of consumers- Urban and Rural. The marketers have understood the traits of these markets and the fact that if they have to get the best from both the markets they have to attract them by using different promotional tools.

Through this case study we have attempted to comprehend the promotional tools used in the Urban areas and in the

- First and Only Agency to introduce Award Winning Magic Vehicle Medium in Central India
- First and Only Agency to introduce Hydraulic Mobile Medium in Central India
- First and Only Agency to have the honour of being sole agency for the Prestigious Gwalior Mela for 4 years in a row,
- First to introduce Rural Marketing as a specialist Rural Division in Central India
- First and only agency to bag Prestigious National Outdoor Advertising award for best new format innovation of the year 2007 by OAA (Outdoor Advertising Association)
- Only Agency to bag prestigious Kritika Award by Dainik Bhaskar for creative Excellence in outdoor category for TVS
- Bagged Six awards for the best designed pavilions for reputed clients in Gwalior Trade Fair.

**Following information was received from Mr. Saluja about the promotional tools**

**Advertising is basically done in three types of area:**

These are:-

1. Urban
2. Suburban
3. Rural

## **Tools (Modules) used in Rural Area:**

1. **Wall painting-** It is the oldest form of Advertising and it is still running.
2. **Mandis Melas and Hatt (Bazardays)-** Brand promotion would be done in Mandi, Mela and Hatts through Interactive gaming consoles, putting stalls, lending umbrella (named by particular brand).
3. **Banering, Postur pasting (Merchandising)-** Banering and posturing is called as Merchandising.
4. **Vehicular Campaign-** Vehicals are used to promote the products in this tool. e.g. fertilizers
5. Promotion through theme based folk shows like **Hukkad (Hindi), Street Play, and Puppet Show.**
6. **Super tall man-** (Man stand on Bamboo stick).
7. Various contact programs for the particular brand and **influence of Sarpanch.**
8. **Conducting Audio, Video Presentation in villages-** Keeping LCD and playing movies in LCD and after every 20 or 30 min. They will advertise their product, while playing that movie.
9. **Product sampling-** Distributing the products free.
10. **Door to door Marketing-** It is mostly done by ladies.

11. Advertise in **Rural Newspaper, Rural Magazines** and in **Radio-Local Channel** e.g.- Aakashwani.

### Tools used in Urban Area:-

There are three ways of Advertising in urban area. They are-

1. ATL (Above the Line)
2. BTL(Below the Line)
3. Print Ads

#### 1. Advertising in ATL:

- Hoardings
- Pole Kiosk- (Hoarding on poles between the road)
- Glow sign Board- Light inside the board.
- Flux Board- Without light
- Bus Shelter- Advertising on PMPML bus stop.
- Radio Ads- Ads through Radio.
- T.V Commercials- Ads in Television.

#### 2. Advertising in BTL: (On ground activities)

- Mall and multiplex activity
- Society Activity
- Vehicular Campaign
- Event Sponsors- Expenses of event are sponsored by the brand who wants to advertise their brand.
- Wall painting-Writing on walls.

- Seminars- Giving Seminar on the particular product.
- Canopy activity and product display stalls on roadside. (e.g.: aqua guard)

#### 3. Print Ads:

- Newspaper and Magazines

*Mr. Saluja was interviewed to understand the other important aspects of Promotion:*

What difficulties occur while using the promotional tools?

Improper, brief communication leading to a Communication gap between the executor and client, Bad execution, need of additional requirements in between campaign are some other difficulties that occur.

How do you take the feedback of success of these promotional tools?

On the basis of daily reporting; Communication of the campaign and analysis shows the effectiveness of the promotional tools.

What are the promotional tools used in recession period?

Promotional Tools are same but the span and duration of the campaign was affected during the recession period.

When is the best time to promote? Is there seasonality in the market?

Best time of campaign depends on the product range. There is seasonality in the market such as festival season, Harvesting Season. except Telecom Co, all

**the major industries deal in rural Markets, Consumer Durables, automobiles were having seasonal promotion Budgets.**

**What objectives do you keep in mind while promoting a product?**

**Brand Awareness, Hype Creation, Product Education, Sales.**

**How do you choose the type of channels for promotion of a product?**

**It all depends on the objective, content, Product, Target Group, Customer Centric, Channel Centric approach, B2B or B2C.**

**Does the reputation of the company matter in the promotion of the product?**

**To a certain extent but it depends more on how influential are the inputs of promotional tools used i.e., campaign Design, Content, Creative, Execution and Innovation.**

**What is the duration of a campaign?**

**Duration of the campaign depends on the tools used. It all depends on the product, moreover a normal ATL and BTL goes for extreme 3 months.**

## **Conclusion:**

This case study of has given an insight into the different promotional tools used in Rural and Urban area for promoting various types of products and its reach to the customer, the time duration of the campaign , how it reflects the Company reputation, the best time to promote a product, difficulties occurs while promotion stage etc.

Thorough research goes into understanding the Urban and Rural Markets before the promotional tools are designed for them. It is equally important to implement these tools in the right manner and monitor their implementation to succeed.

It was an interesting learning experience for the team to undertake this case study.

### **Study conducted by**



Venkatesh T. S.Y. B.Com (2009-2010)

Nimmi Topalo, F.Y. B.Com (2009-2010)

Moon Moon Chowdary, F.Y. B.Com (2009-2010)

Mr. Sarabjeet Saluja, F.Y. B.Com (2009-2010)

### **Guided by**

Prof. Sharayu Bhakare



# Visual Merchandising

## —Marketing Creatively



Whenever we are on a new street to do shopping, we are often confused as to which shop we should purchase from. And then all of a sudden, a shop with attractive display of products/clothes catches our attention and at once we enter that shop to buy what we want. This is the miracle of visual merchandising -Attract Customers and increase sales. Visual merchandising is an art of promoting the sale of goods, especially by their presentation in retail outlets. It is a tool to increase store traffic and sales volumes. It sets the context of merchandise in an aesthetically pleasing fashion, presenting in a way that would convert the window shoppers into prospects and ultimately buyers of the product. It mainly includes window and shelf display. With increased number of retail stores (of all sizes), Visual merchandising has become a very effective way to attract customers and ease their shopping experience.

Since, Visual Merchandising is a current trend and exciting tool of promoting products, we thought of conducting a survey to understand this concept and its implications.

### Methodology

The students of S.Y.B.Com prepared two sets of questionnaire, one for customers and other for the retailers. About 30 customers were randomly selected and 20 stores were purposively selected.

### Findings and Interpretation

**Analysis of customer questionnaires gave us the following findings.**

1) Most of the customers purchased from Shopping mall - It seems to a popular trend today. However only 19% purchased from small retail stores.

2) 41% customers gave priority to 'attractive' pricing where as 28% said visual display of product attracted them to buy a product from the store.

3) 90% of the customers agreed that systematic display of the product were essential in a shop.

This clearly reflects the mind set of a more literate, aware and busy customer.

4) Benefits of visual merchandising:- 51% customers said that visual merchandising gave clear information. 27% said it helped them to take quick decisions and 12% said they could get personal touch of the product. This clearly reflects the traditional mindset of a typical Indian Consumer. He may love to shop in the new shopping setups but he stills feels the need

to touch and feel the product before he buys.

5) 94% of customers opined that visual display of the product was helpful in shopping. It saved time and the customer was totally satisfied with the product before he purchased.

6) Majority (82%) of the customers visited the same shop again because a did visual display of the goods.

7) 80% customers believed that visual merchandising placed a higher cost on the product.

## Analyses of the questioners of Retailers / Shopkeepers.

**To understand the implications of Visual Merchandising, it was necessary to know the other side of the coin and so we also did a survey of Retailer views.**

1) 95% retailers said at visual merchandising increased.

2) What was the way in which the product here displayed? To this 30% retailers responded that they did the display inside the shop. 28% gave importance to attractive decoration. 19% displayed discount on the product, where as 15 % said they displayed hear the front door (Window display). Displaying the product inside the shop was much safer & secure.

3) 100% retailers agreed that customers were attracted to this shop by seeing the display of merchandise from outside. This means that Visual display of product is very successful in drawing the customer to a shop.

4) Display of product in festival season was done in a Special way by 65% of retailers.

5) It was Interesting to know that 50%

of retailers displayed lower range, 30% displayed higher range products whereas 20% displayed product of both range.

6) 43% retailers did shelf display, 41% did window display, and only 8% did mannequin display. This may be because it is an expensive way of display.

7) 65% retailers did not charge more on the displayed products, 35% did charge more, and the reason could be that their products are more prone to damage.

8) Surprisingly, there were some disadvantages of visual merchandising which were expressed by the retailers. 35% said breaking of the product due to improper handling by customers. 34% products were spoilt because of dust. Some said that it reduced the shelf life of the product. Some also agreed that it lead to decreased value of the product.

9) Training to employees: 90% retailers trained their salesmen to do effective visual merchandising.

10) Increase in cost of the store: 60% retailers said that visual merchandising increased the cost of operation of the stores. This could be because of special infrastructure in terms of more shelves, windows / showcase and more shop space.

11) Another surprising piece of information was that, most of them did not take the guidance of professional in experts doing visual merchandising. They used their own skill and creativity

## Conclusions :

'Outward appearances are not always deceptive'. In fact, in today's scenario, the customer has so many choices to shop, it is the outward and inward appearance of the store that makes his shopping easy and convenient. The Indian customer is

convinced to buy the product only if he has seen it and examined it- whether it is clothes, shoes, products of daily needs, cosmetics or luxury items.

For the retailers also, visual merchandising is beneficial to a certain extent as their customers can see the product & immediately buy it. Several times, it can lead to product damage also. But if the retailer actually wants to derive benefits of Visual Merchandising he should make the product the focal point, the choice of colours in the display should be considered and themes of display should appropriately support the product.

So friends, next time you visit Archies, Rbk, Crossward or any retail shop next door remember that you have entered the shop because you are attracted by the visual display of the products i.e. visual merchandising done creatively by the retailer. After all he understands that 'Seeing is Believing' for the Indian Customer.

## Study conducted by



**S.Y. B.Com.**

**Pravin Suvarna**

**Deepak Rana**

**Ankit Jain**

**Kunal Bhargawe**

**Ketki**

**Guided by**

**Prof. Sharayu Bhakare**



# Celebrity Endorsements and Youth Perception

## Introduction :

Have you watched the latest Lux soap advertisement featuring Abhishek Bachchan and Aishwarya? They were paid a whopping sum of Rs. 2 crore for that one ad of few seconds. Why would a company want to spend so much on one advertisement? Because it strongly believes that the cost will be recovered because of the Product 'itself' but mainly because the product is 'endorsed' by the most popular celebrity couple.

An endorsement is the expressed or implied recommendation by a popular or a well respected or influential personality, of a particular manufacturer's product, product line or service. Endorsements are designed to increase product or brand name awareness (and sales) through the use of a familiar spokesperson.

Celebrity endorsement is use of celebrity to promote the product for increasing product awareness, providing product information etc. Celebrity who endorses can also be called the brand ambassador of the product as he promotes the product.

Some of the celebrity endorsements are: Shahrukh Khan-Videocon, Hrithik Roshan – Rcom, Abhishek Bacchan-Idea cellular, Amir Khan – Tata Sky, Dhoni – Pepsi Youngistan Company.

Today, virtually all the products are being endorsed by a celebrity – either cricketer or a film star. Endorsements by these individuals are increasing the popularity (and sales) of the product or service amongst the youth. We were curious to know the extent of this popularity and whether the youth of today who are also the prime consumers in the market were actually influenced by celebrity endorsements.

## Objectives of this survey:

- To understand the views of the College youth regarding celebrity endorsements.
- To find out effectiveness of celebrities advertising the products.

## Methodology :

This survey is conducted by team of S.Y.B.com. Students. About 50 Undergraduate Students of various colleges (19-20 yrs) across Pune City were asked to fill the questionnaire prepared by the survey team, which were then tabulated and analysed by them to bring forth some interesting findings.

1) The most influential male brand ambassadors ranked by the youth of today ranked as follows.

- Amitabh Bacchan.
- Shahrukh Khan
- Sachin Tendulkar
- Hrithik Roshan
- Amir Khan

2) Five most influential female celebrity endorsers were ranked by the youth as

- Aishwaya Rai
- Katrina Kaif
- Rani Mukherji
- Priyanka Chopra
- Kareena Kapoor.

3) Majority of the youth agreed that brand endorsed by a celebrity gets instant popularity mainly because today's generation follows the celebrity blindly. Also a celebrity enhances beauty and quality of the product is psychologically in rooted in the minds of people.

4) Most of the youngsters agreed that

they watched the advertisement in which there was their favourite celebrity.

5) Shahrukh Khan was the most admired amongst the youth as the male celebrity Brand ambassador, followed by Amir Khan. In the female celebrities Katrina Kaif was the most admired.

6) Given a choice between film stars and Cricketer; the youth opined that films stars were more influential.

7) 50% youngsters agreed that they purchased the products endorsed by a celebrity, where as 50% did not agree as they thought such products were costlier. Others said quality was more important, even if the product was endorsed by a celebrity.

8) Most of the youth surveyed expressed that 'clothes' were 'most bought' product after watching celebrity endorsed product advertisement. It clearly shows that the youth think that any fashion or brand of clothes endorsed by a celebrity is the latest trend, and they should have it.

9) 60% people believed that the celebrity endorsing a product increased the Price of the product.

10) It was interesting to know that most of youth believed that the product endorsed by a celebrity does not give similar benefits as shown in the advertisement. For example 'Lux' soap does not make a girl as beautiful as Aishwarya as shown in the advertisement.

11) The youth rated the brand Ambassador according to their effectiveness (in ascending order starting from 1<sup>st</sup> as the best)

- Amir Khan
- Shahrukh Khan
- Sachin Tendulkar
- Akshay Kumar
- Dhoni
- Asin
- John Abraham

- Yuvraj Singh

12) 60% youth conveyed that the celebrity should advertise for social cause as people will become more socially aware. They will surely think that if their favorite celebrity is so concerned, why shouldn't we.

### Conclusions:

Celebrity brand endorsement is certainly a very popular approach of promoting a product specially, amongst the youngsters as they are the most influential customers. However, perceptions of youth about which celebrity is most admired, most influential and most effective vary. Similarly, their belief about different products endorsed also differ. A cosmetic product endorsed does not create as much impact as clothes endorsed. Therefore, marketers need to strike a balance when selecting a celebrity to endorse their product if they really want to gain.

### Study conducted by



Reeshma Antikat, S.Y.B.Com (2009-2010)

Priyanka, F.Y.B.Com (2009-2010)

Gaurav F.Y.B.Com (2009-2010)

Bhawana F.Y.B.Com (2009-2010)

Shruti F.Y.B.Com (2009-2010)

Guided by

Prof. Sharayu Bhakare



## Effectiveness Of E- Marketing in Tourism Companies

Case Study of  
**Roots And Wings**  
**Bhagyashri Travels Ltd.**  
**Kesari Tours And Travel Company**

E-marketing or electronic marketing refers to the application of marketing principles and techniques through electronic media and more specifically the internet. The terms of e-marketing, internet marketing and online marketing are frequently interchanged and can often be considered synonymous. E-marketing is a process of marketing, a brand using the internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help business to their customers.

### Introduction

A tour away from home is always refreshing. It can be an excellent excuse to spend some quality time with family and friends. A tour cannot only be a relaxing experience but also an opportunity to see places of historical and religious importance. Fortunately our world has places which offer plenty of diversity for the same.

Our case study discusses the different tourism companies which use e-marketing, those companies are Roots and Wings Travel Agency, Bhagyashri Travel Agency and Kesari Tourism Co. They sincerely try to make all the provisions and arrangements that would make the tour a complete fulfilment of expectations. They have commitment, availability of resources and sincere efforts to make the tour a real pleasure trip.

The journey with these companies will be comfortable, enjoyable and a memorable one.

### Objectives

- To understand the various aspects of e-marketing.
- To find out the extent of use of e-marketing and implementation of e-marketing

### Findings Of The Survey

Roots and wings was the first company we visited which was established in the year 1st august 2001. It is a small scale company having three employees using e-marketing since four years. The e-marketing mode used in this company includes internet, mobile, neon signs etc. They do e-marketing through internet by way of e-mail, links with other sites etc.

They market their products through exhibitions, advertisements and promotions. Offering sales services, visibility, reminders etc. are the purpose of e-marketing in this company. The advantages of using e-marketing in this company is that they need less man power, cost effective and all the facilities are given to the consumers in a very short time without causing them to leave their home or office. The scope of using e-marketing in this company is local, national and global. With a two way communication channel, this company gets responses of the consumers, making them more dynamic and adaptive.

Finally by use of e-marketing they have achieved their decided goals.

### "Goals are never ending"

Secondly we visited Bhagyashri Travels Ltd., which was established in the year 17th Feb. 1981. It is a large scale company having

sixty employees using e-marketing since 10 years. The e-marketing modes used in this company are internet, mobile, TV and radio. They do e-marketing through website, advertisement, e-mail etc.

They market their products through advertisements, promotions & personal selling. They are having highly experienced directors and staff to provide quality service up to the utmost satisfaction of clients. The advantage of using e-marketing in this company is that it saves time, more effective, quicker facility etc. The scope of using e-marketing in this company is local, national and global. The advantage of e-marketing is that there is a comparison between the prices of goods at the electronic department stores (similar business offerings) throughout the internet. The company has achieved its decided goals.

Kesari Tourism Company with a vision 'The world class travel company spreading smiles and happiness', was a large scale Tourism Organization which we visited

Kesari tours and travel company has entered into the field of corporate and business travel because of its rich experience of 25 years in the travel industry. The experts of this company assist in developing the overall concept with its expansive and complete range of services for virtually any event, anywhere.

Kesari tourism company provides services like accommodation, sightseeing, visa ticketing, foreign exchange, transfers, conference, meeting facilities etc.

They also provide services of tours & travels, online reservation-hotels-meals-foreign exchange etc. They offer the quality & the cheapest mode of travelling from anywhere with excellent customer service.

The scope of using e-marketing in

this company is local, national & global. The advantage of using e-marketing in this company is that it saves time, increases reach, quicker facility & more effective. They market their products through advertisement, promotion, personal selling etc. The e-marketing mode used in this company are internet, mobile, radio and even television. Kesari travels are successful in reaching a large customer base only because of its effective e-marketing tools. Internet is widely used to have an interactive response from the customers. Feedback on their services is also got through internet.

## Conclusion:

On the basis of the data collected and analyzed it can be concluded that e-marketing is important to exceed traditional marketing strategies. E-marketing reaches to the smaller business, on a much smaller budget, to access potential consumers from all over the world.

E-marketing facilitates conversation between companies and consumers.

However, conducting this survey was a learning experience and we came to know how e-marketing operates and is implemented in the economy.

## Study conducted by

Shenoy, F.Y. B.Com (2009-2010)

Neha, F.Y. B.Com (2009-2010)

Asat, F.Y. B.Com (2009-2010)

Renjini Kurup, T.Y. B.Com (2009-2010)

## Guided by

Prof. Sharayu Bhakare



# Intellectual Marketing through Social Media

**Ameya Nisal**

Director - Resume- Touchup  
*The author is an alumni of the College*



Today we stand at the tipping point of the corporate horizons where people are more relying on information than ever before. We are living in an information age where the business pillars are knowledge.

In this era, it is very crucial that the marketing tactics and techniques are being crafted in the same way.

The simplest explanation of marketing is **'Letting your potential buyers know about your organization and influence them'**.

Almost every other person in mid size town and metros have a easy access to internet and they are hooked up to many internet tools. The access is more than every before and people are taking efforts to be available on internet and make it an integral part of their life.

Many people market their product service and would like their potential buyer to know about their business. However, today the business is progressed more than just publishing an advertisement. People are more and more interested in knowing about the organization before joining hands or buying their business

product/service delivered. Hence it is very essential that the business lets the buyers know more and more about the company and keep the company always in the news.

Today people are well informed and like to be well informed about every aspect. They are reading a lot on-line. Hence letting people read about the business is called 'intellectual marketing'.

It is not a direct selling where you are asking the buyer to use your product/service. But you are letting him know more and more information about your business. You can write an article on-line about the services delivered and also provide more information about your business domain. For example, if you are a share broker and you want more and more account holders for share trading. Then you can also market your services by publishing your research reports for the people to invest on internet for free and give your company website link at the bottom of the article. People do read your article and then if they are impressed, they visit your website and like to take account from you. Hence, just by providing information to potential buyers, you are attracting and increasing business for your organization.

For publishing these intellectual marketing, there are different platforms which can be used and help people to reach out to maximum audience. There are many sites where people can have an account and interact with each other and share different material to each other. These sites are called 'social networking sites'. The most common examples of social networking sites are

‘Orkut, Facebook, LinkedIn, Xing, Myspace and many more’.

These platforms are being used by people as a casual hangout place with friends. However some business focused networking sites are very useful for making an ‘intellectual marketing’ of your products/ services to the potential buyers. There are different groups in these social networking sites as per our interest topics. We are free to publish our thoughts and knowledge about any particular topic. People often read the whole articles published to have information and knowledge about different areas of business workings. The potential buyers are also convinced about

your expertise in a specific area, when you publish more and more information about their business domain.

The business dynamics are changing and demanding more and more information about the business areas. This is making information an crucial aspect and ‘intellectual marketing’ as one of the important tool for marketing. This intellectual marketing can be done very effectively by using social networking sites and letting people know about your business and making your business expand and grow!

...

*“We provide food that customers love, day after day after day. People just want more of it.”*

*— Ray Kroc*

# Relationship Marketing

## —Key to Success

### Introduction

**Your most unhappy customers are your greatest source of learning - Bill Gates**

Whether the customer is happy with the product or service depends on how satisfied he is. An unhappy customer can negatively influence many prospective customer. Therefore, customer satisfaction is of utmost importance to any organization irrespective of its type. In the hospitality industry it is all the more important as customers have higher expectation from the service provider. To be able to keep the customer satisfied, many organizations today are adopting Relationship Marketing.

Relationship Marketing was first defined as a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions. As a practice, Relationship Marketing differs from other forms of marketing in that it recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages.

In simple terms, Relationship Marketing focuses on maintaining a healthy relationship with the customers through all possible efforts which lead to customer satisfaction. Along with customer satisfaction it focuses on customer retention, which is indeed very challenging today.

As hospitality is a booming industry we thought of understanding the reasons for success of two very popular restaurants in Pune, with special emphasis on their relationship marketing endeavors.

### Methodology :

The students of M.com. Part I, Administration conducted a survey to understand the expectations of customers visiting restaurant. The objective was twofold : to know whether they are satisfied with the services

provided by these restaurants and whether the restaurants are taking care to see that their customer is satisfied and ultimately happy. For this purpose we have selected 2 reputed hotels in Pune i.e. Hotel Vaishali & Hotel Modern Café. Both these hotels are very popular & established in Pune since many years.

### About the Restaurants

**Hotel Vaishali:** Which person residing in Pune and has lived his youth in Pune does not know Vaishali? So popular is Vaishali with the youth as well as the retired citizens of Pune, that at whatever time of the day you visit the restaurant, you are bound to wait in a queue before you get your seat. People from all walks of life visit Vaishali and for some it is another 'home'. Shri Jagannath B. Shetty is a pioneer in the business of restaurants in Pune. He has established the immensely popular trinity Vaishali, Roopali & Amrapali. He came to Pune 58 year ago to join his maternal uncle late Shridhar Shetty in his hotel business. Vaishali is one of the most popular restaurant among the student community of Pune situated on the Fergusson College Road. Vaishali attracts all the college crowd. The ambience is youthful & price factor is also average & that is the main reason why vaishali has become a hot hang out of Pune's student community. Every dish is a vaishali special dish. There is a special taste to the cuisine at vaishali. Crafted by specially blended masalas you will always enjoy the taste here plus it offers diverse menus other than the superb South Indian. Vaishali Hotel has got many awards for giving best service and quality.

**'Modern Café,** is another very popular restaurant, in a prime locality of Pune. Established in Pune since many years, it has gained immense admiration amongst the citizens of Pune. Its central location and quick service are mainly responsible for its large number of customers.

### Findings of the survey :

1. Preference reasons: Out of the sample customers surveyed 80% of the people prefer hotel modern cafe because of Good service provided by them but the situation in Hotel Vaishali is quite opposite, as 93.75% people prefer this hotel because of food.

2. Service aspect: According to the customers, in modern cafe they like the speedy service provided by the staff of Modern Café as 73% of the customers endorsed this fact, whereas less customers i.e. 62.5% of vaishali Hotel gave preference to this option.

3. Food in these Hotels: As per the opinion of customers of Modern Café, 86% Customers like food in this Hotel because of Good taste but in case of Vaishali hotel this percentage is i.e. 93.75% which is much higher than Modern Café. This clearly shows the precedence of Vaishali hotel over Modern Café in respect of Good taste. Only 6.25% customers like food because of variety in menu.

4. General opinion of the customers about the hotel: 80% of the customers opinion about Modern Cafe is that it is Good reputed hotel so they prefer this hotel. But only 43.75% of the customers opinion about Vaishali hotel is that is Good reputed hotel & 50% customers opined preferred its good ambience.

5. Suggestions of the customers: 66 % of customers gave suggestion to keep more space in Modern Cafe but only 31.25% Customers gave suggestion to keep more space in Vaishali hotel & more customers i.e. 43.75% customers gave suggestion to keep variety of food. Some customers gave suggestion to increase capacity & to think of Maharashtrian food. This clearly shows that Hotel Vaishali is preferred for its ambience, which is truly beautiful, considering the space constraints in other hotels. Ambience is a very important factor of preference.

6. Drawbacks which customers have observed in the hotel: 40% of the customers said that there is parking problem in Modern Cafe & 50% customers said there is parking problem in Vaishali hotel .56.25% of customers in Vaishali hotel said that their should be less waiting time on holidays. One of customer in Vaishali hotel

said that the drawback of Vaishali hotel is high prices.

7. Opinion of 66% of customers in Modern Cafe is that they are satisfied with the service provided by the hotel but there is another situation in case of Vaishali hotel is 56.25% customers are satisfied & 43.75% customer are very satisfied with the service provided by the hotel. This shows that most of customers visiting modern are satisfied with its service. The percentage is comparatively lesser in case of Vaishali Hotel.

## Conclusion

Few years back the situation was quite different than of today. Only high profile customers and students of nearby colleges visited these hotels. Today, all types of people irrespective of their profile visit these restaurants. These two restaurants irrespective of their drawbacks are successful in attracting new customers and retaining the old ones. This study has brought forth the various efforts of Relationship Management taken by these restaurants. They are good taste, increasing the menu list as per the changing requirement, quick service, clean ambience and reasonable prices. Until and unless a customer is satisfied and happy he will not visit the same consistently for years...and this is happening in both these restaurants. These efforts are their 'Key to Success'.

### Study conducted by

Dipali Yadav

Komal Dhake

Nutan Inamdar

Nikhil Shaligram

Poonam Shelke

Suvarna Shelke

### Guided by

Prof. Sharayu Bhakare



# Branding

for the Differential Advantage

**Mr. Rajeev Deo**

The author has worked as Area Sales Manager with Bajaj Auto Ltd., TVS Suzuki Ltd. and with Escorts Ltd.



If you look at the present market scenario, you will find that every product category is flooded with very identical products. Take Category soft drinks, it has too many “Me too” products. Have a look at 2 wheelers, 4 wheelers, consumer electronics, FMCG, fast food, cell phones, computers and many more. All these categories are flooded with too many products. All these products have good quality but do not have the same sales volumes and share of market.

Only those products from the above mentioned categories have very good sales volume and market share which are “Brands”. This is possible of the process of “Branding”. Branding is building a product/brand in the customers mind. In other words

it means “to make your product stand for something” in the mind of the customer. It also means to “differentiate” your product, service from the crowded marketplace. Branding “pre-sells” a product or a service. In other it is simply an efficient way of selling today.

Thus a successful branding program creates a perception that there is no product or service in the marketplace quite like your product. The power of a brand lies in its ability to influence consumers buying behavior. One can build a brand in any, almost any product category. In Indian market scenario, categories like bread, milk, mithai, spices, atta also have brands.

Branding is the very essence of marketing. Branding has transformed the marketing process. There is thin line between the two. Today products are bought and not sold. A brand name is special word in the consumers mind. Branding opportunities lie in creation of new markets and not in pursuit of existing markets. But if a successful brand name is extended everywhere, that brand name loses its power. Consumers look for brands that have a narrow scope and are easily identified by single, short word.

What others say about brand is much more crucial than what you can say about it yourself. This is how brand building takes place. Positive word of mouth is brand building. The best example is “TATA NANO”. Even before it was launched it was already a brand as it generated huge publicity. However, there are factors which can strengthen or weaken a brand. If a brand “Expands” everywhere, it becomes

weak. Companies make this mistake by using its successful brand name everywhere. But if a brand contracts, or becomes narrow or singular can become powerful, because it stands for something.

A brand must have a good catchy, original name. It should also own a word in the consumers mind. For e.g. In India biscuits is Parle, chocolate is Cadbury, butter is Amul, truck is TATA, auto rickshaw is Bajaj, mosquito coil is Good night, toothpaste is Colgate, soft drink is Coca-Cola, soap is Lux, hair oil is Parachute, Crossword is book retailing, Surf excel is detergent, antiseptic is Dettol, motorcycle is Hero Honda, small car is Maruti, bank is SBI, batting is Sachin Tendulkar etc.

products are bought and not sold. It is due to the effective branding program. Traditional high pressure salesmanship is slowly declining. Only those products become successful in the marketplace which stand for something and make a position in the consumers mind. To be successful today everything has to be branded. Almost anything can be converted into a brand if some fundamental guidelines are followed. In a crowded marketplace branding provides an opportunity of differentiation and creating a perception of uniqueness, provided it is done carefully.

**Think like a customer and you will be successful.**

In today's competitive scenario



*“Be the change you want to see in the world.”*

*— Mahatma Gandhi*

# Understanding Branding...

An Interview of  
**Mallika Mandal**  
Brand Manager,  
Piramal Healthcare Ltd.



**Piramal Healthcare Limited, a globally integrated healthcare company that fulfills unmet medical needs across the world, with solutions that include: Health Care solutions, Pharma Solutions, Piramal Life Sciences limited, Piramal Diagnostic Series, Piramal Glass Ltd, Piramal India reit.**

## *1. What is the role, scope and structure of Branding organization in your company?*

Like every organization, Branding is one of the prime nerve of our company. The company always focuses on development of a brand, creating awareness about the organization and making the company acknowledged and known to the customers. The focus is completely on development of the market and penetrating products deeper in the segments of Piramal group.

## *2. For what purpose is Branding used by your organization?*

To create an identity of the Brand. To give the brand a personality & a Face.

## *3. Is there any difference in the use of Branding in India and in other countries? If yes, what is the difference.*

The Life Span of Brands in India is smaller than in the International Market. The International market has mostly research products where the Indian market mostly promotes Generic products.

## *4. Is the Sales drive more dominant or Branding more dominant in your organization?*

Sales & Brand goes hand in hand. Both compliment each other. Our company gives equal weightage to sales & marketing

## *5. What developments have you witnessed in media in the last year?*

The Media is now taking an emotional angle, and segmentation is becoming very specific. eg- Surf Excel - Daag Ache hai campaign. Media is becoming free & are experimenting. It's one of the powerful aid of Promotion.

## *6. Which medium is the most effective with the masses? Why?*

It depends on the product to be promoted, but among all Television is the most powerful medium of promotion as it attacks 2 sensory organs at a time.... THE EYE & THE EAR. Study says the retention of promotion on television is more compared to other medias

## *7. What is your experience working in Piramal?*

I believe that you work for your Boss rather than your company, never the less the company is equally important. Piramal has given me a Bare field to Reap. It has given me all the freedom to learn, make mistakes & build brands.

## *8. What qualifications and qualities are required in an individual to make a career in Branding/Marketing?*

A marketing Degree from a reputed college is the minimum Qualification needed. A person should have an attitude to make a difference. In short one should have a vibrant personality.

## *9. What advice would you give to the youth or the young students?*

Before anything, SET YOUR TARGETS, Define your success and work towards it. The Fish Eye approach is what takes your nearer to

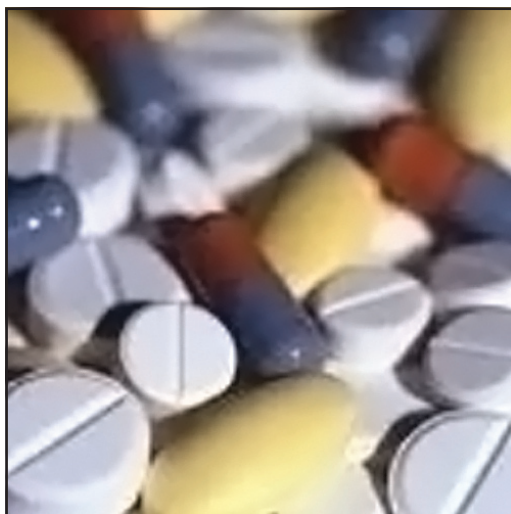
...

# Pharmaceutical Marketing

## A Strategic Shift

Prashant Kalshetti  
Abhijeet Chavan

The authors are Associate Professors at  
The Indira Institute



### ABSTRACT

*In this era of high competition and volatile markets, Pharmaceutical Sector is one sector wherein every major organizational group is trying to enter, settle & grow and because of which existing players are trying to survive and at the same time willing to increase their profits. This article studies different business models used all across the world. In the same efforts are made to enable pharma companies how to opt for particular business model. This article tries to differentiate each model from another by using different examples. After reading this article one would come know pharma sector performance in India, different strategies implied by them and ways for choosing right model for right company.*

### Key words:

**Chronic therapy** – Chronic often persists over a longer period of time than acute pain

and is most difficult medical treatments.

**Acute therapy** – Acute often also connotes an illness that is of short duration, rapidly progressive, and in need of urgent care.

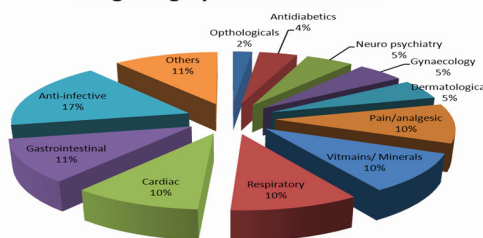
**Push Strategy** – Manufacturer driven strategy

**Pull Strategy** – Customer driven strategy

**PCP** – Primary Care Physicians

**CNS** – Central Nervous System.

Drug Categorywise Market Share



This clearly shows that chronic therapy is currently driving the market for pharmaceutical companies. Briefly the categories coming under chronic and acute therapy are as follows –

**Chronic Therapy** – Gastrointestinal, Cardiac, Respiratory, Neuropsychiatry, Antidiabetics

**Acute Therapy** – Anti-infective, Vitamins, Analgesics, Gynaecology, Ophthalmologicals and others

There are two business models existing today for Pharmaceutical Companies on basis of which their strategic framework gets onto floor. Those models are –

**A) Blockbuster Model** This model

emphasizes on search and distribution of small number of drugs from Chronic Therapy Area which ultimately increases global sales returns. Super core model is found successful if company succeeds in generating high revenues from small number of drugs. Usually this model leads to Pull strategy in which customer demands for the product and then it is made available by manufacturer into market.

**B) Diversification Model** In this model Pharmaceutical companies are marketing large number of drugs from Acute Therapy Area, to highly diversified markets. Using this model will be successful only if companies are able to deal in large volumes & less margins. Push strategy is always taken as a way for introducing the product into market.

**C) Intermediate Model** This model is combination of both the above models. This model is successful for those companies who are willing to shift from one model to another slowly. Push Pull strategy is one can follow while using this model.

There are some in the industry who would argue that the dependence of global pharmaceutical companies on a small number of high selling drugs is an outcome of the industry's economics not a result of a deliberate strategy. There is little doubt however that a large number of the largest pharmaceutical companies are highly dependent on the sales of a handful of drugs for most of their sales and an even higher proportion of their profits.

In some cases companies have combined mutually supportive capabilities. For example merger between two companies one with a drug pipeline and the other with a sales and distribution capability. By merging they create a company with a credible business model – possessing both a

valuable drug development pipeline and an effective sales and distribution capability. A recent example of such a merger is **AstraZeneca** – **Astra** with the blockbuster drug Losec, and the ex ICI pharmaceuticals, **Zeneca** with the financial strength and scale to underwrite further R&D.

### 1. Shift from opportunistic to focus.

Breakthroughs like these have led pharma companies to both invest in a wide range of R&D programs, independent of their experience level in the category, and to gear up their sales and marketing investments in anticipation of scoring primary care blockbusters. The increasing cost and complexity of clinical trials and declining industry economics mean opportunistic model is losing its appeal.

### 2. Shift from a fully integrated pharma company model (FIPCO) to using partnerships to manage risk and return.

Today, Big Pharma is largely based on a FIPCO model, with each company running its own discovery, development, manufacturing, marketing and sales for the majority of its product pipeline and portfolio. External relationships tend to be opportunistic, for example, buttressing the sales force for a new product launch through marketing agreements, clinical trial support or discovery pipeline in licensing. Most obviously, drug companies should outsource capabilities that aren't central to their strategy—perhaps IT, administration and manufacturing. But the major firms could also make use of partnerships more aggressively in joint development and commercialization of product pipelines.

### 3. Shift from science-driven provision of specific drugs to providing customer solutions.

Historically, the pharmaceutical

industry has focused on selling therapeutics that address diseases, but don't necessarily cure them or meet the patients' full needs in managing their condition. The high profitability of the drug itself suggested that incremental investment should always focus on maintaining existing brand franchises or discovering the next blockbuster. But the declining fortunes of the blockbuster model argue that this strategy may no longer be valid.

#### **4. Shift from a functional to an integrated business organization model.**

Pharmaceutical companies could also benefit by organizing around integrated business units based on their therapeutic, customer or scientific areas of focus. These business units share central or outsourced services such as manufacturing and information technology. Integration can provide tighter coordination and more rapid decision-making around each area of focus. Integrated business units will also create the opportunity to push down P&L accountability, and put in place new metrics that shift the focus from overall product revenues to business-area profitability, return on investment and functional productivity.

While each of above strategies can

create value by itself, their full value is likely to emerge when companies integrate them coherently. For example, focus might lead a company to target specialty areas and reduce its dependence on primary care. Partnerships become necessary, then, for pharma companies to augment their core strengths. Improved focus also leads companies to try to create complete solutions, bringing science closer to the customers who will benefit from more comprehensive therapies.

First, they have to decide which areas they should focus on, given their unique capabilities and strategic assets, in order to access and launch drugs most profitably: certain areas of science, targeted customer groups and needs or some combination of both. Once they've chosen their focus, they'll need to identify the relevant capabilities that provide key advantages and outsourcing others. They'll also need to figure out where they can profitably add value for patients beyond providing any particular molecule. And finally they'll have to structure the new organization to speed decision-making, increase accountability and reduce cost.

...

*“Many a small thing has been made large by the right kind of advertising.”*

*— Mark Twain*

# Marketing of Faith!

**Shambhu Saran**

The author is an Alumni of the College & Member of the Editorial Committee



I recently happened to get a leaflet in my daily newspaper, advertising the 'Art of living' course and its benefit. I immediately enrolled for it and paid an amount 'X' as its fee. Yes, I did that course after coming across an advertisement with appealing words. Besides enjoying the course, it gave me food for thought. A spiritual course is marketed in a manner so that it reaches the target audience successfully. And this kind of marketing is gaining immense popularity.

Religion is certainly not fading among the masses, specially the urban. A survey by Centre for the Study of Developing Societies has already established that the stress of urban living is pushing people to search for anchors in their lives, which they recreate through religion. The survey found that 93 percent Indians-irrespective

of education believe in God, 64 percent visit a temple or mosque or gurudwara regularly and 53 percent offer prayers daily. This means that there is huge potential to market faith and cash it.

Let us see how this is done.

Mobile services are now offering value added services of ringtones like Gayatri Mantra and Hanuman Chalisa. In India about 464 million subscribers are hooked on to this devotional service. Similarly, subscribers can upload or download mobile screens of gods and goddesses to make them feel more secure.

There are also sms services giving religious information. For example a product of company '108 Krishna names' offers the use of a unique set of lord Krishna everyday, accompanied by a picture and details of that named. Mobile games of epics like Mahabharata are also becoming popular.

Music stores now have a separate section dedicated to the various religious books and devotionals CDs and there is a growing demand for them. As we enter the stores, we can see posters of these CD's and VCD's luring us to purchase them.

Online marketing: Various ringtones of prayers can be downloaded from some specific websites. On one hand are Gayatri Mantra or Hanuman chalisa ringtones, while on the other are services like online prayers and mobile donations.

Murtis (statue) on sale : Display of idols and photo frame of god are a common sight outside any temple today. In fact,

aggressive marketing activities have been catalysts in the development of places like Shirdi and Tirupati. Exhibitions and Events have at least one stall for the display of religious items.

Travel Companies are also cashing in by organizing religious yatras for the young and the old alike. According to a source, out of nearly 400 million journeys undertaken by Indians every year domestically, nearly 100 million journey are to pilgrimage centers like Tirupati, Shirdi, Golden temple or even the Char Dham Yatra.

Guru and Guru Gyan: A program of a renowned Guru, organized in Pune was marketed immensely. Besides focusing on mouth to mouth publicity, many hoardings were put up around the city. Mails and even leaflets were used to advertise this program and attract the

masses. Surprisingly, the Gen-X youngsters were the largest part of these campaigns. Such kind of programs are also marketed via internet, mobile sms, various print and electronic media.

Marketing is now acquiring bigger proportions in the temples annual budget. They are expanding their building space to accommodate maximum devotees. One of the temple has roped in Tata Sky as their marketing partner and has also ventured into mobile marketing as another way to attract customers.

Marketing of faith is gaining momentum, as more and more of the population feels the need of 'Connect to God', moreover there is a lot of money involved in it.

...

*“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”*

*— Peter Drucker*

# Get Rich Quick Schemes – Pyramid Schemes

**Dr. Meena Goyal**

The author has a Doctorate in Multi Level Marketing



Recently, when I was reading Pune Mirror, I came across news about many people in Pune being cheated of their hard earned money by some conmen, who promised to provide huge returns for a small investment with the recruitment of more people with them. Well, this is not the first time that such news had been flashed and it would not be the last time also because people are still not aware of such 'Pyramid Schemes', that promises huge returns based on an investment. There are many Pyramid Schemes that are operating as MLM (Multi Level Marketing) companies and have very well camouflaged their illegitimate operations.

With the wave of Liberalization, Privatization and Globalization, the companies are trying to reach consumers through various distribution channels. One of these channels is MLM, which makes it very convenient for the companies to make their product available to the consumers at their door-step. Not only this, but the consumer gets an opportunity to gain the share of the company's profit by joining in as a distributor of the company.

As we all know that no sector is devoid of conmen, so does MLM. Very often, legitimate MLM is confused with illegitimate Pyramid Schemes. So, the consumer has to be very scrupulous about the legal identity and operations of such companies. Otherwise, the consumer may get into a pyramid scheme, camouflaged as MLM.

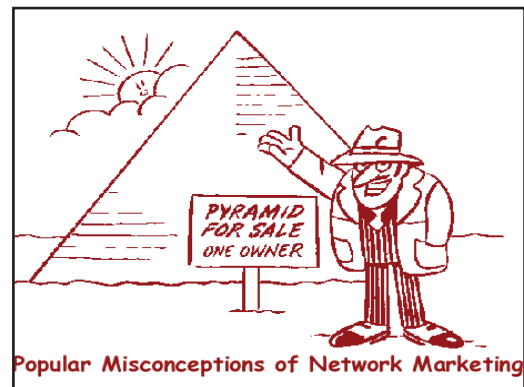
With the new wave of cheating cases in the economy, it is very important that the customer should know the difference

between legitimate MLM and Pyramid Schemes.

## Multilevel Marketing (Network Marketing):

MLM is a direct selling program that pays distributors for their own sales, as well as for the sales of multiple levels of distributors (recruitments) who are below them in the company's hierarchy. In Multilevel marketing, independent distributors represent a network marketing company and sell directly to consumers rather than through conventional outlets, such as retail stores.

Pyramid Scheme is defined as an Illegal business superficially resembling legitimate network marketing companies that generate income solely from recruiting new members and charging them fees, with no actual product or service being moved.



Pyramid schemes now come in so many forms that it may be difficult to recognize it immediately. However, they all share one overriding characteristic, they promise consumers or investors large profits based

primarily on recruiting others to join their program, not based on profits from any real investment or real sale of goods to the public.

As a practical matter, it is impossible for legislators to anticipate the infinite creativity of individuals who devise, implement and promote legal and illegal marketing programs. Moreover, there is no separate legislation which deals with MLM as a concept; neither there is any provision in exiting laws that deals with MLM as a separate concept

Due to the confusion about the concept of MLM, the working of the MLM companies has attracted the applicability of 'Prize Chits and Money Circulation Scheme (Banning) Act 1978'.

In a statement to Lok Sabha, the minister of state for consumer affairs, food & public distribution, V. Srinivas Prasad said, "the provision of Prize Chits and Money Circulation Scheme (Banning) Act, 1978 seeks to ban the promotion or conduct

of Prize Chits and Money Circulation Scheme. The provisions of this Act had come up for scrutiny before the supreme court of India, which has ruled that the 'Network Marketing Plan' and direct sale of goods and services by the direct selling companies do not fall within the mischief of the aforesaid Act."

This has given a clean chit to MLM companies especially from the government.

But, the growth of MLM companies has emerged as a lucrative 'Venture' for fraudulent operators who are peddling 'get rich quick' schemes in the name of MLM.

Lack of awareness on the part of consumers/distributors makes it much easier for fraudulent operators to cheat people and we can see more of such cases coming up every now and then, if awareness is not created.

...

**“** A customer is the most important visitor on our premises; he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so. **”**

— Mahatma Gandhi

# Jago Grahak Jago!

## Consumer Awareness amongst the Consumers in Pune

### Introduction

Consumer is the king in the market today. The entire market revolves around him. But as consumers are we aware of this fact? Do we know that there are several rights which we can exercise if we are being cheated or duped? An urge to know the answers to this question has led up to do this survey.

Consumer Awareness is about making the consumer aware of his/her rights. It includes being aware of product or service, its characteristics and other marketing P's [Place to buy, Price and Promotion]. It helps the buyer to trace and find the cheater and mal-practice done by the seller.

There exists a Consumer Protection Act 1986, which protects the interests of the consumers. This act came into effect from July 1987 and it applies to all goods and services unless specifically exempted by the Union Government. This act states the Rights and duties of the consumer, which every consumer must know.

There are 500 Consumer associations which are working for Consumer Protection. Some prominent ones are: Consumer Guidance Society of India, Citizen Action Group – Mumbai, Consumer Utility and Trust Society- Jaipur.

### Methodology used for the study

A Structured questionnaire consisting of questions on Consumer awareness was prepared for two groups consumers. One between age group 20 - 40 yrs and another 41 years and above. 35 people in both the age groups were selected as a sample. In

all 70 people/ consumers were asked to fill the questionnaire to find out the consumer awareness. This study is done by a team of S.Y. B.Com students (2009-10).

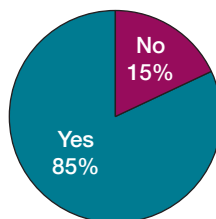
### Findings

The findings of this survey were very astonishing. Consumers questioned are referred to as respondents in the findings.

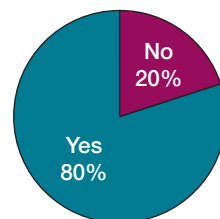
#### 1) Awareness about Consumer Rights

Respondents in the age group of 20-40, 29 (85%) consumer were aware of consumer rights; where as 6 (15%) were not aware of consumer, where as 28 (80%) consumer in age group 40 and above were aware of consumer rights. 7 (20%) were not aware. The margin of awareness in both the age groups was very less. It shows increased awareness of consumer rights in both the groups.

**Awareness about Consumer Rights**



Age group 20-40



Age group 40 and above

#### 2) Cheating

18 Consumer in age group 20-40 were cheated in the sale where 17 were not. 25 consumers in the age group 41 and above were cheated where 10 were not. Does this mean that no one can mess with the younger generation and they are much smarter?

### 3) Reasons for being cheated

The answers varied. Consumers in the age group 20-40 gave different reasons for being cheated. The main reasons were Adulterated Product, Sale above MRP, Bad Quality product, Sale beyond Expiry Date, False Misleading Information etc. Consumers above 40 years gave bad quality product and product price beyond expiry date as major reasons for being cheated. These reasons were followed by the MRP aspect i.e. price above Maximum Retail price.

### 4) Action on being Cheated

18 respondents in the age group 20-40 mentioned that they took action where as 17 respondents did not take action. 14 respondents in the age group of above 40 took action where as 21 did not take. This means that younger generation consumers are more aggressive and aware. They will surely not keep quiet if they are being cheated.

### 5) The action taken by consumers in the age group 20-40 is shown in the pie chart.

The respondents in the age group of above 40 years said that they either returned the product or got in exchange. Some complained to the sellers and very few complained to consumer forum. However, none took legal action.

### 5) Awareness of existence of Consumer Protection act.

Amongst the consumers in age 20-40 yrs, 29 were aware where as 6 were not. In the age group of above 40, 22 were aware but 13 were not aware. Younger generation consumers were more informed about the act than the older generation consumer.

### 6) which rights they were aware of

In age 20-40, 29 consumers were aware;

6 were not aware. In age 41 and above, 28 consumers were aware; but 7 were not aware. However the respondents were aware of 'some' consumer rights. There was contradiction between the awareness of rights and exercise of rights. Even if the consumers were aware of their rights it was just in their mind, hardly anybody actually exercised their rights.

### 7) Rights which consumers were aware of

In Age group 20-40 yrs and In age group 40 and above; Most of the consumers were aware of right to be informed, where as least were aware of Right to redress

### 8) Awareness about consumer forum

22 consumers on age group 20-40 were informed about the Consumer Forum and 13 were not informed. 21 consumers in age group 40 and above were uninformed

It is rather interesting to know that though most of the respondents in both the age group were informed about the Consumer Forum hardly few approached the Forum when they were cheated. This means there is only awareness but no inclination to take any action.

The respondents were also questioned in detail about some important aspects.

### 9) Quality Mark Examination

29 consumers in the age group 20-40 yrs saw the quality marks where as 6 did not. In the age group 41 and above, 20 saw the quality mark and 15 did not see. Less people saw the quality mark in the older age group compared to the younger age group. The younger generation is actually a truly educated consumer.

### 10) Filing a complaint in the Consumer court.

Nearly 34 consumers in both age groups

said that they did not file a complaint in the consumer court. This means nearly all consumers mentioned that they did not file complain in the consumer court. 'Lengthy and time consuming procedure' was the reason they all gave.

**11) Repurchase** Majority (21) of the consumer in both the age groups purchased again from the same shop they were cheated. According to them they have no choice as alternate number of these shops is not many.

## Conclusions

The Survey gave us some interesting conclusions. Consumers in both the age groups are aware of consumer rights, however; awareness was more in the age group 20-40.

The consumers also know their rights, though only some of them. Most of the consumers carefully check the MRP, quality mark, expiry date on the product when they make a purchase. But the consumers do not exercise their rights; File a complaint in the consumer court. It clearly shows that though the consumers are aware of rights, they are passive where they are cheated. This means consumers do not take the benefit of Consumer Protection Act

which is specially enacted to protect them from the fraudulent sellers. So who gets to reign the market??.....Is it the consumer or the seller?? ..... Of course the Seller. Therefore, **Jago Grahak Jago!**

### Study conducted by



**S.Y. B.Com. (2009-2010**

**)Anuja Kulkarni**

**Dyanesh Angarkar**

**Pankaj**

**Mrunalini**

**Aarti**

**Guided by**

**Prof. Sharayu Bhakare**



**“ Your most unhappy customers are  
your greatest source of learning. ”**

**— Bill Gates**

# Indian brands vs. Foreign brands

## Competitiveness in the local market (Case of Men's apparels)

### Introduction

Today's customer is savvy. His choices vary and he is choosy. Especially when it's about clothes he is a little more vigilant, as clothes directly affect his personality. The present day customer directly falls into the fourth level of Maslow's Hierarchy of needs. He is cautious about his position (status) in the society and therefore pays much attention to what he wears. This has resulted in the boom of Indian textile and cloth market. The Indian market with its huge population has also attracted the MNCs to India with many foreign brands winning the hearts of Indian customers. Mahatma Gandhi's ideology of 'Swadeshi paheno' (Wear Indian) by abandoning wear of imported clothes is detoured and Indian consumer loves flaunting a foreign brand whether it is Adidas, Reebok, Levis or Lee Cooper. The Indian garment industry is facing a tough competition from the foreign garments. We intended to check this fact when we decided to do this survey. We wanted to know from the customers view point "The Competitiveness of Indian brands vs. Foreign brands in the local market with special focus on Men's apparels. In this study we have taken Pune Market as the 'Local Market'.

### Methodology

In order to find the competitiveness of Indian brands versus foreign brands, (in case of men's apparels) a survey was conducted among a group of 50 men by Delmas Nganga, a student of M.Com Part I. A structured questionnaire was prepared with various questions on preference of Indian Brand and Foreign brands, and every

respondent was personally interviewed.

### Interpretation of the survey

1. Even though most of the foreign brands have established their base in India, 58% of the people prefer Indian brands to foreign brands.

2. Among Indian brands, Cotton King (as this survey is done in Pune, Cotton King was the preferred option) is preferred by majority of the people with 41.2% followed by Siyaram's which is preferred by 27.5% of men, Arvind's with 17.6% and Vimal with 13.7%.

Levi's Strauss is the most liked foreign brand for 34.4% of people followed by Reebok with 19.15%, Adidas 18.06%, Peter England 11.7%, Lee Cooper 11.7% and Loui's Philipee with 5.32% of men.

3. Price plays an important role while selecting Indian brands. 60% of the people primarily prefer it due to its price. 25% of them prefer Indian brands because of its quality, 8.3% look for warranty while the remaining 6.7% take the advantage of easy availability.

4. 61% of the people believe that price is the main factor which distinguishes Indian brands to foreign brands in terms of competitiveness while 18% think it's the quality which is the X factor, 13% think style matters and only 8% people have the perception that Warranty is the main factor for competitiveness.

5. People's perception towards the term "brand" is very different. 37% of the people think that brand is a trademark, 26%

think it's a symbol, 36% of them think that it's a design and surprisingly 5% of them feel that it's a name of the product. Apart from these, for some it meant product satisfying customer need and for some everything-quality, price and design.

6. Preference is primarily made for casual wear with 84% of the people having more liking for it considering comfort and style. Only 16% of the people prefer formal wear. Among casuals, Jeans is preferred by most of the people with 41% opting it among other casual wear, 5% of the men like to use trousers, 2% prefer six pockets, 21% like shirts, 30% like T-Shirts and only 1% like tights.

7. Majority of the responded associated foreign brand clothes with status, style, look where as they were neutral on the fact that it enhanced personality. In fact most of them said the Indian brand enhanced personality.

	Indian brand	Percentage	Foreign brand	Percentage
Status (43)	12	27.91%	31	72.09%
Style (44)	15	34.09%	29	65.91%
The look (43)	19	44.19%	24	55.81%
Enhancing Personality (40)	21	52.5%	19	47.5%

## Conclusions

Even if the foreign brands may have been betting big on India, but Indians still go for home grown brand than a foreign one. In fact according to a recent survey by the Time magazine, four out of five most familiar brands in the minds of young Indians are still domestic menswear labels. Most of the foreign brands in the Indian market fail to create a sense of wanting in the Indian customers, especially when it is about the price, fabric and availability. The foreign brands need to change with time and adapt to region specific sensibilities.

They have to realize that the present Indian consumer which is mainly young is not pushover.

### Study conducted by



Delmas Nganga, M.Com. Part I

Sreedharan Nair T.Y. B.Com (2009-2010)

Guided by

Prof. Sharayu Bhakare



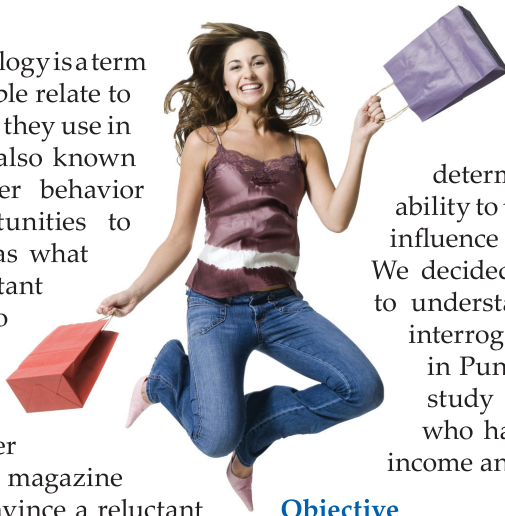
# Consumer Psychology

## A Gender perception

### Introduction:

Consumer Psychology is a term that refers to how people relate to the goods and services they use in their daily lives. It is also known as study of consumer behavior and provides opportunities to examine issues such as what factors are most important when people decide to purchase a particular item, how customers determine the value of service, and whether or not television magazine advertisement can convince a reluctant consumer to try a new product for the first time and thereafter. Consumer psychology has gained immense importance today as it helps the market researchers to understand the mannerisms of consumer behavior and predicts the way in which a consumer will make his decisions. This information is extremely useful to the marketers to plan their marketing strategies or even make changes in the product.

Women are the main consumers today and marketers perceive them as most influential. Women play an especially prominent role in buying things that provide sustenance for home and family. A study conducted shows that women are responsible for buying 80 percent house hold goods. The influence of women as consumers in the urban region is increasing. They are now taking the responsibility of buying large items such as houses and cars. Women consumers can be divided into two distinct segments: Ones who are financially



independent by being employed or self employed and others those who are not.

This status of women determines the extent of their ability to take a buying decision or influence the decisions of others. We decided to conduct this study to understand this dimension by interrogating women consumers in Pune. This is a comparative study of women consumers who have their own source of income and those that do not.

### Objective

To understand a few behavioral aspects of women consumers in the two segments mentioned above.

To comprehend from certain factors, the psychology of women consumers in Pune.

### Methodology:

This study is undertaken by a team of T.Y Com (2009-2010) students. They have interviewed 50 women (25 employed and 25 not employed) with help of a structured questionnaire which consisted of questions regarding purchase decision, impact of advertisement, type of goods bought, urgency of purchase, need and want implication on purchase, awareness etc.

1) The survey between equal number of employed and unemployed women fortunately showed similar variation. As such, 65% of employed and unemployed women buy goods by self decision while

the other's consult before buying.

2) In case of FMCG's 85 % of the employed women buy goods by self decision and the remaining consult while in case of unemployed women, 90% buy goods on self decision and the others consult similar is the case with Luxury goods, Previous goods and services And so 25% of the employed women by Luxury goods on self decision and the remaining 75% consult 5% of the unemployed women buy goods on self decision and the remaining 95% consult. In case of previous goods, 45% of the employed women buy them on self decision while the remaining consult. Marginally, 40% of the unemployed women buy the same by self decision and the remaining consult. 40% of the employed women buy services on self decision while 55% of the unemployed women do the same.

3) While purchasing any impressive product 80 % of both employed and unemployed women get into the thought of dual mind state. Majority of the employed women thereby make self buying decisions. Opposite is the case with unemployed women where majority of them consult family before buying only excessive product while only 20% make self decisions.

4) While going for any big purchases or shopping 85% of the employed women have a planned buying programme while 60% of the unemployed women do the same. The remaining women never make any planned buying programme.

5) Advertisements play a very important role for promoting any product. Thus 50% of the employed women are emotionally influenced to buy any product and only 35 of the unemployed women are attracted towards the same.

6) While making any purchases 85% of the employed women are hesitant to buy

any products without complete information whereas all (100%) of the unemployed women will not buy the product without complete information.

7) In case of products urgently required, 100% of the employed women take quick decisions while only 75% of the unemployed women take quick decision for buying.

8) Majority of the employed as well as unemployed women take their own time to make buying decision in case of products not urgently required.

9) "Need" is a major component which motivates 63% and 41% of the employed and unemployed women respectively. Few of them are also conscious about their standard of living and non-availability of the products in future.

10) For taking quick decision in buying FMCGs, 40% of the employed women are quick while 25% are not so quick and 5% of them are not at all quick. In case of luxury goods, precious goods and sumacs, in an average 18% of the employed women are quick and 15% of them are very quick. In case of unemployed women, in an average 90% of the women are quick while 10% are not at all quick. In case of luxury goods, 50% of them are not so quick while 50% are not at all quick. When it comes to precious goods and buying services, 75% of the women take their own quick decision.

11) Around 55% of the employed women have been pressurized mostly by their children for buying any products. And 40% of the unemployed women have been pressurized.

## Conclusion:

Women are becoming the dominant concept of household consumption. So it is more and more important sellers understand

the mindset of female consumers, consumer psychology and behavior. Women are extremely vigilant while purchasing or making a choice of product. The above factors show that women exhibit greater sensitivity while purchasing. This survey gave us certain revelations. Surprising same number of both employed and unemployed women make buying decisions themselves, however this differed in case of specific products. For example 25% of employed women bought luxury goods on self decision, where as only 5 % unemployed bought luxury goods on self decision. In case of urgent requirement all employed women took immediate decisions, where as this was not the case in case of unemployed women. 'Need' was the most important factor which made both of them take purchase decision.

The survey has shown that unemployed women, that is women without any personal source of income and employed women psychologically vary very less as consumers. Having a source of income or not does not make much difference when they are in the role of consumers. The only

factor they differ on is the 'time for taking purchase decisions'. This clearly reflects the empowered status of women in India, whether employed or not.



**Study conducted by**

Sreedharan Nair T.Y. B.Com (2009-2010)

Jenoy Koshi T.Y. B.Com (2009-2010)

**Guided by**

Prof. Sharayu Bhakare



*“This may seem simple, but you need to give customers what they want, not what you think they want. And, if you do this, people will keep coming back.”*

— John Ilhan

# Organized Retail vs. Unorganized Retail — Consumers preference

## Introduction

Today the Indian consumers want both organized and unorganized retail. The Indian retail market which is the fifth largest has been ranked as the most emerging for investment.

Organized retail store means the retail store which is prepared in organized manner. In organized retail store includes all types of products related to the different sectors of the consumer needs. Through this types of stores consumers get all necessary products in one store which is easily available according to there tastes and their preference.

Unorganized retail store are those stores which is very oldest form of retail stores. These stores generally include various products but in unorganized manner through these types of retail stores we are unable to get all type of products from one retail store.

## Objectives

1. To understand the consumer preference for the organized retail stores.
2. To know customer preference for organized retail store.

## Methodology

A survey was conducted to achieve these objectives and 100 people were asked to fill a structured questionnaire. The survey team also visited some organized and unorganized retail stores to get a better perception of consumer preferences.

## Data Analysis and interpretations

75% of the people like to visit organized retail markets more often which shows that most of the people like to accrue better facilities and services. The remaining 25% people never bother visiting any kind of stores.

Out of the 75% of the people visiting organized stores, 49% of them prefer to go to for shopping once a week, 19% of them visit once in

a month and 4% visit during festive times. The remaining 29% have no fixed schedule.

While visiting unorganized stores, 30% of the people visit once in a week, 20% go once in a month and 50% of them have no fixed schedule.

60% of the people like to visit organized stores with their friends while 20% of the people go with their family and friends. In case of unorganized stores, 67% of the people like visiting alone, 22% go with friends and 11% go with family.

27% of the people visit organized stores for availing the benefits of available discounts, 7% of them go with their family for outing, 9% of the people go for actual purchases, 7% go for window shopping, 19% visit as they are fascinated to branded products and 20% go to upgrade the latest fashionable trend in the market.

13% of the people visit unorganized stores for purchasing groceries, 4% visit to avail the discounts available, 20% visit for purchasing branded products and 20% go for making actual purchases.

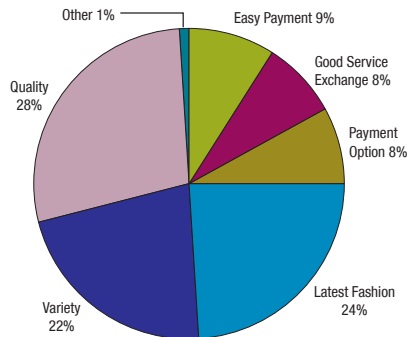
Reasons for consumer preferences: Most of the people visit organized stores to get the benefit of good quality, variety and latest fashion. 8% visit as the payment options and services provided are consumer friendly and remaining 20% of them get easy payment option for the products.

Indian consumers are more exposed to credit and so 41% of the people visit unorganized stores to avail the benefit of credit facility. 9% of them go as bargaining favours unorganized markets, 14% visit as they get good cheaper comparatively to organized stores and 14% as they get free home delivery.

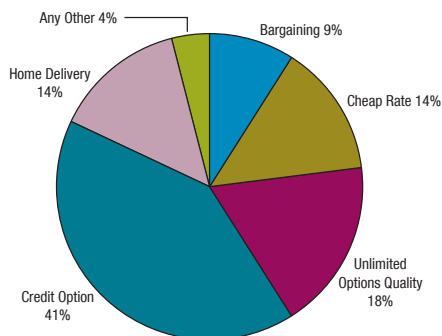
Infrastructure, decorations and the sales offer are the three main criteria which attracts most of the people to organized stores. 12%

of the people prefer organized stores as the atmosphere there is more comfortable and 13% visit as they provide good customer services.

In case of unorganized markets, 35% visit as they get good sales offer and good customer service, 12% like the infrastructure of unorganized retail shops while 6% of the people like the decorations and ambience.



Preference for Organized Retail Stores



Preference for Unorganized Retail Stores

20% of the people like to visit organized stores and 11% like to visit unorganized shops with their family. 60% go to organized shops with friends and 22% go to unorganized shops and the percentage of people visiting organized and unorganized stores alone are 20% and 67%

14% of the people visiting organized stores make purchases for less than Rs500/-. 40% make between 500-2000, 38% of them buy goods between 2000-5000 while only 8% make higher purchases.

38% of the people visiting unorganized stores buy goods for less than Rs500/-. 37% of them buy between 500-2000 while 25% of them buy goods ranging above Rs5000/-

## Conclusion

It was a great experience for us as the survey team to conduct this study. The study on this subject gave us sufficient knowledge about consumer perceptions towards organized and unorganized retail store.

We are happy to learn that most of the people like visiting organized retail stores as they are well organized, good service oriented and guaranteed. The primary goal of this survey was to identify choice initiatives of the consumers towards organized and unorganized retail stores and also to learn what makes up their Action Agenda.

## Study conducted by



**S.Y. B.Com (2009-2010)**

**Lokesh Kumar**

**Anjali Moraya**

**Rohini Chaudhari**

**Niraj Kothari**

**Natik Kothari**

**Ankit Gautum**

## Guided by

**Prof. Mamata Shende**

**Prof. Sharayu Bhakare**



# Traditional Retail Marketing

—Sustain ability in India

## Introduction

Traditional Retail Marketing is a form of direct selling. It includes – Peddlers, Hawkers, Stall holders, roadside vendors and is a part of unorganized retail industry. The features of traditional retailing can give the exact idea about **Traditional Retail Marketing are –**



- Roadside / Street – corner location with low rent / overheads.
- Minimal fixtures / furniture.
- Simple organization, often owner – employee.
- Emphasis on price & personalized service like free home delivery.
- Crowded store / shop
- In-store / Demonstrations.
- Most merchandise in the shop front.

In India we witness lots of changes in food Culture as per the changing scenario. The modern Fast food i.e. Pizza, Burger, Coke, Pepsi, Mirinda, Rolls and ready-to-eat foods have entered the market complementing and competing the

traditional menus such as Pav-Bhaji, Wada-pav, Kacchi-Dabeli, Pani-Puri, Bhel-chat and Lassi. The restaurants, Coffee shops, Cafes, franchise outlets, hypermarkets, mall and speciality stores are giving a tough competition to the traditional retailers like –hawkers, peddlers, stall holders, vegetable sellers, roadside vendors, etc. These traditional retailers which have been existing in India for centuries are still alive, facing and fighting the new breed of competitors. But what are the reasons for the survival and success of these traditional retailers in this modern age?

## Methodology

A structured questionnaire was prepared with five point scale (likert's) based on knowledge of marketing, Salesmanship, consumer behavior, communication and management, etc. The questions mainly focused to know the opinions of traditional retailers about the reasons for their success, growth of business, survival in competition, customer satisfaction & their response, complaints, & changes they have deliberately made in the last 5 yrs. The shops operating traditional retail formats were randomly selected and these were Bhel-chat, kacchidabeli, jellers, juice owners vegetable vendors. The survey team has collected responses from 30 such retailers in Pune and PCMC area.

## Summary of the study

The survey brought to the forefront some interesting reasons for the survival and success of the traditional retail formats. Conclusions of this survey can be applied to the entire traditional retail formats in

India.

1) These traditional businesses are family business & some of them are 1st gen. entrepreneurs.

2) As a part of day to day activity these retailers faces the customers of different age groups (& gender) – old age, youngsters & small kids also.

3) These customers are of various types – Time wasters, silent, shy, talkative, impatient, and susceptible but most of them are talkative (80%), impatient (70%) and time wasters (50%).

4) Hindi (90%) & Marathi languages (87%) are used for communication & in some case English language. Because they are not highly literate.

5) The skills used in business are traditional and learnt from their forefathers.

6) None of the retailers are diploma or degree holder. Majority (90%) of them have not undergone any form of training or course to enter in this filed.

7) Good communication (skills), respect to customers, providing good facilities, goods & services; quality assurance are the ways used for establishing & maintaining good relations with customers.

8) Reasons that the customers likes to come are Quality, Prices, taste, established relationships, etc. Established relationships (94%) & quality (87%) are most important hence the place doesn't make any difference.

9) The prices are fixed mostly as per the market prices and in some of the cases as per production cost & personal opinion.

10) These retailers sell their products personally & they don't feel the need of

advertisement with the help of the modes & medias as their scale of business is small. Though there are also no funds (finance) available for advertisement. The most important thing is that their quality, taste, prices, established relations, loyalty, good communication skills, behavior, etc. leads to the 'word of mouth' publicity which helps to traditional retailers in increasing their business.

11) For getting new customers and to sustain the competition the retailers have adopted certain strategies. These are mainly providing good services, home delivery facilities, price concessions etc. They also take orders for marriages, reception, Parties and other events which further leads to getting new customers, new contacts and so on.

12) The rate of getting complaints from customers considerably lower. But whenever they get the complaint from customer, they listen to customers find the reasons, solve the problems and let the customers be satisfied.

13) They take the suggestions from customers and act as per suggestions, make the changes in products, facilities which they provide to customers.

14) The passion towards business and work, wish to get success, achieve goals and objectives; the wish to become something, creativity let these retailers to work hard which helps in development of business and get success in their field.

15) These retailers have experienced and incorporated certain changes in the last five years. Their customers have definitely increased. 70% retailers said that they had to change their selling skills. 69% changed the format of their retail shop. About 60% made improvements in quality, taste of the products and materials.

## Conclusions

Consumer familiarity with the traditional retail formats for generations is its greatest advantage. On the contrary, Modern retail formats have big expenses like higher labor costs, social security to employees, bigger premises, and taxes to meet which is recovered conveniently from the consumer.

Hence, though the Hotels, Restaurants, Pizza huts, Mc Donalds, Coffee shops, malls have entered in the market, these traditional retailers are still alive in the competition. Visiting these formats is often not affordable to most of the Indian customers. They still prefer to buy vegetables at the roadside vendor or eat pani puri at a stall nearby. The main reasons for the survival of traditional retailers are the traditional appeal of product, quality, good communication of the retailers, their marketing & selling skills, low prices, their behavior towards customer, loyalty, attention to customers, customer satisfaction and the good stable relationship established with the customers.

Above all the food ( menu) they serve is not available in the modern retail formats. Have you at anytime eaten Kacchi dabeli in Big Bazaar or any posh restaurant?

With all their good features the traditional retail formats have established an emotional bond with every common man irrespective of his economic status.

### Study conducted by

F.Y. B.Com (2009-2010)

Priynaka Ahiwale

Kanchan Gole

Pragati kadlag

Rohit Chavan

Mangesh Nighot

Saurabh Girase

Sonam Ahiwale

### Guided by

Ms Shubhangi Kaspate

● ● ●

*“Don't bring your need to the marketplace, bring your skill. If you don't feel well, tell your doctor, but not the marketplace. If you need money, go to the bank, but not the marketplace.”*

— **Jim Rohn**

# Rural Marketing

## The Social Ways

**Prof Sharayu Bhakare**

Faculty, Modern College, Ganeshkhind &  
Chief Editor



India's 700 million villages, housing almost 70 percent of the Nations consuming population is the most potential market for the marketers. Saturation for durable and non durable products in the urban market and increased rural market, is attracting the companies to the rural markets. Villagers now account for the majority of consumer spending in the country, more that \$100 billion a year. This spending is not limited to only essentials and necessities. Rural India buys 46 percent of all soft drinks sold, 49 percent of motorcycles and 59 percent of cigarettes. FMCG conglomerates like HUL and Cavin Care get more that 30 percent and 50 percent respectively of their revenues from rural India. It is interesting to know that easy finance availability in the rural by the microfinance institutions is on major reason for this rural market

boom. The time is right for more focused marketing and well thought out strategies to capture this ripe market, harness the wealth at the bottom of pyramid and also bring about rural empowerment.

One person who has understood this very clearly is Mr. Pradeep Lokhande. He has successfully achieved a blend of commercial and social marketing to get two fold benefit- One, enabling the reach of products and services of companies in deep interiors of the country and another, educating and empowering the rural consumers. He acts as a facilitator to the companies by helping them to market their products in the rural India- Bharat. Marketing is not the sole purpose of Mr. Lokhande. He has a strong social objective when he markets the products in villages. He adds a social touch to the marketing. He has a database of about forty thousand villages across five states with their demographic details. He thoroughly understands pulse of the rural market.... What sells, Where and How. Some of his clients are HLL, Proctor and Gamble, HPCL. Besides marketing the products of these companies he also creates awareness by attaching a social message. For example, if lifebuoy soap is to be sold then it is marketed by including the importance of hygiene and cleanliness on the posters of 'Lifebuoy', which are put up at prominent places of the village such as schools , municipality, local Panchayat etc. Thus the company selling the product has achieved two fold purpose-Social and Economic.

Another example that can be stated here is of Castrol Company. The company

has created an Agriculture Modernization program for tractor owners to educate the farmers on appropriate tilling techniques for a better yield besides making them aware that by using Castrol CRB plus they can enhance the life of their tractors. This 'Operation Attack' of Castrol has reached to seventeen states using Bus talkies and live technical demonstrations.

Airtel along with Nokia has also used this soft strategy to penetrate in deeper pockets of Indian market. They undertook a campaign in seven states to create and share advantage of mobility with the target group. The campaign included banners, posters at prime locations like traders, retailers, agri shops, kirana shop and existing retailers of Airtel and Nokia. This was supported by interesting sessions and interactive games. This resulted in achieving two fold benefit- Selling and Educating.

Max New York Life Insurance is another company that has entered the rural markets in a social way. Its unique

insurance concept 'Bima Gulak' wishes for the long life of the poor villager. Specially designed for the rural customer, this policy is marketed in novel manner. Besides enabling the customers to pay initial premium of Rs 1000 and subsequently top up payments of Rs10-2500 per day, it also educates them about the importance of saving habits.

HPCL is another company who has used the strategy of 'Rasoi Ghar' for selling its LPG cylinders. Besides educating women folks about benefits of using LPG, most important being pollution free environment, health and safety, HPCL has also achieved increased sales.

Though the cases mentioned here operate in different domains, they ultimately serve a single purpose – benefit the rural masses by use of social approach in marketing.

...

*“In our way of working, we attach a great deal of importance to humility and honesty; With respect for human values, we promise to serve our customers with integrity.”*

*— Azim Premji*

# Agriculture Marketing

## A Perspective

### Introduction

India is predominantly an agricultural economy. The entire country is dependent for its food needs on this sector. But the output from this sector is miserably low, unable to satisfy the increasing demand of the growing population. This is one of the major reasons for rise in prices of agricultural produce, thus leading to inflation.

India has the tremendous potential of being self sufficient in feeding its masses, provided a systematic strategy is adopted for producing and marketing the agricultural produce.

### Objectives of the survey:

This study is conducted to be aware of the positive and negative aspects of agriculture marketing. It is also done to understand the mechanism of agriculture marketing in India.

### Methodology

The students of T. Y. B Com had conducted this survey in stages, by visiting different experts and also an organization involved in agriculture marketing. We, members of the survey team visited Shri Chatrapati Shivaji Market Yard ( Krishi Bazaar ) where we interviewed Mr Arvind Jedhe Senior Officer. We also interviewed 2 marginal farmers, Namdev Chawvan of Chandhe village and Raja Ram Laxman Ozarkar of Sadawali village, both near Pune. Mr Rohit Pandhare, an exporter of perishable foodstuff was also interviewed to understand the constraints and future of agriculture marketing.

### Compilation of the Survey

Summary of the interview of Mr. Jedhe,

a senior official in Krishi Bazar Samiti:

Krishi Bazaar Samiti, Gultekdi was established on 1957 in the total area of 190 acres. Its 1st marketing product was jaggery. Here the agriculture products are sold on auction basis by the agents charging fixed commissions for different products. Many of its secondary markets are located at Hadapsar, Pimpri-Chinchwad, Khadki, Utamnagar. Mangalwar Peth, Moshi, Kadaba Bazaar. Some of its important features are as follows:

- a) It facilitates immediate cash payment that is within 24 hrs to its farmers.
- b) It provides cold storage to perishable foodstuffs.
- c) It solves all kinds of problems; complaints faced by the farmers and give them solutions.

### Future Developments and plans:

They will be providing a separate cell to the farmers where they can sell their vegetables and fruits directly with the middlemen. It is going to be first and foremost implemented in a village named Manjari (now a major suburb of Pune City).

### Interview with Mr. Rohit Pandhare

He is engaged in the business of exporting fruits and vegetables. 'Greencore' is the name of his company and his products are sold under the brand name 'Sunpikt'. He has observed many loopholes in Indian Agriculture Marketing, and shared very crucial and interesting information with us. According to him

- Indian farmers are unaware of

the pre harvest management practices in crops like nutrition requirement, pest and disease management, etc and post harvest that is grading, packing, the packaging requirement, temperature controlled storage, market information, etc.

- Improper post harvest handling of fruits & vegetables, their packaging and inadequate transport facilities has led to 30% wastage of fresh produce grown each year.

- Indian farmers need to be educated & trained on the requirements of the international markets pertaining to the type of produce, varietal requirement, its quality specifications, pre & post harvest practices, packaging, the time of requirement and the consistency in supply in order to become a regular supplier in the international markets.

### International Marketing:

Israel may be looked up to as an example for the tremendous progress they have made in agriculture and for establishing their agro-produce in the different world markets. This is merely due to its scientific approach towards production and market requirements. They have extension workers (that is information is transferred from the research centre to the farmers in farm). These workers get part of their pay from the farmer's income and part from the Government. Foreign countries have different Boards for different products (Banana Board, Citrus Board, Table Grape Board, Tomato Board, etc). The industry supports production as well as marketing of these items.

### Measures to be taken and further Developments in this field:

Farmers should be given information from production to marketing of the different agriculture produce. It must also include information on demand-supply conditions in the markets so that they can decide which market to send their produce to.

Adequate transport facilities with refrigeration and temperature controlled facilities at the terminal markets and retail outlets can help reduce the huge wastage of agro-produce.

The Agricultural Marketing Boards in each state are required to standardize grading and packaging requirements for different produce which will make farmers serious about making their crops better. This will also help in reducing wastage. Government policies need to be implemented seriously.

We also interviewed two marginal farmers to understand their way of marketing agricultural produce:

### Interviews of the farmers:

Name- **Namdev Chavan. Village-Chandhe**

He is having a 7 acre farm which has been divided to produce different varieties of crops. Such as 1 acre for mangoes, 1.5 acres for roses and different flower plantations and the remaining for rice, wheat, guava and sugarcane which they export to Sant Tukaram Sahakari Sakhar Karkhana. They get direct cash for their sales.

Name- **Raja Ram Laxman Ozharkar Village- Sadawali**

He owns land of 16 acres which is divided as 8 for sugarcane and remaining 8 acres for different kinds of vegetables as ladyfinger, chillies, cucumber, leafy vegetables, etc. They transport to Talegaon, Kamshet etc. They also get direct payment for their sales. Only flowers are sold through agents.

Since both the farmers produce on small scale, they sold their produce directly in the market to the retailers.

### Conclusion:

Agriculture marketing is a very crucial aspect of agriculture sector. Since 75 percent

of our population depends upon this sector of economy, agriculture marketing needs to be given priority focus. Strategies adopted for agricultural marketing need to be different because agricultural products differ in nature and contents from industrial goods in the following respects.

1. Agricultural products tend to be bulky and their weight and volume are great for their value in comparison with many industrial goods.

2. The demand on storage and transport facilities is heavier, and more specialized in case of agricultural products than in the case of manufactured commodities.

3. Agricultural commodities are comparatively more perishable than industrial goods. Although some crops such as rice and paddy retain their quality for long time, most of the farm products are perishable and cannot remain long on the way to the final consumer without suffering loss and deterioration in quality.

4. There are certain agricultural products such as mangoes and grapes which are available only in their seasons but this condition of seasonal availability is not found in the case of industrial goods.

5. Agricultural produce is to be found scattered over a vast geographical area and as such its collection poses a serious problem. But such is not condition in the case of industrial goods.

6. There are various kinds and varieties in farm produce and so it is difficult to grade them.

7. The farmers especially in countries like India has low holding-back. Therefore he has to sell his produce immediately after the harvest at whatever price he can fetch because of his pressing needs.

8. Finally, both demand and supply of agricultural products are inelastic. A bumper

crop, without any minimum guaranteed support price from the government may spell disaster for the farmer. Similarly the farmer may not really be in a position to take advantage of shortages or deficit crop. These benefits may pass on only to the middleman.

To conclude we can say that in a country like India where Agriculture is the main occupation i.e. maximum population is engaged in agriculture there is a need for more organized agriculture marketing. In this competitive world it is necessary to pay attention to standardization and grading and development of proper marketing networks in India. Young students can think of taking this field as a career path, thereby enabling transformation.

### Study conducted by



**T.Y. B.Com (2009-2010)**

**Shinu Mathew**

**Ganesh Thorat**

**Nitin Kawade**

**Amol**

**Sonal Kudale**

**Suraj**

**Guided by**

**Prof. Sharayu Bhakare**



## Dimensions of

# Event Marketing

'Event', a word we hear or read more than ten times in a day. Event is 'whatever we celebrate is an event'. Let's make it simple. Here are two types of events: Entertainment Events & Corporate Events. Entertainment events means festivals get together, anniversaries, award shows, fashion shows, live concerts & many more to count. Corporate Events means Product launch, corporate meetings, seminars, expos, exhibitions & company annual days.



The marketing of an event is an important task, because event allows direct customer interaction, specific message for specific groups and beat clutter. Event can be customized to suit needs or demands of particular demographic or psychographic groups. Events also allow demonstration of product such as benefit of touch and feel. Events run on sponsorships & direct sales of tickets, merchandise. Event marketing enables to build a bridge between the organization, sponsors or customers.

Today, the success of an event is determined by what efforts you take towards making it most happening for all the program participants. Marketing of an event is not all about placing advertisements

**Vishal Shinde** Event Manager

The author has been The Assistant Project Officer of Culture & Ceremonies in The Common Wealth Youth Games Pune 2008

in different media vehicles, placing write-ups in newspapers and getting people to know about the event. This is promotion.

Marketing of the event begins the moment we think of it. We should plan the logistics of the event keeping in view the marketing angle. The event should be designed in such a manner that you can market the same effectively. E.g. If we want to organize a live concert of A. R. Rehman, The moment the idea generates in the mind the process of marketing the event begins. We then think who would be the audience for such concerts? Who would be interested to sponsor it? What type of design or look you want? As per your requirements you start to 'package the event' as a product, and then work on the rest of the things.

Event can satisfy the needs - Entertainment, Socializing, Value for money, Goods, Convenience, Informed decision, New products catering to latent needs but better utilization of existing products. Events always attempt to be Innovative, Tempting, Packed with attractions and Fun and Excitement. People spend few hours from their busy day to attend the event because of certain important aspects such as - classification of theme of the event and respective sponsor as per social class; venue also dictates the products and image of the event and communication about the event.

Events provide features like - total control over experience, personal touch, instant feedback, customized plan, high frequency, low cost, non infrastructure dependent.

Event Marketing is merchandising a

business to groups of potential buyers. Most sales systems have a specific target market or a selected company that is pursued to become a customer. There is no limit to the different ways in which event marketing can increase company awareness and introduce prospects to the advantages of partnering with your company.

Event marketing activity can be held locally or on a national forum. Both activities can bring new customers, and in some cases demonstrate goodwill, which can make a favorable impression and impart a positive image for your industry. The advantage of event marketing is to move from the one-on-one basis of selling to group selling. Group selling lets your company present itself and its products to several prospects at the same time or at the same location.

## Examples Of Event Marketing

### Trade Shows

Trade shows are the largest part of the event marketing theme and therefore constitute a very important part of the total marketing plan for most companies.

### Meetings: Meet Us at The Factory!

This event marketing allows the sponsoring company to select guests who are invited to visit their company. The purpose of this program is to build loyalty with current customers or prospects and to increase sales from the current customers.

### Seminars or Workshops

The marketing potential of seminars or workshops will depend on the audience and the amount of planning and preparation to put on a performance. The most important parts of this type of event marketing are the material that will be covered, and the presenter.

## Sponsorship

Sponsorship will get you noticed and get your company's name and product/service branded in your customer's mind. One of the best ways is to sponsor a local sporting team (professional or amateur). Sponsoring a sporting event, or sponsoring a Little League baseball, football, or soccer team is a great way to get your name out in the community.

## Concerts and Malls

These are great venues for event marketing. Most malls and concerts have booths for rent and they offer a great place to explain the benefits of working with your company. This venue is a great way to hand out media kits or brochures to the visitors at your booth.

## Online Event Marketing

Online event marketing enables you to attract new customers, build your company brand, and increase revenue. Maximize the outcome with a well-coordinated plan of related programs. Consider incorporating product or service explanations or an interactive method where the visitor can find answers to their questions. An event can be implemented on your site or in partnership with a related media site. E.g. Facebook, Orkut, Twitter & other social sites

Event marketing is a very vast field. Event marketing can be done in many innovative ways for some teaser advertisement or launching a product in a unique way. This domain of marketing can be certainly looked at as an interesting career choice.

...

## Marketing for the Adrenaline Rush Career in Marketing

**Manish Harodia • Rakesh Vishwakarma**

MBA (IIM K)

MBA (PUMBA)

The authors are Directors, TathaGat classes (MBA Preparatory courses), Pune, a classroom division of [www.totalgadha.com](http://www.totalgadha.com)

*Manish is an alumni of the College*



"The Marketing has been and will always remain the most crucial part of every Business activity". Starting an article with the Last line is like a Circle, which has no specific end and no specific beginning. The impact of globalization, better infrastructure facilities and developments in various sectors has made marketing an integral part of every business.

The quality of a product can speak for itself but it will take years for it to succeed without the stroke of a successful marketing campaign. As we are moving towards a market where investments are made for quick results, it is highly improbable that the product will establish itself as a 'brand' in the market without the effort called "Marketing".

### So what does a Marketer yearn for?

The spark of creativity: key to extracting maximum profit from a product and to create a brand in the eyes of the

consumer. Some of the supreme examples of innovative marketing techniques are those of Apple's "Get a Mac" advertising campaign or its recent i-Pad launch. Apple sold more than 3, 00,000 i-pads on the first day. Grandeur than a launch of any Hollywood flick!

The extent and scope of jobs in the marketing field has increased tremendously, graduates from different educational backgrounds have innumerable alternatives for promising career options in this field. 'Marketing' in itself, is an established industry now and it has various branches and sub sectors. Before we take a sneak peek into various rewarding career choices in marketing, let us know what exactly is marketing?

### What is Marketing?

Marketing comprises of strategies and tools that are used for understanding the psyche of the consumers, its behavior, promotion of goods and products, market research, pricing, advertising, demand and supplies of organization, research and development, sales promotion, branding, brand management and much more. Marketing is a huge set of various subsets and the essence of all tasks is, to ensure maximum sales and launch the product successfully.

That's what every big marketer is going to speak, but just in simple terms, Marketing is about "delivering value whenever needed".

### Advertising

For all those students who have

graduate degrees in arts and business subjects, marketing jobs are always a promise for better career avenues. Prime reasons being that these jobs demand creativity and an understanding of human element in the business world. So all those who ever imagine to run creative ads on TV or on the radio or let their ads shine on billboards of the city, advertising is a welcome choice. If the possibilities in these fields interest you, then advertising jobs are well suited options for you.

Advertising is basically a subset of marketing. Being an advertiser is a challenging profession as you have to be on extreme deadlines to meet the expectations of your clients. Unless you are not unleashing the creativity within, you won't be able to survive in this field. Generally, students of humanities and business administration are supposed to have better understanding of markets and human behavior. They are much into courses and syllabus that help them to have some idea of what marketing jobs are all about.

Very strong people skills are necessary for making a successful career in this field, as advertisers have to often deal with clients that may be difficult and demanding. Jobs in the advertising field require candidates to work closely with clients and so it's imperative that they are able to decipher the client's expectations.

Amongst various careers in marketing, no other field requires strong communication skills as that of advertising. For the entry level jobs in advertising, copy writing skills must be extremely well polished and you must have the ability to play with words and ideas. The ad man must have an inherent aptitude to present information to its clients in creative and yet flexible manner. Creativity is the hallmark for an advertiser. In fact, being an advertiser,

you have to be brimming with

ideas as how to turn a simple consumer product into a commercial message that the consumer will remember forever.

## Market Research:

Marketing research involves conducting research to support marketing activities, and the statistical interpretation of data into information. This information is then used by managers to plan marketing activities, gauge the nature of a firm's marketing environment and attain information from suppliers. Marketing researchers use statistical methods such as quantitative research, qualitative research, hypothesis tests, Chi-squared tests, linear regression, correlations, frequency distributions, poisson distributions, binomial distributions, etc. to interpret their findings and convert data into information. The marketing research process spans a number of stages including the definition of a problem, development of a research plan, collecting and interpretation of data and disseminating information formally in form of a report. The task of marketing research is to provide management with relevant, accurate, reliable, valid, and current information.

## Public Relations:

Public relations (or PR) is a field concerned with maintaining public image for high-profile people, organizations, or programs. Public relations (PR) concerns professions working in public message shaping for the functions of communication, community relations, crisis management, customer relations, employee relations, government affairs, industry relations, investor relations, media relations, mediation, publicity, speech-writing, and visitor relations. The first World Assembly

of Public Relations Associations, held in Mexico City in August 1978, defined the practice of public relations as "the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest." . Others define it as the practice of managing communication between an organization and its publics. Public relations provides an organization or individual exposure to their audiences using topics of public interest and news items that provide a third-party endorsement and do not direct payment. Common activities include speaking at conferences, working with the media, crisis communications, social media engagement, and employee communication. It is something that is not tangible; this is what sets it apart from advertising.

**And what makes remembering easier...  
It's all about being SIMPLE!**

"Being simple is the ultimate form of sophistication", these are the beautiful lines which every student must remember. The classic ad of "Nirma" or the "Axe Effect", all of these ads have become an integral part of our lives, because they were very simple and are built around one single positioning idea which was best for that brand at that moment. They touch us in a way that they are established in the psyche of the consumer. What one needs to learn is how to bridge the available gaps between the product and the psyche of the consumer. So the truth stands tall "The Marketing has been and will always remain the most crucial part of every business activity".

...

**“** *If you work just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours.* **”**

— **Ray Kroc**

## Feedback of the last issue

# PUNE MIRROR

www.punemirror.in

## Small on size, big on the pay-offs!

Survey by commerce students of Modern College finds salaries of most employees in Pune's SMEs remained unaffected by the recession

ARUNDRATI RAMADE

While the world was reeling under the giant wave of recession and its impact on various industries making headlines, commerce students from a city college decided to study the effects at a local level.

Senior economist and the then vice-chancellor of University of Pune, Dr Narendra Jadhav had said that there was no impact of the recession on Indian industries. His statement aroused the curiosity of these students who went on to conduct a study on the industrial area near Pune.

Their finding: 82 per cent of the industries witnessed a decrease in profit, while the recession has also affected their turnover. However, surprisingly, the salary of most employees

were intact. Third Year B Com students of Progressive Education Society's Modern College, Ganeshkhind, namely Sandesh Kulkarni, Rahul Satpute, Rohidas Kate, Vijay Solanki, Ganesh Pandagale, Nitin Marne and Kishor Marathe were the ones who conducted the survey.

The Commerce students of the college bring out an annual magazine, *Commerce Horizon*. The said survey was done by the magazine, co-ordinated by the editorial team. This year's edition which published the findings of the survey, was released on Saturday, September 19 and Vishnu Shinde, one of the student editors, told *Pune Mirror*, "The magazine is entirely the work of the students, with some help from the faculty. Even the production cost is met through advertisements brought in by the students," Vishnu informed. "The

### FINDINGS OF SURVEY

**82%**  
industries recorded decrease in profits

**73%**  
industries had not stopped giving increments to employees

**Most employees' salaries did not suffer from any cuts**

students carried out 14 surveys in all. One among them was the effects of recession on SMEs in Pune," he added.

The seven students involved in the survey said, "On several occasions, Dr Narendra Jadhav has ascertained that there has been no impact of the recession

PH. COURTESY: PROF. SHAMAYU BHAKARE



Members of Commerce Horizon editorial team: (L-R) Jinoy, Sandhya, Shambhu, Shridharan, Saran, Manish T, Prathamesh and Manish K

on Indian industries. This got us curious to find out for ourselves and so we undertook a survey of selected small and medium enterprises (SMEs). The students surveyed around 10 industries in MIDC, Bhosari.

"The companies are involved in manufacturing goods, dyes and moulds, rubber, plastic products, industrial adhesives, fabric etc. Most of the industries we surveyed had a capital investment of between Rs 20-80 lakh. We saw a prominent change in the level of profits due to recession. 64 per cent had recorded a decrease in their turnover, too,"

the students informed.

But despite the recession, most of the SMEs had not let it affect the salaries of employees.

"73 per cent industries said they had not stopped giving increments to their existing employees," says the survey.

Jinoy Koshi, Sandhya Buredy, Shambhu Saran, Shridharan Nair, Saran Jaju, Manish Teliha, Prathamesh Pawan, Manish Kumar, Vandana Solanki, Vishnu Shinde, Prashant Bhute and Dhruvi Rathod are on the student editorial team.

Chief editor of *Commerce Horizon*, Prof. Shamayu Bhakare said, "It's a self-funded magazine. The aim behind this is to develop research and writing skills among students. We made them do 14 surveys in scientific way for the issue." The students were also helped by Prof. Vijaya Kulkarni in the survey.

This in my view is a unique & highly praiseworthy activity to promote academic activity. It is a exemplary attempt to promote research culture of academic attitude amongst the students of Commerce.

— Dr. Sanjay Kaptan , Head, Department of  
Commerce and Research Centre, University of Pune

It is indeed a novel idea of choosing a particular sector and presenting different aspects in the form of articles and surveys. It provides a great platform to strengthen the Academia Industry interface and develop the soft skills in the students.

— Dr. Rajeshree Gokhale, BMCC

I am delighted to read the content and just could not believe that could be work of under graduate students of the Faculty of Commerce and Management. Congratulations to all the students and as motivating teachers of them. Let me appreciate the good work of you all.

— Prof Dr. S Ranganathan, Director,  
ASMA Institute of Management, Pune

The Commerce Education System depends heavily on building and creating knowledge base; of which your print effort 'Commerce Horizon' is one such example.

— Prof S.V Kadvekar, Chair Prof. D.D Savkar Chair,  
University of Pune.

This activity makes students multi skilled and proficient. Through such innovative project, writers and researchers are developed. For some students such activity may prove to be turning point in their career, since they learn research methodology and develop analytical mind.

— Prof Ravindra Kothavade, Head, Department of Commerce,  
C.T Bora College, Shirur, Dist Pune

The special issue on 'Banking and Finance' proves to be very useful to our research work, as we are producing a series on 'Banking Industry'.

— Balkrishna Damle, Chairman,  
Asian Centre for Research and Training, Pune

I was impressed that 14 surveys have been conducted by T.Y BCom students in different areas of Banking and Finance. It is a commendable effort to make your student aware about the financial crisis and significance of Banking and Financial sector in the economy

— Dr. R.M Chitnis, Former Principal,  
Modern College of Computer and Business Studies, Pune