International Journal of Innovative Research in Management Studies (IJIRMS)
ISSN (Online): 2455-7188
Volume 1 | Issue 3 | April 2016

A STUDY ON MARKET PENETRATION OF NAGA PRODUCTS IN DINDIGUL AND TRICHY DISTRICTS

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ABSTRACT

Market Penetration is the measure of the amount of sales or adoption of a product or service compared to the total theoretical market for that product or service. The amount of sales or adoption can be an individual company's sale or industry while the theoretical market can be the total population or an estimate of total potential consumers for the product. The objective of the study is to find out the market penetration and brand value of NAGA products across different retail industry and identify the position of market share and holdings of flour segment in the retail market. Were the data will be collected through quality questionnaire (primary data) from Dindigul and Trichy districts. The company is going to introduce instant parotta and chappathi according to the opinion of the customers. The study covered the area of Trichy and Dindigul districts. Customers' opinions are collected through random sampling. 54% of the respondents told parotta and chappathi are considered as family food and they want to eat at home even though they are cornered to buy from stall, with homemade kuruma.40% of the respondents told that they don't know to do veechu. 96% of people are aware of the Naga products .80% of people are satisfied with naga products. Suggestions are provided to the company regarding the reach of Naga products and introduction of instant parotta and chappathi.

Key words: market penetration, brand value, Customers' opinions, introduction of products.

1. INTRODUCTION

Marketing is the management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing:

- Identification, selection and development of a **product**,
- Determination of its **price**,
- Selection of a distribution channel to reach the customer's **place**, and
- Development and implementation of a **promotional strategy**.

Market Penetration measure of the amount of sales or adoption of a product or service compared to the total theoretical market for that product or service. The amount of sales or adoption can be an individual company's sale or industry while the theoretical market can be the total population or an estimate of total potential consumers for the product.

FMCG goods are popularly known as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily of frequent consumption and have a high return.

2. REVIEW OF LITERATURE

William Applebaum(1966) This study tells an existing store trade is always determined by technique known as customer spotting this involves interviewing the representative sample of the customer.

SungkyuLee,Rachel A. Grana, Stanton A. Glantz,(2014) This study deals with South Korea electronic cigarettes (e-cigarettes) are marketed, in part, as a smoking cessation aid.

Costas Arkolakis, 2010, This study tells marketing costs and introduce it into a model of trade with product differentiation and firm productivity heterogeneity the market penetration cost introduces an extensive margin of new consumers in firms' sales.

JHadley, J M Mitchell (1997) This study examine investigate whether geographic variations in health maintenance organization market penetration are associated with practices number of hours worked per year, number of patients seen per week, and satisfaction with the current practice.

H McGavock,C H Webb, G D Johnston, E Milligan(1993) The purpose of the study is to determine the use of new drugs in the United Kingdom region Examination of data on prescribing of angiotensin converting enzyme inhibitors, new broad spectrum antibiotics, and H2 receptor antagonists.

3. OBJECTIVES OF THE STUDY

- To study the advertising strategy and reach of the Naga products.
- To study the availability of the Naga products.

- To analyze the Market penetration of products and position of products in the retail market.
- To examine the brand value of the NAGA Product in the retail Industry.
- The market analysis for instant chappathi and parotta done through survey method

4. SCOPE OF THE STUDY

The study is carried out in NAGA LIMITED, Dindigul, to understand the marketing penetration and management practices of Naga Ltd and to analyze their efficiency.

5. ANALYSIS AND DISCUSSION

5.1 Analysis and Interpretation of Data Collected in Dindigul District

Table 5.1.1

Gender

Gender	Frequency	Percent
Male	36	72.0
Female	14	28.0
Total	50	100.0

From the above table it is inferred that 72% of the respondents are male and 28% of the respondents are female.

Table 5.1.2

Age

Age	Frequency	Percent
Below 20	2	4.0
20-30	13	26.0
30-40	12	24.0
40-50	15	30.0
50 above	8	16.0
Total	50	100.0

From the above table it is inferred that 4% of respondents are below 20 of age, 26% of respondents are 20-30 of age, 24% of respondents are 30-40 of age, 30% of respondents are 40-50 of age, and 16% of respondents are above 50.

Table 5.1.3

Monthly Income Slabs

Monthly Income	Frequency	Percent
Below 20000	23	46.0
20000-30000	9	18.0
30000-40000	10	20.0
40000-50000	4	8.0
Above 50000	4	8.0
Total	50	100.0

From the above table it is inferred that 46% of respondent's monthly income is below 20000, and 18% of the respondents' monthly income is 20000-30000, 20% of respondents' monthly income is 40000-50000 and 8% of respondents' monthly income is above 50000.

Table 5.1.4

What do you think about parotta and chappathi

Opinions	Frequency	Percent
Children favorite	15	30.0
Family food	27	54.0
Difficult task	6	12.0
Others	2	4.0
Total	50	100.0

From the above table it is inferred that 54% of respondents said that parotta and chappathi as a family food, 15% of respondents as children favorite, 12% of respondents said that the preparation of parotta and chappathi as difficult task and 4% of the respondents have other opinions(Don't like it, ban parotta for harmful issues).

Table 5.1.5

How many times do you take parotta and chappathi in month?

Frequency of having food	Frequency	Percent
2 times per week	26	52.0
4 times per week	21	42.0
5 times per month	3	6.0
Total	50	100.0

From the above table it is inferred that 52% of respondents consume parotta and chappathi 2 times per week, 42% respondents consume 4 times per week and 6% of respondents consume 5 times per month.

Table 5.1.6

Where do you eat the Parotta and Chappathi

Place of taking food	Frequency	Percent
Hotel	12	24.0
parotta stall	2	4.0
Home	36	72.0
Total	50	100.0

From the above table it is inferred that 24% of the respondents take food in hotel, 4% in parotta stall and 72% in home.

Table 5.1.7

How will you take your food?

Mode of taking food	Frequency	Percent
Parcel	29	58.0
in stall/hotel	21	42.0
Total	50	100.0

From the above table it is inferred that 58% of respondents take food away (parcel) and 42% take food in stall/hotel.

Table 5.1.8

Preference of side dish for parotta and chappathi

Side dish	Frequency	Percent
Homemade kuruma	33	66.0
Kuruma prepared at hotel	16	32.0
If others specified	1	2.0
Total	50	100.0

From the above table it is inferred that 66% of the respondents prefer to have homemade kuruma, 32% prefer to have kuruma prepared at hotel and 2% prefer to have other than kuruma (veggies).

Table 5.1.9

What is the difficulty in making at home?

Difficulty	Frequency	Percent
Time consumption	18	36.0
Veechu	20	40.0
Preparation not known	12	24.0
Total	50	100.0

From the above table it is inferred that 36% of the respondents said time consumption as difficulty, 40% of the respondents said veechu as a problem for making parotta and 24% of the respondents said that preparation itself is not known.

Table 5.1.10

What do you prefer?

Flour type	Frequency	Percent
Whole wheat parotta	34	68.0
Maida parotta	16	32.0
Total	50	100.0

From the above table it is inferred that 68% of the respondents prefer whole wheat parotta and 32% of the respondents prefer maidaparotta.

Table 5.1.11

What brand do you use for making parotta and chappathi?

Brand	Frequency	Percent
Aashirvaad	13	26.0
Pilsbury	10	20.0
Naga	17	34.0
Annapurna	2	4.0
Own	8	16.0
Total	50	100.0

From the above table it is inferred that 26% of the respondents uses ashirvaad, 20% of the respondents uses pilsbury, 34% of the respondents uses naga, 4% of the respondents uses Annapurna and 16% of the respondents uses atta flour made on their own for making parotta and chappathi.

Table 5.1.12

Are you aware of the Naga Products?

Awareness	Frequency	Percent
Yes	48	96.0
No	2	4.0
Total	50	100.0

From the above table it is inferred that 96% of the respondents are aware of naga products and 4% of the respondents are not aware of Naga products.

Table 5.1.13

If yes, through which medium

Medium	Frequency	Percent
TV commercial	11	22.0
Radio	2	4.0
News paper	1	2.0
Word of mouth	34	68.0
None	2	4.0
Total	50	100.0

From the above table it is inferred that 22% of the respondents aware of naga products through TV commercials, 4% of the respondents through radio, 2% of the respondents through newspaper, 68% get aware through word of mouth and 4% are not aware of naga products.

Table 5.1.14

Are the products available in your convenient market?

Market convenience	Frequency	Percent
Yes	42	84.0
No	8	16.0
Total	50	100.0

From the above table it is inferred that 84% of the respondents feel that naga products are market convenient and 16% of the respondents feel that naga products are not market convenient.

Table 5.1.15

Overall satisfaction about Naga products

Overall satisfaction	Frequency	Percent
Highly satisfied	10	20.0
Satisfied	40	80.0
Total	50	100.0

From the above table it is inferred that 20% of the respondents are highly satisfied with Naga products and 80% of the respondents are satisfied with Naga products.

5.2 Analysis and Interpretation of Data Collected in Tiruchirappalli District

Table 5.2.1

Gender

Gender	Frequency	Percent
Male	18	36.0
Female	32	64.0
Total	50	100.0

From the above table it is inferred that 36% of the respondents are male and 64% of the respondents are female.

Table 5.2.2

Age

Age	Frequency	Percent
Below 20	3	6.0
20-30	14	28.0
30-40	15	30.0
40-50	15	30.0
50 above	3	6.0
Total	50	100.0

From the above table it is inferred that 6% of respondents are below 20 of age,28 % of respondents are 20-30 of age, 30% of respondents are 30-40 of age, 30% of respondents are 40-50 of age, and 6% of respondents are above 50.

Table 5.2.3

Monthly Income Slabs

Monthly Income	Frequency	Percent
Below 20000	26	52.0
20000-30000	12	24.0
30000-40000	6	12.0
40000-50000	6	12.0
Total	50	100.0

From the above table it is inferred that 52% of respondents monthly income is below 20000, and 24% of the respondents' monthly income is 20000-30000, 12% of respondents monthly income is 30000-40000 and 12% of respondents' monthly income is 40000- 50000.

Table 5.2.4

What do you think about parotta and chappathi

Opinions	Frequency	Percent
Children favorite	32	64.0
Family food	16	32.0
Difficult task	2	4.0
Total	50	100.0

From the above table it is inferred that 64% of respondents said that parotta and chappathi as a children favorite, 32% of respondents as family food and 4% of respondents said that the preparation of parotta and chappathi as difficult task.

Table 5.2.5

How many times do you take parotta and chappathi in month?

Frequency of having food	Frequency	Percent
2 times per week	32	64.0
4 times per week	17	34.0
5 times per month	1	2.0
Total	50	100.0

From the above table it is inferred that 64% of respondents consume parotta and chappathi 2 times per week, 34% respondents consume 4 times per week and 2% of respondents consume 5 times per month.

Table 5.2.6

Where do you eat the parotta and chappathi?

Place of taking food	Frequency	Percent
Hotel	24	48.0
Parotta stall	9	18.0
Home	17	34.0
Total	50	100.0

From the above table it is inferred that 48% of the respondents take food in hotel, 18% in parotta stall and 34% in home.

Table 5.2.7

How will you take your food?

Mode of taking food	Frequency	Percent
Parcel	37	74.0
in stall/hotel	13	26.0
Total	50	100.0

From the above table it is inferred that 74% of respondents take food away (parcel) and 26% take food in stall/hotel.

Table 5.2.8

Preference of side dish for parotta and chappathi

Side dish	Frequency	Percent
Homemade kuruma	11	22.0
Kuruma prepared at hotel	39	78.0
Total	50	100.0

From the above table it is inferred that 22% of the respondents prefer to have homemade kuruma and 78% prefer to have kuruma prepared at hotel.

Table 5.2.9

What is the difficulty in making at home?

Difficulty	Frequency	Percent
Time consumption	15	30.0
Veechu	35	70.0
Total	50	100.0

From the above table it is inferred that 30% of the respondents said time consumption as difficulty and 70% of the respondents said veechu as a problem for making parotta.

Table 5.2.10

What do you prefer?

Flour type	Frequency	Percent
Whole wheat parotta	21	42.0
Maida parotta	29	58.0
Total	50	100.0

From the above table it is inferred that 42% of the respondents prefer whole wheat parotta and 58% of the respondents prefer maidaparotta.

Table 5.2.11

What brand do you use for making parotta and chappathi?

Brand	Frequency	Percent
Aashirvaad	15	30.0
Pilsbury	7	14.0
Naga	16	32.0
Annapurna	12	24.0
Total	50	100.0

From the above table it is inferred that 30% of the respondents uses ashirvaad, 14% of the respondents uses pilsbury, 32% of the respondents uses naga and 24% of the respondents uses Annapurna.

Table 5.2.12

Are you aware of the Naga products?

Awareness	Frequency	Percent
Yes	49	98.0
No	1	2.0
Total	50	100.0

From the above table it is inferred that 98% of the respondents are aware of Naga products and 2% of the respondents are not aware of Naga products.

Table 5.2.13

If yes, through which medium

Medium	Frequency	Percent
TV commercial	17	34.0
Radio	21	42.0
Word of mouth	11	22.0
None	1	2.0
Total	50	100.0

From the above table it is inferred that 34% of the respondents aware of naga products through TV commercials, 42% of the respondents through radio, 22% get aware through word of mouth and 1% are not aware of naga products.

Table 5.2.14

Are the products available in your convenient market?

Market convenience	Frequency	Percent
Yes	49	98.0
No	1	2.0
Total	50	100.0

From the above table it is inferred that 98% of the respondents feel that naga products are market convenient and 2% of the respondents feel that naga products are not market convenient.

Table 5.2.15

Overall satisfaction about Naga products

Overall satisfaction	Frequency	Percent
Highly satisfied	3	6.0
Satisfied	47	94.0
Total	50	100.0

From the above table it is inferred that 6% of the respondents are highly satisfied with Naga products and 94% of the respondents are satisfied with Naga products.

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ISSN (Online): 2455-7188
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5.3 Ranking of Brands in Dindigul and Trichy.

Table 5.3.1

Ranking of Brands in Dindigul District

Brand	Frequency	Percent	Ranks
Aashirvaad	13	26.0	2
Pilsbury	10	20.0	3
Naga	17	34.0	1
Annapurna	2	4.0	5
Own	8	16.0	4
Total	50	100.0	

From the above table it is inferred that Naga, Aashirvad, Pilsbury, Own and Annapurna secures first, second, third, fourth and fifth rank respectively.

Table 5.3.2

Ranking of Brands in Trichy District

Brand	Frequency	Percent	Ranks
Aashirvaad	15	23.1	2
Pilsbury	7	10.8	4
Naga	16	24.6	1
Annapurna	12	18.5	3
Total	50	76.9	

From the above table it is inferred that Naga, Aashirvad, Annapurna and Pilsbury secures first, second, third and fourth rank respectively.

6. FINDINGS AND RECOMMENDATIONS

6.1 For Dindigul

- 52% of customers are consideringparotta and chappathi as family food which they consume 2 times per week.
- 72% of respondents prefer to eat in home. If the case is outside food (parotta and chappathi) they want to take it away and eat in home with homemade kuruma.

- 48% of respondents face the difficulty of veechu.68% of customers prefer whole wheat parotta.
- 96% of customers aware of Naga products and mostly aware of word of mouth. Naga products reach 84% of the sample customers and mostly people are satisfied with Naga product.

6.2 For Trichy

- The respondents in trichy Considerparotta and chappathi as children food which they consume 2 times per week.
- 48% of the respondents prefer to eat in hotel.and 34% of respondents prefer to eat in home.
- If the case is outside food (parotta and chappathi) they want to take it away and eat in home with kuruma prepared at hotel.
- 70% of respondents face the difficulty of the veechu. which they don't know to do.
- 42% prefer whole wheat parotta. 58% prefer maidaparotta. 98% of the sample are aware of Naga products and mostly cause of Radio and next comed TV Commercial.
- Naga products reach 98% of the sample customers and mostly people are satisfied with Naga products.

7. SUGGESTIONS

- Some people neglected parotta for the harmfulness of maida. So if we release whole wheat parotta we can gain market.
- Mostly parotta and chappathi are considered as family food and they want to eat at home even though they are cornered to buy from stall, with homemade kuruma. But most people don't know to do veechu. So if we release instant parotta and chappathi (whole wheat) which satisfies all these issues we can win the market.
- Mostly all people in Dindigul are aware of the Naga products and mostly all are satisfied with the products. Thus, we have greater scope in local market (Dindigul) and can capture it.
- Word of mouth is the main source of information. For the Naga to be popular. So it is recommended to concentrate more on advertising strategies for brand building.
- 42% of the respondents prefer whole wheat parotta and 58% of the respondents prefer maidaparotta. So we have good scope for both the varieties.

- Mostly parotta and chappathi are considered as children favorite and they want to eat at home even though they are cornered to buy from stall, with kuruma made at hotel. But most people don't know to do veechu. So if we release instant parotta and chappathi (whole wheat and maida) which satisfies all these issues we can win the market.
- 98% of the respondents in Trichy are aware of the Naga products and mostly all are satisfied with the products. Thus, we have greater scope in Trichy market and can capture the market share.

8. CONCLUSION

From the study it is concluded that advertisement strategy is essential for every company to have a good brand image. Instant parotta and chappathi can be introduced, at the same time, it is to be noted that people prefer whole wheat products over maida products for health consciousness. If the Naga introduces as suggested, firm can very well establish in the market as consumers are kings.

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