



Impact of Retail marketing mix strategies of India Cements, Sankar Nagar

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Abstract: The Study has been undertaken to investigate the retail marketing mix strategies of India Cements, Sankar Nagar. The paper entitled "A study on impact of retail marketing mix strategies on India cements, Sankar Nagar" aimed at the determining the marketing mix strategy. The research helps to increase the sales revenue of the customers through the 7ps of retail marketing mix. The study has found that the retailers are satisfied with the India cements product. The study analyzed that the products of India Cements are available at the right place and the ranked product attributes of India cement has good quality, brand image, packaging and pricing. The price is medium with highest quality. The place of retail marketing mix states the respondents store is at right place. The promotion of retail marketing mix states timely delivery of the product.

Key Words: Retail marketing mix, sales revenue, product attributes, promotion.

1. INTRODUCTION:

The selling of merchandise and providing the valuable services to their customers is the core of retailing. It involves the marketing of products either in individual units or in small lots to a massive number of customers in the format of business. Retailers represent the result of the marketing process and the interaction point between customers and factory-made products.

Retailing comprises those businesses that are involved in procuring products from the producers and reselling the identical goods to their customers. The retailers now following the holistic approach in the era of marketing and management. In the developing economies, there has been a dramatic growth in the scale of marketing operations. This is due partially to the presence of large scale retail chains that have taken over market segments from individually owned small shops. The retail chains initially developed into regional groups and then into nationwide and even worldwide active retail operations.

Every business has its unique way of product distribution techniques and the services being provided to their customers. There are different formats of retailing like departmental store, super markets, chain stores or multiple shops, discount stores, direct selling, telemarketing, online retailing, etc. Businesses are confronted with new technologies, shorter product life cycles, and harder competition. There are numerous means in which different retailers running business. In the retail world, business model would mean the product or service the retailer chooses to sell, it would refer to the communication and promotion that the retailer uses to reach its customers.

Market Positioning trends, Competition and Marketing abilities are some factors that affect the retail format choice. The retailers extended their marketing efforts to customers with the use of marketing mix elements. However, different retail formats apply different elements of marketing mix because of the difference in customer and competitive conditions for various retailers (Greenley & Shipley, 1992). A customer today knows which store to visit for what purposes. A retailer is well aware of the fact that a customer attaches different importance and relevance to a single attribute across various formats. For instance price may be an important or the most important attribute for a consumer while visiting a discount store and the same price may not be as important a factor while visiting the specialty store for the same category of products. Similarly other attributes like quality, services etc hold different importance to customers across different formats (Baker, Parasuraman, Grewal, & G.B.Voss, 2002).

1.1. DEFINITION OF RETAIL MARKETING MIX:

Retail marketing is the range of activities undertaken by a retailer to promote awareness and sales of the company's products. This is different from other types of marketing because of the components of the retail trade,



such as selling finished goods in small quantities to the consumer or end user, usually from a fixed location. Retail marketing makes use of the common principles of the marketing mix, such as product, price, place and promotion. A study of retail marketing at university level includes effective merchandising strategies, shopping and consumer behavior, branding and advertising. Retail marketing is especially important to small retailers trying to compete against large chain stores.

1.2. IMPORTANCE OF RETAIL MARKETING MIX:

Effective retail marketing is vitally important for today's manufacturers. Without a presence in retail stores, businesses rarely achieve the high level of exposure or widespread product distribution that retail stores offer. Retailers can help small businesses by performing a wide range of marketing services, from promoting products directly to customers to giving customers a chance to view and test products.

1.3. ELEMENTS OF RETAIL MARKETING MIX:

The seven Ps is an additional marketing model that refers to the already mentioned four Ps, plus 'Physical Environment', 'People', and 'Process'. 'Physical evidence' refers to elements within the store, the store front, the uniforms employees wear, signboards, etc. 'People' refers to the employees of the organization with whom customers come into contact. 'Process' refers to the processes and systems within the organization that affects its marketing process.

1.4. CHARACTERISTICS OF RETAILING:

Retailing can be distinguished in various ways from other businesses such as manufacturing. Retailing differs from manufacturing in the following ways:

1. There is direct end-user interaction in retailing.
 2. It is the only point in the value chain to provide a platform for promotions.
 3. Sales at the retail level are generally in smaller unit sizes.
 4. Location is a critical factor in retail business.
 5. In most retail businesses services are as important as core products.
 6. There are a larger number of retail units compared to other members of the value chain.
- This occurs primarily to meet the requirements of geographical coverage and population density.

1.5. PRIMARY OBJECTIVE:

- To study impact of retail marketing mix on sales in India cements, Sankar nagar.

1.6. SECONDARY OBJECTIVE:

- To reveal the demographic profiling of dealers visiting.
- To study on marketing mix strategies of India cements.
- To examine the effectiveness of retail distribution of India cement products.
- To ascertain competitive position of India cement and other brands.

1.7. NEED FOR THE STUDY:

The research helps to identify the impact of retail marketing mix on sales provided by India cements, Sankar nagar. The ultimate goal of any firm is to create a product or service that will be perceived as unique of prospective consumers so that they will prefer it as long. In creating this unique selling proposition, the marketers can blend four basic ingredients a number of different ways to obtain different results. These four ingredients are usually referred to as the 7ps of product, price, place, promotion, people, physical evidence, and process. So the study is intended to identify the proposition of 7ps in retail marketing mix India cement products.

2. LITERATURE REVIEW:

Dr. P.Suguna, Dr.V.B.Mathipoorani (2016), the Indian retail market is one of the top five retail market in the world and it is estimated to be US\$ 500 billion by economic value. Retail marketing also involves the management of sales personnel, selection and ordering of merchandise and promotion of selected merchandise as well as inventory control, store security and product accounting. To be successful, every retail business needs to add value to its products by adopting basic strategies related to pricing, promotion, distribution, penetration, retention, customer relationship and corporate social responsibility. **Haruna Isa Mohammad (2015)**, in the study Customer satisfaction is a continuous



process that management must engage in. This study analyzed customer satisfaction using 7Ps marketing mix elements to retail bank customers in North east Nigeria. Objectives include examining product, price, place, promotion people, process and physical evidence as drivers of retail bank customer satisfaction. Seven hypotheses were formulated to address the objectives. Data were collected from a sample size of 405 respondents comprising of academic and senior non-academic staff in universities and polytechnics in North east region of Nigeria through questionnaire administration. The study used correlation and regression analysis. The results found that product, process and physical evidence were significantly related to customer satisfaction while price, promotion, place and people are not significantly related. It was also found that process is the most influential driver while price is the least influential.

Saba Azeem and Sharma (2015), in their study, 'Elements of the retail marketing mix: a study of different retail formats in India' examined on the attributes of Quality, Length of Assortment, In-store services, Price, Location, Floor Space, Promotion, Loyalty Programs, Personnel Management, Ambiance and Operational Excellence to determine the importance of different elements of Retail Marketing-Mix for different formats. The data was collected using self-administered questionnaires from various retailers belonging to different category of retailers (n = 90).. All the strategy dimensions are of High Importance for Department stores. Whereas, for Hypermarkets and Specialty Stores, they are either highly or moderately important. **Sunil Kumar, Dr. N.C. Bansal (2013)**, in their study The Indian cement industry is the second largest producer of cement in the world just behind China, but ahead of the United States and Japan. It is consented to be a core sector accounting for approximately 1.3% of GDP and employing over 0.14million people. Also the industry is a significant contributor to the revenue collected by both the central and state governments through excise and sales taxes.

3. METHODOLOGY:

Descriptive research is used to describe characteristics of a population or phenomenon being studied. Statistical data may be classified as primary data and secondary data. Primary data is the data which is original in nature collected for the time for the specific purpose. It was collected through questionnaire and the researcher makes use of schedules and observation method. Secondary data is the data which already exist and has been collected by someone else for some other purpose but us useful for the present study.

Sampling Methodology

The sampling method used in this study is non probability sampling. The research adopted Convenience Sampling Technique. The research considered the sample unit as the dealers of India cements, Sankar Nagar, Tirunelveli. Sample size selected for this research is 54 Respondents.

Statistical tools for analysis

Research uses following statistical tools for data analysis and interpretation.

- Uni-variate Percentage analysis
- Weighted Average analysis

4. RESULTS AND DISCUSSION:

Table 1: Frequencies of demographic profiling of Cement dealers

Determinants		Frequencies	Percentage
Gender	Male	46	85.2
	Female	8	14.8
Total		54	100
Age	20 to 30 years	2	3.7
	31 to 40 years	9	16.7
	41 to 50 years	22	40.7
	Above 50 years	21	38.9
Total		54	100
Qualification	Elementary	12	22.2
	Higher secondary	14	25.9
	Diploma	3	5.6
	UG graduate	17	31.5



	PG graduate	8	14.8
Total		54	100.0
Monthly Sales Profit	Rs.10000-15000	25	46.3
	Rs.15001-20000	12	22.2
	Rs.20001-25000	8	14.8
	Rs.25001-30000	6	11.1
	Above Rs.30000	3	5.6
Total		54	100.0
Awareness of India cement product	Newspaper	0	0
	Television Ads	1	1.9
	Friends & Relatives	13	24.1
	Family	23	42.6
	All the above	17	31.5
Total		54	100.0
Number of years selling India cements product	Less than 1 year	3	5.6
	More than 1 year but less than 5 year	10	18.5
	More than 5 years but less than 10 years	8	14.8
	Above 10 years	33	61.1
Total		54	100.0

Table 1 depicts the demographic profile of the dealers of India cements, 85.2% of the respondents are male and 14.8% of the respondents are female. 40.7% of the respondents belongs to the age group 41-50 years; 31.5 % of the respondents are qualified graduate; 46.3% of the dealers monthly sales profit Rs.10000-15000; 42.6% of the respondents are aware of India cement product through their family; 61.1% of the respondents are selling the India Cements product for above 10 years.

Table 2: Examining the effectiveness of retail distribution of India Cement products

Determinants		Frequencies	Percentage
Brand preference based on the product attributes	Quality	16	29.6
	Brand Image	25	46.3
	Packaging style	1	1.9
	Pricing	1	1.9
	All the above	11	20.4
Total		54	100.0
Product orders	Once in a week	40	74.1
	Once in a month	4	7.4
	Twice in a month	9	16.7
	2 months once	1	1.9
	Total	54	100.0
Product delivery	Yes	51	94.4
	No	3	5.6
Total		54	100.0
Credit facilities	Yes	35	64.8
	No	19	35.2
Total		54	100.0
Offers & discount	Yes	42	77.8
	No	12	22.2
Total		54	100.0



Advertising as a communication tools	Strongly Disagree	2	3.7
	Disagree	4	7.4
	Neutral	10	18.5
	Agree	30	55.6
	Strongly Agree	8	14.8
Total		54	100.0

Table 2 depicts that the effectiveness of retail distribution of India Cement Products, 46.3% of the respondents prefer brand image based on the product attributes; 74.1% of the respondents placed their order once in a week; 94.4% of the respondents said that product delivery is available; 64.8% of the respondents said that the India cements offer credit facilities; 77.8% of the respondents said that India Cements provides offers and discount and 55.6% of the respondents agreed that advertising as a communication tool related with India Cement products.

Table 3: Determining the Competitive position of India Cement and other brands

Determinants		Frequencies	Percentage
Competitors of India Cements	Ultra tech	3	5.6
	Chettinadu cements	4	7.4
	RAMCO cements	44	81.5
	Dalmia cements	3	5.6
Total		54	100.0
Comparison of India cements with competitor	Poor	1	1.9
	Average	1	1.9
	Good	8	14.8
	Very good	15	27.8
	Excellent	29	53.7
	Total	54	100.0
Comparison of price level of India cement with other brand	Very Low	1	1.9
	Low	1	1.9
	Medium	30	55.6
	High	18	33.3
	Very high	4	7.4
Total		54	100.0
Distribution of India Cement brand	Credit facilities	1	1.9
	On time delivery	19	35.2
	Reliability	9	16.7
	All the above	25	46.3
Total		54	100.0

Table 3 depicts that the competitive position of India Cement and other brands, 81.5% of the respondents responded that RAMCO cements as the primary competitors; 53.7% of the respondents said that the products of India Cements is excellent; 55.6% of the respondents said that the India cement products price is medium and 46.3% of the respondents said that the distribution of India Cement brand with credit facility, On-time delivery and reliability.

**Table 4; showing that respondents opinion towards the Retail Marketing mix of 7P's**

Factors	SA	A	N	DA	SDA	Total	Average	Rank
1'p	205	40	3	4	0	252	4.67	IV
Products are good in quality								
Product is available	200	56	0	0	0	256	4.74	II
Products are neatly packed	10	36	102	18	0	166	3.07	XV
2'p	165	76	3	2	0	246	4.56	VII
Highest price and highest quality								
Pricing methods are attractive						237	4.39	X
	150	72	9	6	0			
Satisfied with price	125	68	21	10	0	224	4.15	XI
Pricing strategy is flexible	75	100	30	8	0	213	3.95	XII
3'p	215	44	0	0	0	259	4.79	I
Our store is at right place								
Easily reachable	190	60	3	0	0	253	4.68	III
4'p	185	52	6	4	0	247	4.57	VI
Pricing discounts are attractive								
Timely delivery of the product	205	48	3	0	0	256	4.74	II
Recommended to your friends and relatives	210	40	6	0	0	256	4.74	II
5'p	195	48	9	0	0	252	4.67	IV
Available of manpower in delivering the product								
6' p	45	36	72	22	1	176	3.25	XIV
Packaging process are done effectively								
On time delivery is following	150	92	3	0	0	245	4.53	VIII
Overall services process is good	180	60	6	2	0	248	4.59	V
7' p	65	24	75	18	1	183	3.38	XIII
I feel India cement packaging is good								
I am happy with mode of payment	150	84	3	2	1	240	4.45	IX

Table 4; showing that respondents opinion towards the Retail Marketing mix of 7P's

SA– Strongly Agree, 4) A –Agree, 3) N –Neutral, 2) DA -Disagree, 1) SDA - Strongly disagree.

From the above table, it is inferred that the most of the respondents' perception towards attributes of India cements, Sankar Nagar. store at right place got a first rank (259 score), product is available, timely delivery of the product, recommended to your friends and relatives got second rank (256 score), easily reachable got third rank (253 score), products are good in quality, available of manpower in delivering the product got fourth rank (252 score), overall services process is good got fifth rank (248 score), pricing discounts are attractive got sixth rank (247 score), highest price and highest quality got seventh rank (246 score) following that on time delivery got eighth rank (245 score).

4. CONCLUSION:

According to the study, customers gives more preference to the product rather than price. The customers prefer for the good packaging style. From the analysis, the researcher finds the high level of customers has overall satisfaction. From the analysis, the researcher finds it is inferred that age, gender, monthly turnover the level of retail marketing mix strategies on sales. To increase the sales and service they should introduce the new promotional strategies and attract the customers.

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