

International Journal of Scientific Research and Reviews

Impact of Promotional Challenges and Opportunities Faced By Grb -Townbus

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ABSTRACT

GRB is one of the well-known brand in the market. It has many variety of product, such as Ghee, Instant mix, Spice blends (Masalas), Sweets, Ice-cream, and Town bus. The business is running successfully in various countries. The topic of the study is “A study on Challenges faced by GRB in its new product line - Town Bus”. To Know the Challenges is very much important to every company about their products and services. To find out which is the most important challenge they are facing in which sector they lack such as Pricing, advertisement, competitors, Distribution Channel or the product itself etcetera. Once the product is new to the market we have to analyze the share of our product or service and try to figure out the positive and negative aspects of our product or service in the market. When we find negative aspects of our product we try to fill the gap thus providing satisfaction to the consumer that will increase the sales and achieve the company objectives. The collection of data done by questionnaire method which is used for analysis. Analysis of the data gives the findings about various aspects related to GRB town bus product. The goal of research is to find out the major challenge facing by GRB in its townbus products, and this study understand the main drawbacks of the company products, company providing different types of products and services to analyze the competitors in the market. and the factors that attracts the customers to purchase GRB town bus products. In this research 90% of respondents are very much aware about the GRB townbus products and rather than 10% of respondents are not aware. Brand plays very important role in influencing the customers to purchase GRB townbus products.

KEYWORDS- GRB, promotional, Challenges, retail, marketing

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INTRODUCTION

The fast-paced commodity is that the fourth largest sector within the Indian economy. FMCG product square measure popularly referred to as shopper grocery. The class embrace all consumables individuals patronize regular amount. the foremost common within the list square measure bathroom soaps, detergents, shampoos, toothpaste, shaving merchandise, blacking, packaged cookery, and ménage decorations and extends to sure electronic product. This stuff square measure meant for daily of frequent consumption that's spoilable product and have a high come back. Philip Kotler and Kelvin Keller (2005).After 1990's FMCG started losing their shine owing to introduction of alternative product varieties. In Republic of India calculable market size of FMCG can grow from US\$30 billion in 2011 to US\$90 billion in 2018. Food merchandise is that the vital half, nearly forty four per cent of the general market. Throughout 2010, shopper disposition to upgrade to raised, worth value-added merchandise helped FMCG.

INRODUCTION OF FMCG BUSINESS

FMCG square measure merchandise that have fast self-turnover, at comparatively low value and don't need lots of thought, time and money investment to buy. Fast-paced is con to durable goods like room appliances that square measure usually replaced but once a year (Beri G. C,2004). 3 of the biggest and best identified for instance fast-paced commodity corporation's square measure Nestle, Unilever and P&G. The Indian FMCG sector is a vital contributor to the country's GDP. Hence, it's fourth largest sector within the economy and is accountable for 5 % of the whole mill employment in Republic of India. This has been owing to easement, urbanization, increase within the disposable incomes and altered life vogue. The lower middle financial gain cluster accounts for over hr of the world sales. Rural markets account for fifty six of the whole domestic FMCG demand.

FMCG class and products: -

1. Household care: - Example laundry soaps, mosquitos repellents, dish-cleaner electroconvulsive therapy.
2. Food and beverages: - examples soft drinks, store merchandise, tea, coffee, vegetables.
3. Personal care: - example oral care, hair care, skin care, cosmetics, perfumes electroconvulsive therapy.

Fast-Moving commodity (FMCG) or shopper grocery (CPG) square measure merchandise that square measure sold-out quickly and at comparatively low value. tho' the ratio created on FMCG merchandise is comparatively tiny, they're usually sold-out in massive

quantities, profit on such merchandise will be substantial. FMCG is maybe the foremost classic case of low margin and high volume business.

PROFILE OF THE COMPANY

GRB was started as a SME with primary focus on Ghee, now it has progressed to a fully grown multi-product company with the dedicated vision and foresight of its founders. GRB Logo is very attracted and easy to identify the brand, and its title start with “**sign of purity**” it’s denoted that purity of product. GRB has built a reputation and legacy for pure traditional taste. And it has ventured into wide range of instant, ready-to-cook, and ready-to-eat food mixes, in vibrant and attracting packaging. Now GRB is fully set to become a global leader in their product range. It is engaged in the export and supply of its all range of products. All products are highly accepted and appreciated across the globe for product and taste. The marketing team is committed to understand the current scenario and helping in offering good quality if product which id possible suitable for the global market. It has attained the market credibility not only because of its excellent product but also its good business practice. Its having multi-products like instant mix, masala items and sweets, and ice-creams, and GRB recently launched new product is Town bus. GRB is the first company were the first to bring out ARP (Aroma retention pack).

HISTORY OF GRB:

GRB Dairy Food private limited was established in 1984 by Mr. G. R. Balasubramaniam. The Company Start with a vision to manufacture and market food product that is a traditional homemade Indian taste. GRB is contain good title that is “Sign of purity”. The company first started with manufacture & marketing of Ghee under the brand name GRB and Uddhayam. And Ghee has set new standard in the industry for elating aroma, taste and structure that can only be achieved in traditional homemade Ghee. GRB has been cherishing the faith and unshakeable trust of its customers for well over three decades and has now blossomed from a just a ghee manufacturing entity to a multi-product, multi-brand company.

THEORETICAL BACKGROUND OF THE STUDY

When a new product is launched in the market it needs time to occupy place in the market. After some time it will slowly climb up to the ladder to get progressed, in this process there will be lots of hurdles that a new product may face, so it is very important to know the hurdles and that will help the product to cross them and make the product survive in the market and make way to the top and lead the market. If the product don’t know what hurdle it is facing

then it is very difficult to survive in the race later the product will be at one point where it can't climb up and sometimes couldn't survive and become vanish in the market. At this point gradually other company product will somehow manage to find that hurdle and overtake other products and reach the top. So the study is completely based on finding the hurdle that a new product is facing in the market.

RESEARCH DESIGN

The study mainly conducted to know the challenges facing by GRB in its Town bus products. The concept is to find the hurdle that a new product is facing in the market. GRB is due to full competition in FMCG industry. This research will assist to customer feedback, preference and also help to know market penetration of this particular product of GRB in Bangalore region.

OBJECTIVES OF THE STUDY:

- To measure the satisfaction level of customers towards GRB'S new products..
- To understand the loop poles of GRB - Town bus.
- To know which factors attracts customers to buy GRB Townbus product.
- To identify the strategies that will help to introduce new products in the market.

RESEARCH DESIGN:

The analysis fashion is that the arrangement of conditions for collections analysis of very manner that is to combine connation to the analysis purpose with economy in procedure. A search is entirely and simply the framework and created for the study that guides the collections and analysis of the data.

Data collection method:-

Data refers to data or facts. It's not only refers numerical figures however additionally includes descriptive facts. The strategy of knowledge collection includes 2 kinds of the study, such as-

Primary data: - This is frequently collected for the primary time by the investigator with specific set of objective to assess the present standing. It totally was collected directly from executives and customers. The information is collected from executives through personal and direct interview to gather primary data a detail and structured form was shaped to suit the target of the study that contain definite and specific question, containing data to GRB dairy food private limited with special reference with Town Bus.

Questionnaire, schedule, interview and observation area unit the strategies of primary information employed in data collection.

Secondary data: - secondary data was collected through books, annual report, literature from the organization and former reports shock treatment.

SAMPLING:

This method is used for every study because of it is the main source for conducting research. It represents overall population for the research it reduce the research cost and time of research. The procedure to find the sampling in the total population. The target population define the following format:

- **Target population:** For this study target population is all type of customer only in Bangalore.
- **Element:** This study includes objectives for this purpose we need to have from which source we gather information to match the objectives of the study.
- **Sampling unit:** For this study the sampling units are those who buy GRB Town-Bus products which are provide information as per the research objectives.
- **Time:** The time refers to the total duration of the research for this study Duration is 10 week.

SAMPLING DESIGN PROCESS:

- **Sampling frame:** Retailers and Customers.
- **Sampling technique:** This is the probability sampling technique because I'm collecting respondents data with the help of random samples by preparing questionnaire.

SAMPLING SIZE:

Here a sample size of one hundred respondents were chosen from completely different areas of Bangalore region, and also the questionnaires were properly full information about the objectives of the study is obtained by meeting customers in space like Bangalore city.

LIMITATIONS

- The study is limited within Bangalore region; it didn't cover other market areas.
- It is incredibly tough to cover complete market.
- Only 100 customers are taken as sample for the study.

DATA ANALYSIS AND INTERPRETATION

1. Age wise classifications:

	Frequency	Percent	Valid Percent
Less than 20	48	48	48
21-25	28	28	28
26-30	10	10	10
31 and above	14	14	14
Total	100	100	100

SOURCE: SURVEY RESULT

Interpretation: As per the above data research is done by getting the support from the respondents where most of respondent's age is in less than 20 years that is 48%.

2. Gender wise classification:

	Frequency	Per cent	Valid per cent
Male	92	92	92
Female	8	8	8
Total	100	100	100

SOURCE: Survey Result

ANALYSIS: The above table clearly states that 92% are Male and 8% are Female.

3. Occupation wise classification:

	Frequency	Percent
Government employee	6	6
Private employee	14	14
Businessman	20	20
Student	40	40
Others	20	20
Total	100	100

SOURCE: Survey Report

Interpretation: We can infer that from the above graph, highest percentage of respondents are private employee.

4. **Which type of snacks you eat?**

	Frequency	Percent
Moong Dal	6	6
Madras Mixture	18	18
Khara Boondi	4	4
Aloo Bhujia	4	4
Masala Peanut	9	9
Ribbon Pakoda	8	8
Kodubale	6	6
Corn flakes Mixture	7	7
Butter Murukku	12	12
Ompuddi	2	2
Avalakki mixture	14	14
Green Piece	4	4
Khara Sev	6	6
Total	100	100

SOURCE: SURVEY RESULT

Interpretation: We can infer that most of the respondents are eating Madras Mixture, Avalakki mixture and Moong dal.

5. **Which snacks brand do you normally prefer?**

	Frequency	Percent
Maiyas	14	14
GRB	34	34
Haldiram's	40	40
MTR	12	12
Total	100	100

SORCE: SURVEY RESULT

ANALYSIS: From the above table it can be analysed that 14% of respondents are consuming Maiyas, 34% of respondents are consuming GRB, and 40% of respondents are consuming Haldiram's, and 12% of respondents are consuming MTR.

6. **Frequently purchasing of Snacks:**

	Frequency	Percent
Once in a week	34	34
Twice a week	16	16
Thrice a week	10	10
Occasionally	40	40
Total	100	100

SORCE: SURVEY RESULT

ANALYSIS: From the above table it can be analyzed that 34% of respondents are purchase once in a week, 16% of respondents are purchase Twice a week , and 10% of respondents are purchase Thrice a week, 40% of respondents are purchase Occasionally.

7. **Aware of GRB Town Bus?**

	Frequency	Percent
Aware	90	90
Not Aware	10	10
Total	100	100

SORCE: SURVEY RESULT

ANALYSIS: From the above table it can be analyzed that 90% of respondents are Aware about the GRB Townbus but 10% of respondents are not aware.

8. **Notice the GRB Townbus:**

	Frequency	Percent
Word of Mouth	12	12
Advertisement	60	60
Saw in the shop	16	16
Others	2	2
Total	90	90
System	10	10
	100	100

ANALYSIS: From the above table it can be analyzed that 66.66% of respondents are noticed by Advertisement, 13.34% of respondents are noticed by Word of Mouth, and

17.78% of respondents are noticed by seeing in the shop and 2.22% of respondents are not sure about where they notice.

9. Availability of GRB Town bus products:

		Frequency	Percent	Valid Percent
Valid	Very much availability	46	46	51.11
	Moderately availability	24	24	26.67
	Hardly availability	15	15	16.66
	No availability	5	5	5.55
	Total	90	90	100
Missing	System	10	10	
Total		100	100	

SORCE: SURVEY RESULT

ANALYSIS: From the above table it can be analyzed that 51.11% of respondents are said that there is very much availability, 26.67% of respondents are said that moderately availability, and 16.66% of respondents are said that hardly availability. And 5.55% people said that there is no availability.

10. The brand influencing to purchase more Snacks.

		Frequency	Percent
Valid	GRB	36	36
	Maiyas	8	8
	Haldiram's	40	40
	MTR	6	6
	Total	90	90

Missing	System	10	10
Total		100	100

SOURCE: SURVEY RESULT

ANALYSIS: From the above table it can be analyzed that 40% of respondents are influence to buy GRB, 9% of respondents are influence to buy Maiyas, and 44% of respondents are influence to buy Haldiram"s, 7% of respondents are influence to buy MTR.

11. Rating the factors attracted to respondents.

	Price	Quality	Availability	Taste	Advertisement	Discount	Brand image	Package
Strongly agree	42	40	36	51	55	6	16	21
Agree	44	53	48	38	27	19	59	58
Neutral	4	4	9	8	12	30	9	10
Disagree	10	3	5	3	5	34	11	3
Strongly disagree	0	0	2	0	1	11	5	8
Total	100	100	100	100	100	100	100	100

SOURCE: SURVEY RESULT

ANALYSIS: From the above analysis we can analyze 42% of people are Strongly agree with the Price of the product, 44% are agree and 10% are disagree and the 4% of the respondents are neutral.40% of the respondents are Strongly agree the quality of the product, and 53% just agree, 4% are neutral, and rest of 3% is with Disagree.36% of respondents are strongly agree with the Availability of the product, 48% only agree,5% disagree and 2% strongly disagree and rest of them are neutral.51% of the people are strongly agree with Taste, and 38% Agreed, only 3% are disagree, and rest of them are neutral.55% of the respondents are Agree strongly with Advertisement, 27% of respondents only agree, and 12% are neutral, 5% is disagree and remaining 1% is strongly disagree.6% of the respondents are

agree strongly with Discount, 9% only agree, and 30% are neutral,34% discount and remaining 11% are strongly disagree.

12. Town bus products refer to your Friend?

	Frequency	Percent
Moong Dal	4	4
Madras Mixture	18	18
Khara Boondi	3	3
Aloo Bhujia	4	4
Masala Peanut	9	9
Ribbon Pakoda	7	7
Kodubale	6	6
Corn flakes Mixture	9	9
Butter Murukku	9	9
Ompuddi	2	2
Avalakki mixture	10	10
Green Piece	5	5
Khara Sev	4	4
Total	90	90
System	10	10
	100	100

INTERPRETATION: From the above graph, from the above analysis, madras mixture, Avalakki mixture, cornflakes Mixture, Masala Peanut and Butter Murukku is attracting the customers.

13. Aggressive advertising increase the sales volume of townbus?

	Frequency	Percent
Yes	72	72
No	18	18
Total	90	90
System	10	10
	100	50

SOURCE: SURVEY RESULT

ANALYSIS: From the above table, we can analyze that 80% of respondents are opting the aggressive advertising for townbus, whereas the rest of 20% of respondents are not agreed for aggressive advertisement.

14. The reasons for not trying to purchase GRB Townbus products.

	Frequency	Percent
Not aware	10	10
Seen but not tried	24	24
Loyal user of brand	30	30
purchased	36	36
Total	100	100

SOURCE: SURVEY RESULT

ANALYSIS: From the above table, we can analyze that 10% of respondents are not aware of the GRB townbus, and 24% of respondents for seen but they have not tried, and 30% of respondent for the loyal user of band remaining 36% of the people have tried the Townbus.

SUGGESTIONS

- It can be suggested that company need to have more promotional activities to increase awareness of GRB Townbus products.
- Advertisement should be attractive, innovative and keep it simple to attract customers.

- Townbus should provide more quantity in their products to increase sales.
- Wholesalers should take orders from retailers on regular basis and deliver the orders on time and educate the retailers about the updated offers.
- Availability of GRB townbus are less in market (50% are easily available) it has to be increased and should cover all the areas.
- Sales persons should at least make placements of townbus products in the shops where there is tight competition.
- Distributors play an important role in promoting the townbus product so here I suggest that get a good distributor to get good sales.
- Ribbon pakoda, Corn Flakes mixture, kodubale, Butter murukku and Khara boondi should come up with 5 rupees pack.

CONCLUSION:

From this study I clearly understood that the quantity of the townbus products is less and also there is no availability of the products in the some areas. More promotion activities help to increase in sales of townbus products. Consumption of haldiram's products 40% from the respondents is very higher than other brands but GRB consumption stands second with 34%. The name GRB is playing a vital role in customer mind while purchasing townbus products. Townbus is using push strategy and Advertisement has done a very excellent job in awareness of the townbus. Along with advertisement the company has to increase the promotional activities and have to give more quantity in their products.

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