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### “A Study On Retailer’s Perception On Romotional Mix Strategies Of Mn Pickles – An Guerrilla Martketing Way”

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#### ABSTRACT

This study mainly the stiffer competition should be organized and unorganized retailers in selling pickles. It will reduce the brand perception of MN Pickles, so that using various techniques being undertaken to promotional strategies and unconventional way / guerrilla marketing way can analyze the brand perception of retailers to promote the MN Pickles products in international level. Researcher have adopted descriptive methodology method & used probability sampling techniques with the 55 sample size to conduct primary research with the help of questionnaire.

Most of the respondents are keeping the stock of MTR pickles and are considering TV advertisement will result in exposure about the MN Pickles as promotional strategy. Majority of respondents are agreeing that low budget with maximum customer’s retention products. To push sales, Majority of respondents are agreeing with M N Pickles products must be promoted in guerrilla marketing way. Whereas promotional strategies like unconventional marketing will lead to the repurchase of the M N Pickles products.

Most of the retailers are satisfied with the durability of MN pickles and promotional strategies to promote MN Pickles products the advisement which has long lasting impact on sales. To build Brand Loyalty, MN pickles must improve the sales by enhancing effective advertisement lead to build brand and loyal customers and direct selling is also increase the sales of MN pickles, Because of reducing competition and providing quality of spices. This is a new strategies for promote Unconventional marketing / guerrilla marketing way will create / build best brand of customer’s recall of MN pickles and The Viral marketing is the best guerrilla marketing type because of use in different social media networks to promoting MN pickles products.

From the study was understood that Advertisement is the best promotional strategy to push the sales of MN pickles products and effective advertisement lead to build brand and loyal customers to repurchase of the M N Pickles products. The Retailers think that MN pickles adopt most trending promotional strategy to customer’s attraction and create loyal customers through the unconventional way / guerrilla marketing way lead to repurchase of the M N Pickles products.

**KEY WORDS:** Effective Management, Optimal Maintenance, Analysing Performance

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## **INTRODUCTION:**

Pickle industry is an “AGRO FOOD BASED INDUSTRIES IN INDIA” it is small scale and medium scale industries. The pickle industries are one of the very important rural areas developing industries in India. These types of industries are providing job opportunities to the rural women labours and the main thing is development of agriculture and increasing the production of the agricultural products and develops the village and rural areas.

This industry has traditionally viewed as their position in financial growth. Agriculture has considered the hallmark the primary phase of growth, while the quantity of industries have been occupied to the mainly related display of a countries improvement the length of the growth corridor. The good plan used for growth has been consider as one of the additional or a reduced amount of slow shift from agriculture to manufacturing, with the responsibility on agriculture to finance the shift in the first phase.

## **COMPANY PROFILE:**

M N Pickles is a family owned business. The company has successful operation and holds a special place in markets across Karnataka. It's a beginning in 1982 when its founder, Mr. Masur Narayanappa, selling homemade pickles in Shiralkoppa and adjoining markets in Shivamogga. There was something special in the recipe that made it an instantly hit. Thus was born the brand, “MN Picklethe M N pickles a rural industry is located in Shiralkoppa, in Shivamogga district. Surrounded by the Mangoes, where the raw materials are available in this area. Company the need not produce their raw materials from distant places. This may incur additional transportation expenses Delay in setting the supplies etc.

## **LITERATURE REVIEW:**

- 1) Ebru Onurlubas 2017 “A research on the determination of consumer perception related to guerrilla marketing methods: sample of Izmir province” Unconventional marketing is an important marketing method that small and medium sized business using with smallest amount marketing investments to attract the attention of target meeting in today's progressively more competitive environment.
- 2) Nisha Sharma Adhikari. 2016 “Effectiveness if Advertising and sales promotion on Buying Decision of Smartphone in Kathmandu valley” Advertising has the most famous and vital impact on export behaviour of consumers. Smart phones have gained a lot of attractiveness in Nepal and are considered to be a great multimedia tool. This work will shed glow on how

advertising can successful advertising can keep business going, even in the middle of a tough competition.

- 3) Dr.Iyad A. Khanfar. 2016 “The effect of Promotion mix Element on Consumers Buying Decision of Mobile Service: The case of umniah Telecommunication company Zarqa city Jordan” The factors include advertisement, personal selling, sales promotion, and public relations. Advertisement was found to be the most significant factor in moving customers buying decisions.
- 4) Gopika G 2015 “Guerrilla marketing: as a apparatus for and embedded advertising tool for marketing goods: through innovative sources of social networking” Marketing all the way through internet opened new frontiers for advertiser, with the arrival of the ad server which facilitate dot com roar of the website. Advertising, modernization.
- 5) Mohammed Salamh Almahirah 2014 “The impact of promotional mix elements on consumers purchases decisions” The study observe the impact of promotional activities exercise in Jordanian shareholding ceramic, and glass manufacture company on their customers obtain decisions. Advertising, personal selling and sales promotion practiced by Jordanian, shareholding ceramic and glass production company on consumers purchase choice. There is no statistically significant, effect of the publicity and public relations practiced by Jordanian share holding ceramic and glass.
- 6) Ms.Priti Salvi 2013 “Effectiveness of sales promotional tool: “A study on discount, price off and buy one get one free offer in branded apparel, retail industry in Gujarat” The effect of these sales promotional schemes are measured on seven buying behaviour responses like visit to store.

### **PROBLEMS STATEMENT:**

The stiffer competition should be organized and unorganized retailers in selling pickles. It wills reducing the brand perception of MN Pickles, so that using various techniques being undertaken to analyze the brand perception of retailers. The company decided to expand their business. But not taking any promotional activities and what kind of promotional activity should be taken to promote the MN Pickles products in international level this is a major problem facing M N Pickles.

**NEED FOR THE STUDY:** The Company is passionate to create brand image hence the need of the study is undertaken to know the expectations of retailers and gives suggestions for the MN Pickles company improvement in attracting to customers.

**SCOPE OF THE STUDY:** The study mainly aims to know the expectation of retailers while promotional activities of M N Pickles. This study helps to determining its demand pre and post purchase experience of consumer it also focused on consumer's attitude towards M N Pickles.

**RESEARCH OBJECTIVES:**

- To analyze the retailers perception towards MN Pickles.
- To study the impact of promotional mix element and their relative important to company.
- To analyze various techniques involves in guerrilla marketing as an innovative tool to promote MN Pickles.
- To suggest and develop a new promotional strategies.

**RESEARCH METHODOLOGY:**

<b>1. Sample Techniques:</b>	Probability sampling
<b>2. Sample Methods:</b>	Simple random sampling.
<b>3. Sample Unit:</b>	Shivamogga city {Retailers}.
<b>4. Instruments:</b>	Structured Questionnaire.
<b>5. Sample Size:</b>	55 Retailers.

**The using statistical tool to calculation of Finite population**

**Formula: Sample size = {No, of population / No, of population + 1 (%) <sup>2</sup>}**

$$S = 60 / 60 + 1 (5\%)^2$$

**Finite population =**

52
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**LIMITATIONS OF THE STUDY:**

- Detailed study was not possible because of respondent are busy to attend the customers.
- The survey carried out only for those retailers in which M N Pickles were sold.
- Company should not give the proper information about the retailers.

## DATA ANALYSIS AND INTERPRETATION

**Table: 1** Do you keep the stock of other company's pickles?

Variables	No of Respondents	Percentage
Yes	52	94
No	3	6
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 52 respondents are keeping the stock of other company's pickles because of more competition of MN pickles.

**Table: 2** If yes which are the other brands?

Variables	No of Respondents	Percentage
MTR Pickles	34	62
Priya Pickles	6	11
Ruchi Pickles	12	22
if any other please specify	3	5
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 34 respondents are keep the stock of other company's pickles because of more promotion activities adapted to the other company's and stiffer competition to MN pickles and 3 respondents are keep the stock of swatik pickles.

**Table: 3** which variety of MN pickles does you buy more among? (1 is highest 5 is lowest)

Sl.No	Pickles	Rating					Mean	Rank
		1	2	3	4	5		
1	Mango pickles	42	13	0	0	0	1.2	1
2	Lemon pickles	22	22	9	2	0	1.8	3
3	Mix pickles	31	15	5	4	0	1.7	2
4	Amola	24	12	16	2	1	1.9	4

(Source: primary data)

**Interpretation:** 1<sup>st</sup> rank respondents are buying mango pickles because of quality as well as quantity of MN pickles, and 4<sup>th</sup> rank of respondents are amola pickles also buying other variety of MN pickles because of many customers are not like amola pickles.

**Table: 4 According to you what kind of advisement has long lasting impact of MN pickles?**

Variables	No of Respondents	Percentage
T V Advertisement	46	84
Print media	4	7
Mobile van sales	3	5
Bills board	2	4
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 46 respondents are considered TV advisement has long lasting impact of MN pickles because improve the sales as well as brand and 2 respondents are considered bill board because its reflect on consumers ‘attractions to the MN pickles products.

**Table: 5 Effective advertisement lead to build brand loyalty of MN pickles?**

Variables	No of Respondents	Percentage
Strongly Agree	11	20
Agree	38	69
Neutral	5	9
Strongly Disagree	1	2
Disagree	0	0
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 38 respondents are agree with effective advertisement lead to build brand loyalty and customers repurchase of the M N Pickles products and 1 respondents are considered strongly agree because customers are aware the product of MN pickles products.

**Table: 6 whether it is M N Pickles products offered by the direct company?**

Variables	No of Respondents	Percentage
Yes	44	80
No	11	20
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 44 respondents are agree with direct selling will helps to increase the sales of MN pickles, Because of reducing competition and providing quality of spices and 11 respondents are considered no because more small retailers are getting big retailers and its selling village in loose of MN pickles.

**Table: 7 Does personal selling is build strong customer relationship?**

Variables	No of Respondents	Percentage
Strongly Agree	14	25
Agree	34	62
Neutral	6	11
Strongly Disagree	0	0
Disagree	1	2
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 34 respondents are agree, because of M N Pickles products offered by the direct company and build strong customers relationship and 1 respondent are disagree, because it’s an old brand of MN pickles.

**Table: 8 Do you think the M N Pickles promotion activities are attractive?**

Variables	No of Respondents	Percentage
Yes	36	65
No	19	35
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 36 respondents are agree with M N Pickles promotion activities are attractive because of much year old company but not undertaking any promotion activities and 19 respondents are considered no, disagree because of promoting through the advertisement and improve sales and creating best brand of MN pickles.

**Table: 9 please rate the sales promotional of M N pickles?**

Variables	No of Respondents	Percentage
Very good	9	16
Good	27	49
Average	18	33
Poor	1	2
Very poor	0	0
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 27 respondents are considered good because of old brand of MN pickles and promoting through the mobile van sales and newspaper advertisement of MN pickles and 1 respondent are considered poor because it's not under taking promotional activities of MN pickles when compare to other company's pickles.

**Table: 10 what kind of promotional support being offered by the company to improve the sales?**

Variables	No of Respondents	Percentage
Newspaper advertisement	16	29
Trained travelling salesman	12	22
T V advertisement	27	49
Any other, please specify	0	0
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 27 respondents are TV advertisement because of promoting products through the TV advertisement to increase the sales and brand image of MN pickles and 12 respondents are considered trained travelling sales man because of creating the new customers and distributing the loyal customers of MN pickles.

**Table: 11 According to you which promotional mix is important for M N Pickles to push the sales? (1is highest 5 is lowest)**

Sl.No	Promotional mix	1	2	3	4	5	Ans	Rank
1	Advertisement	45	9	0	1	0	1.2	1
2	Personal selling	19	27	6	3	0	1.9	5
3	Direct marketing	23	23	4	2	3	1.8	4
4	Public relations	27	20	5	3	0	1.7	3
5	Sales promotion	31	20	0	3	1	1.6	2

(Source: primary data)

**Interpretation:** 1<sup>st</sup> rank of respondents is considered advertisement is the best promotional strategy to push the sales of MN pickles products because of attracting consumer as well customers. And 5<sup>th</sup> rank of respondents are considered personal selling is best strategy of MN pickles because it should be create new customers and distribute the products of MN pickles.

**Table: 12 Do you think M N Pickles products can be promoted in unconventional way?**

Variables	No of Respondents	Percentage
Strongly Agree	6	11
Agree	36	65
Neutral	8	15
Strongly Disagree	5	9
Disagree	0	0
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 36 respondents are agree because of it's a new promotional strategy to customers attraction and create loyal customers of M N Pickles and 6 respondents are strongly disagree because of TV advertisement can be promoting leads to attract consumers as well as customers.

**Table: 13 Does promoting M N Pickles is an unusual way / unconventional way will create / build best brand customer recall?**

Variables	No of Respondents	Percentage
Strongly Agree	13	23
Agree	35	64
Neutral	7	13
Strongly Disagree	0	0
Disagree	0	0
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 35 respondents are agree because of its much cheap advertising and once time investment of unconventional way will create / build best brand of customer recall of MN pickles and 7 respondents are considered neutral, because may be may not be Unconventional way will create / build best brand customer recall of MN pickles.

**Table: 14 Do you think unconventional marketing adopt for M N Pickles to push the sales?**

Variables	No of Respondents	Percentage
Strongly Agree	14	25
Agree	30	55
Neutral	8	14
Strongly Disagree	2	4
Disagree	1	2
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 30 respondents are agree because improve the sales and business expansion through Unconventional marketing adopt for M N Pickles and 1; respondent are considered disagree because TV advertisement is the best promotion strategy adopt for M N Pickles to push the sales.



**Table: 15 Do you think unconventional marketing is low budget with maximum customer’s retention products?**

Variables	No of Respondents	Percentage
Strongly Agree	12	22
Agree	30	54
Neutral	13	24
Strongly Disagree	0	0
Disagree	0	0
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 30 respondents are agree because of its much inexpensive advertising and once time investment to low budget with maximum customer’s retention products and 12 respondents are considered neutral because of may be may not be when compare to TV advertisement unconventional marketing is low budget with maximum customer’s retention products of MN pickles.

**Table: 16 Effective unconventional marketing lead to the repurchase of the M N Pickles products?**

Variables	No of Respondents	Percentage
Strongly Agree	14	25
Agree	30	55
Neutral	9	16
Strongly Disagree	2	4
Disagree	0	0
<b>Total</b>	<b>55</b>	<b>100</b>

(Source: primary data)

**Interpretation:** 30 respondents are agree that because of it’s a most trending promotional strategy to customer’s attraction and create loyal customers through the unconventional marketing lead to the repurchase of the M N Pickles products and 2 respondents are considered strongly disagree because of TV advertisement is the best promotional strategy to lead to the repurchase of the M N Pickles products.

**SUGGESTION:**

- Most of the respondents are selling MN Pickles products because like MN pickles products and Satisfied with the durability of MN pickles.
- The respondents are keeping the stock of other company’s pickles because of more promotion activities adapted to the other company’s and stiffer competition to MN pickles
- TV advisement has long lasting impact of MN pickles to improve the sales as well as brand and effective advertisement lead to build brand loyal and customers repurchase of the M N Pickles products. Advertisement is the best promotional strategy to push the sales of MN pickles products because of attracting consumer as well customers.

- M N Pickles products offered by the direct company and build strong customers relationships and direct selling will helps to increase the sales of MN pickles, Because of reducing competition and providing quality of spices.
- Most of the respondents are agree because of it's a new promotional strategy to customers attraction and create loyal customers of M N Pickles and it's a most trending promotional strategy to customer's attraction and create loyal customers through the unconventional marketing lead to the repurchase of the M N Pickles products.
- Unconventional marketing is a much cheap advertising and once time investment of unconventional way will create / build best brand of customer's recall of MN pickles.
- Viral marketing is the best guerrilla marketing type because of use in different social media networks to promoting MN pickles products.

## **CONCLUSION:**

The promotional strategies are a part of company to grow / improve the sales of particulars products and advertisement includes various types or tricks. From the study was understood that retailers are agree with Advertisement is the best promotional strategy to push the sales of MN pickles products and effective advertisement lead to build brand loyalty and customers repurchase of the MN Pickles products.

Retailers think that MN pickles adopt most trending promotional strategy to customer's attraction and create loyal customers through the unconventional way / guerrilla marketing way may lead to repurchase of the M N Pickles products.

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