

THE OPINION OF THE DEALERS OF BRITANNIA PRODUCTS IN TIRUVARUR DISTRICT

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Introduction

Distribution means to distribute, spread out or disseminate. In the field of marketing, channels of distribution indicate routes or pathways through which goods and services flow, or move from producers to customers. The distribution channel can be defined formally as “the set of marketing institutions participating in the marketing activities involved in the movement or the flow of goods or services from the primary producer to the ultimate consumer.” Distribution channels play a very important role in achieving the marketing objectives of a company. Undoubtedly, value utility is created by the manufacture of product or service but distribution channels create time and place utilities.

Problem of the Study

The ultimate objective of any business firm is Maximization of profit and that can be achieved only through increasing its sales in the modern competitive world. Now-of-days improving the sales is not an easy task, since there is a wide gap between producers and consumers. Producers normally use a number of marketing intermediaries for taking their products to users. Dealers, the last connecting link in the chain of Distribution channels, play a pivotal role in the successful marketing of most products, especially consumer products. Therefore it is necessary to sought the opinion of the dealers to identify the problems in the distribution and to take remedial measures to overcome such problems and there by to achieve the ultimate goal of the company. Hence the problem of the study is identifying the problems in the distribution process of Britannia India Ltd., products in the Tiruvarur District.

Importance of the Study

The study is very important from the print of view of dealers as it aims at solving their problems in the distribution process, there by increasing their sales. It is also attach importance to distributors and wholesalers in helping them to increase their sales and revenue. It is also useful to the consumers as it paves way for them to get Britannia products easily and conveniently.

Objectives of the Study

1. To study the distribution network system of the Britannia products in three Towns of the Tiruvarur District.
2. To identify the fast moving and slow moving items of the Britannia products.
3. To assess the market share of the Britannia products in the towns.
4. To investigate into the problems of the dealers in the distribution of Britannia products.
5. To assess the competitors strength and weakness in the towns.

Research Methodology

The design of the study is analytical in nature. The information required for the study were collected both from primary and secondary sources. Primary data were collected using an interview schedule prepared specially for the purpose. Secondary data were collected from various related Books, Magazines, published and unpublished Reports. The web sites related by various companies were also of great use in providing secondary data.

Limitations of the Study

The study is limited to Tiruvarur District only due to time and money constraints. The results of the study cannot be generalized to other Zones due to demographical differences. The study is based on the opinion of the dealers only. The opinion of the wholesalers and distributors are not taken into account due to want of time and money. The dealers in the interior rural areas are not given due representation since the area covered is too wide in its length and breath. The aspect of advertisement effectiveness is not included in the survey as advertisement of the Britannia is a common phenomenon for all the dealers in the country.

Findings

The results of the study are given below;

Table 1: Fast moving - Britannia Biscuits

| Biscuits | No. of Respondents | % | Rank |
|---------------|--------------------|------------|------|
| Milk Bikis | 54 | 36 | 1 |
| Marigold | 38 | 25 | 2 |
| Good Day | 24 | 16 | 3 |
| Fifty - fifty | 17 | 11 | 4 |
| Treat | 11 | 7 | 5 |
| Nice Time | 6 | 5 | 6 |
| Total | 150 | 100 | |

Source: Primary Data

As is shown in table 1, Milk Bikis occupies first rank with the support of 36 percent of traders leaving second and third positions to Marigold and Good Day with a support of 25 percent and 16 percent traders.

Table 2: Fast moving - Competitors Biscuits

| Biscuits | No. of Respondents | % | Rank |
|---------------|--------------------|------------|------|
| Marie Light | 49 | 33 | 1 |
| Dukes Marie | 36 | 24 | 2 |
| Sweet' n Salt | 21 | 14 | 3 |
| True Marie | 19 | 13 | 4 |
| Parle G | 17 | 11 | 5 |
| Milky Magic | 8 | 5 | 6 |
| Total | 150 | 100 | |

Source: Primary Data

As table 2 discloses, Marie Light, Dukes Marie and Sweet'n Salt are the first 3 fast moving Biscuits from competitors with 33, 24 and 14 per cent support from the dealers. Milky Magic is the slow moving item with only 5 percent support.

Table 3: Fast Moving Cream Items - Britannia

| Cream items | No. of Respondents | % | Rank |
|-----------------|--------------------|------------|------|
| Bourbon cream | 85 | 57 | 1 |
| Elaichi cream | 36 | 24 | 2 |
| Pineapple cream | 20 | 13 | 3 |
| Mango cream | 9 | 6 | 4 |
| Total | 150 | 100 | |

Source: Primary Data

As is shown in table 3, Bourbon cream is the fast moving item with 57 per cent support. Mango cream is the slow moving item with only 6 percent support from dealers.

Table 4: Fast moving Cream items - Competitor's

| Cream items | No. of Respondents | % | Rank |
|-----------------------|--------------------|------------|------|
| Sun feast - Bourbon | 80 | 53 | 1 |
| Sun feast - Pineapple | 50 | 33 | 2 |
| Parle - Orange Cream | 20 | 17 | 3 |
| Total | 150 | 100 | |

Source: Primary Data

Table 4 shows that Sun feast - Bourbon stands first with 53 percent support allowing Sun feast - Pineapple to occupy second place with 33 percent support leaving Parle - Orange Cream with only 17 percent support of the dealers.

There fore Sun feast - Bourbon is the fast moving item and the Parle - Orange Cream is the slow moving item.

Conclusion

The role of dealers in distribution is well established. In the developed countries where technological and economic advances had already brought in an era of plenty, the importance of the dealer is very well recognised. Products and policies are not only tailored with the consumer in mind, but also with the dealer in mind. As we move into an era of plenty which will be usually an era of intense competition, it will be more and more important to pay attention to the subject of marketing in general and to the subject of dealer development in particular.