

RESEARCH PAPER

Placement of retailer boards in Shrirampur city

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ABSTRACT

The study is aimed at advertising and marketing strategies of Prabhat Group of Industries. The study was conducted in heart of Shrirampur city, Shrirampur is taluka which exists in Ahmednagar district of Maharashtra state. It has been observed that more number of dairy firms are present in Ahmednagar district of Maharashtra (20 numbers), so we selected Shrirampur city to carry out the assignment. From this district, Prabhat dairy is selected on the basis of large production of different milk products. Various advertising mediums used by Prabhat dairy for marketing of different products is studied along with its different promotional activities. This paper mainly highlights the task such Placement of Retailers Boards. This was conducted in heart of Shrirampur city (Ahmednagar). Under this assignment survey was conducted in Shrirampur city, to find out in which area sale is less of Prabhat *Ghee*. During survey we prepared questioner and took feedback from the sales executive. After completion of the activity to find out the impact on customer along with the impact it has happened on sales in that area. Promotion also benefits customer in many ways such as convenience (Reduction in search and decision costs) (Chandon *et al.*, 2000 and Chandon, 1995).

KEY WORDS : Advertisement, Retailer board, Promotion

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Prabhat Dairy Limited is an integrated milk and dairy products company in India catering to institutional as well as retail customers. They produce fresh, dry, frozen, cultured and fermented dairy products, including pasteurized milk, flavored milk, sweetened condensed milk, ultra-pasteurized or ultra-high temperature (UHT) milk, yoghurt, dairy whitener, clarified butter (*Ghee*), milk powder, ingredients for baby foods, lassi and chaas. They sell their products under our retail consumer brands as well as ingredient products or as co-manufactured products to a number of

institutional and multinational companies. Prabhat Group of Industries have received several quality certifications for its products and production facilities, including certification from Food Safety and Standards Authority of India (FSSAI) for pasteurized milk, flavoured milk, butter, *Ghee* and fermented milk products, AGMARK quality certification by the Government of India for *Ghee* and butter and 'Halal' certification for UHT and flavoured milk products, skimmed milk powder, whole milk powder, dairy whitener and sweetened condensed milk.

Factor influencing consumer behaviour:

There are four main factors influencing consumer behavior each of these factors can influence a consumer action in different ways, a combination of these factors

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affect the decision making process differently, these factors are cultural, social and religious, personal and psychological. (Mahsa *et al.*, 2015).

What is advertising? Advertising is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. The purpose of advertising is to convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, reinforce the sales people's individual messages, draw customers to the business and to hold existing customers.

Objective:

To study the impact of placement of retailers Boards on customer and sales of company.

METHODOLOGY

This study was conducted in heart of Shrirampur city (Ahmednagar) and for promoting Prabhat *Ghee* in the year 2014. Before conducting activity we designed outline of task and following points were considered 1) survey for selecting location and shop for placement of retailer shop boards, 2) Agency selection, 3) Design and alignment of boards, 4) Placement of boards, 5) Conduct verification and impact on sales survey immediately after boards are placed and also after 1 month of placement of boards. Relevant information was collected through a survey conducted with help of area sales manager of Prabhat Dairy. Contract of preparation of Boards was given to agency named Pandey Arts as its rates were minimum and his service was good (Table A). Mostly we considered that area where sale has declined of Prabhat *Ghee* in last few years. The activity was conducted during the month of June. Firstly we divided the area into different class, we typically focused on households as (Bawa and Shoemaker, 2004 focused in

their experiment on households).

For conducting survey we divided Shrirampur city into different classes. Approximately 12 shops were covered per day. Total shops covered were 60.

Class 1 :

Where sale of Prabhat *Ghee* is more than 50 lit/day.

Class 2 :

Where sale of Prabhat *Ghee* is 20-50 lit/day.

Class :

Where sale of Prabhat *Ghee* is less 20 lit/day.

We selected the shops whose sale was less than 20 lit/day.

Whereas sale of other companies such as Gowardhan, Amul, Mother dairy in that area was 40-50 lit/day.

Shop selection :

Shops were selected based on high footfall. Visibility of boards was also considered during shop selection. Board sizes of the selected shops were measured with sales executive.

Design and alignment :

Prabhat logo should acquire at least 30 per cent of total board size. *Ghee* jar should also acquire 30 per cent of the total board size. Colours used, should be such that anything written on board should be easily readable. Store name should also be highlighted.

Post survey :

First survey was conducted so as to check all the boards are placed or not. After the first survey, if it is found that all the boards are on their right places and then only the bill of agency are cleared. Second survey is conducted after 1 month it is conducted to check, if there is any damage caused to the board and if so then necessary repairs are done. Along with this it was observed that people were eager to buy our product (*Ghee*).

ANALYSIS AND DISCUSSION

The placement of Retailer Boards is presented in the Table 1 and it was observed that sale gradually increased after one month when retailers Boards were

Sr. No.	Name	Rate (Rs./sq. ft)
1.	Pandey art	48
2.	Vision graphics (Nasik)	50
3.	Pooja publicity (Mumbai)	55

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Table 1 : Retail stores in Shrirampur (Class 1, Class 2 and Class 3)

Sr. No.	Name	Size of board (Foot)	Road/Area
Class 1			
1	Shri sai café point	15x3	Main road
			
2	Nandini shopie	9x2	Main road
			
Class 2			
1	Novelty cake shop	12x2	Shivaji road
			
2	Samadhan supari center	9x3	Shivaji road
			

Contd... Table 1

Table 1 contd.



Class 3



Contd..... Table 1

Table 1 contd.

4	Jai Mahaver Provision Stores	8×3	College road
			
5	Bansilal Provision Stores	8×3	College road
			

placed and the sale observed was 40-50 lit/day. Further it was observed that approximately 60 per cent of customers who were passing by the shop were attracted towards retailer boards and out of those customers, 40 per cent of customers went to the shop and purchased our product it seems that brand image was created in the minds of customers by observing the Retailer Boards.

Alvarez-Alvarez and Vázquez-Casielles (2005) states in their research article that “Promotion is a tool which can help manufacturer and retailer to achieve their objectives” which we can also conclude as our sale gradually increased after conducting promotional activity. Relationships evolve through five general phases identified as (1) awareness, (2) exploration, (3) expansion, (4) commitment and (5) dissolution (Dwyer *et al.*, 1987) and to create awareness it is necessary that we should conduct such activities, which will build good customer relationship and eventually it will build brand image in customers mind.

Conclusion:

It was observed that people was attracted towards the shop and eager to buy the product (*Ghee*) after observing the add on the retailer Boards. Thus, advertisement through retailer Boards is the cheap and easy medium to increase the sale and brand awareness.

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A.S. Kshirsagar

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