

Market performance of Nutrine chocolate eclairs in eclairs category in retail market in Nellore city

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Abstract

Nutrine Confectionery Company, which was founded in 1952 as a small scale unit, manufacturing only candies in the early 60's has grown to be a multiproduct, multi market giant and has been the single largest manufacturer of confectionery and toffees in India since 1980. It has been the leader in confectionery industry in India for more than a decade, with an unequalled range of 40 exciting products in confectionery which include Assay, Maha Lacto, Kokanaka, Honeyfab. With its dynamic and committed approach towards product innovation and quality, Nutrine has set the trend in the Indian Confectionery Industry. The present study aims at analyzing the market performance of Nutrine chocolate Eclairs in Eclairis category in retail market particularly in Nellore city.

Keywords: market performance, Nutrine confectionery company, Nutrine chocolate eclairs

1. Introduction

Nutrine Confectionery Company, which was founded in 1952 as a small scale unit, manufacturing only candies in the early 60's has grown to be a multiproduct, multi market giant and has been the single largest manufacturer of confectionery and toffees in India since 1980. It has been the leader in confectionery industry in India for more than a decade, with an unequalled range of 40 exciting products in confectionery which include Assay, Maha Lacto, Kokanaka, Honeyfab. With its dynamic and committed approach towards product innovation and quality, Nutrine has set the trend in the Indian Confectionery Industry.

Nutrine has been the leader in confectionery industry in India for more than a decade, with an unequalled range of 40 exciting products in confectionery which includes Aasay, Maha Lacto, Kokanaka, Honeyfab. With its dynamic and committed approach towards product innovation and quality, Nutrine has set the trend in the Indian confectionery industry.

Nutrine is the first company to bring out a fruit bar, to make soft centre candies, and to device a pillow pack for sweets. The Nutrine Group of companies' turnover is over 200 crores. The strength of Nutrine lies in its strong research & Development team, high standards of quality control, adoption of state-of-the-art technology and processes. Nutrine is available throughout the country through the network of depots and C&Fs, more than 3600 distributors and stockists and 4 lakhs dealers.

2. Review of Literature

David Gilbert (1999) defines retail marketing as, "Any business that directs its marketing efforts towards satisfying the final consumer based upon the organisation of selling goods and services as a means of distribution."

Brown (1992) says' "The actual term retailing is thought to be derived from the old French word 'retailer' which means 'a piece of' or 'to cut up'.

3. Objectives and Scope of the Study:

Primary objective

To know the sales performance of Nutrine Chocolate.

Secondary Objectives:

1. To find out who are all the major players in the market.
2. To identify the key element in terms of price, packing, promotion of product, which influence the consumers.
3. To find out the major buyers of Éclair Chocolate.
4. To find out the ways and means to improve the sales.

Scope of the Study

The company's various brands in confectionery are facing intensive competition. So consumers opinion of various brands and especially Eclairs toffee is of great interest to the company and as well as the market trends for modifying their strategies in general and promotional in particular.

The main purpose of this study is to know the factors that influence the purchase decision of most of the target customers and to bring about changes in the product and promotional strategies.

The survey seeks to answer the questions required to improve sales of the company through consumers of confectionery also changes accordingly. It is therefore necessary to monitor their changing tastes through survey of this kind.

4. Limitations of the Study

- a) Sample size of the study confined to 250 samples.
- b) Adoption of convenience sampling method under non-profitability sampling.
- c) Avoidance of local brands in hard boiled candies and Eclairs amongst standard and popular brands.
- d) The study cannot be generalized, since it has been conducted only in Nellore.

5. Research Methodology

Descriptive Research Design: The present survey is done on descriptive research design, which is the one simply describes something such as demographic characteristics of consumer who we use the product. The descriptive study is typically concerned with determining the frequency with which something occurs or how two variables vary together. This study is typically guided by an initial hypothesis.

Data Collection: In this study primary data has been used.

Method used for Data Collection: While collecting data questionnaires are used in this study.

Type of Survey: Here sample survey has been used.

Non-Probability Sampling: In this survey has been used. In non-probability sampling the chance of any particular unit in the population being selected is unknown. Since randomness is not involved in the selection process an estimate of the sampling error cannot be made. So in this research survey researcher used the convenience sampling.

Convenience sampling: In this method sample units are chosen primarily on the basic of the convenience to the investigator.

Here in this study the researcher has adopted a non-probability, convenience sampling.

Sampling Plan: In this survey 250 of samples are taken from retailers. Before this, survey was done by company at Chittoor with samples.

Source of Information: The source of information for the topic study on consumer choice of confectionery and suggestion of consumers about Éclair toffee depends largely on primary data. As no secondary data was available, the researcher depends on primary data.

The primary data was collected through the survey method

using the questionnaire containing 19 questions.

Contact Method: In this survey 250 samples were taken in the contact among samples are from retailers were taken in.

Sample Unit: In this study the sampling unit is the retail outlets stocking Eclairs in various shops of Nellore.

Sample Size: In this study the sample size taken is 250 retail outlets stocking Eclairs and Hard boiled candies in Nellore.

Research Instrument: In this study research instrument used is questionnaire.

Questionnaire: In this survey multiple choice structured questionnaires comprised closed ended questions used.

6. Data Analysis and Interpretation

Technique of Analysis

The Percentage Method: This is the earliest and the best method to analyse a given data. The percentage wise distribution of the data gives an idea of which factor is more and which is less. This method has been used extensively in this method.

Table 1: The following table is the classification of retail outlets:

Classification of Retail Outlets			
S. No.	Classification	No. of Respondents	Percentage
1	Grocery	66	26.40%
2	Generals	59	23.60%
3	Medicals	17	6.80%
4	Bakery	11	4.40%
5	Panshop	22	8.80%
6	Fancy Stores	72	28.80%
7	Super Markets	3	1.20%
	Total	250	100%



Fig 1

Inference: The above table shows that out of the total 250 respondents, 28.8% is fancy stores, 26.4% is grocery, 23.6% is

generals, 8.8% is pan shops, 6.8% is medicals, 4.4% is bakery, and 1.2% is super markets.

Table 2: The following table is about Sales of Different Brand of Chocolates by Different Retailers:

Sales of Different Brand of Chocolates by Different Retailers			
S. No.	Brand Name	No. of Respondents out of 250	Percentage
1	Nutrine	250	100.00%
2	Parrys	116	46.40%
3	Cadbury's	230	92.00%
4	Nestle	50	20.00%
5	Ravalgan	15	6.00%
6	Parle	10	4.00%

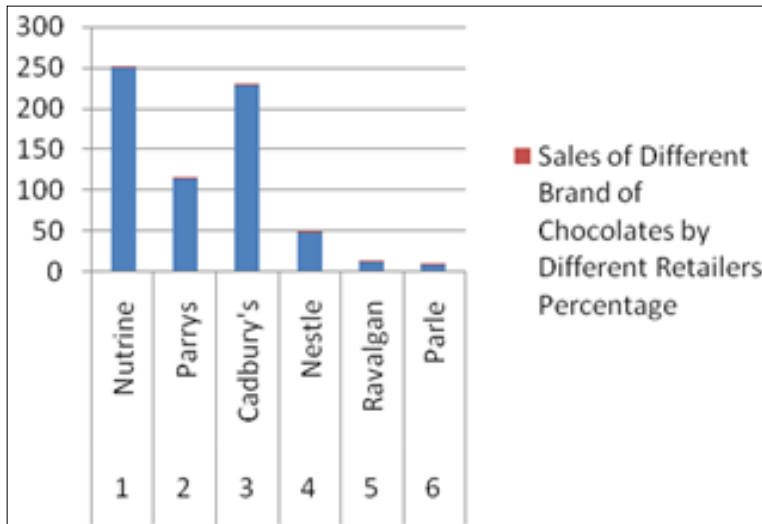


Fig 2

Inference: From the above table it is evident that Nutrine chocolates are sold by all the retailers (250), while only 92% of them are selling cadbury's, 46.4% of them are selling parry's,

20% them are selling Nestle, 6% of them are selling Ravalgan, 4% of them are selling Parle.

Table 3: The following table shows Fast Moving Eclair Brand:

Fast Moving Eclair Brand			
S. No.	Brand Name	No. of Respondents out of 250	Percentage
1	Nutrine	137	54.80%
2	Cadbury's	113	45.20%
3	Nestle	12	4.80%
4	Parrys	10	4.00%
5	Candico	10	4.00%

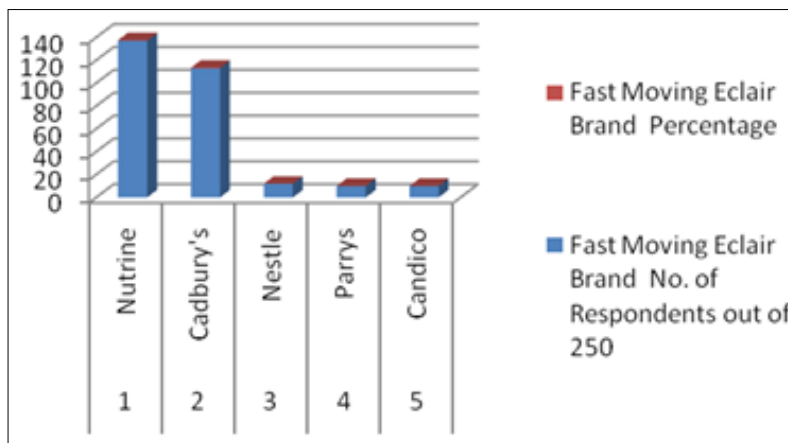


Fig 3

Inference: From the above table it is evident that Nutrine Eclairs are sold by 137 retailers (54.8%), while Cadbury's by 45.2%, Nestle by 4.8%, Parrys by 4% and Candico by 4%.

7. Findings

- Retail distribution network of 'Nutrine Eclairs' in Nellore is above average.
- There is a significant relationship between Éclair brands and classification of retail shops.
- It is very clear that all the retailers are giving preference to Nutrine Éclairs rather than the remaining all confectionary products.
- It has been noticed that the most of the retailers are selling Nutrine Éclairs, where as the cadbury's are being sold worse than Nutrine and better than the remaining all.
- The fast moving éclair brand among the five brands Nutrine, Cadbury's Panys, Nestle, Candico is Nutrine Éclair which is of 54.8%.
- 51.6% of the retailers purchase their stock from the wholesalers rather than from the stockists or through the season boys.
- It has been observed that Nutrine Eclairs have good quality/taste on a par with Cadbury's. Remaining three varieties are negligible.
- Of all the influencing factors considered it is eventually the taste and quality of the Eclairs that decide its purchase preference over its competing brands, rather than price of advertising or even the brand image.
- As Éclair is an available better quality product with low price from the Nutrine Company, the sales of this product are appreciably high.

8. Suggestions

- Regularity in distribution can prompt existing and prospective customers to stock more of the brand 'Nutrine Éclair'.
- Efficiency of retail can be improved by considering the following factors in the order of sequence: a) Credit Period b) Regularity in Distribution Cycle c) Retailer Margin d) Advertisement e) Agency Network
- Because of significant relationship between brands stocked and classification of retail shops, company should concentrate on grocery and fancy stores which have a major share of stocking of Nutrine Éclair.
- Consumers mainly prefer brand image as a major factor in deciding their purchase of brands.

9. Conclusion

To conclude, it can be said that the study reveals that irregularity in stock distribution cycle, no offers are there to customers. Lack of proper advertisement and improper co-operation from the distributors are the problems effecting partially the marketing of the product Nutrine éclair in the existing competing market. Based on the merits, depending on its brand image, quality, taste and low price, the brand Nutrine Éclair is able to compete with the others in the market.

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