

CHAPTER -1
INTRODUCTION

1.1 INTRODUCTION

Marketing involves a large number of activities. To begin with, an organisation will decide on its target group of customers to be served. Once the target group is decided, the product is to be placed in the market by providing the appropriate product, price, distribution and promotional efforts. These are to be combined or mixed in an appropriate proportion so as to achieve the marketing goal. Such mix of product, price, distribution and promotional efforts is known as 'Marketing Mix'.

According to Philip Kotler "Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response". The controllable variables in this context refer to the 4 'P's [product, price, place (distribution) and promotion]. Each firm strives to build up such a composition of 4 'P's, which can create highest level of consumer satisfaction and at the same time meet its organisational objectives. Thus, this mix is assembled keeping in mind the needs of target customers, and it varies from one organisation to another depending upon its available resources and marketing objectives. Let us now have a brief idea about the four components of marketing mix.

An organisation's strategy that companies all of its marketing goals into one comprehensive plan. A good marketing mix should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. Marketing mix is an important tool used by marketing managers to design the process of marketing in an organisation.

Marketing is the performance of business activities that directs the flow of goods and services from producer to the customer. It's the activity that directs to satisfy the human needs through exchange process. Marketing starts with the identification of a specific need of customer and ends with satisfaction of that need. In marketing large number of activities are performed. These activities are divided in 4 group in product and 3 groups for services. These elements are product, price, promotion, placement for product and three additional elements for service are process, people and physical evidence. These are called elements of marketing mix.

The organisation selected for the purpose of The Study Is Delicious Cashew Company, Aloor, Thrissur district is a pioneer and trusted company engaged in the processing and manufacturing of the high quality cashew, almonds, assorted nuts, pista. The major purpose of conducting this Study is to understand the effectiveness of the Marketing

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Mix of the Organisation. This also helps to get the customers feedback regarding the availability of the Delicious products in the right place in the right price and the promotional activities of the company. Marketing mix is one of the most famous marketing term and it is the tactical or operational part of marketing plan. Marketing mix that a company uses to promote its brand or product in the market. A combination of factors that can be controlled by a company to influence consumers to purchase its products.

1.2 STATEMENT OF THE PROBLEM

The marketing mix in marketing strategy: product, price, place and Promotion. Marketing mix is the set of controllable, tactical marketing Tools that a company uses to produce a desired response from its target Market. It consists of everything that a company can do to influence Demand for its product.

The 4Ps of marketing is a model for enhancing the components of marketing mix the way in which you take a new Product or service to market. It helps to define marketing options in terms Of price, product, promotion, and place so that your offering meets a Specific customer need or demand. In this emerging economy it is necessary to know how much market power lies with the marketing mix. This study helps to understand the effectiveness of marketing mix of the company that influences the customers to purchase the products and the problems regarding the products, its price, the products availability in the right place and the promotional activities of the company. The main focus of the study is to find out that whether the customers are satisfied by the products offered by the Delicious Company (its quality, quantity, taste, packing)? are they ready to purchase the product at the price offered by the company ? and do they get discounts on bulk purchases?, To know that whether the company's promotional activities are effective or not? Whether the customers get Delicious products at the right place?

The research can be further used to evaluate the profit and progress of the business as a whole and facilities Provided by the organisation towards the customer that is quality product At reasonable price and fulfil their needs and wants. This study also helps to manipulate the expectations of customer.

1.3 OBJECTIVES OF STUDY

- To study the perception of effectiveness of marketing mix of delicious product.

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- To study the satisfaction level of customers in the availability of the products in the right place
- To know the promotional strategy of product
- To know the pricing strategy of product.
- To know about the factors that attract the customers to purchase a particular product.

1.4 PURPOSE OF THE STUDY

The study is conducted on the topic Marketing mix of the delicious cashew company .through this study,the researcher is trying to identify the effectiveness of the marketing mix of the Delicious cashew company. the purpose of the study is to find whether the company is able to provide the right combination of product,price,promotion, and distribution.

1.5 SIGNIFICANCE OF THE STUDY

The study gives a picture about the attitude of the customers towards the marketing mix.it helps to identify the areas of improvement and facilitates better options for the effective marketing mix of the company.

1.6 SCOPE OF THE STUDY

This study will provide information to the organization about their marketing mix. The result of the study and survey will also help managers and administrators to define strategies for the improvement of marketing mix.

It will also help to understand the weakness and strength of the manufacturers. By understanding their strength and weakness the company can improve their performance, they can meet the requirement defined by the customers and convert weakness into strengths.

1.7 LIMITATION OF THE STUDY

LIMITATIONS

- The main limitation of this study are constraints of resources, access to information.Researcher intends to answer these questions considering only limited size of sample and area. The material resources needed for a larger sample size for this study is inadequate.

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- The study is constrained by time. It is conducted within an academic time range.
- Lack of interest of the respondents in answering the questions due to their busy schedule.
- The size of the sample considered for the study was small.
- It's not possible to visit all the divisions of the organization.

1.8 INDUSTRY PROFILE

INTRODUCTION

Cashew (*Anacardium occidentale* L.) is an important tropical perennial tree crop, originally grown in coastal areas, but now extending also far inland. Cashew is known by many names. In Mozambique, the Maconde tribe refer to it as the "Devil's Nut". It is offered at wedding ceremonies as a token of fertility and is considered by many to have aphrodisiac properties. The cashew tree, native to Brazil, was introduced to Mozambique and then India in the sixteenth century by the Portuguese, as a means of controlling coastal erosion. It was spread within these countries with the aid of elephants that ate the bright cashew fruit along with the attached nut. The nut was too hard to digest and was later expelled with the droppings.

It was not until the nineteenth century that plantations were developed and the tree then spread to a number of other countries in Africa, Asia and Latin America. Cashew processing, using manual techniques, was started in India in the first half of the twentieth century. It was exported from there to the wealthy western markets, particularly the United States. It is a major export crop in terms of foreign exchange earnings in countries like Brazil, Vietnam, India, Nigeria, Tanzania, Indonesia, Guinea-Bissau, Cote D'Ivoire, Mozambique and Benin. Cashew nuts are common appetizers, like peanuts and pistachio nuts. They are also used in the food industry, and as an ingredient in various confectionery products. The cashew nut kernels have good nutritional values to human beings.

They are a rich source of vitamins (A, D and E), fats (46.5 %) and proteins (17.8 %). Besides, they contain relatively important amounts of minerals like calcium (504.0 mg/kg), iron 90.8 mg/kg), zinc (31.3 mg/kg), copper (16.4 mg/kg), potassium (5600 mg/kg), phosphorus (4600 mg/kg), magnesium (2400 mg/kg) and sodium (22.8 mg/kg)

all measured in dry weight. However, the nutrient composition in cashew nut kernels varies with cultivar and environment.

Due to its high nutritional value, even small and broken pieces of cashew nut kernels find a market in confectionery products. Almost all varieties of *A. occidentale* produce sweet juicy apples, with high soluble sugar (fructose and sucrose) content, which are consumed as fresh fruits; or used to make various apples products, such as juice and wines.

ORIGIN, DISTRIBUTION AND PRODUCTION OF CASHEW

Cashew (*A. occidentale* L.) is native to Latin America and has a primary center of diversity in Amazonia, and a secondary one in the Planalto of Brazil. Natural occurrence of cashew has been reported from Mexico to Peru, and in the West Indies. It was one of the first fruit trees from the New World to be widely distributed throughout the tropics by the early Portuguese and Spanish adventurers. The name cashew is from the Portuguese *caju*, which in turn comes from the Tupi-Indian word *acaju*. The incoming colonists in what is now Brazil found that the native Indians valued both the cashew nut and the so-called apple, the fleshy pedicel or stalk of the fruit (Deckers et al., 2001).

Cashew was discovered by Portuguese traders and explorers in Brazil in 1578. It was introduced into West and East Africa and India by the Portuguese travelers in the 16th century. By then, cashew was considered a suitable crop for soil conservation, forestation, and also wasteland development. Therefore, the initial aim of cashew introduction to those areas was not to produce nuts and apples (pseudo-fruits), but to help control soil erosion on the coast (Bradtke, 2007). Use of cashew nuts and apples developed much later, and the international nut trade did not start until the 1920s (Rieger, 2006). Thereafter, cashew gradually gained commercial importance and spread in other places. It is now naturalized in many tropical countries, particularly in coastal areas of East Africa (Tanzania, Kenya, Mozambique, Madagascar and Uganda), West and Central Africa (Ivory Coast, Nigeria and Angola), Florida, Peru, Hawaii, Tahiti, Mauritius, Seychelles, Panama, India, Sri Lanka, Thailand, Malay Peninsula and Philippine.

The cashew industry ranks third in the world production of edible nuts with World production in 2000 at about 2 million tonnes of nuts-in-shell and an estimated value in

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Excess of US\$2 billion. India and Brazil are the major cashew exporters, with 60 percent and 31 percent respectively of world market share. The major importers are the United States (55 Percent), the Netherlands (ten percent), Germany (seven percent), Japan (five percent) and The United Kingdom (five percent). Cashew kernels are ranked as either the second or third most. Expensive nut traded in the United States. Macadamia nuts are priced higher and pecan nuts can be more costly, if the harvest is poor. The extensive market connections of exporters From Brazil and India make it difficult for the smaller exporters to make gains in the United States market. Importers may appreciate the low prices offered by small suppliers, but the Lack of reliability in quality tends to make them favors the larger, more reputable suppliers.

CASHEW INDUSTRY HISTORY;

While many of the cashews produced for commerce come from Africa and India, the cashew tree (*Anacardium occidentale*) is native to tropical regions of Brazil. The tree produces long, fleshy stalk, called a cashew apple, which resembles a small pear. Cashew was introduced to India by the Portugese between 1563 and 1570. The Portugese bought cashew first to Goa and then spread this nutritional nut across the western region of India, and further to South East Asia. Maharashtra (225.0). Andhra Pradesh (118.0). Odisha (101.0), Kerala (77.0) these states are the largest producers of cashew nuts in India.

Tight global supplies hit cashew industry in India the Indian cashew production has been stagnant for past few years with output ranging 6-7 lakh tonnes while the country's processing capacity has expanded to 2 million tonnes. India imports 9-10 lakh tonnes of raw cashew to process and expert of kernels. India is the largest producer, processors, exporter, and the second largest consumer of cashew kernels in the world. Maharashtra, Orissa, Andhra Pradesh, Karnataka, Tamil Nadu and Kerala are the major cashew producing states among the 15 other state in the country.

HEALTH BENEFITS AND NUTRITIONAL INFORMATION

Cashews are rich in a range of nutrients. One ounce (28 grams) of unroasted, unsalted Cashews provides you with around:

- Calories: 157
- Protein: 5 grams

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- Fat: 12 grams
- Carbs: 9 grams
- Fiber : 1 gram
- Copper: 67% of the Daily Value (DV)
- Magnesium: 20% of the DV
- Manganese: 20% of the DV
- Zinc: 15% of the DV
- Phosphorus: 13% of the DV
- Iron: 11% of the DV
- Selenium: 10% of the DV
- Thiamine: 10% of the DV
- Vitamin K: 8% of the DV
- Vitamin B6: 7% of the DV

Cashews are especially rich in unsaturated fats (a category of fats linked to a lower risk of Premature death and heart disease. They're also low in sugar, a source of fiber, and contain Almost the same amount of protein as an equivalent quantity of cooked meat. In addition, Cashews contain a significant amount of copper, a mineral essential for energy production, Healthy brain development, and a strong immune system. They're also a great source of Magnesium and manganese, nutrients important for bone health.

CONSTITUENTS AND HEALTH BENEFITS OF CASHEW

Health benefits:

The cashew tree (*Anacardium occidentale* L.) is a tropical tree native Of Brazil and is being extensively grown in India, East Africa and Vietnam (Muniz et al., 2006). A main product from cashew tree is cashew nut (true fruit), which is rich in fat and Protein. After picking the nut from the peduncle (cashew apple-pseudo fruit) (Garruti et al., 2006) cashew apple become bio-waste. Cashew apple is used as a remedy for chronic Dysentery and for sore throat in Cuba and in Brazil (Morton, 1987). Most of the fruit

by products could be used as functional ingredients when designing health foods (functional Foods), especially

non-digestible carbohydrates (dietary fiber) and bioactive compounds (ascorbic acid and flavonoids) (Laufenberg et al., 2003). Cashew apples are available in India

In huge quantities but they find little commercial application at present except the Manufacture of fenny (a type of brandy) and pectin (Maini and Anand, 1993; Ward and Ray, 2006).

Cashew apple juice is rich in sugars (Azevedo and Rodrigues, 2000), Antioxidants (Trevisan et al., 2006; Kubo et al., 2006) and vitamin C (Azevedo and Rodrigues, 2000) and is widely consumed in Brazil (Nagaraja, 2007). Cashew apple juice has the Potential to be a natural source of vitamin C and sugar in processed foods (De Carvalho et al., 2007). Cashew nut has a fine taste and a market potential but cashew apple even though rich in nutritive values like vitamin C and minerals, i.e., Ca, P, Fe it is not accepted as food because it contains high tannin content and astringent taste however, the bioactive Compounds, vitamins and minerals present in it, should be explored for other value. In addition, the cashew apple juice was found to contain a total of nine minerals in different level.

Minerals like magnesium, sodium, iron, calcium, copper, sodium and zinc were also present at significant level of 279.70, 204, 133.9, 80.42, 1.17, 204.0 and 16.48 ppm, respectively in Cashew apple juice (Table 1). Among the various minerals potassium was observed in high Level (3337 ppm) followed by phosphorous (440.20 ppm). Potassium (K) is very essential Element to prevent bone demineralization which is by controlling of calcium loss in urine (Tucker et al., 1999; He and MacGregor, 2001). Copper is an essential and beneficial element in human metabolism and the average daily Dietary requirement for copper in the adult human has been estimated as 2 mg and for infants And children at 0.05 mg kg⁻¹ b.wt. (Browning, 1969; WHO, 2004). The NRC (1980) reported That safe and adequate daily dietary intakes of copper ranging from 0.5-0.7 mg day⁻¹ for Infants of 6 months age or less up to 2-3 mg day⁻¹ for adults. The copper content of 1.07 ppm Observed in the cashew apple juice is within the safe prescribed limits of infants. Sodium is the principle extracellular cation and is used for osmoregulation in inter modular Fluid of human body. The recommended daily allowance of sodium is 115-75000 ppm for Infants, 324-975 mg kg⁻¹ for children and

1100-3300 ppm for adults (Crook, 2006). Enzymes are involved in macronutrient metabolism and cell replications are mainly Zn dependent (Hays and Swenson, 1985; Arinola, 2008). Zinc is widely distributed in plant and animal Tissues and present in all living cells. In cashew apple juice 16.48 ppm of Zinc was observed. Magnesium is an active element in several enzyme systems in which thymine pyrophosphate is a cofactor. Oxidative phosphorylation is greatly reduced in the absence of magnesium. It also activates pyruvic acid carboxylase, pyruvic acid oxidase and the condensing enzyme for the reactions in the citric acid cycle (Murray et al., 2000). Even though the value obtained in the cashew apple juice is low as compared to the standard value, it can be used as natural Sources of minerals with other food and beverages to rectify the child malnutrition. The cashew apple colour varied from bright red, orange, or yellow with a soft and fibrous Fleshy. As variations in minerals and other nutrient content of apples are observed, in the Present study, cashew apple available in southern part of India are analysed for minerals and bioactive compounds.

1. Keeps the Brain Healthy and enhances its functionality
2. Improve Heart Functioning
3. Good for Preventing Cancer
4. Prevent Gallstones in the body
5. Treats Obesity and Helps in Weight Loss
6. Helps blood flow
7. Enhances Eye Health and Vision Clarity
8. Keeps the Blood Healthy
9. Helps treatment of Diabetes
10. Catalyst for Digestion
11. Keeps the Skin fresh and healthy
12. Strengthen and tones Bones
13. Keeps the Hair Shiny
14. Keeps the Teeth and Gums healthy

15. Good for Preventing Headaches

CULTIVATION, BEARING & POST HARVEST MANAGEMENT:-

The cashew tree, *Anacardium occidentale* L., belongs to the Anacardiaceae Family of plants. The tree is native to Brazil, but has spread to other parts of tropical South and Central America, Mexico and the West Indies. The cashew tree is a tropical evergreen, resistant to drought, unexacting as to soil (although it prefers deep, sandy soil), which grows up to 12 Metres high and has a symmetrical spread of up to approximately 25 metres. It has leathery oval leaves. Reddish flowers grow in clusters and the pear-shaped fruits, referred to as cashew apples, are red or yellowish in colour. At the end of each fruit is a kidney-shaped ovary, the nut, with a hard double shell. Between the shell and nut is black caustic oil, which is difficult to Remove and can be used in varnishes and plastics. Optimum conditions include an annual Rainfall of at least 889 mm (35 inches) and not more than 3 048 mm (120 inches).

Cultivation and Bearing:-

The harvesting and processing of cashew is very labor intensive. After producing clusters of flowers, cashews produce the edible apple and also a nut encased in a Heavy shell, which is the true cashew fruit. The cashew tree flowers for two or three months and fruit mature about two months after the bloom. The cashew nut forms first at the end of the stem. Subsequently, the stem swells to form the “apple” with the nut attached externally. The cashew nut is 2.5 to 4.0 cm (1.0 to 1.5 inches) long and kidney shaped. Its Shell is about 5 mm thick, with a soft leathery outer skin and a thin hard inner skin. When fully ripe, it falls to the ground. Harvesting generally involves collecting the nuts once they have dropped to the ground after maturing. Workers scour the area and detach the nut from the Fruit. The nuts are generally collected in baskets or sacks. Cashew fruit are generally left to fall to the ground before being collected, as this is an indication that the kernel is mature. If Fruit are picked from the trees, the cashew apple will be ripe, but the kernel will still be Immature. Apples to be used for processing into products such as jam or juices should be picked from the tree before they fall naturally. Cashew nuts are dried in the sun for two reasons:

- i. To reduce the moisture content of the nut,
- ii. To mature the seed in the infrared and ultra-violet rays of the sun. Cashew nuts should keep for 12 months or more, provided that they are dried to moisture content of

eight percent or below, packed in sealed polythene bags and stored under dry conditions. The moisture content of cashew nuts at harvest is dependent on climatic conditions, moisture content of the soil, on which the nuts have fallen, weed growth density under the tree and the time between nut fall and harvest. High moisture content may cause deterioration of the kernel due to mould or bacterial attack or enzyme action. Drying the nuts immediately after harvesting is essential in preserving their quality, but this process is often neglected. Sun drying of cashew nuts can be done on specially prepared drying Floors or mats made of bamboo or palm leaves. The drying areas should be smooth and slightly sloping, so as to allow rainwater to run off. The cashew-nut layer on the drying floor should not be thicker than 10 cm, thus allowing for about 60 kg of nuts per square meter. The Nuts should be constantly raked in order to ensure that they all receive the same benefit of the Sun's rays and therefore they are dried evenly. The nuts should be heaped together and Covered in the evenings. If the nuts are heaped while still warm, they will continue to dry Under the cover of a tarpaulin. The nuts should be checked the following morning to ascertain the need for further drying. Dried nuts should make a rattling sound when falling. Drying may take between one and three days depending upon local climatic conditions. As soon as the nuts are Dry, they should be stored and protected from rain. Storage Technical requirements for storage are dependent on weather conditions. As cashew nuts are usually produced in climates with a long dry season, simple buildings with concrete floors And walls and roofs of corrugated metal, should provide adequate storage. Certain prerequisites must be satisfied to ensure safe storage:

1. A waterproof, dry floor,
2. A firm and secure roof,
3. Openings in the wall must be protected in order prevent water from entering the room,
4. Headroom must be adequate to allow the bags in a stack to be moved around if large quantities are to be stored,
5. The store should be easily inspected: there must be sufficient clearance between the wall and the bags, to allow individuals to walk around and check the condition of the stack,

6. The stack must be placed on a raised wooden platform, in order to prevent moisture from being drawn from the floor to the nuts.

Infestation of harvested nuts

Raw cashew nuts, stored in sacks, sometimes in the open awaiting shipment and frequently without protection from rain, are subject to infestation through the stem-end. This may go undetected until damage has progressed to the point of heavy loss. Infestation also occurs in the shelled kernels at various stages of handling.

Post-harvest management

The nut is encased in a rock hard shell that is virtually impossible to penetrate after harvest. In order to extract the nut, the whole shell is soaked in water, softened by steaming and carefully air-dried to the final moisture content (9 percent). Each nut is hand massaged and cracked via a manual process that entails putting the nut against one sharp blade and bringing another blade, which is on a foot powered lever, through the outer shell. The blade on the foot lever is raised by an enthusiastic stomp allowing the outer shell to separate from the nut. The nut inside is carefully picked out of the outer shell using a nut pick.

PROCESSING & VALUE ADDITION

India is the main cashew processing country in Asia. The highly skilled workforce and low labour costs in India allowed it to have a virtual monopoly on the manual processing of cashew for many years.

The traditional practice in the south Arcot region of India was to spread the nuts out on flat rocks in the sun, to allow them to dry until the shell became brittle. The kernel could then be removed from the shell by striking the nut with a wooden batten to split the shell along the natural line of cleavage. The cashew kernel was removed from the shell without becoming contaminated by the CNSL. Use of this method was made possible by the suitability of humidity and climate condition in that particular region of India. Shells are further processed to obtain the CNSL. An alternative method of removing the kernel from the shell is to subject the nuts to very low temperatures, thus causing the shell to become brittle. Following this, the nuts are mechanically cut along the natural line of cleavage and the kernels removed. The shells are then further treated to remove the CNSL. This method of kernel removal has been commercially adopted.

Cashew products

Three main cashew products are traded on the international market: raw nuts, cashew kernels and cashew nut shell liquid (CNSL). A fourth product, the cashew apple is generally processed and consumed locally. The raw cashew nut is the main commercial product of the cashew tree, though

yields of the cashew apple are eight to ten times the weight of the raw nuts. Raw nuts are either exported or processed prior to export. Processing of the raw nuts releases the byproduct CNSL that has industrial and medicinal applications. The skin of the nut is high in tannins and can be recovered and used in the tanning of hides. The fruit of the cashew tree that surrounds the kernel can be made into a juice with a high vitamin C content and fermented to give a high proof spirit. The cashew nut kernel is constituted of three different portions namely the shell, the kernel and the adhering testa. The primary product of cashew nuts is the kernel, which is the edible portion of the nut and is consumed in three ways:

- Directly by the consumer,
- As roasted and salted nuts,
- In confectionery and bakery products, for example, finely chopped kernels are used In the production of sweets, ice creams, cakes and chocolates, both at home and Industrially and as paste to spread on bread.
- The relative importance of these uses varies from year to year and country to country, but it Is estimated that at least 60percent of cashew kernels are consumed as salted nuts. Separately packed cashew nuts are a good selling line, mainly as an appetizer to cocktail Drinks. Salted cashews are part of the snack food market. They compete mainly with other Nuts, although chips, salted popcorn and other savoury snacks can impinge on the nut Market. The price of cashew nuts is much higher than the price of peanuts or other snacks so those sales must be based on a strong taste preference by the consumer.

Cashew kernels

It is estimated that 60 percent of cashew kernels are consumed in the form of Snacks while the remaining 40 percent are included in confectionery. The cashew competes In the same market as other edible nuts including almonds, hazels, walnuts, pecans, Macadamias, pistachios and peanuts. There has recently been a considerable rise in

demand For edible nuts by consumers interested in quality and health aspects of food. The breakfast Cereal, health food, salads and baked goods markets are all expanding markets for cashew Nuts.

Cashew nut shell liquid

Cashew nut processing allows for the development of an important By-product, which can increase its added value. The liquid inside the shell (CNSL) Represents 15 percent of the gross weight and has some attractive possible medicinal and Industrial uses. CNSL is one of the few natural resins that is highly heat resistant and is used In braking systems and in paint manufacture. It contains a compound known as anacardium, Which is used to treat dermatological disorder .The cashew nut shell contains a viscous and dark liquid, Known as cashew nut shell liquid (CNSL), which is extremely caustic. It is contained in the thin honeycomb structure between the soft outer skin of the nut and the harder inner shell. The CSNL content of the raw nut va”ies between 20 and 25 percent. Cashew nut shell liquid (CNSL) is an important and versatile industrial raw material. There are more than 200 Patents for its industrial application. CNSL is also used in mouldings, acid-resistant paints, Foundry resins, varnishes, enamels and black lacquers for decorating vases and as Insecticides and fungicides. In tropical medicine, CNSL has been used in treating leprosy, Elephantiasis, psoriasis, ringworm, warts and corns.

Cashew Apple:

The cashew “apple” or false fruit is an edible food rich in vitamin C. It can be dried, canned as a preserve or eaten fresh from the tree. It can also be squeezed for Fresh juice, which can then be fermented into cashew wine, which is a very popular drink. In Parts of India, it is used to distil cashew liquor referred to as feni. The cashew apple is Between three and five inches long and has a smooth, shiny skin that turns from green to Bright red, orange or yellow in colour as it matures. It has a pulpy, juicy structure, with a Pleasant but strong astringent flavour. Furthermore, the fruit has medicinal properties. It is Used for curing scurvy and diarrhoea and it is effective in preventing cholera. It is applied For the cure of neurological pain and rheumatism. It is also regarded as a first-class source of Energy.

Cashew fruit can be made suitable for consumption by removing the Undesirable tannins and processing the apples into value-added products, such as juices, Syrups,

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canned fruits, pickles, jams, chutneys, candy and toffee. The recommended methods For removing the astringent properties of the cashew apple include steaming the fruit for five Minutes before washing it in cold water, boiling the fruit in salt water for five minutes or Adding gelatin solution to the expressed juice. In gathering the fruits and transporting them To be processed, the prime purpose should be to have the fruit arrive in the very best Condition possible. Cashew apples should be sorted and only mature, undamaged cashew Apples should be selected for use in recipes. These should be washed in clean water prior to use.

Cashew wine

Cashew wine is made in many countries throughout Asia and Latin America. It is a light yellow alcoholic drink, with an alcohol content of 6 to 12 percent.

Processing

Cashew apples are cut into slices in order to ensure a rapid rate of Juice extraction when they are crushed in the juice press. The fruit juice is sterilized in Stainless steel pans at a temperature of 85oC in order to eliminate any wild yeast. The juice Is filtered and treated with either sodium or potassium metabisulphite, to destroy or inhibit The growth of undesirable types of micro-organisms such as acetic acid bacteria, wild yeast And moulds. Wine yeast (*Saccharomyces cerevisiae* – *varellipsoideus*) should be added. Once the yeast has been added, the juice is thoroughly stirred and allowed to ferment for About two weeks. The wine is separated from the sediment and clarified by mixing fining Agents, such as gelatin, pectin or casein, with the wine. Filtration is carried out with filteraids such as fullers earth. The filtered wine is transferred to wooden vats. The wine is Pasteurized at 50 to 60oC.

The temperature should be controlled, so that it does not rise exceed 70oC, since alcohol vaporizes at a temperature of 75 to 78oC. The wine is then stored in Wooden vats and subjected to ageing. At least six months should be allowed for ageing. If Necessary, the wine should be clarified again before bottling. During ageing and subsequent Maturing in bottles, many reactions, including oxidation, occur. The formation of traces of Esters and aldehydes, together with the tannin and acids already present enhance the taste, Aroma and preservative properties of the wine. The product is packaged in glass bottles With corks and should be kept out of direct sunlight.

Dried cashew fruits

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Cashew fruit are not readily consumed in the raw state because of their high content of Astringent compounds. If these are removed and the fruit is sweetened, it can be converted

Into a useful dried product. The fruit must therefore be extensively processed prior to Drying.

Fruits are prepared according to the following process:

Fruits are picked from the tree using special hooked sticks (note that fruits harvested at this Stage of maturity contain nuts that are immature). The fruit is washed and boiled in salted Water (two percent solution) for five minutes to remove the astringent compounds. The skin Is pricked with a fork and the fruit pressed in a small hand press to extract the juice. The Collected juice is reserved for later use. The fruit is boiled for three hours in a solution of Cashew juice and raw sugar (2 kg raw sugar in 10 liters of juice). Other sweeteners can also Be used, for example: 0.5 kg white sugar in 1.8 liters of cashew juice; 1.2 litres cane juice In 1 litre cashew juice; 250 ml (1 cup) honey in 2 litres cashew juice. The boiled, sugared Fruit is laid out on screens and placed in a drier. In a simple solar drier, drying time takes About three days. The fruit is packaged in airtight moisture-resistant packaging

PRESENT STATUS OF CASHEW INDUSTRY

India is the major cashew growing country in the Asia-Pacific, positioned as the largest producer of raw cashew nut (RCN) globally with 5.5 lakh metric tons per annum. In India, cashew is grown in the peninsular areas of Kerala, Karnataka, Goa and Maharashtra, Tamil Nadu, Andhra Pradesh, Orissa and West Bengal. The country is the single largest producer and exporter of cashews, accounting for 40% of the global share. It is also the largest importer of RCN globally, with around 8 lakh metric tons of average annual imports, followed by Vietnam.

The cashew crop is traded in several forms including cashew kernels, broken and whole; raw cashew nuts; roasted cashew nuts and cashew nut shell liquid. However, due to an ongoing supply crunch, Indian cashew price will continue to escalate in the near future. Shippers of raw cashew nuts (RCN) have defaulted or negotiated new prices with sellers in India. In India, fluctuating climatic conditions are affecting the overall harvest; however, an unprecedented 40% rise in prices is helping cashew farmers. The 2016 season started at 115 to 117 per kg as against the starting price of

102 to 105 per kg last season. The major challenges faced by the Indian cashew trade industry are stringent policies regarding cultivation, availability of labor, competition from other crops and competitive pricing of crops.

FUTURE OF CASHEW INDUSTRY

Cashew business is great market in India. You can start trading business in market, as wholesaler, You can start as manufacturing process or processing. Most raw material come from African countries, buy ships, if you company set up manufacturing process in costal area, tah easily you receive raw products, process it ant sale in other country also and within India also.It all depends one taps the opportunities in the sector. Globally, there is a very high demand, not only for cashews but also for almonds and other resins. But Indian businessmen are too reluctant to tap the global markets through extensive exports.

For instance, around the city of Durgapur in west Bengal, there is ample fertile land for cashew plantations. But there is no businessmen wishing to start a venture large enough to tap the full potential. Land cost is also very less (Gov't land is available).

Now, as far processing is concerned a new industrial park has come up in the Aerotropolis (Bengal Aerotropolis project limited), Sujalaam SkyCity. There, about 2 acres land will be sufficient for a

cashew nut processing and packing unit. The industrial park lies on national highway. The export can begin from the Durgapur airport. It enjoy a 100% sales tax waiver on ATF from Gov't of west Bengal.

Providing cashew online would be a great business opportunity. You should have an UPS as well as conduct market research for getting market feelers. Bear in mind that quality should not be compromised and pricing should be competitive as well.

1.9 COMPANY PROFILE

HISTORY OF THE ORGANISATION

Delicious cashew company is a pioneer and trusted company engaged in the processing and manufacturing of high quality cashew, almonds, etc.. The company was established in 1953, at aloor near irinjalakuda, Kerala. Our unique flavour are widely accepted as perfect blend for every irresistibility tasty high cashew nuts. We are also major

A Study On Marketing Mix Of Delicious Cashew Company

exporters of other nuts and dry fruits as our supplying arms reach the US, the middle-East.

A pioneer and trusted name In the cashew processing sector, delicious cashew company holds a shining history of accomplishments. The company was established in 1953 at aloor near irinjalakuda, Kerala by Mr. K. P John. In the initial year, we focused on the bulk business of processing raw cashew nuts and ventured into producing more value added products.

DCC Delicious is not just a business , it's a family tradition; A culmination of several generation's dedication, experiences and ideas. It is now a fourth-generation company and though a lot has changed over the years, Their core foundation – finest quality and superior taste - remains the same.DCC has been a team effort since inception and together they had developed their expertise over nearly 67 years and have grown from strength to strength Over the years, they had developed a diverse portfolio of products.

The product range includes Tunnel Dried Cashews, Roasted & Salted Cashews, Flavoured Cashews, Plain & Dry Roasted Almonds, Flavoured Almonds, Dry Roasted Pistachio, Dry Fruits, Cashew Mixture, Mango bar & Chips with several more products in the pipeline.

With a product-focused approach to ensure highest quality of production in Their state-of- the-art plant, it comes as no surprise that their products are widely accepted in India and globally for its irresistible taste and superior quality. DCC Delicious is a global brand name in processing and supplying quality dry fruits and nuts. At DCC Delicious they ensure that every product is at its finest quality. Hence, great care is taken in every step of our business process cycle and the highest quality met at sourcing, sorting, grading, processing, packaging and dispatch of their products. The origin of the kernels, the season of the crop, its colour, taste, size, sweetness and freshness are but some of the few parameters looked into while procuring. Furthermore, dry roasting of nuts is done using cyclone chamber technology, a revolutionary new process for roasting without oil or preservatives. Here, selected kernels are dry roasted with exotic flavours to enhance its natural taste and richness. Their novel food packaging technology also enables to leverage quality across all products. In the beginning, delicious cashew focused on bringing in the traditional oil roasted and salted kernels into the market; within no time, the company pioneered into dry roasting and flavouring with cyclone

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chamber technology to produce some of the fast moving products like Spanish chilly, pepper, bar-be-que, hot and sour, cream and onion, cheese and chilly garlic. These flavour were widely accepted as perfect blends for every irresistibility tasty, high quality cashew nuts. With the experience and success added to our bag of laurels, the company venture into other nuts and dry fruits like pista, almonds, assorted nuts, etc Delicious cashew products are available at almost all super markets across the country and is 100% vegetarian product and mostly suitable for vegans.



| | |
|------------------------------|---|
| COMPANY NAME | DELICIOUS CASHEW |
| YEAR OF ESTABLISHMENT | 1953 |
| PLACE | ALLOOR |
| DISTRICT | THRISSUR |
| STATE | KERALA |
| COUNTRY | INDIA |
| TYPE OF ORGANIZATION | PRIVATE LIMITED |
| EXPORTING PRODUCTS | GLOBALLY |
| MAJOR COMPETITORS | KRUTI, proV PREMIUM, WONDERLAND |
| COMPANY WEBSITE | https://dccdellicious.com/ |

PAN India Presence for Delicious cashew products

They are promoting better health, enriching taste buds and spreading love across the nation. Over the years, they had built a strong presence by serving the exclusive collection of the best quality dry fruits and nuts across all over India. Their extensive distribution network, flexibility in production & workers allow them to meet this goal. The finest quality & superior taste of products gained the trust of assorted customers. Their service is the fastest & best in the nation, their prices beat the competition, most prominently, their products are top-notch quality!!!

OBJECTIVES OF THE DELICIOUS CASHEW COMPANY

Delicious cashew company is committed to produce and market cashew, through a quality system which enhance customer satisfaction through continual improvement by setting and reviewing function wise quality objectives.

The main objectives of delicious cashew company:

- To be No. 1 brand of cashew kernels in India.
- To increase exports and achieve a dominant market share in the middle- east
- To provide sustainable and attractive job opportunities for women in the local rural environment, while respecting local family structures and traditional to stay intact
- Increase processing of cashew within India.
- Improve competitiveness and sustainability of the cashew.

ADVANTAGE OF DELICIOUS CASHEW COMPANY

- Available in all leading supermarket across India. Cashew are a good source of minerals like sodium, potassium, calcium, magnesium, Phosphorus.
- Cashew are excellent dietary supplements in the human diet especially in lactating women, pregnancy, children, and convalescing patients.
- Price equality all over Kerala.
- Maintains quality standards consistently.
- Fully computerised production process .
- The flavoured cashew prepared by cyclones chamber technology.

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- Production under guidance of Kerala government.

VISION:

"EAT THE HEALTHY WAY".

Delicious Cashew company is committed to provide quality cashew with a large varieties of flavours.

MISSION:

- Providing technical assistance and facilitating investment.
- Promoting market linkages and international standards.
- Sharing information and best practices.
- To become a market driving company from market driven company.
- To support the development of knowledge based network on cashew flavours.
- To evolve a culture of innovation and creativity amongst the employees.
- To be an active partner in community development programs.

FUTURE SCOPE OF THE ORGANISATION

Delicious Cashew company is pioneer and trusted company engaged in the processing and manufacturing of high quality cashew, almonds, assorted nuts, etc... delicious cashew products are available at almost all super market across the country and is a 100% vegetarian product and mostly suitable for vegans.

The company is at the completion stage of its new factory building which has been operational by January 2015. The new building has 3 times the production capacity compared to the past facility which the cointends to use the increase the market share in India and tap the middle -east market. The company is confident of achieving the No 1 brand position in India in the cashew sector in the next 3 year.

PROCESSING TECHNOLOGY:

At delicious cashew company make sure that every product is produced at its finest quality. They took great care while procuring of the kernels. The origin of the kernels, colour, taste, size, sweetness and freshness are some of the procuring. The use cyclone chamber technology for dry roasting, a revolutionary new process for roasting without oil or preservatives. The selected cashew kernels are dry roasted with exotic flavours

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to enhance the natural taste of cashew kernels. The design of the plate is based on European standards. The speciality of the plant is the high level of automation that has been incorporated and this automation has been helpful in attaining the consistency in quality process. The organisation has produced and developed material handling systems in tune with its requirements to lighten the burden of the employees.

TECHNOLOGICAL PROCESSING CAPABILITY

- 20000 Sq.ft. state-of-the-art plant
- Temperature controlled process area
- In- house research team
- Quality control Laboratory
- Solar powered

KEY HIGHLIGHTS OF DCC

- A trusted name since 1953
- PAN India
- ISO 22000:2018 certification
- Diverse product portfolio
- Customized product offerings
- Presence in India's mainstream retail outlets & hotels.

PRODUCTS OF DELICIOUS CASHEW COMPANY

Tunnel dried cashews

Available In: pouch:-1kg,500g,200g,100g etc

Tunnel dried –cashew kernels are made by removing the testa membrane and extracting the kernel within. These kernels are clean, crisp, and brittle anytime snack and contains no added oil or preservative.

• Unpeeled cashews

Available in :Pouch:-500g,200g,etc

Broma cashew is unpeeled cashew with its skin on with a tinge of the delectable raw flavour. closely monitored processing ensures that there are no sticky or over roasting. The process makes sure that only the flavour of broma cashew is experienced.

• **Roasted & salted cashews**

Available in pouch:- 50g,100g,500g,200g,80g,40g, etc Can :-
500g,150g,120g,100g,80g,50g etc

Glassbottle :- 100g,50g etc

Selected cashew kernels are heat treated in tunnel ovens to remove the moisture content. The resultant kernels are roasted in vegetable oil and under controlled hygiene conditions and salt seasoning is applied.

• **Flavoured cashews**

Pepper cashews

Available in : pouch :-80g,40g etc

The aromatic pepper when flavoured on to the cashews brings the most mouth- watering taste to experience. Apart from the irresistible aspect to crunch on the cashews, the taste is appetizing.

Cheese cashews

Available in :pouch:-80g,40g etc

The tantalizing flavour of cheese on cashews is a great taste to relish. Cheese flavoured cashew is recommended to be served with wines.

Hot and sour cashews

Available in :pouch:-80g,40g etc

The hot and sour taste on cashew nuts, is an amazing treat for those who love the spicy-sour taste. The nuts contain all the delectable Asian ingredients with an oriental blend to make it a mix of spices, sweetness and sourness.

Chilly garlic cashews

Available in: pouch:- 80g,40g etc

Garlic has the characteristics of pungent, spicy flavour that mellows and sweetens considerably with cooking. Chilli garlic blends the mild sweetish pungency of garlic with the sharper tones of chilly.

Cream and onion cashews

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Available in :pouch:- 80g,40g etc

Cream and onion on cashew nuts is a flavour to try with its rich dripping taste. The soft cream taste is the greatest attribute of the flavour, and is recommended with white wine.

Spanish chilli cashews

Available in: pouch:- 80g,40g etc

Spanish chilli has a tingling taste, like that of the exotic Spanish culture. As you munch these cashews, you are away into the chilli taste of Spanish delight.

Bar Be Que Cashews

Available in :pouch:- 80g,40g etc

The Bar-be-que flavour on cashew nuts leave a zesty feel lingering in your mouth, long after you had them. Another speciality of the flavour is the 'hot smoke taste' which is peculiar only to the Bae-be-que garnish.

Burst of Flavours Cashews

Available In : Pouch:- 80g , 40g etc

Offering you a complete choice of products which include Pepper cashews, Cheese cashews, Hot and Sour Cashews, Chilli Garlic, Cream and Onion, Spanish Chilli and Bar-be-que cashews

Almonds

Plain almonds

Available In: Pouch:- 500g , 200 g , 100 g etc

Almonds are noted for its health benefits like improved complexion, good digestion and prevention of cancer. Plain Almonds make a healthy snack that's packed with protein, fiber, calcium, zinc, and antioxidants.

Dry Roasted & Salted Almonds

Available In : Pouch:- 80g , 40g etc

Can:- 500g , 120g , 100g , 80g , 50g etc

Bottle:- 100g , 50g etc

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Mildly salted almonds bring the healthy properties of Almonds into your snacking. Sea salt seasonings are applied on selected almonds and dry roasted to give you the healthy munch.

Flavoured Almonds

Honey Almonds

Available In : Pouch:- 80g

Nature's energy booster - honey has been used as a natural remedy for centuries to treat several ailments. Delicious "Hi Honey" blends the rich natural sugars of Honey with a hint of spices, to give you a crispy crunchy anytime snack.

Smoked Paprika

Available In : Pouch:- 80g , 40g etc

Paprika is a spice made from ground, dried fruits of the chili pepper, mainly found in countries like Hungary, Serbia, Spain, Macedonia and some regions of the United States. Delicious Smoked Paprika combines the sharpness of paprika with the fineness of Almonds.

Pistachios

Pistachios Dry Roasted & Salted

Available In : Pouch:- 200g , 80g , 40g , 500g , etc

Can:- 120g, 100g , 80g , 50g etc

Bottle:- 50g

The selected high quality imported Pistachio is roasted to give the crisp, crunchy anytime favorite snack nut. The roasted nuts are packed in three layer laminated aluminium pouches to retain freshness and crispness.

Assorted

Available In : Pouch:- 80g , 40g etc

Can:- 500g , 120g , 100g , 80g , 50g ,

Bottle:- 100g , 50g etc

A powerhouse of energy with myriad nutritional benefits, our assorted nuts containing scrumptious Cashews, Almonds and Pistachios provide the perfect crunchiness. A

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handful of mixed nuts is all your need to give you a jump-start, no matter what time of day it is.

Dry Fruits

Figs

Available In : Pouch:- 100g

Fig is a seasonal fruit, found in the western parts of Asia. The health benefits of figs are said to include, its use as a treatment for constipation, indigestion, piles, diabetes, cough, bronchitis, asthma etc

Apricots

Available In : Pouch:- 100g

Dried and canned apricots are available round the year. Belonging to peach family, apricots are small, golden orange fruits, with definite smooth and sweet flavor. Apricots are rich in antioxidants and fiber

Raisins

Available In : Pouch:- 100g

Raisin is dried grape, widely used in cooking, baking, brewing and also eaten plain. Raisins are available in various colors, sizes, flavors depending on the origin and type of grape used to produce the raisin.

Walnuts

Available In : Pouch:- 50g

Walnuts are the perfect combination of healthy fibres, anti-oxidants, heart healthy fats and proteins. We process the walnut products with utmost care so that you can enjoy its deliciousness and rich flavor for a long time.

Cashew Mixture

Available In : 200 g Pouch, 100 g

Can, 50 g Can

Crunchy and delectable, the Cashew Mixture made with gram flour & rice flour, tossed with tantalizing South Indian spices & seasonings, laden with generous spread of

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roasted cashew bits, curry leaves and other ingredients that will truly drive your taste buds in to a frenzy with a plethora of flavours, leaving you craving for more.

Dates

Available In : Box:- 500g , 250g etc

Dates are a tropical fruit that is grown on a date palm tree in small clusters. Scientifically it is known as Phoenix dactylifera is the tastiest and highly nutritious fruit. It has dark brown skin, soft flesh, and uniquely sweet. Whenever you're craving something sweet, instead of going for candy or sugar, opt for dates instead. They're just as sweet and way better for you.

QUALITY POLICY:

Their quality is to produce and distribute good quality cashew in various flavours which registers continual improvement by setting and reviewing functional quality objectives aimed to create enhance customer satisfaction. The quality policy will be communicated and staff are determined and committed to achieve this quality policy.

Chapter – 2

REVIEW OF LITERATURE

2.1 Introduction

A literature review or narrative review is one of the two main types of review articles, the other being the systematic review. A literature review includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources and do not report new or original experimental work. Most often associated with academic oriented literature, such reviews are found in academic journals. Literature reviews are a basis for research in nearly every academic field. A narrow-scope literature review may be included as part of a peer-reviewed journal article presenting new research, serving to situate the current study within the body of the relevant literature and to provide context for the reader. In such a case, the review usually precedes the methodology and results sections of the work.

2.2 Theoretical Framework

The marketing mix refers to the set of controllable variables and firm levels that the firm uses to influence the target market. To achieve organisational objective, the marketing executive must constantly try so fashion a mix of marketing procedures and policies. This mix must be altered as a new problems develop and environmental changes occur.

It is important to remember that these 4 Ps present the sellers point of view of the marketing tools available for influencing the buyers. But from buyers point of view each marketing tool is designed to deliver a customer benefit. According to Robert Lauterborn, the 4 Ps correspond to the customers 4 Cs are shown below.

| 4 Ps | 4 Cs |
|-------------|-------------------|
| Product | Customer solution |
| Price | Cost |
| Place | Convenience |
| Promotion | Communication |

Kotler (2003) identified the marketing mix is the set of selling tools for helping companies to aim the target customers in marketing. The most well-known marketing

strategy tools are the 4 Ps model, McCarthy and Perreault (1994) suggested the 4 Ps models that the marketing strategy encompasses four factors, such as Product, Price, Promotion, and Place. Marketing Mix Product Product is a physical object that is sold and has a palpable characteristic, a complex set of benefits that can be used to meet customer needs. Product is characterized by quality, brand, design, durability, packaging, comfort, etc.

Price: Includes issues such as discounts, list prices, credit, repayment term and conditions. The price is included in the price, product or service offered for sale and will determine the level of benefits. Price is the only element that does not include costs charged to the customers to buy products they take. Promotion: It Includes issues such as advertising, personal selling, sales promotion, public relations and direct marketing Distribution channels are the most important questions about how an organization can optimize a connection between inner and outer channels. Place: It Includes issues such as distribution channels, market coverage, product inventory, transportation and distribution sites. An organization should pay attention to place decisions, because of the importance of the product and consumption occurring at the same time and at the same place; a place that provides all information of customer, competition, promotion action, and marketing task. It should pay attention to how it can deliver the product at the right time and at the right place, and which channel should be used to deliver the product.

Consumer Behaviour

This represents the processes by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants. In other words, consumer behaviour is a set of dynamic decision-making processes that encompass the purchase and use of products. Consumer behaviour in this study is measured through the importance given to each factors, the price that the customer is willing to pay and the frequency of purchase by the customer.

Borden (1965) claims to be the first to have used the term "marketing mix" and that it was suggested to him by Culliton's (1948) description of a business executive as "mixer of ingredients". An executive is "a mixer of ingredients, who sometimes follows a recipe as he goes along, sometimes adapts a recipe to the ingredients immediately available, and sometimes experiments with or invents ingredients no one else has tried

(Culliton, 1948). Physical handling and fact finding and analysis. E. JERME MC. CARTHY later grouped these ingredients into the four categories that today are known as the 4p's, depicted below. These four P's are the parameters that the marketing manager can control, subject to the internal and external constraints of the marketing environment. The goal is to make decisions that centre the 4P's on the customers in the target market in order to create perceived value and generate a positive response. The marketing mix is generally accepted as the use and specification of the 4 P's describing the strategic position of a product in the marketplace (as originally defined and popularized by Philip Kotler in his Marketing Management book. Against Kotler's four p's, some claim that they are too strongly oriented towards consumer markets and do not offer an appropriate model for industrial product marketing. Others claim it has too strong of a product market perspective and is not appropriate for the marketing of services.

Product is the centre of all discussions and activities of a business organization and is the sole driving point for manufacturers and marketing organizations. It is the fulcrum of all activities in business, from marketing to manufacture, promotion and sale. A good product that meets the demands and requirements of a wide range of customers with diverse needs is the driving point for any organisation's efforts. Needless to say, the converse is true in cases where products and services do not satisfy customers or end-users needs and hence can be fatalistic to the existence and sustenance of an organization. In marketing, a "product is anything that can be offered to a market that might satisfy a want or need"¹⁹ It is of two types: Tangible (physical) or Intangible (non-physical). Since services have been at the forefront of all modern marketing strategies, some intangibility has become essential part of marketing offers. It is therefore the complete bundle of benefits or satisfactions that buyers perceive they will obtain if they purchase the product. It is the sum of all physical, psychological, symbolic, and service attributes, not just the physical merchandise. All products offered in a market can be placed between Tangible (Pure Product) and Intangible (Pure Service) spectrum.

A product is similar to goods. In accounting, goods are physical objects that are available in the marketplace. This differentiates them from a service, which is a non-material product. The term goods is used primarily by those that wish to abstract from the details of a given product. As such it is useful in accounting and economic models.

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The term product is used primarily by those that wish to examine the details and richness of a specific market offering. As such it is useful to marketers, managers, and quality control specialists.

A physical item that is offered for sale should not automatically be considered a product if it has no market. Like 95% of patents they are at best interesting diversions and at worst a waste of time. A service is a non-material or intangible product such as professional Consultancy, witnessing or an entertainment experience Price represents another critically important element of marketing and four major types of pricing strategies consist of economy, penetration, skimming, and premium pricing strategies. Kotler defined price as a cost of producing, delivering and promoting the product charged by the organization. Price can be stated as the actual or rated value of valuable product which is up for exchange; some define it as amount of money paid for product the price you set for your product or service plays a large role in its marketability.

Kotler defined Product as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. According to Ferrell, the product is the core of the marketing mix strategy in which retailers can offer consumers symbolic and experiential attributes to differentiate products from competitors. However, it is also concerned with what the product means to the consumer. Attributes of company's products; including brand name, quality, newness, and complexity, can affect consumer Behavior.

Kotler and Armstrong defined place or distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers. This system of distribution helps make the product more available to the consumers but this however limits the direct contact between producer and consumers which reduces feedback time for the producers. Place element of marketing mix relates to point of distribution and sales of products and services. Advent of online sales channel has changed the role of place element of marketing mix to a considerable extent.

Promotion is concerned with any vehicle you employ for getting people to know more about your product or service. Advertising, public relations, point-of-sale displays, and word-of-mouth promotion are all traditional ways for promoting a product. Be buyers. Kotler, discovered that Promotions have become a critical factor in the product

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marketing mix which consists of the specific blend of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objective. Promotion element of marketing mix refers to any combination of promotion mix integrating various elements of advertising, public relations, personal selling and sales promotions to varying extents (Kotler, 2012).

People element of marketing mix is primarily related to skills and competencies of the workforce responsible for customer service aspect of the business. Importance of people element of marketing mix in general, and providing personalized customer services in particular is greater today than ever before. Physical evidence relates to visual tangible aspects of a brand and its products. For instance, for a large supermarket chain such as Sainsbury's physical evidence is associated with design and layout of a store, quality of baskets and trolleys, layout of shelves within the store etc.

Marketing your business is about how you position it to satisfy your market's needs. There are four critical elements in marketing your products and business. They are the four P's of marketing

1. Product: The right product to satisfy the needs of your target customer.
2. Price: The right product offered at the right price.
3. Place: The right product at the right price available in the right place to be bought by customers.
4. Promotion: Informing potential customers of the availability of the product, its price and its place.

Each of the four P's is a variable you control in creating the marketing mix that will attract customers to your business. Your marketing mix should be something you pay careful attention to because the success of your business depends on it. As a business manager, you determine how to use these variables to achieve your profit potential. This publication introduces the four P's of marketing and includes worksheets that will help you determine the most effective marketing mix for your business. Product "Product" refers to the goods and services you offer to your customers. Apart from the physical product itself, there are elements associated with your product that customers may be attracted to, such as the way it is packaged. Other product attributes include

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quality, features, options, services, warranties, and brand name. Thus, you might think of what you offer as a bundle of goods and services. Your product's appearance, function, and support make up what the customer is actually buying. Successful managers pay close attention to the needs their product bundles address for customers. Your product bundle should meet the needs of a particular target market. For example, a luxury product should create just the right image for "customers who have everything," while many basic products must be positioned for price-conscious consumers. Other important aspects of product may include an appropriate product range, design, warranties, or a brand name. Customer research is a key element in building an effective marketing mix. Your knowledge of your target market and your competitors will allow you to offer a product that will appeal to customers and avoid costly mistakes.

The American Marketing Association (AMA) defines customer behaviour as "The dynamic interaction of cognition, behaviour and environmental events by which human beings conduct the exchange aspect of their lives. Customer buying behaviour particularly is the study of decision making units as they can buy for themselves or others. Thus, buying behaviour particularly involves collective response of buyers for selecting, evaluating, deciding and post purchase behaviour. Buyer behaviour is the study of human response to services and the marketing of products and services. The buying behavior and purchase decisions are need to be studied thoroughly in order to understand, predict and analyse critical market variations of a particular product or service.

Customer buying behaviour involves the understanding that acquisition, use and disposition can occur over time in a dynamic sequence. In other words though study of buying behaviour is the study of how individuals make decisions to spend their available resources (money, time, efforts) on consumption-related items.

Consumer behaviour is stated as the behaviour that consumer display in searching for, purchasing, using, evaluating, and disposing of products, services and ideas that they expect will satisfy their needs. "Purchase Behaviour" involves decision to purchase the goods from the available alternative choice. The various available options to the consumer can be classified into five main types of decisions. They are what to buy, how much to buy, where to buy, when to buy, how to buy. The people who impact the buying

decisions may be classified as the initiator, influencer, decider, buyer and users. Consumer preferences will change according to the product and according to people. The needs of the consumer which have to be fulfilled, the alternatives existing, the product and brand choices they have and the post Purchase Behaviour of the consumers need to be studied for an effective marketing strategy. It is worth noting that Purchase Behaviour is studied as a part of the marketing and its main objective is to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience quality, price, service and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012).

Price

"Price" refers to how much you charge for your product or service. Determining your product's price can be tricky and even frightening. Many small business owners feel they must absolutely have the lowest price around. So they begin their business by creating an impression of bargain pricing. However, this may be a signal of low quality and not part of the image you want to portray. Your pricing approach should reflect the appropriate positioning of your product in the market and result in a price that covers your cost per item and includes a profit margin. The result should neither be greedy nor timid. The former will price you out of the market, pricing too low will make it impossible to grow. As a manager, you can follow a number of alternative pricing strategies. In the next column are eight common pricing strategies. Some price decisions may involve complex calculation methods, while others are intuitive judgments. Your selection of a pricing strategy should be based on your product, customer demand, the competitive environment, and the other products you will offer. A value that will purchase a finite quantity, weight, or other measure of a good or service. As the consideration given in exchange for transfer of ownership, price forms the essential basis of commercial transactions. It may be fixed by a contract, left to be determined by an agreed upon formula at a future date, or discovered or negotiated during the course of dealings between the parties involved. In commerce, price is determined by what (1) a buyer is willing to pay, (2) a seller is willing to accept, and (3) the competition is allowing to be charged.

Place

"Place" refers to the distribution channels used to get your product to your customers. What your product is will greatly influence how you distribute it. If, for example, you own a small retail store or offer a service to your local community, then you are at the end of the distribution chain, and so you will be supplying directly to the customer. Businesses that create or assemble a product will have two options: selling directly to consumers or selling to a vendor.

Promotion

"Promotion" refers to the advertising and selling part of marketing. It is how you let people know what you've got for sale. The purpose of promotion is to get people to understand what your product is, what they can use it for, and why they should want it. You want the customers who are looking for a product to know that your product satisfies their needs. To be effective, your promotional efforts should contain a clear message targeted to a specific audience reached via an appropriate channel. Your target audience will be the people who use or influence the purchase of your product. You should focus your market research efforts on identifying these individuals. Your message must be consistent with your overall marketing image, get your target audience's attention, and elicit the response you desire, whether it is to purchase your product or to form an opinion. The channel you select for your message will likely involve use of a few key marketing channels. Promotion may involve advertising, public relations, personal selling, and sales promotions.

Customer

Driven by customers who are eager for new experiences, the market for ethnic cuisines grew a great deal in 1990s. No matter how exotic or familiar the cuisine, today's consumer desires a good overall restaurant experience. Attentive service, friendly, flavourful food, and a good atmosphere are just as critical to the success of an ethnic restaurant as they are to any establishment (Mills, 2000). Customers today have more expectations when they are dining outside the home. Customers are better educated, earn more money, and are more confident when dining outside the home (Reid, 1983). NRA's 1975 customer attitude survey indicated some of the reasons for dining outside the home.

A Study On Marketing Mix Of Delicious Cashew Company

Marketing involves a number of activities. To begin with, an organization may decide on its target group of customers to be served. Once the target group is decided, the product is to be placed in the market by providing the appropriate product, price, distribution and promotional efforts. These are to be combined or mixed in an appropriate proportion so as to achieve the marketing goal. Such mix of product, price, distribution and promotional efforts is known as 'Marketing Mix'.

According to Philip Kotler "Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response". The controllable variables in this context refer to the 4 'P's [product, price, place (distribution) and promotion]. Each firm strives to build up such a composition of 4'p's, which can create highest level of consumer satisfaction and at the same time meet its organisational objectives. Thus, this mix is assembled keeping in mind the needs of target customers, and it varies from one organisation to another depending upon its available resources and marketing objectives. Let us now have a brief idea about the four components of marketing mix.

Product refers to the goods and services offered by the organization. A pair of shoes, a plate of dahi-vada, a lipstick, all are products. All these are purchased because they satisfy one or more of our needs. We are paying not for the tangible product but for the benefit it will provide. So, in simple words, product can be described as a bundle of benefits which a marketer offers to the consumer for a price. While buying a pair of shoes, we are actually buying comfort for our feet, while buying a lipstick we are actually paying for beauty because lipstick is likely to make us look good. Product can also take the form of a service like an air travel, telecommunication, etc. Thus, the term product refers to goods and services offered by the organization for sale.

Price: Price is the amount charged for a product or service. It is the second most important element in the marketing mix. Fixing the price of the product is a tricky job. Many factors like demand for a product, cost involved, consumer's ability to pay, prices charged by competitors for similar products, government restrictions etc. Have to be kept in mind while fixing the price. In fact, pricing is a very crucial decision area as it has its effect on demand for the product and also on the profitability of the firm.

Place: Goods are produced to be sold to the consumers. They must be made available to the consumers at a place where they can conveniently make purchase. Woollens are manufactured on a large scale in Ludhiana and you purchase them at a store from the

nearby market in your town. So, it is necessary that the product is available at shops in your town. This involves a chain of individuals and institutions like distributors, wholesalers and retailers who constitute firm's distribution network (also called a channel of distribution). The organisation has to decide whether to sell directly to the retailer or through the distributors/wholesaler etc. It can even plan to sell it directly to consumers. The choice is guided by a host of factors about which you will learn later in this chapter.

Promotion: If the product is manufactured keeping the consumer needs in mind, is rightly priced and made available at outlets convenient to them but the consumer is not made aware about its price, features, availability etc, its marketing effort may not be successful. Therefore promotion is an important ingredient of marketing mix as it refers to a process of informing, persuading and influencing a consumer to make choice of the product to be bought. Promotion is done through means of personal selling, advertising, publicity and sales promotion. It is done mainly with a view to provide information to prospective consumers about the availability, characteristics and uses of a product. It arouses potential consumer's interest in the product, compare it with competitors' product and make his choice. The proliferation of print and electronic media has immensely helped the process of promotion.

Marketing Mix: A bird's eye view

- Price
- Place (Distribution)
- Target Customer product
- Promotion

Having acquainted ourselves with the broad nature of the four components of marketing mix, let us now learn some important aspects of each one of these in detail in the following sections.

As the twentieth century has come to a close and we have moved into the third millennium, we can see many developments and changes taking place around us with all the industries and firms within each industry trying to keep pace with the changes and diverse needs of the people. Though for decades together, marketers have regarded 'customer' as the king and evolved all activities to satisfy him, this concept is gaining

more momentum and importance today. This can largely be attributed to the prevailing market situation. Not only competition has become intense but over and above with the market being flooded with many products. The challenge before the marketers is to understand the diversity of consumer behavior and offer goods and services accordingly. Today the company image is built and made known by its customers. Thus the success of the firm will be determined by how effective it has been in meeting the diverse consumer needs and wants by treating each customer as unique and offering products and services to suit his needs and creating a life time value and relationship with him. (Nair 2004; 3) Marketers have come to realize that their effectiveness in meeting consumer needs directly influences their profitability the better they understand the factors underlying consumer behavior, the better able they are to develop effective marketing strategies to meet consumer needs. (Assael 2001; 3) Today, the digital revolution of the market place allows much greater customization of products, services, and promotional messages than older marketing tools. Digital technologies enable marketers to collect and analyse increasingly complex data on consumers' buying patterns and personal characteristics. Over a period of a decade, the digital revolution has introduced several drastic changes into the business environment:

1. Consumer has more power than ever before. Consumers can use "intelligent agents" to locate the best prices for products or services, bid on various marketing offerings, by pass distribution outlets and middlemen, and shop for goods around the globe and around the clock from the convenience of their homes.

2. Consumers have access to more information than ever before. Consumers can easily find reviews for products they are considering buying that have been posted by previous buyers, click a button to compare the features of different product models at the sites of online retailers and subscribe to "virtual communities of persons who share the same interests they do.

3. Marketers can offer more services and products than ever before. The digitalization and services they are selling and still sell them at reasonable prices. It also allows marketers to customize the promotional message directed at many customers.

4. The exchange between marketers and customers is increasingly interactive and instantaneous. Traditional advertising is a one-way street where the marketer pays a large sum of money to reach a large number of potential buyers via a mass medium,

and then assesses whether or not the management was effective via future sales or market studies. On the other hand, digital communication enables a two-way interactive exchange in which consumers can instantly react to the marketer's message by, say, clicking, on links within a given website or even by leaving the site. Thus marketers can quickly gauge the effectiveness of their promotional messages rather than rely on delayed feedback through sales information that is collected after the fact.

5. Marketers can gather more information about consumers more quickly and easily. Marketers can track consumers' online behavior and also gather information by requiring visitors to websites to register and provide some information about themselves before they get access to the site's features. Thus, marketers can construct and update their consumer databases efficiently and inexpensively. (Schiffman and Kanuk 2003;4-6) The study of consumer behavior provides strategic information about what consumers need and want and how marketing programmes should be designed to precipitate and exchange. Understanding consumer behavior offers consumers greater satisfaction. It helps to understand how people behave during the stage of obtaining, using and disposing of product. Understanding issues such as:

- Psychology of how consumers think, feels reason, and select between different alternatives.
- Psychology of how the consumer is influenced by his or her environment.

The limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome. Help marketers to make a more informed decision as to which strategy to employ.

HISTORY OF CONSUMER RESEARCH

The field of consumer behavior is rooted in the marketing concept, a business orientation that evolved in the 1950s through several alternative approaches towards doing business referred to respectively as the production concept, the product concept, and the selling concept. The production concept assumes that consumers are mostly interested product availability at low prices; its implicit marketing objectives are cheap efficient production and intensive distribution. This orientation makes sense when consumers are more interested in obtaining the product than they are in specific features and will buy what's available rather than wait for what they really want. Today using this orientation makes sense in developing countries or in other situation in which the

main objective is to expand the market. The product concept assumes that consumers will buy the product that offers them the highest quality the best performance, and the most features. A product orientation leads the company to strive constantly to improve the quality of its product and to add new features that are technically feasible without finding out first whether or not consumers really want these features. A product orientation often leads to "marketing myopia" that is, a focus on the product rather than on the consumer needs it presumes to satisfy. Marketing myopia may cause a company to ignore crucial changes in the market place because it causes marketers to look in the mirror rather than through the window. A natural evolution from both the production concept and the product concept is the selling concept, in which a marketer's primary focus is selling the product that it has unilaterally decided to produce. The assumption of the selling concept is that consumers are unlikely to buy the product unless they are aggressively persuaded to do so- mostly through the "hard sell" approach. The problem with this approach is that it fails to consider customer satisfaction. When consumers are induced to buy products they do not want or need, they will not buy them again. The field of consumer behavior is rooted in a marketing strategy that evolved in the late 1950s, when some marketers began to realize that they could sell more goods, more easily, if they produced only those goods they had already determined that consumers would buy. Instead of trying to persuade customers to buy what the firm had already produced, marketing-oriented firms found that it was a lot easier to produce only products they had first confirmed, through research, that consumers wanted.

Consumer needs and wants became the firm's primary focus this consumer-oriented marketing philosophy came to be known as the marketing concept. The key assumption underlying the marketing concept is that, to be successful, a company must determine the needs and wants of specific target markets and deliver the desired satisfactions better than the competition. The marketing concept is based on the premise that a marketer should make what it can sell, instead of trying to sell what it has made. Whereas the selling concept focuses on the needs of the sellers and on existing products, the marketing concept focuses on the needs of the buyer and customer satisfaction. The widespread adoption of the marketing concept by American business provided the impetus for the study of consumer behavior. To identify unsatisfied consumer needs, companies had to engage in extensive marketing research. In so doing, they discovered that consumers were highly complex individuals, subject to a variety of psychological

and social needs quite apart from their survival needs. They discovered that the needs had priorities of different consumer segments differed dramatically, and in order to design new products and marketing strategies that would fulfil consumer needs, they had to study consumers and their consumption behavior in depth. Thus, the marketing concept underscored the importance of consumer research and laid the ground work for the application of consumer behavior principles to marketing strategy. (Schiffman and Kanuk 2003:9-11)

DEFINITION OF CONSUMER BEHAVIOR

The term consumer behaviour is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related tiers That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it. One of the most important constants among all of us, despite our differences, is that above all we are consumers. We use or consume on a regular basis food, clothing, shelter, transportation, education, equipment, vacations, necessities, luxuries, services and even ideas. As consumers we play a vital role in the health of the economy-local, national, and international. The purchase decisions we make affect the demand for basic raw materials,for transportation, for production, for banking; They affect the employment of workers and the employment of resources, the success of some industries and the failure of others. In order to succeed in any business, and especially in today's dynamic and Rapidly evolving market place, marketers need to know everything they can about consumers what they want, what they think, how they work, how they spend their leisure time. They need to understand the personal and group influences that affect consumer decisions and bow these decisions are made. (Schiffman and Kanuk 2003:8) Consumer behaviours reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by (human) decision making units (overtime). (Mussen and Rosenzweig 1976; 331-358) Consumer behavior may be defended as: The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services. (Loudon and Della Bitta 2004; 5)

SCOPE OF CONSUMER BEHAVIOR

The term consumer behavior describes two different kinds of consuming entities:

1. The personal consumers
2. The organizational consumer the personal consumer buys goods and services for his or her own use, for the use of the household or as a gift for a friend.

In each of these contexts, the products are bought for final use by individuals who are referred to as end users or ultimate consumers. The second category of consumer- the organizational consumer-includes profit and not profit businesses, government agencies (local, state, and national), and institutions (eg Schools, hospitals, and prisons), all of which must buy products, equipment, and services in order to run their organizations. (Schiffman and Kanuk 2003:9).

SIGNIFICANCE OF CONSUMER BEHAVIOR

Understanding the reasons for studying a discipline enables one to better appreciate its contributions. Studying consumer behavior has a lot of benefits to marketers that enable them to create long lasting relationship with customers.

Customer Behavior

The main aim of marketing is meet and satisfy target customers need and wants buyer behavior refers to the peoples or organization conduct activities and together with the impact of various influence on them towards making decision on purchase of product and service in a market. The field of consumer behavior studies how individuals, groups and organization selected ,buy, use and dispose of goods, service, ideas, or experience to satisfy their needs and desires understanding consumer behavior and knowing customer are never simple. The wealth of products and service produced in a country make our economy strong. The behavior of human being during the purchase is being termed as "Buyer Behavior". Customer says one thing but do another. They may not be in touch with their deeper motivations. They are responding to influences that change their mind at the last minute. A buyer makes take a decision whether save or spend the money.

A Study On Marketing Mix Of Delicious Cashew Company

The Behavior of consumer is considered to be the study of why, when, where and how people prefer or prefer not to buy a particular product. It takes into consideration and mix together the basics of their economic status, their psychology, the society and the social anthropology. It in short tries to recognize the decision of the buyer either individually or collectively. It examines uniqueness of individual customers such as their behavioral variables and demographics in an effort to identify state of people's requirements.

Aaker, David and George (1971) in the book "Consumerism: Search for the consumer Interest" makes an effort to evaluate influence on the buyer from their close group such as friends, reference groups, family as well as in general the society. The general definition of consumer behavior is that one of the studies a marketer uses to understand a consumer better and forecast on how their behaviors change when coming to buying decisions.

According to Schiffmann (1993) consumer behavior is the sum of learned values, customs and beliefs that serve to direct the members of a specific society. According to Brian Mullen (2001) from the book "The Psychology of Consumer Behavior" consumer Behavior is the decision maker or Behavior of the consumer in the market place of the services and goods. From the application of psychology, sociology, and demographics, the marketers can begin to understand why the consumers form attitudes and make decisions to purchase the product.

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. Buying Behavior is the decision processes and acts of people involved in buying and using products.

Consumer Behavior is based on the consumer playing three different roles of buyer, Payer and user. Consumer Behavior reflects totality on decision of consumers with respect to the consumption, disposition and acquisition of services, products, experiences, activities, ideas of people by units of decision making Consumer behavior entails all activities of consumers linked with the use, buying and disposal of services and products including the mental, behavioural and emotional responses of consumers that determine, follow or precede these activities (Loudon and Della, 1988).

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According to Peter and Olsen et al (2005) from the book "consumer Behavior and marketing strategy" consumer Behavior can also be referred as the physical activity and decision engaged in obtaining, evaluating, disposing or using of services and goods. Consumer Behavior is often goal oriented and purposeful. Each consumer is free to make an option with regard to the buying she or he is going to make. Consumer Behavior is the method which starts with the stimuli a consumer gains from his surroundings and ends with buying transaction.

Walter and Paul (1970) in the book "Consumer Behavior. An Integrated Framework" has emphasized consumer Behavior as the process whereby individuals decide whether what, when, where, how and from whom to purchase goods or services." Behavior at large is a sign of precise mannerism as well as technique. Consequently consumer Behavior connotes consumer's expression or say attitude whilst purchasing the products. In further terminology consumer Behavior is the outcome of such purchase, at the same time as a consumer does on behalf of the contentment of his requirements.

Nowadays technology is a key element in competition that has created changes in how products and services are presented (Gilaninia, Alipour Mousavian,2012).The purpose of marketing is customer satisfaction in return for profit and satisfying customer needs and meet the needs of his efficiency is identify needs, desires, tastes, attitude, expectations and desires of customers in buying. Marketers with access to such information can identify the factors affecting the behavior of consumers and their products and realize the effect amount of each of these factors on their behavior. Products can be divided into three groups according to their durability and tactility: Durable goods, non-durables goods and services.Factors associated each of these goods and their relationship with consumer behavior is different. Hence, reviews of these factors require different researches (Kotler & Armstrong,2007, p341). In this competitive world, accessing to competitive advantage is very important (Gilaninia Ramzani & et al 2011). The customer is central to all marketing activities of banks the world over (Gilaninia, Rahbarinia & et al, 2011).

A distribution channel, is a set of interdependent institutions, Institutions are responsible for delivery of goods or services to consumer or industrial users. Lack of attention to distribution channels is along with disastrous consequences for the company and use of creative distributed systems has seeking to a competitive advantage

for companies. Mr. Henry states that "availability of low involvement and low durable products is a necessary condition for the purchase of goods. So the consumers are chosen and buy likely one of them among brands available in same Shop (Manafzadeh, 2009).

Price is one of the elements of the marketing mix elements that companies use it to achieve their marketing objectives. Decisions about prices should be coordinated with decisions about the design, distribution and advertising to promote product. In most cases, a company must first decide on a price and then make decisions about other elements of marketing mix elements will be based on price. The present study examines available relationship between consumer behavior and marketing mix factors of non-durability goods namely dairy products and available relation rating. Producers that examine factors associated with buying behavior of consumers with acquire information, both products offer a more favourable manner to meet customer needs and demands and are encountered embracing in its sales and more repeat buying. Because their products created have most consistent with the standards, expectations and needs of their customers. Independent variable in this study, from product has been considered packaging dairy products. Dependent variable is the behavior of consumers of dairy products. Moderating variables in this study include gender, age, and education. With respect to expressed contents research variables are defined as follows: Consumer behavior: includes all activities and emotional and mental, physical and biological when people choose buying, use and discarding of used goods in order to satisfy their need to be involved with it. Marketing mix: it express that should be established between components a system and coordinated approach in order to influence and persuade customers. In other words, good product with reasonable price in terms Of customers with an appropriate distribution and using appropriate communication methods act together and if any of these components is inconsistent with others, thereby reducing the effectiveness and efficiency of collection. Facilities and adverse impacts can be collected in four groups of variables that are known to 4p (place, price, product, promotion). Product: Product combination "the goods and services" that the company offers to their target market and include product variety, quality, design, features, branding, packaging, size, service, guaranteed and returns.

Packaging: In this research the package have considered from product mix. In trading today, package is far beyond a container. In such a situation packaged is a message and

it is an important part of advertising strategy and a permanent communicator. Colored packaging, well designed functional and product complements make strengthen their promotional efforts (Wales, William, Brent, Mouriani. 2004,124). Price: Amount of money that customers pay to obtain the goods and it is includes a list of selling prices, discounts, deductions, time payments, credit conditions. Distribution (place): includes the activities of companies that make the goods available to the target consumers and include the goods distribution channels, the goods coverage, sort the goods, supply locations, inventory and its level and transportation.

According to the Webster(1975) in his article “Determining the Characteristics of the Socially Conscious Consumer” expressed that the Behavior of buyer is all psychological,physical and social of potential customers as they become aware of evaluate purchase consume and tell other people about products and services.” Kurtz and Boone(2007), in the book “Contemporary marketing” describes that consumer Behavior consists of the acts of individuals obtaining and using goods and services, including the decision processes that proceed and determine these acts”.

According to Hoyer and Maclinis (2008) Consumer Behavior reflects the totality of customer’s decision with respect to consumption, acquisition and disposition of products, services, tasks, people, ideas and experiences by units of decision making Consumer Behavior includes why they purchase, what they purchase, when they purchase, how often they purchase, where they purchase, influence of such evaluation on future, how they calculate it after the purchase and how they regulate it. Consumer Behavior means more than just how an individual purchases products. Therefore the efforts of marketing focus on the ideas, tasks and services of customers. The manner in which the customers purchase is extremely important to marketers. It is essential to know how a customer reacts towards varied product features, advertisements and costs in order to assure powerful competitive benefit.

According to Hawkins, Mothersbaugh and Best, (2007) in the book Consumer Behavior,Building Marketing Strategy" states that consumer Behavior is also the study of processes and consumers used to select, dispose and consume services and products. All decisions of marketing are concerned on consumer behaviors knowledge and assumptions. Researching consumer Behavior is a critical process, but understanding consumer Behavior is difficult to marketers and the marketers can use it to:

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- 1) Target customers effectively;
- 2) Offers customer satisfaction and value,
- 3) Expand base of the knowledge in the marketing field;
- 4) Create competitive benefit,
- 5) Develop services and products;
- 6) Develops company's value;
- 7) Applies strategies of marketing towards positive effect on society i.e. Motivate people to support charities, lower down usage of drugs, enhance healthy habits, etc.;
- 8) Understand how customers look their rivalries products versus their products.

Consumer Behavior is the study of organizations, individuals or groups and the processes they use to choose, use, dispose and protect services, products, ideas or experiences to satisfy the influences and requirements that these processes have on the society and customers. This view of consumer Behavior is wider than the traditional one which focused much more on the purchaser and the immediate consequences and antecedents of the buying process (Hawkins, 2008) this view will lead to investigate indirect impact on consumption consequences as well as determinations that involves more than the seller and purchaser.

The term consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it. One of the most important constants.

Among all of us, despite our differences, is that above all we are consumers. We use consume on a regular basis food, clothing, shelter, transportation, education, equipment, vacations, necessities, luxuries, services and even ideas. As consumers we play a vital role in the heads of the economy-local, national, and international. The purchase decisions we make affect the demand for basic raw materials, for

transportation, for production, for banking. They affect the employment of workers and the employment of resources, the success of some industries and the failure of others. In order to succeed in any business, and especially in today's dynamic and rapidly evolving market place, marketers need to know everything they can about consumers what they want, what they think, how they work, how they spend their leisure time. They need to understand the personal and group influences that affect consumer decisions and how these decisions are made. (Schiffman and Kanuk 2003;8) Consumer behaviour reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods. Services, time, and ideas by (human) decision making units (overtime]. (Mussen and Rosenzweig 1976, 331-358) Consumer behavior may be defined as: The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services. (Loudon and Della Bitta 2004; 5)

Lake (2009) in his paper "Consumer Behavior for Dummies" noted that consumer Behavior describes the study of individuals and the tasks that exist to satisfy their identified requirements. That satisfaction exists from the processes used in choosing, protecting and using services or products when the advantages acquired from those processes meet or exceed customer's expectations. In other words when an individual identifies that he has a requirement the psychological process initiates the decision process of customers. Through this process the individual sets out to predict ways to fulfil the requirement he has recognized. That process consists of the individual's feelings, Behavior and thoughts. When the process is finished the customer is faced with the activity of analysing and digesting entire information which decides the actions he will take to fulfil the requirement.

Engel et al. (1982) projected that, customers with different lifestyles show variation in their consuming attitudes, Because the lifestyle of people is influenced by culture, social status, reference group and family, people with different lifestyles have distinct values, personalities and Recently received a lot of attention in both theory and practice. On the one hand, this can be attributed to the fact that competition between companies is no longer confined to product markets but has now expanded to include procurement and labour markets as well. On the other hand, the corporate brand is generally of particular importance, as it is often used to support other brands within the portfolio (Meffert and Hierwirth). We therefore concentrate in the following on corporate brands.

A benefit of this reduction is that, taken on a holistic perspective on brand management, no distinction needs to be made between corporate image and brand image, which was defined earlier as associations that external target groups have in their minds about brands. Consequently, this definition is similar to Balmer's definition of corporate image, which he understands as the perceptions of an organization by individuals or groups. There is general consensus in both literature on brand management and literature on corporate identity that corporate identity and corporate image, and brand identity and brand image, respectively, have a cause-effect relationship. That means, that an image can best be interpreted as the result of the external perception of an identity, may it be a corporate or a brand identity. A corporate identity is defined by Balmer as 'critical attributes and traits that make us distinctive and which defines who we are and what we are as an organisation' (p. 338). This definition shows apparent similarities to the understanding of the construct of brand identity by Burmann and Meffert, which they describe as the sum of all attributes that determine the essence and character of a brand from the point of view of the internal target groups.

Therefore, in order to understand the relationship between industry image and corporate brand image, one has to start at an earlier stage, namely by looking at the relationship between industry identity and corporate brand identity. The term industry identity, sometimes also called generic identity or branch identity, can be understood as the common identity factors of the organisations operating in a particular industry (Balmer). Balmer points out that a strong industry identity fosters similarities with regard to strategic plans and missions among companies belonging to that industry and is thus a determinant of the corporate brand identities, which leads to increased similarity among the respective companies. Several case studies, especially in the financial sector, support this point of view. In an attempt to find an explanation for this phenomenon, Podnar argues that customers have specific expectations regarding particular industries and the companies belonging to it. As a result of these general expectations companies are forced to develop similar competencies, processes or products and become thus more alike. This argumentation is already reflected in his understanding of the construct of "branch identity" which he defines as those properties or characteristics demanded by customers and other stakeholders which are common to all companies inside a particular branch and which a particular company has to have in order to operate inside the respective branch or industry' (Podnar), Based on this

consideration, he concludes that industry identity shapes the identity of those companies which are operating in it. It is clear that if the industry identity shapes the corporate brand identities of the companies belonging to it, there must be also a close relationship between the industry image and the corporate brand images. One could conclude that the influence of the industry image on the corporate brand images would be just a result of the similarities between industry identity and corporate brand identities. This paper is, however, solely focused on the relationships at the result stage, that is on the stage of industry image and brand image.

Up until now only a few studies have been carried out into the relationship between industry image and corporate brand image. Some authors, for example, Boyle and Markwick and Fill, point to the possible influence of industry image on corporate brand image, but then fail to theoretically work out this idea or to empirically test it. Besides these, there are a number of investigations that empirically determine the image of individual industries, for example that by Marten and Schmöller. As these only claim that industry image influences corporate brand image without empirically proving it, their importance for this investigation is limited.

The most comprehensive conceptualisation of the connection between industry and corporate brand image to our knowledge is that of Dowling, whose book "Creating Corporate Reputations: Identity, Image, and Performance" is explicitly dedicated to the creation and alteration of corporate brand images. He integrates industry image into a network consisting of country image, corporate brand image and product brand image, and claims that these four images all influence each other. Dowling points out that only a few studies have been carried out into the connection between industry image and corporate brand image; however, his work does also lack an empirical substantiation. In addition to these studies, investigations on employer brand image and on the capital market also analyse the connection between industry image and corporate brand image. In the area of "Employer Branding, Kirchgeorg, Lorbeer and Grobe established in three consecutive studies on employer image that industry sustainability' was of medium to high importance for students when it came to choosing a future employer. They also determine a high degree of variance with regard to the attractiveness of the examined industries. Teufer conceptualises industry image using the two characteristics of environmental behavior and industry growth prospects. While the environmental behavior of an industry is of relatively low relevance, the growth prospects of an

industry influence the choice of employer considerably and consequently the attractiveness of a corporate brand (Teufer). Fop empirically records the images of individual industries in a highly differentiated manner, without, however, linking them with specific employer brands. By doing this he demonstrates the strengths and weaknesses of individual industries and determines potential employees' wide-ranging intentions when applying to different industries.

A similar procedure by asking his interviewees to assess individual industry images. In addition, he develops a model for job selection, which is divided into three phases (development of corporate brand images, creation of employer preferences and application to an employer). In each of these phases industry image is of importance. It concludes that industry images seem to hide the bulk of individual corporate circumstances and considers industry images to be important determinants of corporate brand image. His analysis of industry image, however, goes no further than this. Like Fopp he refrains from linking the determined industry images with specific employer brand images.

In the area of capital market research, Margulies has already noted how important industry image is for the perception and evaluation of a company by analysts, investors and other financiers. He shows how companies, based on their original fields of activity, are associated with certain industries, and which positive or negative effects this classification can have. His investigations are backed by the works of Stancill, which were published subsequently. He also recognised the importance of corporate brand image on capital markets. Simonetal note that when evaluating companies, investors pay a great deal of attention to the industry and that this can influence their investment decisions either positively or negatively.

According to Simonetal, Industry membership results in the creation of limits for the positioning of a company on the capital market. Tomczak and Copperti in a later publication support the statements of Simon et al. to all the capital market investigations is the fact that they represent purely conceptual work based on individual case studies rather than wide, quantitative examinations.

Consumers Buying Behavior

The term "Consumer Behaviour" refers to the study of how individuals make decisions to spend their available resources on consumption related items. Studying customers

provide clues for developing new products, product features, prices, channels, messages, and other marketing-mix elements. Consumer Behaviour is defined as the process and physical activity individuals engage in when evaluating, acquiring, using, and disposing of goods and services.

Understanding consumer behaviour has become a factor that has a direct impact on the overall performance of the businesses. It is worth noting that consumer buying behavior is studied as a part of the marketing and its main objective is to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their buying decisions (Kotler and Keller, 2014)

Five Stages Model of consumer decision making process has also been studied by a number of other researchers. Although different researchers offer various tendencies towards the definitions of five stages, all of them have common views as they describe the stages in similar ways. One of the common models of consumer decision making process has been offered by Blackwell, Miniard, and Engel (2006). According to them, the five stages of consumer decision making process are followings: problem/need recognition, information search, evaluation of alternatives, purchase decision made and post-purchase evaluation. The study shows that the customer's buying behaviour is influenced by two important factors: individual factors (e.g :demographics, customer's perception, knowledge, inspiration, learning, personality, attitude, thoughts and lifestyles) and environmental factors (eg culture, the reference group, social class, family and household)

As per Martin Khan (2006), in industrial buying, there are many considerations for selecting a supplier. They are considered on a number of criteria such as price, reliability of delivery dates, quality of the product and maintenance of quality, supplier's reputation in the market, quick response to the needs of the customer, capability of the supplier to supply regularly on increase on demand, supplier's flexibility, consistency in dealing with supplies. According to him, publicity is a non-paid form of promotion. Unlike advertising which involves payment to the media, publicity refers to non-personal communication regarding an organisation, an individual, product, service or an idea not directly paid or under identified sponsorship. It usually comes in the form

of news, story, editorial or announcement about an organisation product or service. Publicity may include photographs and videotapes.

Each stage is then defined by a number of researchers varying slightly but leading to a common view about what each stage involves. For example, according to Bruner and Pomazal (1993) first stage, need recognition occurs when an individual recognizes the difference between what they have and what they want/need to have. This view is also supported by Neal, Quester and Hawkins (2006) stating that need recognition occurs due to several factors and circumstances such as personal, professional and lifestyle which in turn lead to formation of idea of purchasing Backhaus, Hillig and Wilken (2007) suggested that buying decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the consumer recognized the need, searched for relevant information and considered the alternatives he/she makes decision whether or not to make the decision.

According to Solomon (2006), when a customer decides to buy a product, he goes through different stages of the process such as problem recognition (where the customer feels that he is missing something), information search (finding more information about the product), evaluation (customer evaluates alternatives), purchase (customer buys the product considering all the factors) and feedback (customer evaluates the post-purchase decision). According to him, publicity and advertisement would have the biggest influence on product adoption in the early years of commercialization of a product.

Chi, Yeh and Yang (2009) concluded that if a product has a better quality, customer will be more inclined to purchase it. Also, their study emphasized that product quality has a positive impact on customers buying decision.

The study of Herrmann, Xia, Monroe and Huber (2007) showed that price is one important factor in customer purchase, thereby it has a significant impact on customer satisfaction. The price is defined as the money that customers exchange in terms of service or product, or the value they receive (Kotler and Armstrong, 2010).

Publicity or Advertising as one of the strategies of promotion, is an important tool increasing awareness in the minds of potential customers in order to make decision to buy the product. Kurdsholi & Bozjani (2012) found that advertising is a powerful device to inform and affect consumer behaviour.

A Study On Marketing Mix Of Delicious Cashew Company

A research conducted by Jaafar, Lalp and Mohamed (2012) identified factors that may influence consumers intention to purchase private label food products in a state in Malaysia. Factors examined were extrinsic factors which include 'perceived price', 'packaging', "advertisement and 'store image'; intrinsic factors (i.e. 'perceived quality', 'perceived risk' and 'perceived value") and consumers' attitudes (in terms of trust, familiarity and perceived economic situation). Result showed that 'perceived value' becomes prominent in consumers' purchasing of private label brand food product, followed by other factors. The most significant factor that influencing consumers' purchase intention towards private label food products are 'consumers' attitude and 'perceived price.

The study conducted by Bilal and Ali (2013) explores the factors influencing purchase of private brands and to understand how those factors affect the purchase intentions of consumers towards Private brands. The findings of the study indicated that the perceived price and quality are two main factors that affect the purchase intention of consumers for private brands. Therefore the store owners and marketing managers of private brands need to focus on devising policies that can ensure high quality of private brands with the most reasonable prices to make private brands a success.

In the study of Mesay Sata (2013), six important factors i.e. price, social group, product features, brand name, durability and after sales services were selected and analysed. All the six independent variables combined significantly influence the consumers buying decision of mobile phone devices. The leading factor was price followed by product features and durability.

Khan and Murtaza (2014) studied the impact of publicity in buying behaviour of the consumers. According to their study the major objective of publicity is to capture the mind set of the consumers to purchase a specific product. From the study, it is concluded that publicity has strong positive impact on consumer buying behaviour.

A study is conducted by Pinki Rani (2014) on factors influencing consumer behaviour. As per the study, for a successful consumer oriented market, service provider should work as psychologist to procure consumers. By keeping in mind the affecting factors, things can be made favourable and goal of consumer satisfaction can be achieved. Study of consumer buying behaviour is gate way to success in market.

A Study On Marketing Mix Of Delicious Cashew Company

Ahmad, Noor and Che Wel (2014) studied the factors influencing consumers' purchase decision of private label brand products. The factors include perceived quality, perceived price, brand image, and promotion. All four factors showed positive relationship with purchase decision among the respondents. Brand image is found to have the strongest correlation while promotion depicted weakest link with purchase decision.

Sathya (2015) studied consumers' intention of buying private label brands in food and grocery Retail sector in Chennai. Data analysis using statistical tools showed that consumers' purchase Intention is influenced by perceived benefits, perceived economic situation, perceived price consciousness, perceived risk and perceived quality.

Another study conducted by Mirabi, Akbariyeh and Tahmasebifard (2015) identified the factors affecting the purchase intention of Bono brand tile. In the study, they examined five factors of brand name, product quality, price, packaging and advertising as independent variables on customers' purchase intention.

Perceptions. Consequently, our lives have been greatly affected in both positive and negative ways Aaker, David and George (1971) in the book *Consumerism: Search for the consumer Interest* makes an effort to evaluate influence on the buyer from their close group such as friends, reference groups, family as well as in general the society. The general definition of consumer behavior is that one of the studies a marketer uses to understand a consumer better and forecast on how their behaviours change when coming to buying decisions.

According to Schiffmann (1993) consumer behaviour is the sum of learned values, customs and beliefs that serve to direct the members of a specific society. According to Brian Mullen (2001) from the book *The Psychology of Consumer Behavior* consumer Behavior is the decision maker or Behavior of the consumer in the market place of the services and goods. From the application of psychology, sociology, and demographics, the marketers can begin to understand why the consumers form attitudes and make decisions to purchase the product.

Consumer Behavior is based on the consumer playing three different roles of buyer, payer and user. Consumer Behavior reflects totality on decision of consumers with respect to the consumption, disposition and acquisition of services, products, experiences, activities, ideas and people by units of decision making. Consumer

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Behavior entails all activities of consumers linked with the use, buying and disposal of services and products including the mental, behavioural and emotional responses of consumers that determine, follow or precede these activities (Loudon and Della, 1988).

According to Peter and Olsen et.al (2005) from the book consumer Behavior and marketing strategy” consumer Behavior can also be referred as the physical activity and decision engaged in obtaining, evaluating, disposing or using of services and goods Buyer Behavior can relate to different levels of the brand architecture of a company. In particular, it is necessary to distinguish between three levels:

- (1) corporate brands,
- (2) strategic business unit brands and
- (3) Product and service brands. Especially corporate brands have.

CHAPTER - 3
RESEARCH METHODOLOGY

3.1 Research Methodology

Research methodology is the specific procedures or techniques used to identify, select, process, and analysis information about a topic. In research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. It encompasses what data they're going to collect and where from, as well as how it's being collected and analysed. Methodology refers to the overarching strategy and rationale of your research project. It involves studying the methods used in your field and the theories or principles behind them, in order to develop an approach that matches the objectives.

It is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions: How was the data collected or generated? How was it analysed?

There are two main categories of research methods: qualitative research methods and quantitative research methods. Quantitative research methods involve using numbers to measure data. A research methodology gives research legitimacy and provides scientifically sound findings. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable. A researcher's methodology allows the reader to understand the approach and methods used to reach conclusions. Here, the data are collected from sales records, customers and company.

3.2 Research Design

Research Design is defined as a framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled. Every researcher has a list of research questions which need to be assessed-this can be done with research design.

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research question(s) through the collection, interpretation, analysis, and discussion of data.

Incorporated in the design of a research study will depend on the standpoint of the researcher over their beliefs in the nature of knowledge and reality, often shaped by the disciplinary areas the researcher belongs to.

The design of a study defines the study type (descriptive, correlational, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive longitudinal case study), research problem, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. A research design is a framework that has been created to find answers to research questions. There are various types of research designs like experimental research design, quantitative research design, qualitative research design, diagnostic research design etc. **Descriptive research is the method used in this study.**

Descriptive research design

Descriptive research design, a researcher is solely interested in describing the situation or case under his or her research study. It is a theory-based research design which is created by gather, analyse and presents collected data.

Descriptive research design is a type of research design that aims to obtain information to systematically describe a phenomenon, situation, or population. More specifically, it helps answer the what, when, where, and how questions regarding the research problem, rather than the why. The descriptive method of research can involve the use of many different kinds of research methods to investigate the variables in question. It predominantly employs quantitative data, although qualitative data is also used sometimes for descriptive purposes.

When the objective of the research is to describe the characteristics of a phenomenon or population, the researchers select descriptive research. It can provide and describe the critical features and information about the target population or environment. It describes the answers for questions like what, who, how, when, where, etc. The objective of descriptive research is to reveal the already present data or feature in the

given population. In other words, it can be said that descriptive research seeks to explain phenomenon and the reasons and assumptions behind the specific behavior.

Descriptive research can be conducted for a variety of reasons. The purpose of descriptive research is to conduct comparisons, measure data trends, validate existing conditions, conduct research at different times, and define the characteristics of the respondents.

Characteristics of Descriptive Research

- Statistical Outcome. Descriptive research answers the “what” questions in statistical form.
- The basis for secondary research. The results obtained from descriptive research is in statistical form.
- Unrestrained variable.
- Natural setting.
- Cross-sectional study.

Experimental research deign

Experimental research design is used to establish a relationship between the cause and effect of a situation. It is a causal research design where the effect caused by the independent variable on the dependent variable is observed. A research method used to investigate the interaction between independent and dependent variables, which can be used to determine a cause-and-effect relationship. Experimental research is commonly used within the framework of the scientific method. Experimental research seeks to determine a relationship between two (2) variables—the dependent variable and the independent variable. After completing an experimental research study, a correlation between a specific aspect of an entity and the variable being studied is either supported or rejected.

One of the main goals of a designed experiment is to partition the effects of the sources of variability into distinct components in order to examine specific questions of interest. The objective of designed experiments is to improve the precision of the results in order to examine the research hypotheses. True experiments have four elements: manipulation, control , random assignment, and random selection. The most important

of these elements are manipulation and control. Manipulation means that something is purposefully changed by the researcher in the environment.

Advantages of experimental research

It's vital to test new ideas or theories. Why put time, effort, and funding into something that may not work?

Experimental research allows you to test your idea in a controlled environment before taking it to market. It also provides the best method to test your theory, the advantages are:

- Researchers have a stronger hold over variables to obtain desired results.
- The subject or industry does not impact the effectiveness of experimental research. Any industry can implement it for research purposes.
- The results are specific.
- After analysing the results, you can apply your findings to similar ideas or situations.
- You can identify the cause and effect of a hypothesis. Researchers can further analyse this relationship to determine more in-depth ideas.
- Experimental research makes an ideal starting point. The data you collect is a foundation on which to build more ideas and conduct more research.

Quantitative research design

Quantitative research is implemented in cases where it is important for a researcher to have statistical conclusions to collect actionable insights. Numbers provide a better perspective to make important business decisions. Quantitative research design is important for the growth of any organisation because any conclusion drawn on the basis of numbers and analysis will only prove to be effective for the business.

Quantitative research design is aimed at discovering how many people think, act or feel in a specific way. Quantitative projects involve large sample sizes, concentrating on the quantity of responses, as opposed to gaining the more focused or emotional insight that is the aim of qualitative research.

The purpose of quantitative research is to attain greater knowledge and understanding of the social world. Researchers use quantitative methods to observe situations or events that affect people. Quantitative research produces objective data that can be clearly communicated through statistics and numbers.

The first and foremost characteristic of quantitative research is the large sample size to conduct research. Quantitative research is done on a large number of audiences to ensure reliability. The sample size used in quantitative research represents the whole target market.

Good quantitative research design usually involves a customized mix of data gathering methods, such as online surveys (web, mobile and email), direct (postal) mail surveys, point-of-purchase surveys, and in some cases telephone surveys as well.

Diagnostic research design

In the diagnostic research design, a research is inclined towards evaluating the root cause of a specific topic. Elements that contribute towards a troublesome situation are evaluated in this research design method.

Qualitative research design

Qualitative research is implemented in cases where a relationship between collected data and observation is established on the basis of mathematical calculations. Theories related to a naturally existing phenomenon can be proved or disproved using mathematical calculations.

3.3 Population

Population is the pool of individuals from which a statistical sample is drawn for a study. Thus, any selection of individuals grouped by a common feature can be said to be a population. The population here is the customers of Delicious cashew.

3.4 Sampling

Sampling is the process of selecting a sample from the entire population. Convenience sampling was used to select the sample, in this project the researcher selected convenience sampling because the population is large. Sample design is a method of

collecting data in which information is collected from a small portion of the total population.

Convenience sampling

Convenience sampling is defined as a method adopted by researchers where they collect market research data from a conveniently available pool of respondents. It is the most commonly used sampling technique as it's incredibly prompt, uncomplicated, and economical. In many cases, members are readily approachable to be a part of the sample. Valid inferences about the large groups cannot be made based on the results drawn from the convenience samples. Convenience sampling is a non probability method, which may be appropriate when a researcher wants to get a gross approximation of the truth, while avoiding the time and cost of a random sample.

Researchers use various sampling techniques in situations where there are large populations. In most cases, testing the entire community is practically impossible because they are not easy to reach. Researchers use convenience sampling in situations where additional inputs are not necessary for the principal research. There are no criteria required to be a part of this sample. Thus, it becomes incredibly simplified to include elements in this sample. All components of the population are eligible and dependent on the researcher's proximity to get involved in the sample.

The scaling used for the study is 'Five Point Likert scale'. Scaling is the branch of measurement that involves the construction of an instrument that associates qualitative constructs with quantitative metric units. A Likert scale is a scale used to represent people's attitudes to a topic. It is the most widely used approach to scaling responses in survey research. The Likert Scale is used to allow the individual to express how much they are satisfied or dissatisfied with a particular statement.

3.5 Sample size

Sample size is a small group of 130 samples taken under consideration. This small group represents the total population. As it is impossible to approach all respondents, a Sample was selected which represents the whole population. The samples were taken from the customers of Delicious Cashew.

3.6 Data collection

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypothesis, and evaluate outcomes.

The main purpose of data collection is to gather information in a measured and systematic manner to ensure accuracy and facilitate data analysis. Since the data collected is meant to provide content for data analysis, the information gathered must be of the highest quality for it to be of value. The data collection component of research is common to all fields of study including physical and social sciences, humanities, business, etc.

While deciding about the method of data collection to be used for study, the researcher should keep two types of data they are ;

A) Primary data

B) Secondary data

Primary Data

Primary data has been collected from customers through questionnaire. These are original source from which the researcher directly collects data that have not been previously collected. Primary data can be obtained either through observation or through direct communication. In this sample, a sample survey was used for collecting the primary data. The primary data is collected by using an online questionnaire method.

Secondary Data

Secondary data has been already published or compiled for another purpose of study. It includes not only published records and reports but also unpublished records. In this project, the researcher has taken textbooks, journals, magazines, and websites as the sources of Secondary data.

Data Collection Tool

The tool used for data collection is through questionnaires using Likert scale, which is termed as a summated instrument scale. It consists of a summated instrument scale.

A Study On Marketing Mix Of Delicious Cashew Company

It consists of a number of statements which express whether a positive or negative attitude towards the object of interest. The respondents are asked to agree or disagree with each statement. Each response is given a numerical score to reflect its degree of attitude, and the scores are totaled to measure the respondent's attitude. Here in this project researchers used a 5-point scale questionnaire for data collection.

3.7 Statistical Treatment

Statistical treatment means the tool or technique that is used for analyzing and interpreting the data. Through this researcher can do an easy study on data collected by him and make the interpretation. The statistical treatment used for the interpretation are:

Percentage analysis:

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100–percentage) for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

3.8 Software used for the study

This project research used the MS Excel in order to analyze the data and find out conclusions.

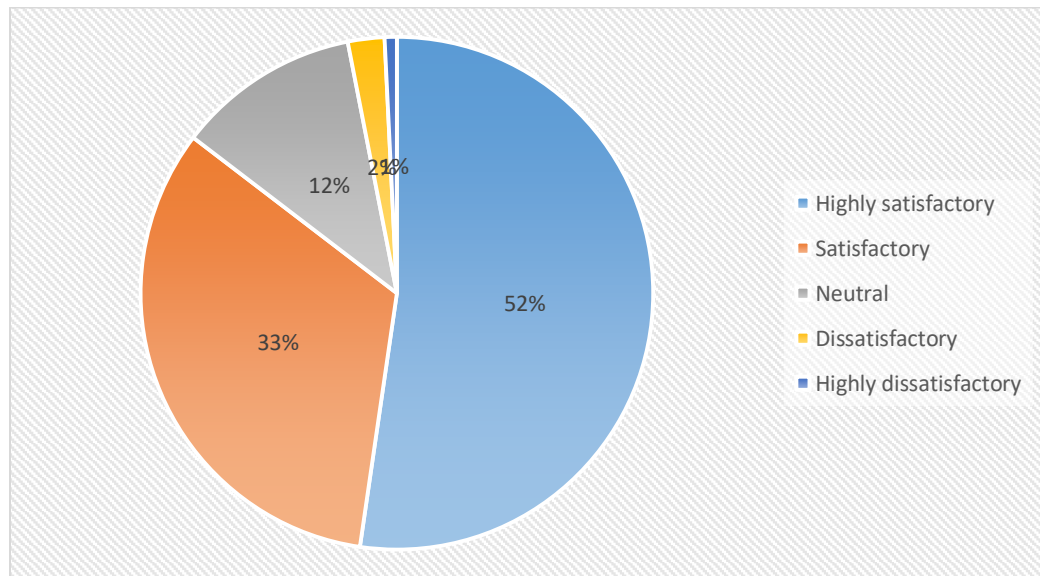
MS Excel Microsoft Excel is a spreadsheet programme that is available for Windows, Mac OSX, and iOS. It includes calculating, graphing tools, pivot tables, and Visual Basic for Applications, a macro programming language. It has become the industry standard for spreadsheets for these systems, notably after version 5 in 1993, when it superseded Lotus 1-2-3 as the industry standard. Excel forms part of Microsoft Office.

CHAPTER -4
DATA ANALYSIS
AND INTERPRETATION

TABLE 4.1 PRICE LEVEL OF DELICIOUS CASHEW PRODUCTS COMPARED TO OTHER COMPETITORS

| Response | No of Respondents | Percentage |
|------------------------|--------------------------|-------------------|
| Highly satisfactory | 68 | 52.31% |
| Satisfactory | 43 | 33.08% |
| Neutral | 15 | 11.54% |
| Dissatisfactory | 3 | 2.31% |
| Highly dissatisfactory | 1 | 0.77% |
| Total | 130 | 100% |

Fig 4.1 PRICE LEVEL OF DELICIOUS CASHEW PRODUCTS COMPARED TO OTHER COMPETITORS



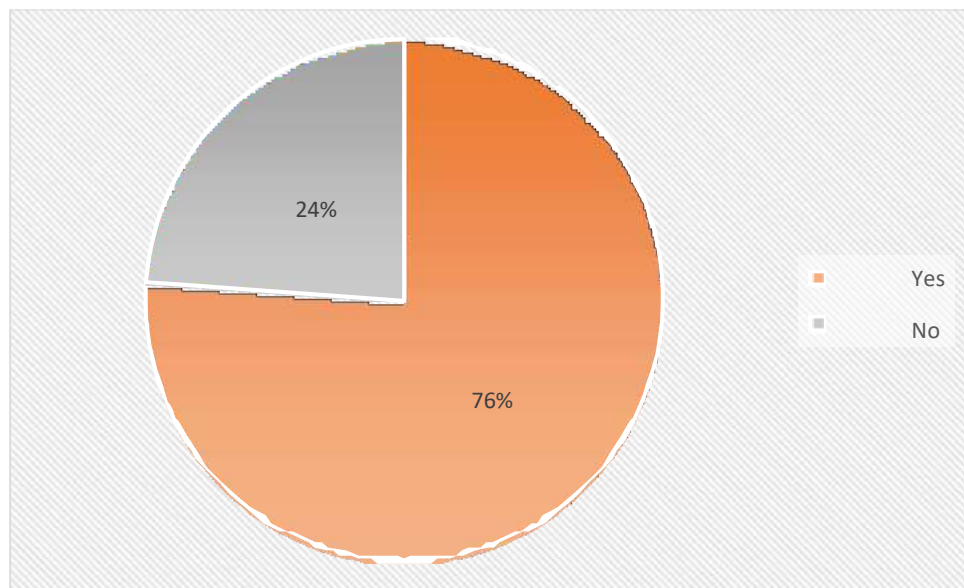
INTERPRETATION

The graph shows that most of the customers, i.e.52.31% are highly satisfied with the price level of delicious cashew products, 33.08% are satisfied,11.54% tells that the price level is neutral, 2.31%are dissatisfied and 0.77% tells that they are highly dissatisfied.

TABLE 4.2 WHETHER GIVING DISCOUNTS AFFECT THE BUYING DECISIONS

| Response | No of Respondents | Percentage |
|-----------------|--------------------------|-------------------|
| Yes | 99 | 76.15 % |
| No | 31 | 23.85 % |
| Total | 130 | 100% |

Fig 4.2 WHETHER GIVING DISCOUNTS AFFECT THE BUYING DECISIONS



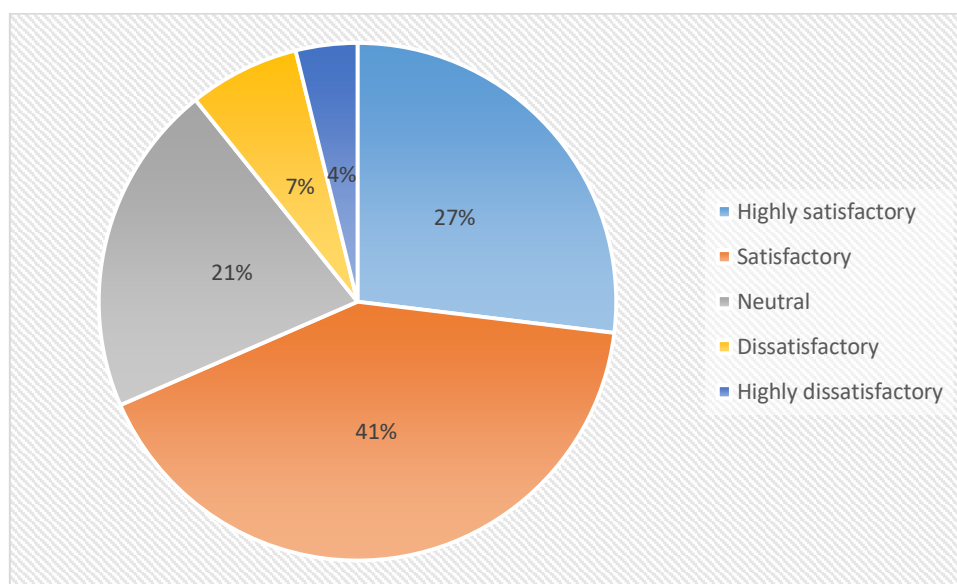
INTERPRETATION

Most of the customers agreed that giving discounts effect their buying decisions.

TABLE 4.3 PRICE AND QUALITY COMPARISON OF PRODUCT

| Response | No of Respondents | percentage |
|------------------------|--------------------------|-------------------|
| Highly satisfactory | 35 | 26.92 |
| Satisfactory | 54 | 41.54 |
| Neutral | 27 | 20.77 |
| Dissatisfactory | 9 | 6.92 |
| Highly dissatisfactory | 5 | 3.85 |
| Total | 130 | 100% |

FIG 4.3 PRICE AND QUALITY COMPARISON OF PRODUCT



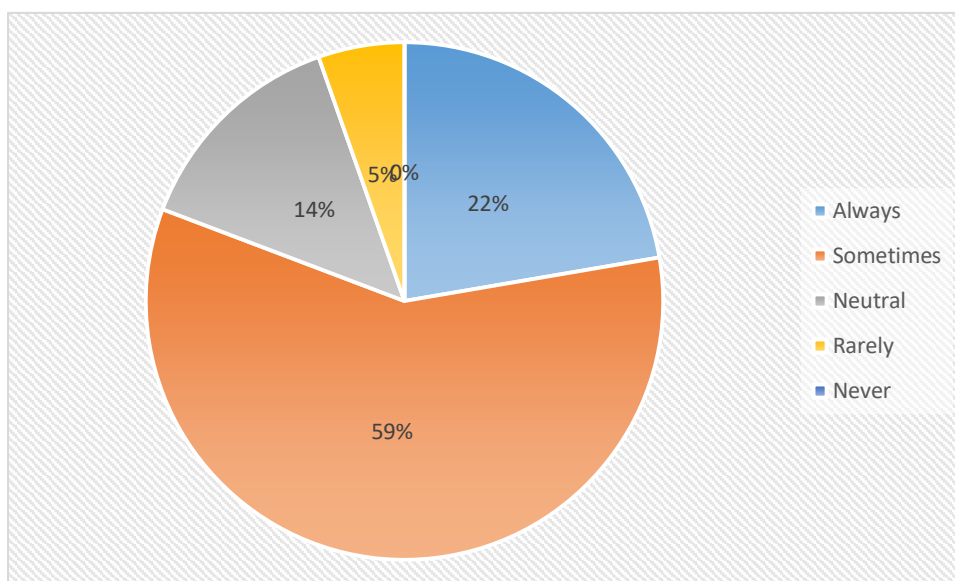
INTERPRETATION

Majority of the customers i.e. 41.54% are satisfied with the price of the products with respect to its quality. 26.92% of customers are highly satisfied, 20.77% of the customer tells that the price with respect to its quality is neutral, 6.92% says that they are dissatisfied and 3.85% of the customers are highly dissatisfied.

TABLE 4.4 DISCOUNT ON PURCHASE OF MORE NUMBER OF PRODUCTS

| Response | No of respondents | Percentage |
|-----------------|--------------------------|-------------------|
| Always | 29 | 22.31% |
| Sometimes | 76 | 58.46% |
| Neutral | 18 | 13.85% |
| Rarely | 7 | 5.38% |
| Never | 0 | 0% |
| Total | 130 | 100% |

Fig 4.4 DISCOUNT ON PURCHASE OF MORE NUMBER OF PRODUCTS



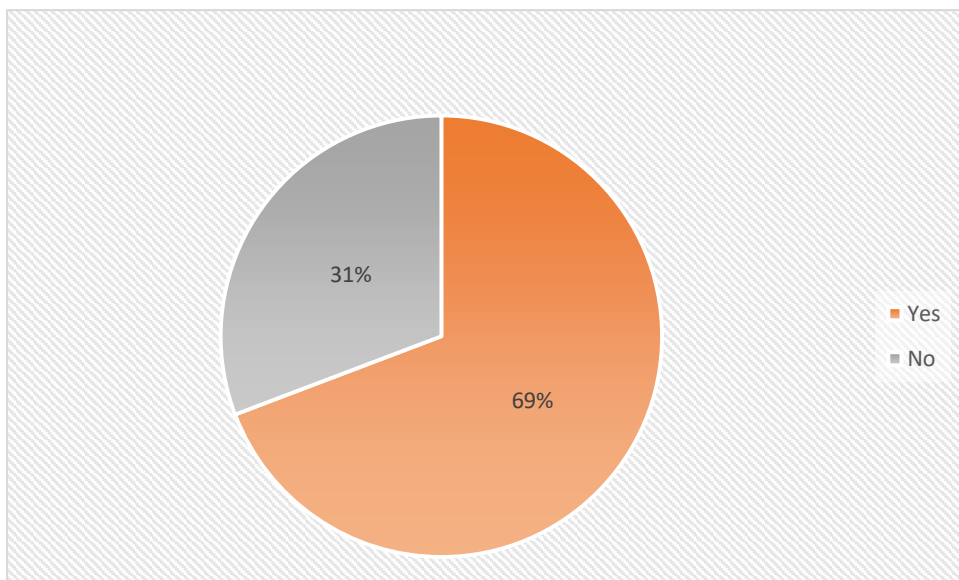
INTERPRETATION

The graph shows that 58.46% of the customers sometimes gets discounts on bulk purchases. 22.31% says that they always get discounts, 13.85% has a neutral opinion, 5.38% gets discounts rarely and there is no one without getting discounts.

TABLE 4.5 WHETHER THE CUSTOMERS WILL PURCHASE IF THE PRICE IS INCREASED BUT THE QUANTITY REMAINS THE SAME

| Response | No of Respondents | Percentage |
|-----------------|--------------------------|-------------------|
| Yes | 90 | 69.23% |
| No | 40 | 30.77% |
| Total | 130 | 100% |

Fig 4.5 WHETHER THE CUSTOMERS WILL PURCHASE IF THE PRICE IS INCREASED BUT THE QUANTITY REMAINS THE SAME



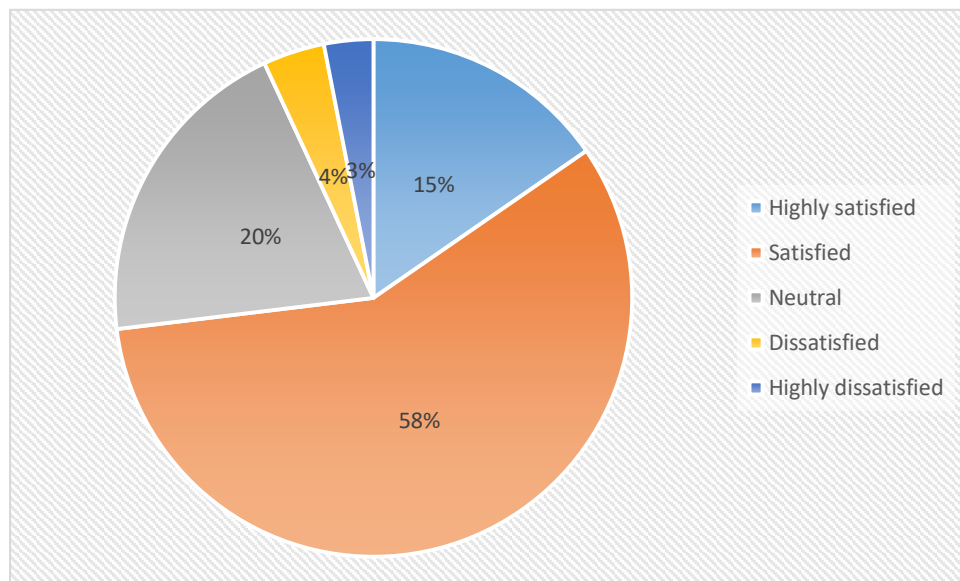
INTERPRETATION

From this graph it is clear that most of the customers are ready to purchase the product even if the price is increased.

TABLE 4.6 OVERALL SATISFACTION LEVEL OF DELICIOUS CASHEW PRODUCTS

| Response | No of Respondents | Percentage |
|---------------------|--------------------------|-------------------|
| Highly satisfied | 20 | 15.38% |
| Satisfied | 75 | 57.69% |
| Neutral | 26 | 20.00% |
| Dissatisfied | 5 | 3.85% |
| Highly dissatisfied | 4 | 3.08% |
| Total | 130 | 100% |

Fig 4.6 OVERALL SATISFACTION LEVEL OF DELICIOUS CASHEW PRODUCTS



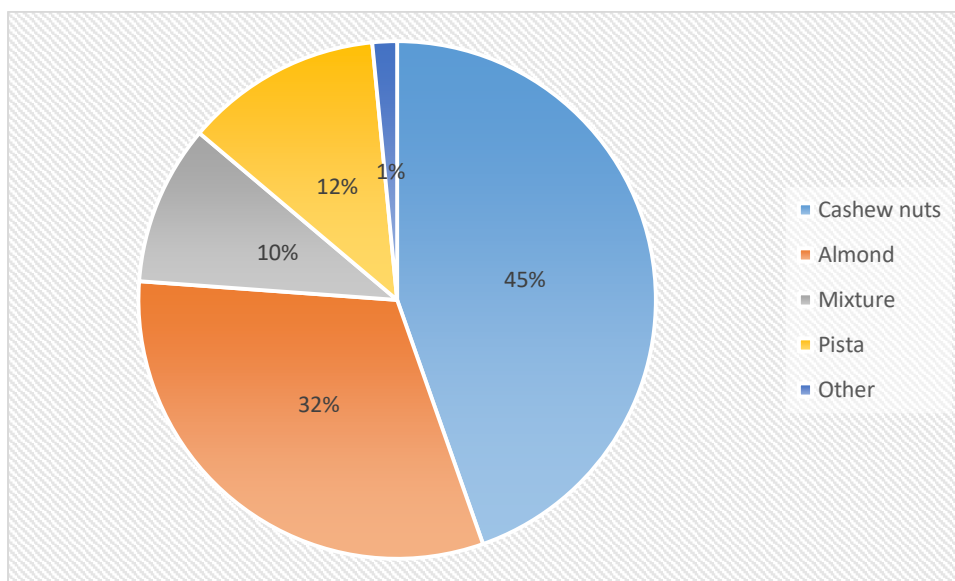
INTERPRETATION

The graph shows the overall satisfaction level of delicious cashew products. From this, 57.69% of the customers are satisfied with delicious cashew products 20.00% has a neutral opinion, 15.38% of the population are highly satisfied, 3.85% customers are dissatisfied and 3.08% of the customers are highly dissatisfied.

TABLE 4.7 FAVOURITE PRODUCT OF DELICIOUS CASHEW COMPANY

| Response | No of Respondents | Percentage |
|-----------------|--------------------------|-------------------|
| Cashew nuts | 58 | 44.62% |
| Almond | 41 | 31.54% |
| Mixture | 13 | 10.00% |
| Pista | 16 | 12.31% |
| Other | 2 | 1.54% |
| Total | 130 | 100% |

Fig 4.7 FAVOURITE PRODUCT OF DELICIOUS CASHEW COMPANY



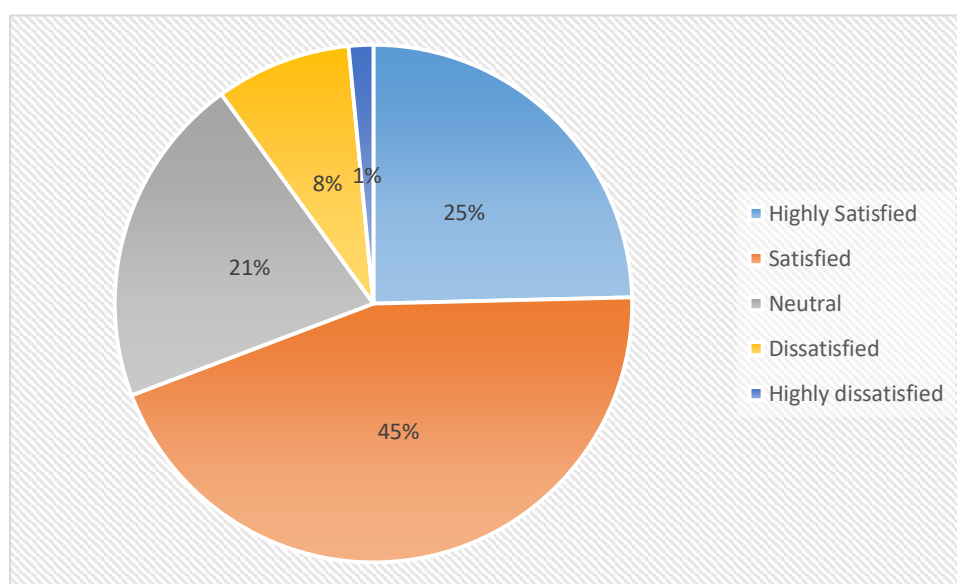
INTERPRETATION

Cashew nuts, almond, mixture, pista, are the main products of delicious cashew company and cashew nuts are the most favourable product to the customers.

TABLE 4.8 QUALITY LEVEL OF DELICIOUS CASHEW PRODUCTS

| Response | No of Respondents | Percentage |
|---------------------|--------------------------|-------------------|
| Highly Satisfied | 32 | 24.62% |
| Satisfied | 58 | 44.62% |
| Neutral | 27 | 20.77% |
| Dissatisfied | 11 | 8.46% |
| Highly dissatisfied | 2 | 1.54% |
| Total | 130 | 100% |

Fig 4.8 QUALITY LEVEL OF DELICIOUS CASHEW PRODUCTS



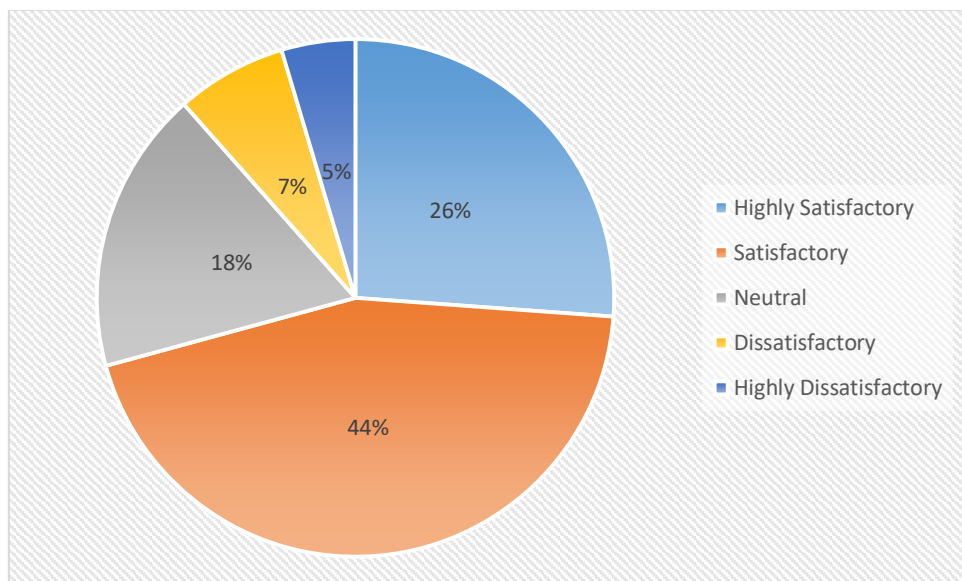
INTERPRETATION

Here 44.62% of the customers are satisfied with the quality of the products, 24.62% of the customers are highly satisfied, 20.77% has a neutral opinion, 8.46% are dissatisfied and 1.54% of the customers are highly dissatisfied.

TABLE 4.9 TASTE OF THE PRODUCT

| Response | No of Respondents | Percentage |
|------------------------|--------------------------|-------------------|
| Highly Satisfactory | 34 | 26.15% |
| Satisfactory | 58 | 44.62% |
| Neutral | 23 | 17.69% |
| Dissatisfactory | 9 | 6.92% |
| Highly Dissatisfactory | 6 | 4.62% |
| Total | 130 | 100% |

Fig 4.9 TASTE OF THE PRODUCT



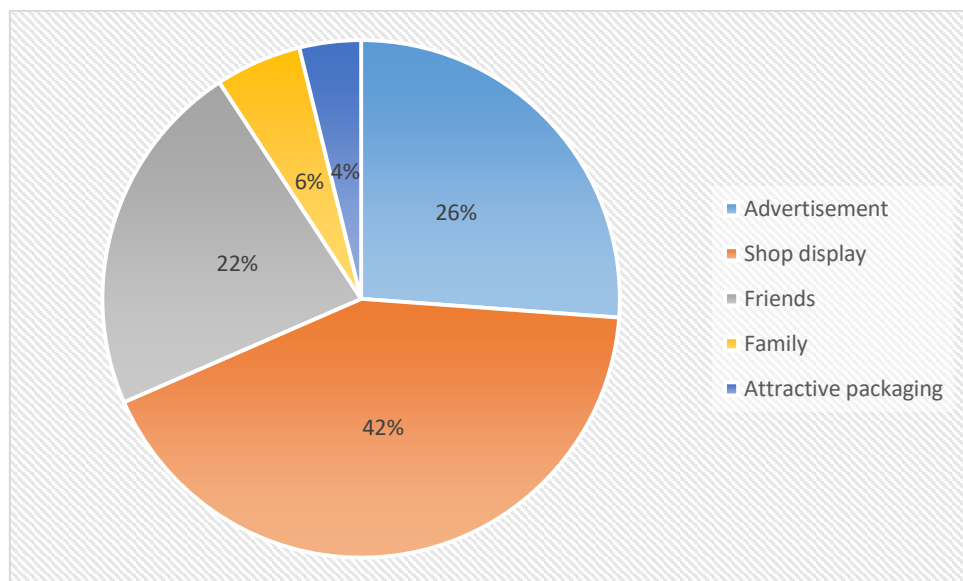
INTERPRETATION

The graph shows that,44.62% of the customers are satisfied with the taste of the products,26.15% of the customers are highly satisfied, 17.69% has a neutral opinion,6.92% are dissatisfied and 4.62% of the customers are highly dissatisfied.

TABLE 4.10 THE FACTOR THAT INFLUENCED TO BUY A PARTICULAR PRODUCT OF DELICIOUS CASHEW COMPANY

| Response | No of Respondents | Percentage |
|----------------------|--------------------------|-------------------|
| Advertisement | 34 | 26.15% |
| Shop display | 55 | 42.31% |
| Friends | 29 | 22.31% |
| Family | 7 | 5.38% |
| Attractive packaging | 5 | 3.85% |
| Total | 130 | 100% |

Fig 4.10 THE FACTOR THAT INFLUENCED TO BUY A PARTICULAR PRODUCT OF DELICIOUS CASHEW COMPANY



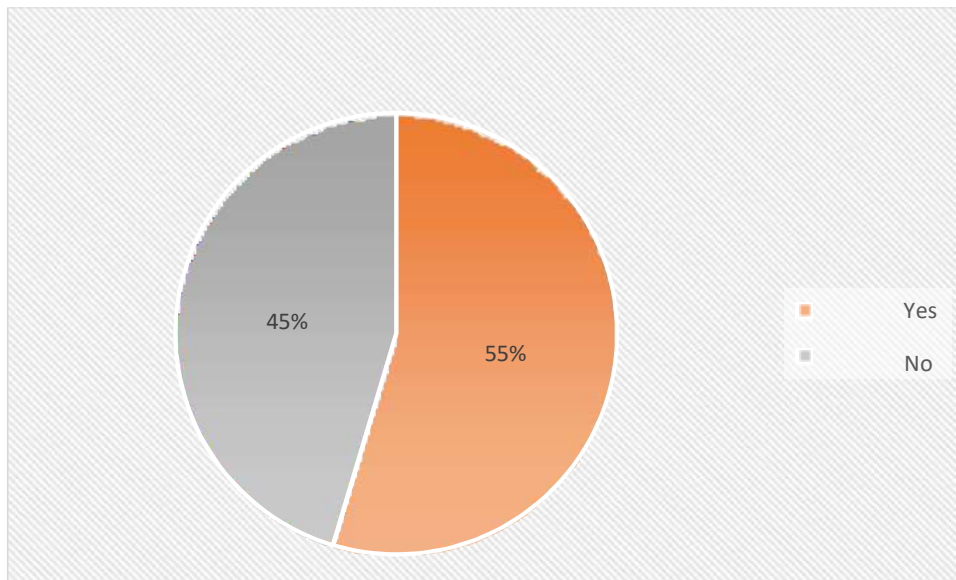
INTERPRETATION

The graph shows that shop display influenced majority of the customers to buy a particular product.

TABLE 4.11 WHETHER NEW PACKAGING AFFECT THE BUYING DECISIONS

| Response | No of Responds | Percentage |
|-----------------|-----------------------|-------------------|
| Yes | 71 | 54.62% |
| No | 59 | 45.38% |
| Total | 130 | 100% |

Fig 4.11 WHETHER NEW PACKAGING AFFECT THE BUYING DECISIONS



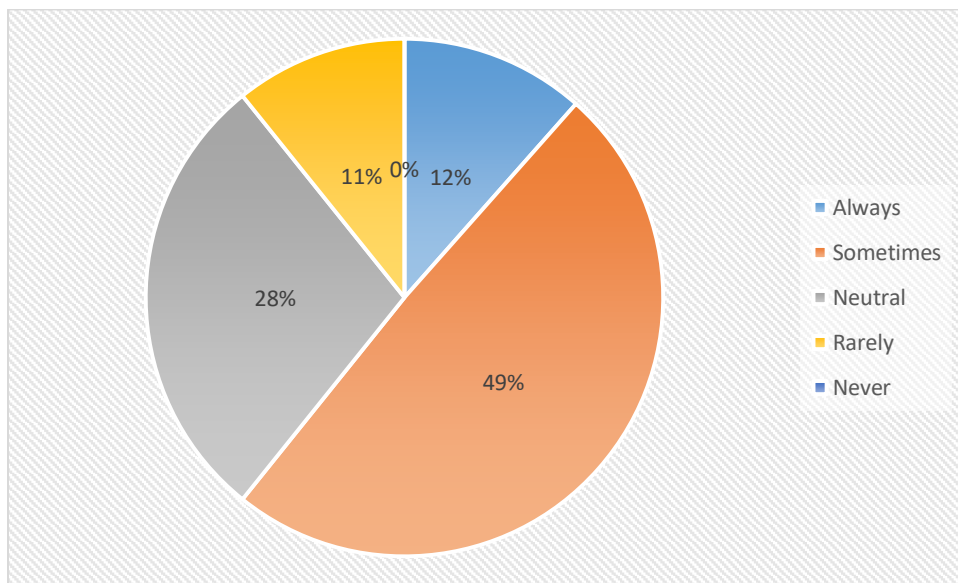
INTERPRETATION

Most of the customers agree that the packaging effects the buying decisions.

TABLE 4.12 RECOMMENDATION OF DELICIOUS CASHEW PRODUCT TO FRIENDS OR RELATIVES

| Response | No of Respondents | Percentage |
|-----------------|--------------------------|-------------------|
| Always | 15 | 11.54% |
| Sometimes | 64 | 49.23% |
| Neutral | 37 | 28.46% |
| Rarely | 14 | 10.77% |
| Never | 0 | 0.00% |
| Total | 130 | 100% |

Fig 4.12 RECOMMENDATION OF DELICIOUS CASHEW PRODUCT TO FRIENDS OR RELATIVES



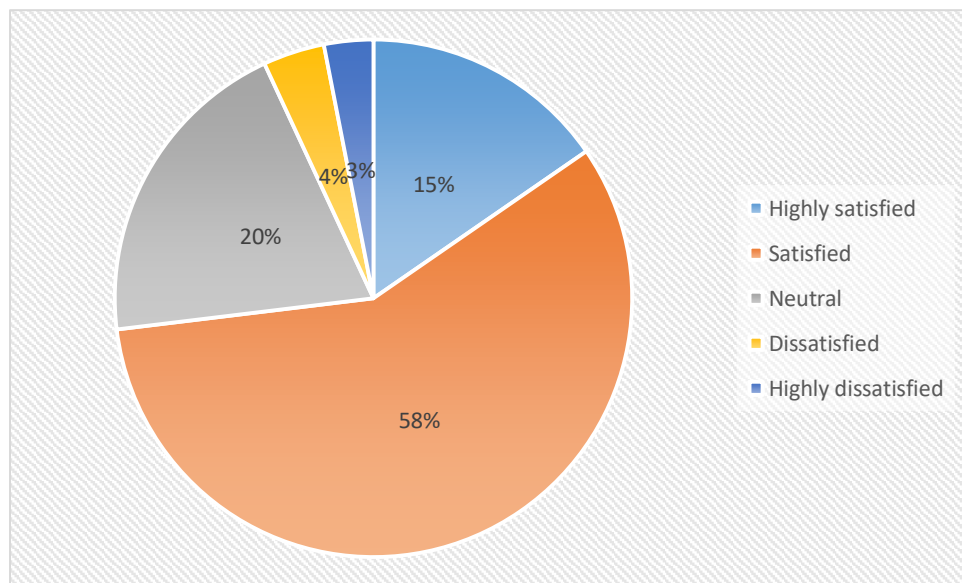
INTERPRETATION

Here most of the customers recommend delicious products to fiends or relatives.

TABLE 4.13 OVERALL SATISFACTION LEVEL OF DELICIOUS PRODUCTS IN COMPARISON WITH OTHER COMPANY PRODUCTS

| Response | No of Respondents | Percentage |
|---------------------|-------------------|-------------|
| Highly satisfied | 20 | 15.38% |
| Satisfied | 75 | 57.69% |
| Neutral | 26 | 20.00% |
| Dissatisfied | 5 | 3.85% |
| Highly dissatisfied | 4 | 3.08% |
| Total | 130 | 100% |

Figure 4.13 OVERALL SATISFACTION LEVEL OF DELICIOUS PRODUCTS IN COMPARISON WITH OTHER COMPANY PRODUCTS



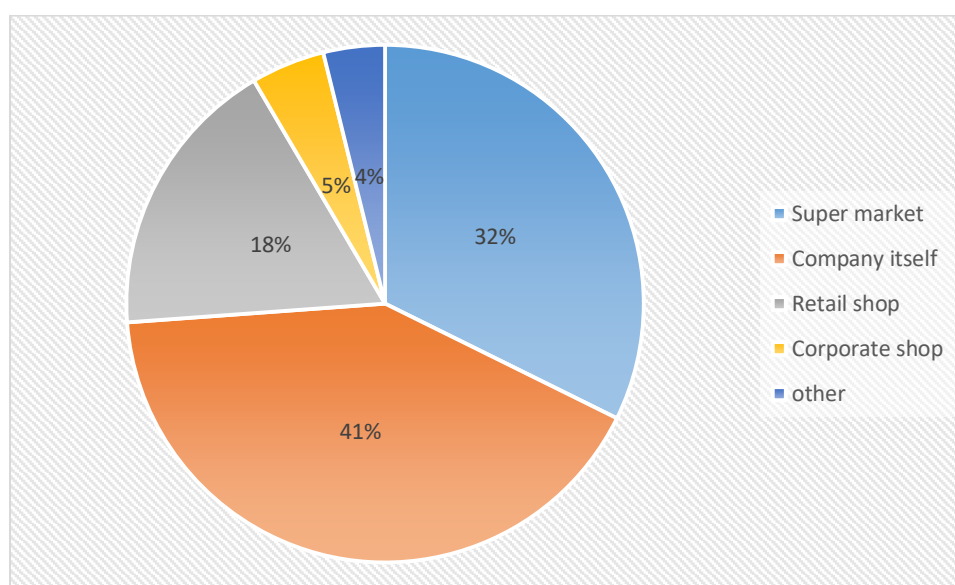
INTERPRETATION

Here the graph shows that most of the respondents are satisfied with delicious products in comparison to other company products.

TABLE 4.14 FROM WHERE DELICIOUS PRODUCTS ARE BOUGHT

| Response | No of respondents | Percentage |
|-----------------|--------------------------|-------------------|
| Super market | 42 | 32.31% |
| Company itself | 54 | 41.54% |
| Retail shop | 23 | 17.69% |
| Corporate shop | 6 | 4.62% |
| other | 5 | 3.85% |
| Total | 130 | 100% |

Fig 4.14 FROM WHERE DELICIOUS PRODUCTS ARE BOUGHT



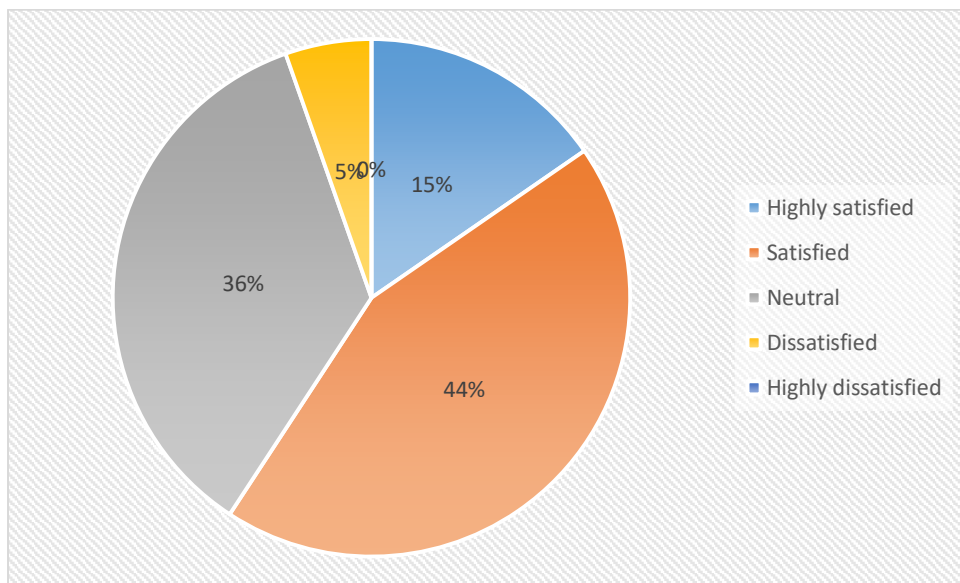
INTERPRETATION

Here most of the population buy delicious products from the company itself and others depend upon super market, retail shop, corporate shop etc.

TABLE 4.15 AVAILABILITY OF PRODUCT AT SHOP

| Response | No of Respondents | Percentage |
|---------------------|--------------------------|-------------------|
| Highly satisfied | 20 | 15.38% |
| Satisfied | 57 | 43.85% |
| Neutral | 46 | 35.38% |
| Dissatisfied | 7 | 5.38% |
| Highly dissatisfied | 0 | 0.00 |
| Total | 130 | 100% |

Fig 4.15 AVAILABILITY OF PRODUCT AT SHOP



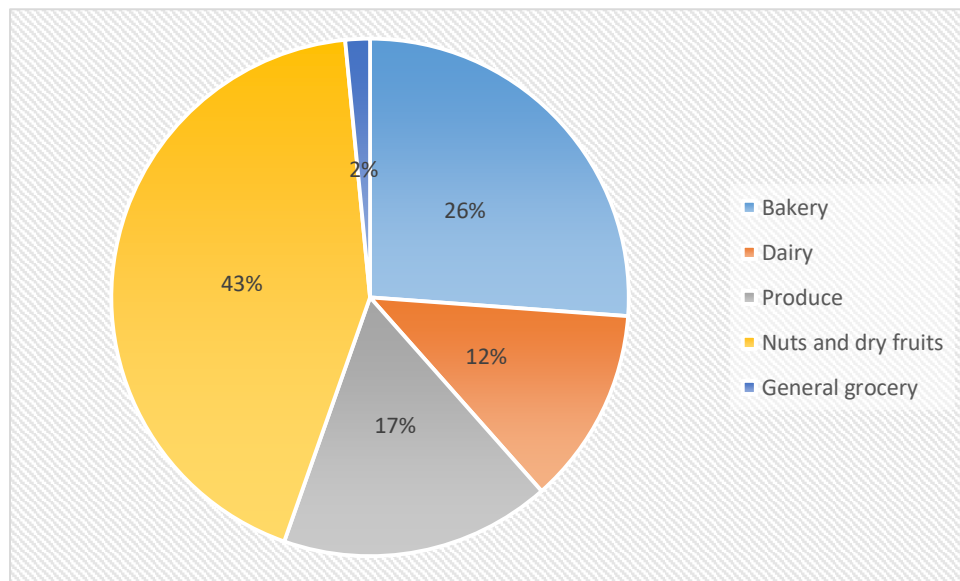
INTERPRETATION

The graph shows that most of the respondents are really satisfied by the availability of delicious products at shop.

TABLE 4.16 IN WHICH SECTION DOES THE CUSTOMERS SEARCH FOR THE DELICIOUS CASHEW PRODUCTS IN THE SUPERMARKETS

| Response | No of respondents | Percentage |
|---------------------|--------------------------|-------------------|
| Bakery | 34 | 26.15% |
| Dairy | 16 | 12.31% |
| Produce | 22 | 16.92% |
| Nuts and dry fruits | 56 | 43.08% |
| General grocery | 2 | 1.54% |
| Total | 130 | 100% |

Fig 4.16 IN WHICH SECTION DOES THE CUSTOMERS SEARCH FOR THE DELICIOUS CASHEW PRODUCTS IN THE SUPERMARKETS



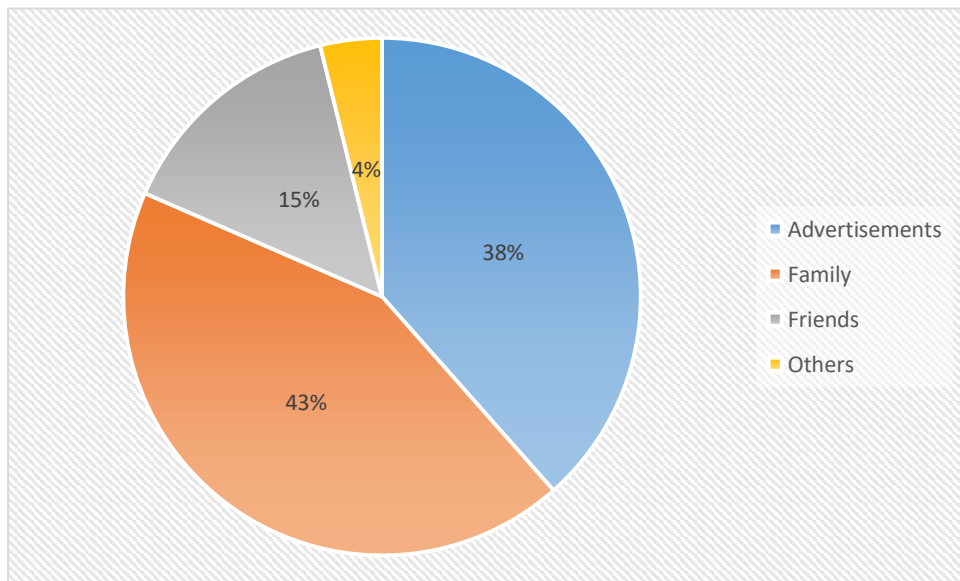
INTERPRETATION

The graph shows that most of the respondents search for delicious products in nuts and dry fruits section in super markets.

TABLE 4.17 EFFECTIVE STRATEGY FOR THE PROMOTION OF DELICIOUS CASHEW PRODUCTS

| Response | No of respondents | Percentage |
|-----------------|--------------------------|-------------------|
| Advertisements | 50 | 38.46% |
| Family | 56 | 43.08% |
| Friends | 19 | 14.62% |
| Others | 5 | 3.85% |
| Total | 130 | 100% |

Fig 4.17 EFFECTIVE STRATEGY FOR THE PROMOTION OF DELICIOUS CASHEW PRODUCTS



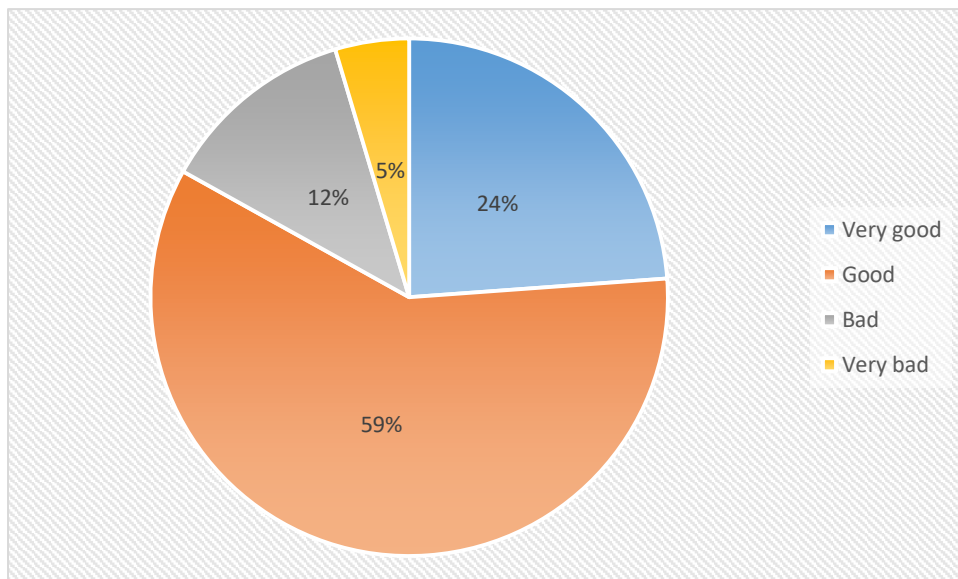
INTERPRETATION

The above graph indicates that the promotion activity of advertisement and family influence the customers to purchase the products.

TABLE 4.18 PACKING OF DELICIOUS CASHEW PRODUCTS

| Response | No of respondents | Percentage |
|-----------------|--------------------------|-------------------|
| Very good | 31 | 23.85% |
| Good | 77 | 59.23% |
| Bad | 16 | 12.31% |
| Very bad | 6 | 4.62% |
| Total | 130 | 100% |

Fig 4.18 PACKING OF DELICIOUS CASHEW PRODUCTS



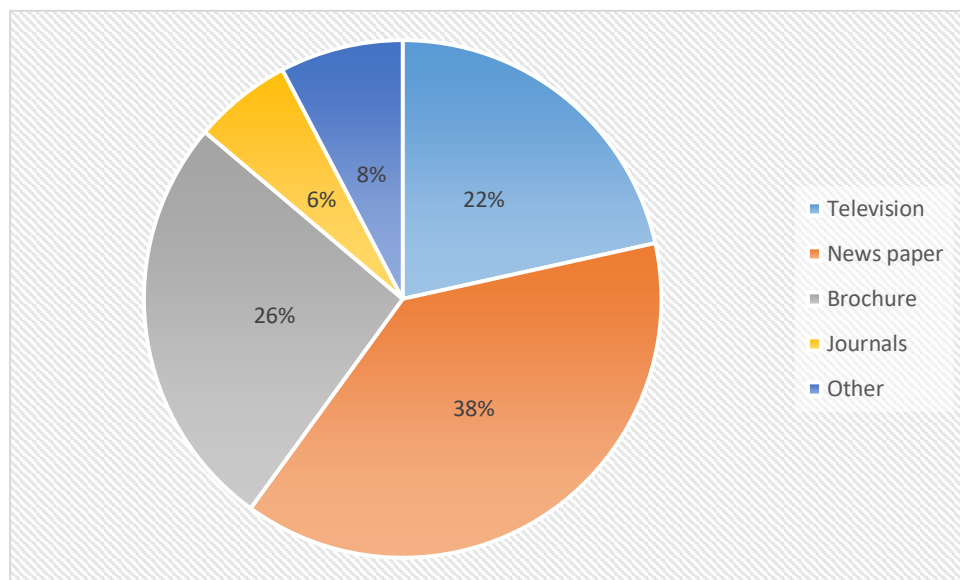
INTERPRETATION

From the graph, it is understood that the respondents gave good opinion regarding the packaging of delicious cashew products.

TABLE 4.19 SUITABLE MEDIA FOR THE ADVERTISEMENT

| Responses | No of respondents | Percentage |
|------------------|--------------------------|-------------------|
| Television | 28 | 21.54 |
| News paper | 50 | 38.46 |
| Brochure | 34 | 26.15 |
| Journals | 8 | 6.15 |
| Other | 10 | 7.69 |
| Total | 130 | 100% |

Fig 4.19 SUITABLE MEDIA FOR THE ADVERTISEMENT



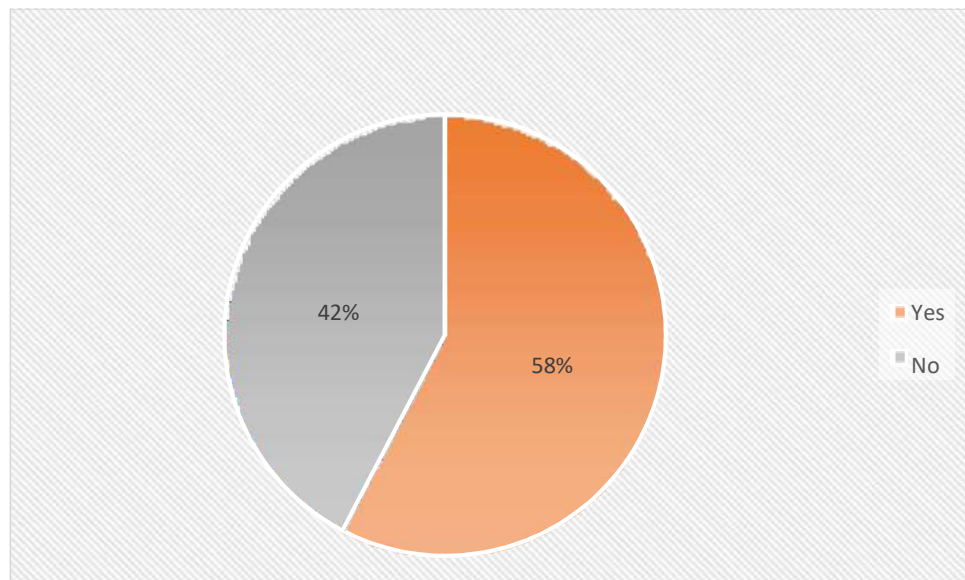
INTERPRETATION

The graph shows that, 38.46% of the respondents tells that newspaper is the most suitable media for advertisement, 26.15% tells that brochure is the suitable one, 21.54% tells television, 6.15% says journals and 7.69% says other media.

TABLE 4.20 WHETHER ADVERTISEMENT MOTIVATES CUSTOMERS TO PURCHASE THE PRODUCTS

| Response | No of Respondents | Percentage |
|-----------------|--------------------------|-------------------|
| Yes | 75 | 57.69% |
| No | 55 | 42.31% |
| Total | 130 | 100% |

Fig 4.20 WHETHER ADVERTISEMENT MOTIVATES CUSTOMERS TO PURCHASE THE PRODUCTS



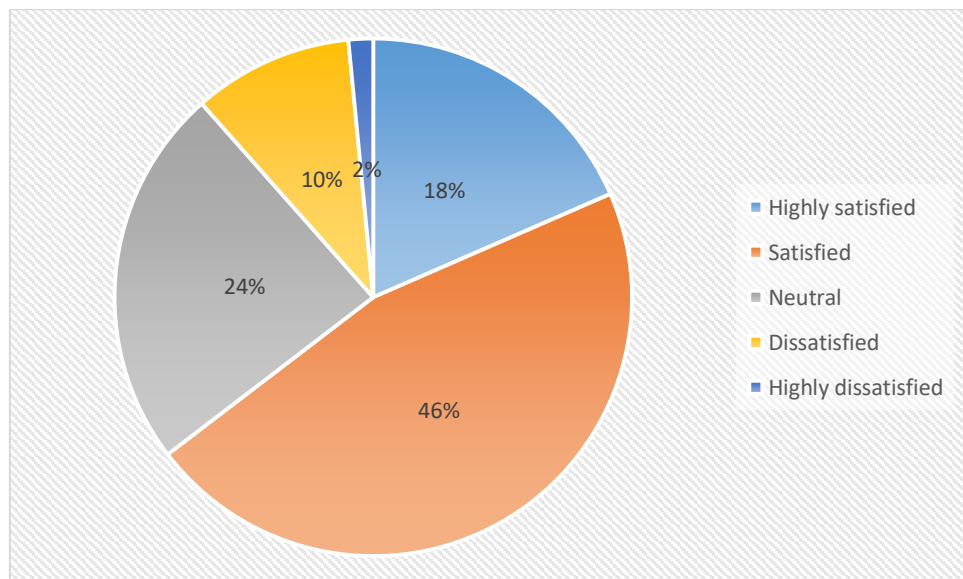
INTERPRETATION

Majority of the respondents agreed that advertisement motivates to purchase the product

TABLE 4.21 OVERALL PROMOTIONAL ACTIVITIES OF THE COMPANY

| Responses | No of Respondents | Percentage |
|---------------------|--------------------------|-------------------|
| Highly satisfied | 24 | 18.46% |
| Satisfied | 60 | 46.15% |
| Neutral | 31 | 23.85% |
| Dissatisfied | 13 | 10.00% |
| Highly dissatisfied | 2 | 1.54% |
| Total | 130 | 100% |

Fig 4.21 OVERALL PROMOTIONAL ACTIVITIES OF THE COMPANY



INTERPRETATION

The above graph shows that 46.15% of respondents are satisfied with the overall promotional activities of the company. 23.85% of the respondents give a neutral opinion, 18.46% of the respondents are highly satisfied, 10.00% of the respondents are dissatisfied and 1.54% of the respondents are highly dissatisfied.

CHAPTER – V
DISCUSSION

The discussion chapter is where you delve into the meaning, importance and relevance of your results. It should focus on explaining and evaluating what you found, showing how it relates to your literature review and research questions, and making an argument in support of your overall conclusion. The purpose of the discussion is to interpret and describe the significance of your findings in light of what was already known about the research problem being investigated, and to explain any new understanding or fresh insights about the problem after you've taken the findings into consideration. The discussion will always connect to the introduction by way of the research questions or hypotheses you posed and the literature you reviewed, but it does not simply repeat or rearrange the introduction; the discussion should always explain how your study has moved the reader's understanding of the research problem forward from where you left them at the end of the introduction. This section is often considered the most important part of a research paper because it most effectively demonstrates your ability as a researcher to think critically about an issue, to develop creative solutions to problems based on the findings, and to formulate a deeper, more profound understanding of the research problem you are studying.

The discussion section is where you explore the underlying meaning of your research, its possible implications in other areas of study, and the possible improvements that can be made in order to further develop the concerns of your research. This part of the paper is not strictly governed by objective reporting of information but, rather, it is where you can engage in creative thinking about issues through evidence-based interpretation of findings. This is where you infuse your results with meaning. When you discuss the study results, you relate your study findings to previous studies; you contextualize the contribution of your study. As for having them as sections in a research paper, that depends on what a researcher wants to communicate. Some researchers would present study results first before discussing the study findings. This strategy allows a researcher to focus on presenting the study results only in conjunction with the research questions and/or objectives. Other researchers would prefer to combine presentation of study results with discussion given that both are closely connected.

5.1 FINDINGS

- The customers are highly satisfied with the price level of delicious cashew products compared to other competitors
- Most of the customers says that giving discounts affects their buying decisions.
- Majority of the customers are satisfied with the price of the product compared to its quality.
- The customers agree that they sometimes get discounts on purchase of more number of items.
- Majority of the population are ready to purchase the products if the price is increased but the quantity remains the same
- Cashew nuts, pista, almond, mixture are the main products of delicious cashew company and cashew nuts is the most favorite product to the customers.
- Most of the customers are satisfied with the quality of the delicious products at affordable price.
- A good number of customers are satisfied with the taste of the product.
- Shop display is the major factor that influenced the customers to purchase a particular product.
- Most of the customers agreed that new packaging effects the buying decisions.
- Most of the customers recommend delicious products to friends and relatives.
- Most of the customers are satisfied with delicious products in comparison with the other company products.
- Most of the customers buy delicious products from retail shops and super market.
- Price of the products are reasonable
- The customers are satisfied with the discount facilities provided by the company.
- Most of the customers search the delicious cashew products in the nuts and dry fruits section in the supermarket.
- Social media and television is the most suitable media for advertisement.
- Attractive packing is used for the product promotion.

A Study On Marketing Mix Of Delicious Cashew Company

- The customers agree that advertisements motivate the customers to purchase the product.
- Advertisement, friends and family are the effective strategy for the promotion of the product.
- Promotional strategies adopted by the company is more effective and attractive.

5.2 SUGGESTIONS

- Engage in market research and product development.
- Determine suitable pricing model.
- Choose appropriate distribution channels.
- Select the apt promotion tactics to attract customers.
- The firm should ensure that the customers are aware about the new tools and techniques used by the firm for quality control, product improvement etc. It helps to improve the brand image.
- The company should collect feedback from customers.
- Provide more promotional activities to attract the customers.
- Provide more offers and discounts

5.3 CONCLUSION

The analysis of the quality of marketing mix of delicious product was the main objective of the study. From this project the researcher could understand that the marketing mix of delicious product is effective. The customers are satisfied with the product, price and availability of product in the market. The marketing mix is the foundation of marketing plan. The result and findings of the study exemplifies that all the objective for this research work has been fully accomplished.

The analysis done through questionnaire and the customers and dealers are satisfied with this concern. Profit maximisation is the main objective of this concern and this firm become high growth in all sector.

The study helps the researcher to sharpen the skill and knowledge. The marketing mix is the foundation of marketing plan. Market planning help to quality control and product improvement. This study mainly focused on the 4Ps of marketing i.e product, place, promotion, price.

The main focus of the study was to find out that whether the customers are satisfied by the products offered by the Delicious Company (its quality, quantity, taste, packing)? are they ready to purchase the product at the price offered by the company ? and do they get discounts on bulk purchases?, To know that whether the company's promotional activities are effective or not? Whether the customers get Delicious products at the right place.

For the purpose of study the data was collected from 130 customers and after the analysis the researcher could found out that the customers are highly satisfied with the price level of delicious cashew products compared to other competitors. The customers agree that they sometimes get discounts on purchase of more number of items. Most of the customers are satisfied with the quality of the delicious products at affordable price. Shop display is the major factor that influenced the customers to purchase a particular product. Most of the customers buy delicious products from retail shops and super market. Social media and television is the most suitable media for advertisement.

A Study On Marketing Mix Of Delicious Cashew Company

Advertisement, friends and family are the effective strategy for the promotion of the product.

After conducting the study the researcher understood that the pricing,promotional strategies adopted by the company was effective in attracting the customers. and the company could provide quality products in affordable price. And the customers are able to purchase the products when they wanted. Hence it was clear from the study that the marketing mix of the company is effective.

ANNEXURE

QUESTIONNAIRE

PRICE

1.what you feel about the price level of delicious products compared to other competitors?

- Highly satisfactory Satisfactory Neutral
 Dissatisfactory Highly dissatisfactory

2.Giving discounts effect my buying decisions

- Yes No

3.Are you satisfied with the price of the product compared to its quality?

- Highly satisfactory Satisfactory Neutral
 Dissatisfactory Highly dissatisfactory

4. Do you get discount on purchase of more number of products ?

- Always Sometimes neutral
 Rarely never

5.Are you ready to purchase if the price is increased but the quantity remains same?

- Yes No

6. How will you rate overall satisfaction level of delicious cashew products?

- Highly satisfied satisfied neutral
 Dissatisfied Highly dissatisfied

PRODUCT

7.which among the following is your favourite product at delicious cashew company?

- Cashew nuts Almond Mixture
 Pista Others

A Study On Marketing Mix Of Delicious Cashew Company

8. what do you feel about the quality level of delicious product?

- Highly Satisfied Satisfied Neutral
 Dissatisfied Highly dissatisfied

9. What do you feel about the taste of the product?

- Highly satisfactory Satisfactory Neutral
 Dissatisfactory Highly dissatisfactory

10. what influenced you to buy the particular product?

- Advertisement Shop display Friends
 Family Attractive packaging

11. Whether New packaging effect your buying decisions?

- Yes No

12. Do you recommend delicious products to your friends or relatives?

- Always Sometimes Neutral
 Rarely Never

13. How will you rate the overall satisfaction level of delicious product in comparison with other company products?

- Highly satisfied Satisfied Neutral
 Dissatisfied Highly Dissatisfied

PLACE

14. from where the you buy delicious cashew products?

- Super market Retail shop Company itself
 Corporate shop Others

15. what you feel about the availability of product at shop?

- Highly satisfactory Satisfactory Neutral
 Dissatisfactory Highly dissatisfactory

A Study On Marketing Mix Of Delicious Cashew Company

16. if you were to search for delicious cashew products in a supermarket, which section would you go ?

- Bakery Dairy produce (fruits and vegetables)
 Nuts and dry fruits general grocery

PROMOTION

17. which is the most effective strategy for the promotion of Delicious Cashew product?

- Tv Advertisements Social media Friends
 Others

18. what you feel about the packaging of delicious cashew product?

- Very good Good Bad
 Very bad

19. In your opinion, which media is suitable for more effectiveness of advertisement of delicious product?

- Television News paper Brochure
 Journals Other

20. Does the advertisement motivate you to purchase the product?

- Yes No

21. what you feel about the promotional activities of delicious company for retaining old & new customers?

- Highly satisfied Satisfied Neutral
 Dissatisfied Highly Dissatisfied

BIBLIOGRAPHY