



## A Comprehensive Brand Study in GRB Dairy Food Pvt. Ltd.

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### Abstract

GRB Dairy Foods Pvt. Ltd is the leading processing company in India. This paper makes a thorough study of GRB with its awareness, recall value, brand recognition, the position of the brand in the market etc. This study has been made with Percentage analysis, tools (like ANOVA and T-test) and with some strategies. The best decision has been suggested to the company. For Brand Success, GRB must stay updated with the upcoming technology and bring awareness to the people.

### Chapter 1: Introduction:

#### Industry Profile:

**FMCG Industry:**Fast-moving consumer goods (FMCG) sector is the 4th largest sector in Indian economy with Household and Personal Care accounting for 50 per cent of FMCG sales in India. Growing awareness is easy to access and change the lifestyles. FMCG Sector in India has recorded the market size is US\$ 52.75 billion in 2017-18 and this has been the largest contributor. In future FMCG market will also grow vastly in rural when compared to urban India. Semi-urban and rural segments grow at a rapid pace it spends 50%. By 2020, revenues of this sector would reach to US\$ 104 billion

#### About GRB Dairy Foods Company

GRB Dairy Foods Pvt. Ltd is the leading processing company in India. Initially, they have started their business with GRB Ghee in the year 1984 and now they have a diverse product range. For the past years, GRB has set itself for its “Purity, Faith, unshakeable trust“ in the minds of the customers. Also, they have built a good reputation and legacy for its authentic traditional taste.

Its product categories are Ghee, Masala Powders, Sweets, Instant mix, Ready-to-cook and ready-to-eat food, Ice Creams. It’s Factory and the main office is in Bengaluru and another main office in Chennai. It also has branches in 20 countries like USA, Dubai, Australia, Germany etc.

#### History

G.R. Balasubramaniam commenced GRB Company in the year 1984. He had exceptional product knowledge. He aimed to deliver high-quality products with clean business ethics to his customers. GRB stands as a benchmark for its quality. In 1984 Ghee was introduced into the market and slowly in the year 2005, Ice Creams were introduced later in 2011 they have introduced Instant Mix & Ready to Eat, Sweets & Masala Powders and Snacks in the year 2015.

#### 1.4 Objectives of the Study:

To Study GRB products thoroughly

To measure brand awareness of GRB products

To know “How GRB Products are moving in the market?”

**1.5 Scope of the study:**

This study could be useful to the company (GRB) in developing their products

**1.3 Need for the study:**

This study was mainly done to know the position of GRB Company and to bring out strategies for their future developments.

**1.6 Limitations of the study:**

Some of the Respondents were not ready to give answers

**Chapter 2: Review of Literature:****Review of Literature:**

1. Adolescents has taken up Media and Marketing Ecosystem as Digital Media take care of instant peers, provides opportunities for self-expression, identity exploration, and social interaction, and facilitating mobility and independence. For Media Interaction there are 6 key features they are: connectivity, personalization, peer-to-peer networking, engagement, immersion, and content creation. Young People are been shaped by digital culture. An Ad Industry exploits the relationship between teenagers and new media. Online Campaigning creates relationship between adolescents and the brands and product. Major Food Companies like Coca-Cola, McDonald's, Burger King, and Kentucky Fried Chicken (KFC), has incorporated these strategies However this article suggests the marketers to revisit the traditional approach of advertising. (Kathryn C. Montgomery Ph.D. Jeff Chester M.S.W)

2. This article is based on a review “ the international evidence on food and beverage marketing to children in 2009”. The findings says that Food promotions has direct effect on children’s diet, dietary determinants and health. Current marketing promotes low nutrition foods and beverages. food and beverage marketing must be aimed at children. Most of the commercial marketing is for products high in fats, sugars and salt. this article says that the future research must concern about protecting children with effective actions. (Georgina Cairns Kathryn Angus Gerard Hastings Martin Caraher)

3. This article says about measures for taste test. A taste test reveals the market performance of a new product. A food scientist tests the sensory effects of foods, this is good for food producers but for consumers they must also test their preference and reason for choosing other brand. To conclude one must study and predict consumer’s food preference and choice. (Lawrence L. Garber Jr. Eva M. Hyatt Richard G. Starr Jr)

4. This study explores the effects among brand loyalty & awareness, customer perseverance & buying intention towards a product. The samples were collected from phone users living in

Chiya, and the research has adopted regression analysis and mediating test to examine the hypotheses. The results are:

1. There is positive effect between brand awareness, perceived quality and brand loyalty on purchase intention

2. Perceived quality has a positive effect on brand loyalty

3. Perceived quality meditates between brand awareness and purchase intention, and

4. Brand loyalty mediates between brand awareness and purchase intention.

To conclude brands promote their ads and others marketing activities through phone manufacturers. Brand loyalty will increase when its brand awareness is high. Also brand loyalty, brand preference and purchase intention will increase. Thereby Consumers evaluate perceived quality of a product from their purchase experience. (HK Chi, HR Yeh, YT Yang)

5. In this article an experiment was used to examine the role of brand awareness in the consumer choice process. It experimented with large sample, different product categories and experienced and inexperienced consumers. The findings reveals that respondents showed their preference more on well known product ie which has more brand awareness for more trials. Respondents only chose a brand which they were aware of and a brand which was high in quality. To conclude consumers shows interest towards brands which they are aware of. (Emma K Macdonald Byron M Sharp)

6. Firms should rethink their marketing strategies in the digital age as the behaviour of the consumers change. A significant research says that “it is more focused on the customers rather than its firm”. This study facilitates the firms to understand the benefits and inhibitors of digital marketing and social media usage. Now-a-days Internet-based marketing allows the firms to implement innovative forms of communication and content. Firms should focus on digital marketing engagement according to its benefits and digital marketing usage. To improve digital marketing engagement, marketers must focus on relationship-based interactions with their customers. This article demonstrates, how others firms have already taken up digital marketing engagement. ( Maria Teresa Pinheiro Melo Borges Tiago José Manuel Cristóvão Veríssimo)

7. This article employed a content analysis for the content shared by a sample of top brands in social media. The author questions, how could branded social media channels relate content as creative strategies with consumer engagement? He also suggests that brands must focus on social presence with a content that is fresh and frequent according to a past research. Through consumer participation, incentives are included later on. Thereby this study insists brands to come up with frequent updates in social media. (: Christy Ashley Tracy Tuten)

8. The article talks about consumers differences in responsiveness to various products. Respondents were asked to like product in a blind condition. On evaluating they liked it on some

attributes like variety, brand and packaging style. Label style and brand evaluation are the strongest drivers for liking a product in blind condition. Purchase intent gets influenced by liking and price evaluation. Consumers differ in the responsiveness of liking different product characteristics. Consumers who were not experienced to a product chose mix of products while experienced consumers chose their product based on their liking and frequent users chose their product based on brand and packaging. Thereby this study reveals the impact of product packaging, branding and labelling on overall product liking these differences has strong impact on consumer responsiveness. (Simone Mueller Gergely Szolnoki, Food Quality and Preference.)

**9.** This article discusses about impact of self image congruence on consumers buying intention. A study was conducted to determine the effect of self image congruity on brand preference and satisfaction. It resulted that self image congruity strongly predicts consumers brand preferences and satisfaction. Respondents with high level of self congruity preferred a brand with level of satisfaction when compared to low level self image congruity. This paper also gives out the implications for the brand managers in positioning their brands in an effective way. (Ahmad Jamal (Lecturer in Marketing, Cardiff Business School, Cardiff)

**10.** As there is rapid growth in Online, one must invest in building and maintaining consumer loyalty in electronic marketplaces. This paper discusses the field of brand loyalty to E-loyalty and its underlying drivers. Also this paper has presented e-marketing practices and future research directions. (Marcel Gommans, Krish S. Krishnan, Katrin B Scheffold)

## **2.1 Types of Research:**

There are two types of research they are:

- Empirical
- Conceptual and This project is based on **Empirical research.**

## **Chapter3: Research methodology:**

### **3.1 Types of data:**

There are two types of data they are:

- Primary Research
- Secondary Research

**Primary Research** is that, data that is collected personally by conducting interviews, surveys etc.

**Secondary Research** is that, data that is collected from a previous primary research. That is Information gathered from magazines, old reports, etc.

For this study, I have used both the type of data (Primary and Secondary Research). In Primary Research I have collected data through Survey Method, Observation Method

(with Retailer and Customer); Interaction Method (with GRB's GM & ASM and Retailers).

### **3.2 Respondents:**

The respondents of this study are retailers and customers in various part of Chennai. The main point in this study is that Are the respondents aware of the company's brand & how much it is moving in market?

### **3.3 Population:**

The Population here refers to the respondents of various parts of Chennai

### **3.4 Sampling Framework:**

Respondents are a residence of Chennai, Tami Nadu.

### **3.5 Sample Size:**

For my survey, I have surveyed 120 respondents:

1. 60 surveys with retailers in various part of Chennai (covered 26 areas in Chennai)
2. 60 surveys with customers in various part of Chennai.

### **3.6 Tools used:**

Tools used for this study are Percentage Analysis, Hypothesis Analysis (t-test, ANOVA)

## **Chapter 4: Results:**

### **Retail Survey:**

I have surveyed 60 retail outlets in 26 areas. 55% of the survey was taken in Kirana shops while 41.7% in supermarkets and 3.3% in departmental stores. Majority of the retailers had their outlets for more than 10 years so retailers deal with GRB products from the commencement of its business. 46.7% of the customers were comfortable with the display of the store while 53.3% were Kirana shops. Some of the retailers (3.3%) were not happy with the supply of GRB Products while 95% receives supply at right time. Usage of GRB Ghee Product in stores is more than compared to other products (ie.-Ghee is been used by 98.3% of the stores, 40% of the store uses GRB Instant Mix, 16.7% of the stores uses GRB Ready to eat, 50% of the stores use GRB Sweets, 33.3% of the stores use GRB Masala Powders, 20% of the stores use GRB Snacks, 100% of the stores do not use GRB Ice Creams. GRB Ghee is been sold highly that is per day more than 0-40 units is been sold. Retailers get monthly & occasional schemes from GRB but they prefer in getting more promotional activities like other brands render 55% of other brands render promotional activities while only 35% is rendered by GRB. Retailers also deal with other brands like MTR, Haldirams, Everest, Sakthi, Aachi, Amul, Aavin, ITC, Britannia, etc and local brands like Maiyas, Mathura, Lakshmi, etc.

### **Customer Survey:**

Majority of the respondents where Female (58.3%), a majority were above 50 years old and had a good occupation. Respondents were much more aware of GRB Ghee than other products (ie respondents were aware of GRB Ghee by 83.3%, 46.7% of respondents were aware of GRB

Instant Mix, 16.7% were aware of GRB Ready to eat, 65% were aware of GRB Sweets, 35% were aware of Masala Powders, 20% were aware of GRB Snacks and 100% were not aware of Ice Creams). These respondents were aware of GRB Products through 40% by TV, 25% by HOARDINGS, 1.7% by Radio, 20% by Word of Mouth, 85% by visiting stores, 1.7% through other sources while 3.3% of the respondents have not heard about the product. Respondents mostly buy provisional products on monthly basis and 60% of the respondents prefer buying it in a Supermarket. Majority of the Respondents buy GRB Products for its good quality and taste. 75% chose GRB for its Taste while 53% chose because of its Quality. Majority of respondents think of GRB Ghee when they think of GRB Brand. 41.7% of the respondents choose other brands for its price, 48.3% of the respondents choose other brands for its taste, 45% of the respondents choose other brands for its quality, 33.3% of the respondents choose other brands for its quantity, 23.3% of the respondents choose other brands for its offers/freebies, 28.3% of the respondents choose other brands for its consistency, 45% of the respondents choose other brands for its freshness, 78.3% of the respondents choose other brands for its availability in near markets. 81.7% of the respondents are satisfied with the overall product and services of GRB.

**ANOVA:**

Annual Income vs Choice of Reasonable Price	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.214	4	.303	.455	.768
Within Groups	36.007	54	.667		
Total	37.220	58			

**Interpretation:**

Null Hypothesis:  $H_0$ : There is no significant association between Annual Income and Reasonable Price

Alternative Hypothesis:  $H_1$ : This is a significant difference between Annual Income and Reasonable Price

Therefore accept null the hypothesis and reject the alternative hypothesis as the significant level is more than 0.05.

**T-Test**

**Group Statistics**

Customers prefer another brand for Offers / Freebies	N	Mean	Std. Deviation	Std. Error Mean

Gender of the Customer Highly Dissatisfied	2	1.0000	.00000	.00000
Dissatisfied	19	1.5263	.51299	.11769

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Conf.Int. of the Diff.	
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Diff	Std Error Difference	Lower	Upper
Gender of the Customer	Equal variances assumed	651.42	.000	-1.418	19	.172	-.5263	.37118	1.30321	.25057
	Equal variances not assumed			-4.472	18.0	.000	-.5263	.11769	.11769	-.27906

Interpretation:

Null Hypothesis:  $H_0$ : There is no significant association between Gender of the Customer and Preference of Offers and Freebies in other brands

Alternative Hypothesis:  $H_1$ : This is a significant difference between Gender of the Customer and Preference of Offers and Freebies in other brands.

Therefore accept null the hypothesis and reject the alternative hypothesis as the significant level is more than 0.05.

#### 4.2 Strategies used for this study:

##### Position Map:

- GRB Ghee has positioned itself with Moderate and High Price compared to other brands like Krishna, Uthukuli Vennai, Britannia, Milky Mist, Sakthi, Aachi, ITC, SKC, RKG, SKC, Aavin, Hatsun, Udayakrishna. Customers have also rated GRB Ghee as good in taste.
- GRB Ready to eat positioned itself with moderate price rate and convenient compared to other brands like Mother's Recipe, MTR, Haldirams, A2B, Maiyas.
- GRB Masala Powders positioned itself with moderate price and in taste compared to other brands like MTR, Sakthi, Aachi, Krishna, Double Horse, ITC, Harima, Mamballam Iyers, Everest.
- GRB Sweets positioned itself with high in price and taste compared to other brands like Maiyas, Bambino, Haldirams.
- GRB Instant mix positioned itself with high price and moderate in taste compared to brands like MTR, Aachi, Lakshmi, Nirapara, ITC, Sakthi, Ayush, Mathura, Krishna.

- GRB Snacks positioned itself with moderate price and less awareness compared to other brands like Haldirams, Dev, Rajam, Sadhuragiri.

### **BCG Matrix:**

Through an analysis with the profit and revenue of GRB for the month June and July, it says that: GRB Sweets was having a high market share and market growth and becomes a star for GRB Company. It does well in the market and has great opportunities thereby continue investing in that product category, GRB Instant mix and Masala Powders has high market growth and low market share and becomes a Wild Child, it may or may not have an opportunity as the product is still in introductory stage. GRB Ghee is in Cash Cow Stage as this product category has a high market share. It which is doing well and with limited opportunity but this product category has reached its maturity level. Ready to eat, Snacks & Ice Creams are in Dog stage as both market share and market growth is low, GRB could liquidate or correct them as they are in declining stage.

### **PLC Strategy:**

**Introduction Stage:** Instant Mix, Masala Powders

**Growth STAGE:** Sweets

**Maturity Stage:** Ghee

**Declining Stage:** Ready to eat, Snacks & Ice Creams

### **Investment Strategies:**

The above table is about investment strategies by this analysis it says that:

- GRB's Business Strength is strong in Ghee and Sweets and average in Masala Powders also there is high industry attractiveness thereby GRB must continue investing in these products categories.
- It is better to hold the investment in Product Categories like Snacks and Instant Mix as GRB is not that strong in its Business Strength.
- And Divest Product Categories like Ready to eat and Ice Creams as there GRB is weak in its Business Strength

### **SWOT Analysis:**

**Strengths:** GRB manufactures products for vegetarians which is a delight for vegetarian people. They have aptly priced their products for the customers and also manufactured their products with attractive and effective packaging.

**Weakness:** GRB lacks in advertising their products, weak promotion and distribution network.

**Opportunities:** GRB should increase its reach and number of outlets. Also must aggressively advertise and promote their brand. The change in demographics would a chance to correct their product.



**Threats:** Customers might change their food habits to western ways and there is an increased competition from other brands and local players.

## Chapter 5: Findings:

### Retailer:

- Majority of Retail outlets buy goods when there is high demand for that Particular Product, as per the above analysis Ghee is been stored by a majority of the retailers than other Product Categories
- They also let new products in their outlet but if it is not in demand/not in stock/not supplied regularly, those products are removed.
- Majority of the Retail Outlets prefer Something In Return (Promotional Activity) on purchasing the company's product and majority of the competitors of GRB are rendering high promotional activity for retailers than GRB.

### Customer:

- Majority of the customers are very much aware of GRB Ghee than other Product Categories and Female respondents are very much aware than Male respondents.
- 40% of the customers have seen GRB Products through TV
- Visiting of Retail Outlets is based on income group, knowledge, need for the product availability of the product if there is an immediate need they visit Kirana Shops or else based on the income group, availability and knowledge customer tends to go online or visits shops in monthly basis.
- Majority of the Customers chose GRB for its Price, Taste and Quality
- Majority of the Customer prefer Other Brands for its Price, Taste, Quality, Offers/Freebies and mainly prefers a product for its Availability.

### Strategies:

- Through Position Map, GRB could relate themselves on where they stand?. They have high prices for Ghee Product and Moderate Price range for other Product Categories
- Through BCG Matrix, GRB could locate their market share and growth. The above BCG Matrix Pattern refers to Turnaround Strategy where GRB has a chance to correct themselves.
- Through PLC Strategy, GRB could locate" In which stage our Product Category lies?"Ready to eat, Snacks and Ice Creams in GRB is in a declining stage.
- Through Investment Strategy, GRB could decide "In which Product Category to Invest?"GRB should continue investing in Ghee and Sweets

## 5.1 Suggestions:

- GRB must create brand awareness also must strengthen their distribution network.
- They must come with more innovative varieties in Snacks, Instant Mix, Ready to eat for the future generation.
- Appoint Qualified Sales People
- Sales Persons must check with the outlets for proper advertisements (includes Posters, Flyers, etc).

- GRB must also involve in more promotional activities rather than participating occasionally (ie-giving promotional activities only on festive time).
- Innovate GRB's Product and reposition its products on advertisements
- Build Strong Brand Image

## 5.2 Conclusions:

I would like to conclude by saying that GRB has gained good image through its Ghee product still there are minor changes to be made to maintain a modern image they are:

- **Bring Your Brand to Current Era: ( Digital Marketing)**

GRB lacks in Social Media Marketing as there are only 44 followers in Twitter and 4,676 followers in Facebook according to owler, Social Statistics in May 2016 theyby they should adapt Digital Marketing

Adapt the 4 P's for Digital Marketing

This requires marketers to formulate a holistic FMCG digital strategy to not just influence their consumers, but also to personally engage with them.

- For long term purpose, GRB must consider gaining market research information on consumer perceptions as Consumer attitudes constantle change, this would lead to brand success
- Rebranding the organisation is possible in opening up new opportunities
- Creating a consistent and well-recognised name to the company with quality, performance and presentation, gives out beneficial results.
- Continuous reinforcement of the brand message through advertising and promotions will enable GRB to sustain its popularity for a longer period.
- Finally, to maintain the brand leadership GRB must be aware of and adopt to the coming trends/changes.

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