



A Study on Best Marketing Tool for New Product on Pidilite Industries

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1. INTRODUCTION AND DESIGN OF THE STUDY

INTRODUCTION

Pidilite Industries, a well-known name in adhesives market, was incorporated in 1969. Pidilite Industries is the market leader in adhesives and sealants, construction chemicals, hobby colours and polymer emulsions in India. Over two-third of the company's sales come from products and segments it has pioneered in India. Pidilite Industries is a company that is based out of India and that function in the consumer chemicals sector. A market leader in the adhesive products segment, some of Pidilite's flagship products include Fevicol, Dr. Fixit, FeviKwik, M-Seal, Motomax, and Fevistick. The adhesive brand Fevicol is a household name in India and the company has gained popularity under the brand Fevicol. Other products of Pidilite include adhesives, sealants, waterproofing solutions and construction chemicals to arts & crafts, industrial resins, polymers and more. The company has been in operation since 1959 and registered a gross revenue of USD 790 million in the year 2016. The company is headquartered in Mumbai and has manufacturing facilities in seven locations across India. Other than its home country the company sells its adhesive brands in various regions in South East Asia as well as in other parts of the world.

Products

- Under adhesives and glue segment it has manufactured wide range of products white glue, paper glue, termite treatment, PVC insulation tape, epoxy putty, etc. It has created brand like terminator, FeviStik, Fevikwik, etc.
- Art Materials and Stationery– Under this it manufactures Crayons, Oil pastels, markers, brushes, glass colours, Acrylic colours, etc. It also publishes books on craft, furniture design, hobby etc. In this segment it has created brands like hobby ideas, colstar, fevicraft, etc.

Milestones

- 2009– Pidilite acquires Woodlok, retail wood working brand of Henkel2008– Pidilite acquires Holdtite business of Hard Castle Ltd. (Sealants)2007 – Pidilite Brazil [Pidilite Do Brasil Desenvolvimento De Negocios Ltd] acquired Pulvitec, an Adhesives & Sealants company in Brazil.2006 – Pidilite establishes its R&D centre in Singapore to attract international talent and expand product innovation strategies.
- 2005 – To further international ventures and foreign acquisitions, Pidilite launches its first– ever international, wholly owned subsidiary under the banner Pidilite International in Singapore. This is followed by acquiring Chemson Asia Pvt. Ltd, a Singapore–based brand
- □ □ □ □ 2004 – Pidilite acquired the Roff brand of Construction Chemicals. Roff is a pioneer in construction chemicals in .
- The company grows a 1000 times in 45 years. The annual turnover touches a pivotal 1000 crores. A proud year for the brand.
- 2002 – Steelgrip, a leading brand of PVC insulation tape in India is acquired. Another segment added to the product portfolio of the brand.
- 2001 – Pidilite launches the Dr. Fixit range of Construction Chemicals, thus diversifying its product range. The extensive product range is used for waterproofing and repair for both new & old constructions.
- 2000 – M–seal, leading brand of epoxy compounds acquired, thus laying the foundation for the Maintenance Division of the company.

OBJECTIVES

- To know the socio-economic profile of the respondents
- To analyse the awareness level of consumer about pidilite products.
- To analyse the preference for the products of pidilite.

- To know the consumer satisfaction towards the pidilite
- To know the products of pidilite by customers

1.3. SCOPE OF STUDY

- To identify buyers behaviour towards pidilite products
- To analyze buyers preference of pidilite products according to their usage level and their needs of quantity
- To indentify the perecieved value of the buyers towards the pidilite products
- To analyze consumer satisfaction levels and expectation level on pidilite products

1.4. LIMITATIONS OF STUDY

- The study is limited to the coimbatore city only and therefore and results cannot be generalized
- The study has been restricted to 120 respondents due to the limited span of time the study being primary one the accuracy and reliability of data depends upon the information provided by the respondents

1.5. STATEMENT OF PROBLEM

- In changing life style environment and growing economic scenario indian consumers purchase behavior
- 2016-17 and moreover the personal income is drastically improving which shows more purchase power
- Largest population in the world market and also indian purchase behaviours prefered pidilite products
- The survey method was developed in the study to gain the perception and satisfaction level of pidilite products

RESEARCH METHODOLOGY

Marketing Research is the systematic designing, collection, analysis, and reporting data and finding relevant to a specific marketing situation facing the company.

The survey technique is intended to secure one or more items of information from a sample of respondents who are representatives of a larger group. The information is recorded on a form known as questionnaire. As data are gathered by asking questions from persons who are believed to have desired information, the method is known as questionnaire technique.

RESEARCH DESIGN: -

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IMPLEMENTATION:-

After the survey was conducted the Implementation work was carried out for the surveyed outlets, during the remaining period. In this procedure the visits were made to the outlets along with the vehicle and seen that the different problems encountered with the outlets during the survey were sorted out and seen to it the promotional activities were actually implemented. It was also seen that every outlet survey had a proper display of the company's product

SOURCE OF DATA

- The primary data was collected through the 120 respondents

CAPTER-2

REVIEW OF LITERATURE

1. *Mistra Dharmendra S. (2012)*

Mistra Dharmendra understood a study to analyze the effect of various determinants on the profitability of the selected companies. It concluded that debt equity ratio, inventory ratio, total assets were important determinants which effect positive or negative effect on the profitability. It suggested to improve solvency as to reduce fixed financial burden on the company profit & give the benefit of trading on equity to the shareholders.

2. *Laurent Weil (2004)*

This study was conducted to examine leverage and corporate performance from their efficiency analysis. The main objective was to study about the relationship between leverage and corporate performance. The study provides major importance to frontier efficiency technique as a tool. The study found that the relationship between leverage and corporate performance is significantly positive.

Sudarshana Reddy (2003)

Sudarshana Reddy (2003) studied the financial performance of paper industry in Andhra Pradesh. The main objective set for the study are to evaluate the financing methods and practices to analyse investment pattern and utilisation of fixed asset. The data collected have been examined through ratios, common size balance sheet, and comparative financial Statement analysis. This study suggested that paper industry need the introduction of additional fund for better operating purpose.

3. *Gangadhar (1998)*

He has made an attempt on "Financial Analysis of Companies in Criteria: A Profitability and efficiency focus" one of the objectives of the study is to analyze the liquidity position of the companies and to point out the factors responsible for such a position. It is concluded that the liquidity position was quite alarming since these are facing chronic liquidity problems. Their proportion current assets in relation to the current liabilities are very low. It is suggested that, they may be improved by reducing excessive burden of current liabilities or increasing the level of current assets depending upon the requirements

4. *Bansal and Gupta (1985)*

In their study entitled, "Financial Ratio Analysis and Statistics" enlightened that the coefficient of variation in the study period had a wide gap varying between 7.1 per cent

5. *GOWTHAM (2000)*

Pidilite is one of the leading industry of India who make lots of product, I brought Pidilite Moto Max for my maruti suzuki swift Polish it is used to Dashboard & Vinyl Polish of Any Car or Two Wheeler, after washing My car I will suggest to Mecanic Polish My car By Moto Max Polish after done Polish Car looks like new, Polish do restore all Paints dirt clean and Make it shiney, my car look to shine after this product used, It combination Wax & Micro Polishing agents which restore Dullpaint work and clean it and car looks new,

HISTORY OF PIDILITE COMPANY

About Company

Pidilite Industries Limited is an Indian-based adhesives manufacturing company. It also sells art material, construction chemicals and other industrial chemicals. Pidilite markets the Fevicol range of adhesives. Its other brands are Fevikwik, Dr. Fixit, "Roof", Cyclo, Ranipal, Hobby Ideas, M-seal and Acron. Pidilite's Fevicol brand Pidilite's corporate office is located in Andheri (East), Mumbai. The company has manufacturing facilities in India, including Mahad (Maharashtra), Vapi (Gujarat) Baddi (Himachal Pradesh) and Kala Amb (Himachal Pradesh). It also makes Fevi Kwik, a popular instant adhesive In South Asia 1969- The Company was incorporated as a private limited company on 28 July under the name of Parekh Dychem Industries Pvt. Ltd., to acquire and take over on a going concern the business carried on by a partnership firm M/s. Parekh Dychem Industries established in 1961 and having a factory in Mumbai. The Company was promoted by Balvantray Kalyanji Parekhalong with his brothers. The brand names, are being Fevicol, Fevibond, Fevigum, Pidifix, Pidivyl, Pidicryl, Acrolise, etc.- The Company undertook to set up synthetic resin project with a capacity resin project with a capacity of 3000 TPA at Mahad Industrial area in Raigad district, Maharashtra. Also undertook to set up a constructions chemicals project at Taloja industrial area, Taloja, Maharashtra. 1984- Three other companies in the same group viz., Kodivita Pvt. Ltd., erstwhile Pidilite Industries Ltd., and Triveni Chemicals Ltd. were amalgamated with the Company effective 1st July, 1st April 1989 and 1st April 1992 respectively.- Effective 1st July, Kodivita Pvt. Ltd. amalgamated with the Company after necessary approvals. The shareholders of erstwhile Kodivita Pvt. Ltd., were allotted 41,000-15% preference share of Rs 10 each and 19,500 shares of Rs 10 each.- 54,000 I and II Pref. - 4% shares allotted to promoters. 26,000 No. of equity shares allotted to promoters originally: 26,000 Rights shares issued in prop. 1:1 in 1980, 52,000 bonus shares issued in prop. 1:1 in 1981- II Pref. 4% shares &

I redeemed. 12% redeemable shares upgraded to 15%. 19,500 No. of equity shares and 41,000-15% Pref. shares allotted to Kondivita Pvt. Ltd. on amalgamation. 54,000-15% Pref. shares allotted to promoters & in lieu of 1st and 2nd 4% Pref. shares. 1986- The Name of the Company was changed to PDI chemicals private limited on 1st July, and then to PDI chemicals limited, on 28th October, 1988. Name was once again changed to Pidilite Industries Ltd., on 21st February, 1990. 1989- Effective 1st April, Pidilite Industries Ltd. was amalgamated with the Company. As per the scheme of amalgamation, 1,93,500 No. of equity shares of Rs 10 each and 72,000 15% preference shares of Rs 10 each were allotted to the shareholders of erstwhile Pidilite construction chemical.

Company Strategy

The Company's technical collaboration agreement with Shamburg & Co., KG. Germany for transfer of technical process know-how and specifications of the plant etc., was extended till 8th September. 1996- The first phase of grass root plant for manufacture of synthetic resins of various types was commissioned in March at Mahad with a capacity of 7800 TPA. In the second phase, a loop process plant for continuous emulsion polymerization was to be commissioned.- Introduction of several new products in technical collaboration with M/s. Crown Berger Ltd., U.K.- The Company allotted 61,17,200 No. of equity shares of Rs 10 each as bonus shares in the ratio of 1:1. 3,800 shares were kept in abeyance due to dispute relating to the title of the same. 1997- 600 bonus shares allotted from Bonus Share Issue Suspense Account.- The company has set up three wind mills of 230 Kev each at Village Pransla near Dhank In Gujarat.- The Pidilite Industries Limited, manufacturer of the popular Fevicol brand of adhesives, is actively scouting around for buyers for its chemical and specialty resins business. The company has been in talks with several international players in a bid to either sell off the business or enter into a joint venture. 1998- Triveni



ANALYSIS AND DATA INTERPRETATION

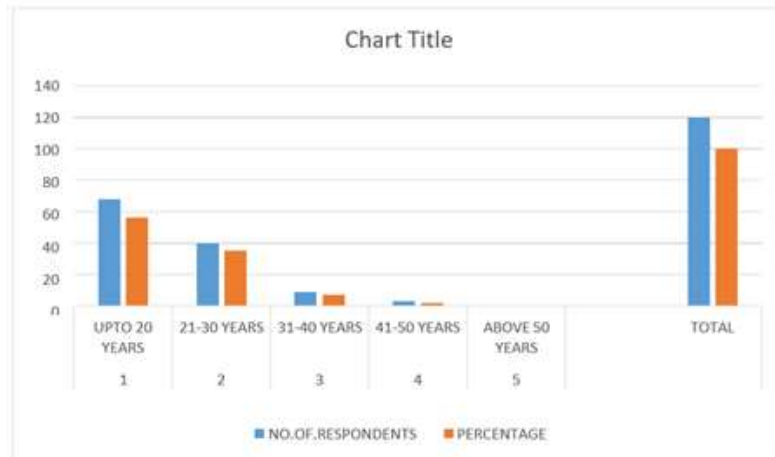
TABLE NO 4.1.1

The age wise classification of the respondents

S.NO	AGE	NO.OF.RESPONDENTS	PERCENTAGE
1	UPTO 20 YEARS	68	56
2	21-30 YEARS	40	35
3	31-40 YEARS	9	7
4	41-50 YEARS	3	2
	TOTAL	120	100

CHART 4.1.1

Age wise classification



INTERPRETATION:

From the above table 56% of respondents are below the age group of 20 years and 35% respondents are under the age group of 21-30 years, 7% are under the age group of 31-40 years, 2% of respondents were under 41-50 years.

Hence the majority, 56% of respondents are below the age group of 20 years.

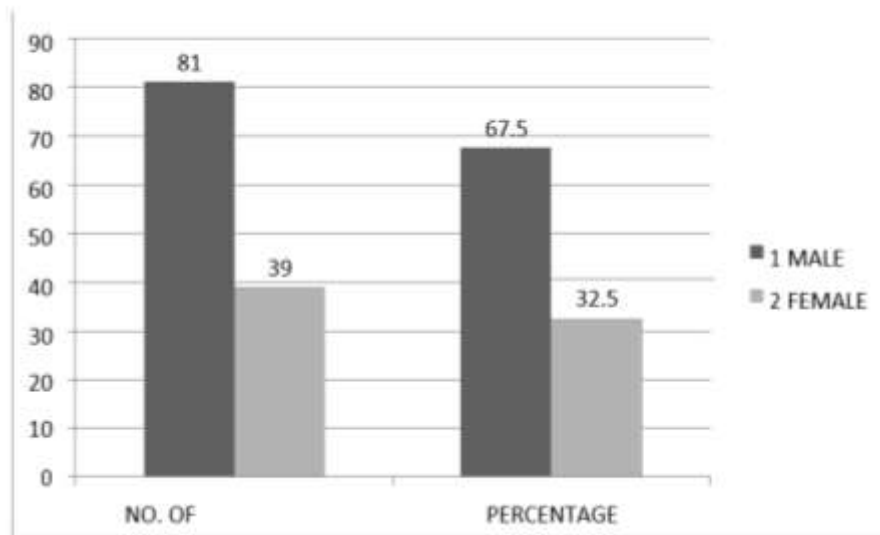
TABLE NO 4.1.2

GENDER GROUP

S.NO	GENDER	NO.OF.RESPONDENTS	PERCENTAGE
1	MALE	81	67.50
2	FEMALE	39	32.50
	TOTAL	120	100

CHART 4.1.2

Gender wise classification



INTERPRETATION:

The above table indicates 67.5% of respondents are male and 32.5% of the respondents are female.

Hence, the majority 67.5% of respondents are male

TABLE 4.1.3

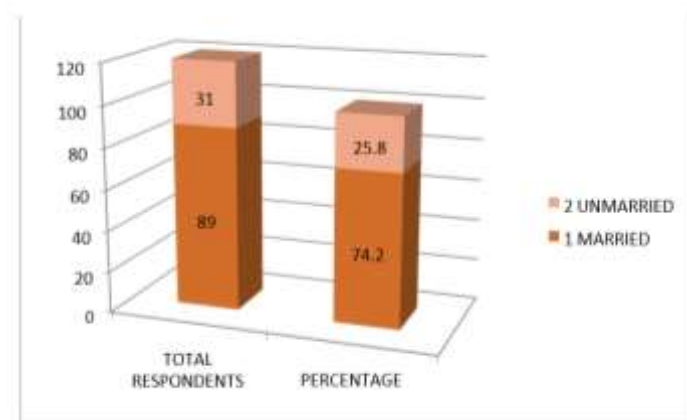
MARITAL STATUS

S.NO	MARITAL STATUS	TOTAL RESPONDENTS	PERCENTAGE
1	MARRIED	89	74.20

2	UNMARRIED	31	25.80
	TOTAL	120	100

CHART 4.1.3

MARTIAL STATUS OF RESPONDENTS



INTERPRETATION:

The above table indicates 25.8% of the respondents are married and 74.2% of the respondents are unmarried

Hence, the majority of the respondents are unmarried (74.2%)

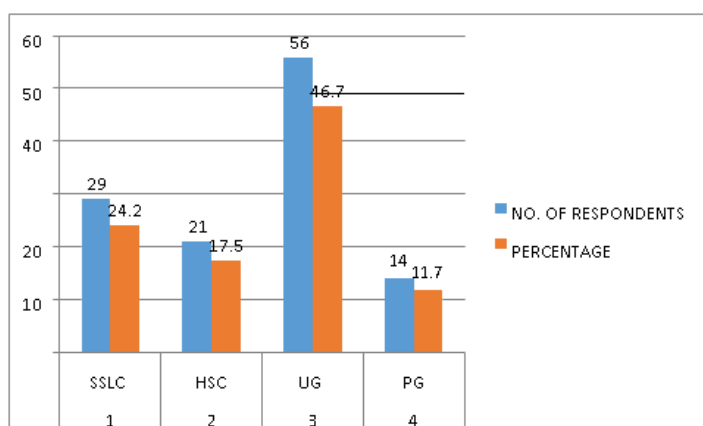
TABLE 4.1.5

THE TABLE SHOWS THE EDUCATION QUALIFICATION OF THE RESPONDENTS

S.NO	EDUCATION QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
1	SSLC	29	24.20
2	HSC	21	17.50
3	UG	56	46.70
4	PG	14	11.70
	TOTAL	120	100

CHART4.1.5

EDUCATIONAL QUALIFICATION



INTERPRETATION:

The above table shows that respondents of 24.2% are SSLC, 17.5% of respondents are HSC, 46.7% of respondents are UG and 11.7% of respondents are PG

FINDINGS

1. Majority of respondents were 68% of upto 20 years
2. Hence, the majority of the respondents are male 67.5%
3. Hence, the majority of the respondents are unmarried (74.2%)
4. Hence, the majority of the respondents are in rural (60.8%)
5. Hence, the majority of the respondents are unmarried (74.2%)
6. Hence, the majority of the respondents are students (40.8%)
7. Hence, the majority of the monthly income was 10000-20000 (53.3%)
8. Hence, the majority of the respondents are by tv (45.8%)
9. The majority of the respondents are affordable of the products
10. The majority of the respondents are affordable of the products
11. The responders know about the brand of pidilite 55.8%
12. The above table indicates that the respondents are satisfied with the pidilite products
13. The responders know about the brand of pidilite 55.8%
14. Majority of 87% were used pidilite
15. The majority of the respondents are using the products
16. The majority of the respondents are responds for yes (72.5)

SUGGESTIONS:

Shareholders fund has to raise more, So as to bring the debt equity ratio to standard level. It is advisable to take more effort to increase overall efficiency of the Business Company shows better net profit ratios and it should maintain.

CONCLUSIONS

” MARKETING ANALYSIS OF PIDILITE INDUSTRIES LIMITED”. marketing performance

is the process of measuring the result of a firm’s overall Marketing health over a given period of time utmost care has been taken at all levels of the project work right from the beginning of analyzing accounting information provided by profit and loss account and balance sheet. The study highlights the financial performance of Pidilite Industries limited is satisfactory. The financial statement of company was analyzed and interpreted with the help of balance sheet and profit and loss account of last 5 years 2015- 2020. So financial performance is satisfactory and they have maintain it for future.

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