<u>Statistical Analysis of the marketing strategies of the Grey Cement Industry</u>

By
Chetan Matey
(Research Scholar)
Faculty of Management & Commerce
Subject- Marketing Management
North Maharashtra University, Jalgaon

Abstract

This is a study based on grey cement industry where by its marketing strategies in context to brand promotion has been studied with the help of a statistical tool called Friedman Test. It is a test where by few variable factors are taken and the mean ranks are calculated with the help of a software and the factor getting the highest mean rank tells about its dependency level. Accordingly the hypothesis stands accepted or rejected.

Keywords: -

Cement, globalization, strategies, Freidman test, mean rank.

I.   Introduction

The globalization and acceptance of information and communication technology widely, the industrial houses are facing very tough competition. Hence they require minutely framed marketing strategies to enhance their business and in turn to achieve maximization of profit, the sole objective of the business. Marketing strategies are the sum totals of all those activities which are directed towards achieving an organization marketing goals. The marketing strategies establish what kind of activities an organization will be engaged in the area of marketing and its objectives for each of such activities. Marketing strategies also include the

Formulation of marketing programs and their implementation. Cement is one of the core industries which plays a vital role in the growth and expansion of a nation.

Problem Statement:

In the present era of competitive market, the cement industries also have competition with the MNCs of different countries. Being India as a developing country, there is rapid rise in infrastructure development to attract more business from the globe. The technical expertise available presently compared to the previous period 10 years ago is more, also the literacy rate of India is higher than before, the construction business is facing tough competition and hence the Cement industries making business. To survive in this competitive market, the Cement industries need to be always alert and work specifically on designing productive marketing strategies to maintain or increase their market share so as to enhance profits.

IMPORTANCE OF THE STUDY

The study will lead to understand the marketing strategies (BRAND PROMOTION) for organization to utilize the skills of employees and stakeholders and can help to develop creative approaches to sales and customer service.

Hypotheses

H1: Grey Cement sales is independent of marketing strategies of the cement industries in context to brand promotion.

H2: Grey Cement sales is dependent on marketing strategies of the cement industries in context to brand promotion.

Data Collection

A combination method approach of investigation will be made use of in this study.
The Quantitative Analysis will be done through self-completing questionnaire using Non Probabilistic Purposive Judgmental Sampling technique. And Thematic Analysis will be carried out for Qualitative Data gathered through interview schedules.Participants in this study will be required to respond to questionnaire as well as interview schedule, depending upon the nature of the query put forth by the research.

Primary data

Since this thesis is employing a combination approach, for the qualitative analysis, the research scholar will use semi-structured interviews (interview schedules) do collect qualitative data. For the empirical analysis, an extensive survey in the form of a self-completion questionnaire will be used for Wholesaler, Retailer and Customers.

Secondary Data

Published Secondary Sources such as websites of other institutes, employment data from public records & statistics, library books, newspapers, reports & publications on employability, magazines etc. will be made use of.

Un-Published data such as placement data, conference proceedings and seminar papers will be made use of.

Sample Design

As per C. R. Kothari, "when field studies are undertaken in practical life, considerations of time and cost almost invariably lead to a selection of respondents, the respondents selected

Should be as representative of the total population as possible in order to produce a miniature cross-section" this selection of respondents is called as Sample.

Sample Unit and Sample Size:

The Jalgaon district is having 15 taluks, hence the sample size determined will be equally distributed for collection of primary data from sample units spread over the research field.

As per the sample size determination formula $n = [(z^2 * p * q) + ME^2] / [ME^2 + z^2 * p * q / N]$ with confidence level 95% and Margin of error 5% with normal distribution 50%. The total population of Jalgaon District is 42, 29,917 as per the 2011 census. It is presumed that the 5% individuals are constructing their houses including 1% who are building their houses at their own i.e. without the help of builder and contractor. Hence, 1% of the population of jalgaon district is 42299 and the sample size determined is 381.

Methodology

This study has been made under the statistical tool of Friedman test taking into consideration seven factors.

Data Analysis

There has been consideration of seven variables among which brand promotion is one about which hypothesis has been taken.

MEAN RANK TABLE (FRIEDMAN TEST)

SUB DEALER NETWORK	4.06
PRICING	4.12
NON PRICING INITIATIVES	3.68
INFLUENCER OFFERING	3.03
LOGISTICS SUPPORT	2.72
BRAND PROMOTION	5.55
GIFTS	4.85

TEST STATISTICS TABLE

N	202
CHI-SQUARE	259.128
Df	6
ASYMP SIG.	0.000

Level of significance = 0.05

Chi-sqaure (6) = 259.128

$P < 0.001$

The above tables and statistical calculation based on the Friedman's Test reveals that "P" value is less than 0.05 and hence the null hypothesis stands rejected. If we compare all the seven variables we can clearly see from the table that brand promotion is having the highest mean rank.

Conclusion

Grey Cement sales is dependent on the marketing strategies in context to brand promotion of the cement industries. Hence, H1 rejected and H2 accepted. Null hypothesis stands rejected.

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