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A Study on the Nature of the Quality Brands of Crackers and Sales in Virudhunagar District

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Abstract: ***Sivakasi city in Virudhunagar district is the largest firecracker manufacturing center in India. In Sivakasi they excel not only in making crackers but also in selling them. There are more than thousand selling shops around Sivakasi. They are sold wholesale or retail in all showroom. Kannan crackers Retail have an outlet at Meenampatti near Sivakasi. They have their own manufacturing fireworks and company showroom have been operating in an excellent manner for the past 20 years. All types of crackers manufactured by them are sold in wholesale and retail. According to the requests of his customers he not only manufactures crackers of his own but buys quality crackers from other manufacturers to satisfy his customers. Kannan brand is standard and very low cost. Kannan plant is the first in Virudhunagar district in the selling of Flower pots fireworks. Since Flower pots are a favorite crackers for boys, Kannan brand gives the boys colors.***
Keywords: Growth of Retail, Brand Name, Purchase of Brand on Cracker, Sales of Brand

I. INTRODUCTION

Sivakasi in Virudhunagar district Is the center of crackers production. Most of the crackers made here are decorated with colorful bursts. Especially in the district-level licensed firecrackers, various types of firecrackers such as Flower pots big, Flower pots Special, Flower pots Ashoka, Flower Pots Dix, Color Koti, Color song, Pepoyee, 4" Twinking Star, 7" color Pencil, 12" Silver Tourch, Magic pops , Electronic Stone, 28 Chorsa , 28 Giant, Baby rocket, Color rocket, Dancing Wheel, Garland Chakkar Special are manufactured for children. Retailers in the crackers business get a certain amount of revenue because of the low cost of making crackers for kids. Similarly, in Nagpur licensed factory, youth firecrackers 30 shots, 60 shots, firecrackers go more than 100 feet and make a high pitched sound of many colors which is pleasing to the eyes and at the eyes and at the same time pleasing to the mind. But one of the firecrackers for kinds, The Flower pots goes only 15 feet high and emits multi-colored lightwhich brings great joy to the kids. Children use firecrackers enthusiastically as the wheel spins on the floor. Even if a little, So theyalso enjoy bursting them with joy. Everyone can enjoy bursting children's crackers and thus there is no danger to anyone, so children's crackers are sold at most retailers.Firecrackers are made for kids while crackers are made for youth and adults in the crackers factory. Retailers buy children's crackers from crackers and put them in gift boxes along with bigger crackers and sell them at a good price. Karinaare earning huge profits from it every year. Therefore, retailers like to buy and sell children's crackers. Although there are many brands of children's crackers, only a few brands sell the most. Children like to buy some crackers. A study is done on which is the bestselling children's cracker. Virudhunagar District has seven taluk. A Total of 40 firecrackers retail teams including 10 firecrackers retailers located in each talik of Sivakasi, Vembakottai, Srivilliputhur, Sattur were asked questions and thereby this study highlights which type of brand for children is sold the most. Retailers sell leaflets on every box of crackers to educate children on how to use them and to create awareness. Such awareness sheet would have given instruction on how to use firecrackers and how to avoid accidents during bursting of firecrackers. There are less than 3500 retail crackers shops operating. Retailers sell the crackers manufactured in their own crackers showroom. Also, the products produced in other firecrackers factories are bought at low prices and sod good prices. Selling all the moderate crackers in Virudhunagar district is considered an important job by the retailers. Recognizing the challenges associated with purchasing high-quality fireworks during the Diwali season, we development a solution that allows customers to buy fireworks online. We exclusively offer products that meet high standards of quality and have been well-received by our clientele. Marketing begins and end with customers. This is a robust system that can independently fulfill the demands and desires of consumers at their preferred location and price. The basic pressure of any marketing activity is turning the four Ps i.e., Product, Price, Place, Promotion. This chapter aims to examine the marketing strategies employed by firecracker manufacturers in Sivakasi, located in the Virudhunagar district. A retail strategy encompasses various methods designed to enhance product awareness, boost sales, and improve profitability for firecrackers.

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It extends beyond mere advertising in local newspapers, incorporating elements such as store layout, social media engagement, and employee involvement as integral components of retail marketing plan. Retail marketing refers to the strategy of promoting goods and services to customers via multiple distribution channels to enhance in sales. This encompasses both direct and indirect marketing approaches, including advertising, promotions, public relations, collaborations, and digital marketing. Retail business is very important in the cracker industry. Knowing the price of the product, it is bought at a lower price and sold at a certain profit.

II. RETAIL MARKETING REVIEW AND LITERATURE

In her 2006article,KaltchevaVelitchkaestablished a conceptual framework suggesting that the motivational orientations of consumers' influence the relationship between the arousal generated by a store environment and the perceived pleasantness of that environment. For consumers motivated by recreation, heightened arousal positively affected their sense of pleasantness. Additionally, this increased arousal led to a greater likelihood of visiting and purchasing in the store among those with recreational motivations, whereas it adversely affected the shopping behavior of task-oriented consumers. The sense of pleasantness served as a mediator in the relationship between arousal and shopping behavior.

Bhardwaj, R.K., and Makkar, U. (2007) in their study opined that North Central Region (NCR) and Mumbai would dominate the Indian retail trade, and would continue in the years to come. The researchers discovered that secondary metropolitan areas were regarded by retailers as the upcoming retail hubs that would pose a significant challenge to Mumbai and the National Capital Region (NCR). Factors such as increasing income levels and heightened aspirations are expected to drive the demand for organized retail. Retailers have recognized a significant transformation in consumer behavior, shifting from a focus on saving to one of spending.

In their 2003 article title "Loyalty Program Attributes and Their Influences on Retail Customer Satisfaction" Bridson and Hickmandiscovered have that soft attributes play a crucial role in predicting customer satisfaction related to merchandise, trading format, customer service,and store communication. They noted that while customer service and communication are more effectively predicted by hard attributes, satisfaction with merchandise is more closely associated with soft attributes.

In the above review the consumer has a positive effect on high excitant, entertainment, awareness pleasure. Similarly, bursting firecrackers gives more excitement and happiness. Also Sivakasi in tamilnadu has the highest number of firecracker retailers. Thus the retailers in Sivakasi are selling crackers for children. It is customary for retailers to sell company brands to attract their customers. The selling of a certain brand of customers who are very high in that way illustrates the uniqueness of retailers.

III. CONCEPTUAL DEFINITION

1) Production

Production or manufacturing refers to the process of integrating various inputs tocreate a productintended for consumption. Output, a good, holds value and enhances the utility of individuals.

2) Marketing

Marketing involves conveying the value of a product or service to customers with the aims of promoting or selling it. The primary objective is the boost product sales and increases the company'sprofits. Marketing service as a support mechanism for the sales team by disseminating messages and information to the target audience.

3) Retailer

A Retailer defined as a dealer in goods and service who acquires products from manufacturers and wholesalers to sells to end consumers. Retailers play a crucial rolein the distributionchannel.

4) Customer

A customer is defined as the individual who receives a good, service or product from a seller, retailer or supplier in exchange for a monetary or other valuable consideration.

IV. SCOPE OF STUDY

1) A Study on identify the favorite crackers of children.
2) A Study on problem faced by retailer outlets in crackers.
3) A study on how much profit retailers make from crackers

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V. OBJECTIVES OF STUDY

1) To know about the profit that can be achieved by retailers through crackers industries.
2) To study the problem faced by retailers in selling firecrackers.
3) To analysis the price of the fireworks products.

VI. METHODOLOGY

This study utilizes both primary and secondary data, focusing in part on the online customers and direct customers. Primary data was gathered from participants using a carefully crafted interview schedule, which was refined through a percentage and chi quire test. Secondary data was sourced from variety of journals, website.

VII. TOOLS AND TECHNIQUES

The data is analyzed utilizing suitable statistical tools and techniques, such as percentage.

A. Growth Of Retail Cracker Shop

The number of retail cracker shop is situated in Virudhunagar district is presented in table.1

GROWTH OF RETAIL CRACKER SHOP

SI,NO	YEAR	NO. OF FACTORIES
1	2000	495
2	2007	584
3	2010	800
4	2013	1035
5	2018	1431
6	2020	1913
7	2021	2089
8	2022	2809
9	2023	3500

Table 1,shows the growth of Retail cracker shop in Virudhunagar district. There are the year 2000 the number of retail cracker shop had risen to 495, then it was to 800 in 2010, and by the year end of 2020 the number of shop was 1913. Next, the year of 2022 the number of retail crackers shop risen 2809. By the year end of 2023 the total number of retail cracker shop was 3,500.

B. Marketing Cost

Singh defined marketing cost as the disparity between the final price paid by the consumer and the price received by the producer. Ghull and Gangevar characterized marketing cost as the total expenses incurred by each entity within the marketing channel for executing their roles, which encompass transportation, loading, weighting, cleaning, market fees, commissions, sales taxes, processingcost, and wastage. In this study, marketing cost encompasses the actual expenditures incurred by various agencies, including commission agents, wholesalers, and retailers, during their operations in transferring goods from the producer to the end consumers.

C. Marketing Mix

- PRODUCT
- PRICE
- PLACE
- PROMOTION

1) Product:

Krishnasamy fireworks, KR fireworks, World fireworks, Ajanta fireworks, Mukil fireworks names are manufacturing crackers with multicolored brands in ways that appeals to children. Therefore, when we asked the questions to the retailers required for our study, which ways that appeal to children. Therefore, when we asked the questions to the retailers required for our study, which type of brands made for children are sold in large quantities, it is given in percentage from through their answers.

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2) Price:

The raw materials and chemicals require for the manufacture of the children's brands is minimal and are also available at low cost. So the selling price is not as high as other brands. So kinds buy crackers of specific bran and enjoy bursting. The price list of such brand is given from what they know as retailers.

3) Place:

Small and big brands need to have a high traffic location withal necessary space and facilities to sell them. Car parking for vehicles to facilitate the sale of firecrackers, Children's amusement park as well as adequate safe facilities for bursting of sample firecrackers.

4) Promotion:

Each brand looks forward to the next phase of its sales. Promotion by Adventuring and Web side by his brand. Adventuring highlights the nature of its bran and its price through local channel TV and banner. Similarly, through the website, its brand clearly attracts customers through YouTube, Google, share chart, Instagram, Clearly and its prices.

D. Price related marketing strategies

The price serves as a mechanism for quantifying the perceived value of a product to the customer at the point of sales. It represents the total amount charge for a product or service, encompassing warranties, guarantees, delivery, discounts, and other conditions of sale that are not billed a separately. Therefore, the price must reflect the total benefits provided. It is the sole objective criterion for consumers when comparing alternative products and making their final decision. The prices of various cracker boxes or packets vary based on their features, internal specifications, and the methods used in their production. This study examines the prices of small flower pots, large flower pots, Ashoka flower pots, giant flower pots, deluxe flower pots, color-changing pots, and multi-color showers as offered by retailers.

Table 2
PRICE OF FLOWER POTS

CRACKER NAME	PRICE OF BOX / 10 PIECE (in Rs)	RANK
Flower pots Small	180	IV
Flower Pots Big	250	III
Flower Pots Ashoka	140	VI
Flower Pots Giant	380	II
Flower Pots Deluxe	90	VII
Color changing Pots	160	V
Multi color shower	650	I

Source: primary data

From the table 2, theprice of Flower pots is given according to rank. The multi color shower Rs 650 in I rank, next Flower pots giant Rs 380 is rank II. then, Flower pots big Rs 250 is III rank, Flower pots small is Rs 180 rank IV, Color changing pots Rs 160 is V, next Flower pots ashoka Rs 140 in VI rank, Flower pots deluxe Rs 90 is VII rank.

E. Brand Name

Renowned brand names can effectively communicate product advantages result in greater retail benefits compared to lesser-known brand (Kelter, 2003), Numerous unfamiliar brand alternatives exist in the marketplace; however, customer open tend to place to their trust in well-esteemed brand names, along with their associated images, entice consumers to make purchases and foster repeat buying behavior while minimizing price-related switching tendencies (Cardigan and Foster, 2000).

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Additionally, brand personality establishes connections to the emotional and self-expressive advantage of the brand, which is crucial for differentiation, particularly for brand that exhibit only slight physical variations. This is especially relevant in social contexts where the brand can create a distinct image for the consumer.

As noted by kohli and Thakor (1997), the establishment of a brand name involves creating an image or developing a brand identity, which is both a costly and time-intensive endeavor. The formulation of a brand name is crucial aspect of this process, as it serves as the foundation for a brand's image. A strong brand name is vital for a company to attract customers and encourage repeat purchases. Consumers tend to view products holistically, linking the brand name to all the attributes and satisfaction derived from the purchase and use of the product.

Table.3
BRAND NAME OF RETAILER CRACKERS (IN PERCENTAGE)

SL.NO	BRANDS	INCOME GROUP			TOTAL
		Low	Middle	High	
1	K.R BRAND	17.13	32.17	26.07	22.80
2	LOGU BRAND	20.00	13.04	23.36	16.00
3	LARA BRAND	29.50	40.00	26.60	33.60
4	KANNAN BARND	40.87	26.00	40.00	34.00

Source: Primary Date.

It is observed from Table.3 that in general 34.00 percent of the respondents reported better brand name is Kannan, as the main attribute for brand name of retailer crackers. Next, better than 33.60 is Lara Brand, 22.80 is K.R. Brands and 16.00 is Logu Brands.

In the low income group, 40.87 percent of the respondents opined better quality of the brand as the prime reason for the choice of their Kannan brand. K.R.Brandwas stated by 17.13 percent less than in low income groups.

In the middle income group, 40.00 percent of the respondents opined better quality of the Lara brand as the prime reason for the choice of their brand. Logu Brand was stated by 13.04 percent less than in middle groups.

In the high income group, 40.00 percent of the respondents opined better quality of the Kannan brand as the prime reason for the choice of their brand. Next to better quality, Logu brand was stated by 23.36 percent less than in high groups

F. Reasons for the brand preference of cracker:

He respondents were asked to indicate the reasons for preferring the brand of their choice. In general several reasons like more Easy Availability, Reasonable Price, Brand Loyalty, Better Quality, According to All were indicated by them. The reasons were analyzed and presented in table

Table. 4
REASONS FOR THE BRAND PREFERENCE (IN PERCENTAGE)

SL.NO	REASONS	LOW	MIDDLE	HIGH	TOTAL
1.	Easy Availability	28.76	27.82	26.33	27.63
2.	Reasonable Price	29.62	40.00	40.00	36.54
3.	Brand Loyalty	24.76	25.21	40.00	29.99
4.	Better Quality	36.19	52.19	63.33	50.57
5.	According to All	23.70	31.21	36.67	30.53

Source: Primary Date.

It is observed from Table.4 that in general 50.57 percent of the respondents reported better quality as the main attribute for purchasing their brand preference. Reasonable price and According to All are other considerations for the purchase of a particular brand by 36.54 and 30.53 percent of the respondents. Brand loyalty 29.99, Easy availability 27.63 were the other reasons attributed by the respondents in that order.

In the low income group, 36.19 percent of the respondents opined better quality of the brand as the prime reason for the choice of their brand. Next to better quality, According to All was stated by 23.70 percent less than in low groups.

In the middle income group, 52.19 percent of the respondents opined better quality of the brand as the prime reason for the choice of their brand. Next to better quality, Brand loyalty was stated by 25.21 percent less than in middle groups.

In the high income group, 63.33 percent of the respondents opined better quality of the brand as the prime reason for the choice of their brand. Next to better quality, Easy availability was stated by 26.33 percent less than in high groups

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G. Period of purchase of brand cracker:

The period of utilization and purchase of brand crackers by various income groups were gathered from the sample respondents and the details are furnished in table.

Table.5

PERIOD OF PURCHASE OF BRAND CRACKER (In Numbers)

SL.NO	INCOME GROUP	BELOW 1 YEAR	1-3 YEARS	ABOVE3 YEARS	TOTAL
1.	LOW	24 (11.43)	126 (60.00)	60 (28.57)	210 (100.00)
2.	MIDDLE	14 (6.08)	108 (46.96)	108 (46.96)	230 (100.00)
3.	HIGH	11 (6.88)	53 (33.12)	96 (60.00)	160 (100.00)
	TOTAL	49 (8.17)	287 (47.83)	264 (44.00)	600 (100.00)

Source: Primary Data

Table.5 shows that 8.17, 47.83 and 44.00 percent of the respondents used brand crackers for less than one year, one to three years and more than three years respectively. Among the low income group of respondents 11.43 percents have utilized brand crackers for less than an 60.00 and 28.57 percent of the respondents from high and low income groups respectively have used the branded crackers for more than one year. In the middle income group, an equal number of respondents have utilized branded crackers for one to three years and more than three years. In the high income group, 60.00 percent of the respondents have utilized the brand crackers for more than three years. In sum 91.83 percent of the sample respondents have been in the habit of utilizing brand crackers for more than one year and the number of respondents using brand crackers for more than three years was more pronounced in high income groups than other income groups.

H. Retailer Purchase Of Brand Cracker

Here, Chi-Square test was used. It is calculated by using the following formula;

$$\text{Chi-Square} = \sum \frac{(O-E)^2}{E}$$

With (R-1) (C-1) degrees of freedom

Where

O = Observed frequency

E = Expected frequency

$$\text{Expected value} = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$$

C- Number of column in a on ligancy fall

r – Number of rows contingency

In order to find out whether there is any correlation between the family members and income of respondents, Chi-Square test is presented below.

Calculated value of Chi-Square = 13.19

Table value at 5 percent level = 9.488

Degrees of freedom = 4

Since the computed value is lower than the tabulated value at the 5 percent significance level, the null hypothesis is rejected. Therefore, it can be concluded from the table that there exists a significant relationship between income level and the timing of bran cracker purchases.

1) Discounts and allowances offered to wholesalers

Price reductions and allowances are concessions provided to merchants or purchasers, represented as deductions from the standard price or the total of a bill or invoice. Firecracker manufacturers are offering the following forms of discounts and allowances.

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This type of free cracker items discount is not offered to the buyers by the diary manufacturer. To incentivize customers to make larger or bulk purchases and to consolidate their buying with a specific seller, quantity discounts are provided to significant buyers. These discounts can lower the prices for bulk orders and may be cumulative, applying to the total volume of purchases made over a defined period. Essentially, they represent specific percentage reduction. Manufacturers can achieve genuine economic efficiencies in both production and sales, leading to a decrease in overall costs. This approach alleviates issues related to excess stock or inventory for manufacturers, allowing them to realize true economic benefits in their operations.This will reduce the total costs. Manufacturers will have no problem of accumulated stocks or inventories. Manufacturers can have real economics in production as well as in selling. The main purpose of quantity discount is to stimulate the sales of slow moving items.

PLACE:

Small and big brands need to have a high traffic location withal necessary space and facilities to sell them. Car parking for vehicles to facilitate the sales of firecrackers, Children's amusement park as well as adequate safe facilities for bursting of sample firecrackers.

2) Statement of Sales by Retailers:

Which bran sold the most in 50 retailers last year in which month? They are asked questions and schedule is prepared.

Table.6

SALES BY RETAILERS

(In percentage)

Brand Name	January to April Below Rs 80,000	May to August Rs 80000 Rs 1,50,000	September to December Above Rs 3,00,000	Total
Flower pots	3	4	8	15
Chackkars	1	5	4	10
Rocket	0	4	4	8
Other	1	1	5	7
Total	5	14	21	40

Sources: Primary Data.

This table.6 January to April below Rs 80,000 high is 3% in Flower pots, Low is 0% in Rocket. Then, May to August Rs 80,000 to 1, 50,000 is high 5% in Chackkars, low is 1% in others. September to December above Rs 3, 00,000 high is 8% Flowerpots and low is 4% Chackkars and Rockets.

VIII. SUGGESTIONS

1) The uniqueness of each brand can be found in this study. Its price is clearly seen as the price of retailers.

2) Not all retailers are offering quality products at a lower price. When buying quality products, prices are high so that people in middle class are not able to buy. Only a few brands with low quality products sell them.

3) Only a few brands of quality brands are selling crackers at a lower price.

IX. CONCLUSION

Most retailers are selling crackers in Sivakasi surrounding areas. They sell quality brands at low prices and retain their customers. There are plenty of brands in fireworks production. It is mentioned in this study that selecting only specific brands and which brands contain low prices and quality products. In this study, there are a few brands to meet the customer's intention at a lower price. In this study, it is revealed that the Kannan brand is selling their mention. Kannan brand is a quality brand manufactured in the fireworks factory in Sivakasi.

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This brand is located at a very low price. Also, crackers are high and qualities are provided to his customer through retailers and wholesalers.Kannan plant is the first in Virudhunagar district in the selling of Flower pots fireworks. Since Flower pots are a favorite crackers for boys, Kannan brand gives the boys colors.

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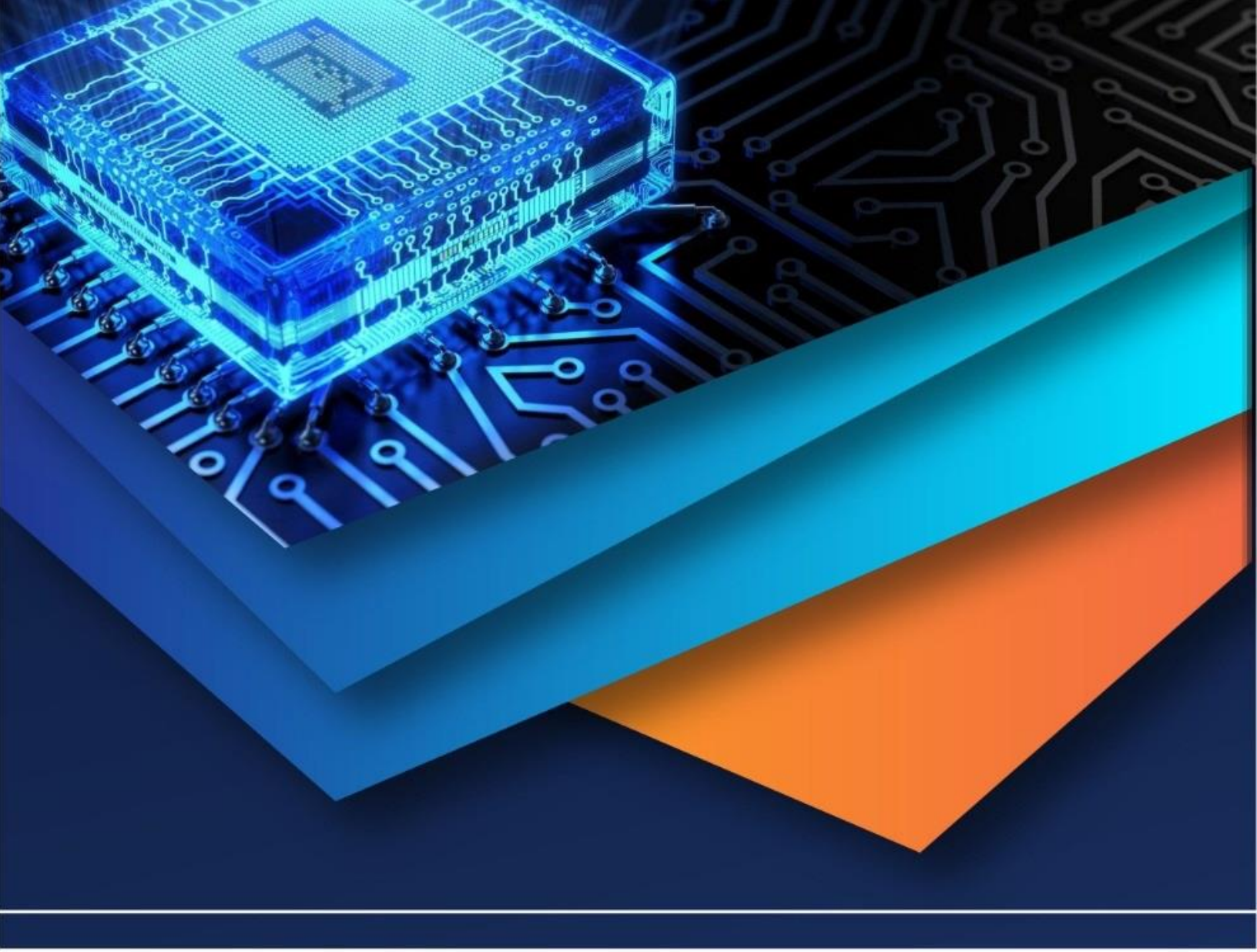

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