



## INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

### CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>ORGANIZATIONAL STORYTELLING: CONCEPTS, CHARACTERISTICS AND ADVANTAGES</b> <i>SKANDAR SHIRAZI, HAMIDEH SHEKARI &amp; SAID MEHDI VEYSEH</i>	1
2.	<b>EXAMINING THE EFFECT OF COMPANY'S SIZE AND RESOURCES ON THE RELATIONSHIP BETWEEN STAKEHOLDERS' PRESSURE AND ENVIRONMENTAL STRATEGIES IN THE MALYSIAN PALM OIL INDUSTRY</b> <i>MOHD RAFI YAACOB</i>	5
3.	<b>CORPORATE GOVERNANCE AND FINANCIAL REPORTING QUALITY: A STUDY OF NIGERIAN MONEY DEPOSIT BANKS</b> <i>SHEHU USMAN HASSAN</i>	12
4.	<b>AN EMPIRICAL STUDY ON TAX PAYER'S ATTITUDE TOWARDS E- RETURN FILING IN INDIA</b> <i>DR. SUJEET KUMAR SHARMA &amp; DR. RAJAN YADAV</i>	20
5.	<b>SPATIAL ANALYSIS OF LAND USE IN MYSORE CITY</b> <i>DR. HARISH. M</i>	25
6.	<b>DRIVERS OF NEW PRODUCT SUCCESS</b> <i>K. VIJAYAN &amp; DR. JAYSHREE SURESH</i>	30
7.	<b>KNOWLEDGE MANGEMENT FOR PERFORMANCE EXCELLENCE</b> <i>DR. S. RAMANATHAN &amp; DR. S. SELVAMUTHUKUMARAN</i>	35
8.	<b>A NEW PARADIGM IN DESIGNING AN ADVERTISEMENT - AN APPLICATION OF REAL TIME DATA WAREHOUSE &amp; DATA MINING IN PREPARATION OF AN AD COPY</b> <i>DR. G. VADIVALAGAN, N. SUGANTHI &amp; M. RAMESHKUMAR</i>	39
9.	<b>UNETHICAL PRACTICE OF MIS-SELLING OF INSURANCE – IMPACT AND SOLUTIONS</b> <i>C. BARATHI, DR. CH. IBOHAL MEITEI &amp; C. D. BALAJI</i>	45
10.	<b>BUSINESS PROCESS DEVELOPMENT IN SERVICE ORIENTED ARCHITECTURE</b> <i>C. K. GOMATHY &amp; DR. S. RAJALAKSHMI</i>	50
11.	<b>VARIANCE OF THE TIME TO RECRUITMENT IN A SINGLE GRADED MANPOWER SYSTEM – SCBZ PROPERTY</b> <i>R. ARUMUGAM &amp; DR. A. PANDURANGAN</i>	54
12.	<b>SURVEY - 3D FACE TRACKING</b> <i>SUSHMA JAISWAL, DR. SARITA SINGH BHADAURIA &amp; DR. RAKESH SINGH JADON</i>	57
13.	<b>AN EMPIRICAL EVALUATION OF INVESTORS INCLINATION ON ULIP INSURANCE PRODUCTS WITH REFERENCE TO DELHI CITY</b> <i>R. SERANMADEVI, DR. M. G. SARAVANARAJ &amp; DR. M. LATHA NATARAJAN</i>	79
14.	<b>A STUDY ON THE TRAFFIC PROBLEMS WITH SPECIAL REFERENCE TO NELLORE DISTRICT</b> <i>KANAGALURU SAI KUMAR</i>	84
15.	<b>A STUDY ON LEAN MANAGEMENT IN CHENNAI PORT</b> <i>R. AKILA &amp; DR. N. THANGAVEL</i>	89
16.	<b>CONSUMER PREFERENCE FOR COSMETICS AMONG COLLEGE GIRLS IN TIRUNELVELI AND THOOTHUKUDI DISTRICTS</b> <i>P. DEVIBALA &amp; DR. A. RANGASWAMY</i>	94
17.	<b>MANAGING NON PERFORMING ASSETS: A STUDY OF INDIAN COMMERCIAL BANKS</b> <i>DR. HIMANSHU SHEKHAR SINGH &amp; DR. AJAY SINGH</i>	99
18.	<b>EMPOWERMENT OF RURAL ODISHA THROUGH CONNECTIVITY (WITH SPECIAL REFERENCE TO KHURDA DISTRICT OF ODISHA)</b> <i>DR. IPSEETA SATPATHY, DR. B. CHANDRA MOHAN PATNAIK &amp; PRABIR KUMAR PRADHAN</i>	103
19.	<b>CHOICE OF CAPITAL STRUCTURE MODEL: AN EMPIRICAL ANALYSIS WITH REFERENCE TO STATIC TRADE-OFF VS PECKING ORDER THEORIES IN BEVERAGE AND ALCOHOL INDUSTRY IN INDIA</b> <i>RAJU DEEPA &amp; DR. RAMACHANDRAN AZHAGAIAH</i>	107
20.	<b>EFFECTIVE MARKETING STRATEGY FOR SMALL SCALE PLASTIC PROCESSING UNITS IN M. I. D. C., JALGAON</b> <i>PRASHANT S. WARKE</i>	112
21.	<b>BUSINESS OPPORTUNITIES AND TRENDS IN INDIA - 'SILVER MARKET AND YOUTH PREMIUM MARKET'</b> <i>DR. M. A. LAHORI</i>	117
22.	<b>JIT BASED QUALITY MANAGEMENT IN INDIAN INDUSTRIES</b> <i>SANDEEP MALIK, NISHANT PAHWA &amp; DR. DINESH KHANDUJA</i>	120
23.	<b>RECENT CASE STUDIES OF RISK IN INFORMATION SECURITY</b> <i>DR. S. KANCHANA RATNAM &amp; T. T. RAJKUMAR</i>	123
24.	<b>RELATIONSHIP BETWEEN JOB STRESS AND EMPLOYEES PERFORMANCE IN DAY TO DAY OPERATIONS OF PRIVATE ORGANIZATIONS AND THE IMPACT OF STRESS ON THE OVERALL PERFORMANCE OF EMPLOYEE</b> <i>VIJAY KUMAR GUPTA</i>	126
25.	<b>CONSUMER AWARENESS TOWARDS MOBILE - BANKING AMONG WORKING PROFESSIONALS</b> <i>RAJAN GIRDHAR &amp; NIDHI BHARDWAJ</i>	134
	<b>REQUEST FOR FEEDBACK</b>	140

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: [Ulrich's Periodicals Directory ©, ProQuest, U.S.A.](#), [Open J-Gate, India](#) as well as in [Cabell's Directories of Publishing Opportunities, U.S.A.](#) Circulated all over the world & Google has verified that scholars of more than eighty-one countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

[www.ijrcm.org.in](http://www.ijrcm.org.in)

## CHIEF PATRON

**PROF. K. K. AGGARWAL**

Chancellor, Lingaya's University, Delhi  
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## PATRON

**SH. RAM BHAJAN AGGARWAL**

Ex. State Minister for Home & Tourism, Government of Haryana  
Vice-President, Dadri Education Society, Charkhi Dadri  
President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

## CO-ORDINATOR

**MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

## ADVISORS

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

## EDITOR

**PROF. R. K. SHARMA**

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

## CO-EDITOR

**MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

## EDITORIAL ADVISORY BOARD

**DR. AMBIKA ZUTSHI**

Faculty, School of Management & Marketing, Deakin University, Australia

**DR. VIVEK NATRAJAN**

Faculty, Lomar University, U.S.A.

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. PARVEEN KUMAR**

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

**PROF. H. R. SHARMA**

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

**PROF. MANOHAR LAL**

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**PROF. R. K. CHOUDHARY**

Director, Asia Pacific Institute of Information Technology, Panipat

**DR. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

**DR. BHARAT BHUSHAN**

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

**DR. VIJAYPAL SINGH DHAKA**

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHINDER CHAND**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P. J. L. N. Government College, Faridabad

**DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Government F. G. College Chitgappa, Bidar, Karnataka

**DR. BHAVET**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

***ASSOCIATE EDITORS***

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**DR. ASHOK KUMAR**

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

**ASHISH CHOPRA**

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

**SAKET BHARDWAJ**

Lecturer, Haryana Engineering College, Jagadhri

***TECHNICAL ADVISORS***

**AMITA**

Faculty, E.C.C., Safidon, Jind

**MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

***FINANCIAL ADVISORS***

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS***

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

***SUPERINTENDENT***

**SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Business Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or [info@ijrcm.org.in](mailto:info@ijrcm.org.in).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.**

**(e.g. Computer/IT/Finance/Marketing/HRM/General Management/other, please specify).**

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for possible publication in your journal.

I hereby affirm that the contents of this manuscript are original. Furthermore it has neither been published elsewhere in any language fully or partly, nor is it under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

**NAME OF CORRESPONDING AUTHOR:**

Designation:

Affiliation with full address & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

2. **INTRODUCTION:** Manuscript must be in British English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of the every page.
3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para.
6. **KEYWORDS:** Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced and justified.
10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio," Ohio State University.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITE**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 <http://epw.in/user/viewabstract.jsp>



**EFFECTIVE MARKETING STRATEGY FOR SMALL SCALE PLASTIC PROCESSING UNITS IN M. I. D. C., JALGAON**

**PRASHANT S. WARKE**  
**RESEARCH SCHOLAR, NORTH MAHARASHTRA UNIVERSITY**  
**ASSOCIATE PROFESSOR**  
**GODAVARI INSTITUTE OF MANAGEMENT & RESEARCH**  
**JALGAON**

**ABSTRACT**

*Indian Plastic processing industry has made significance achievement in last 50 years with more than 30,000 units spread over India. The capacities built in most segments of this industry coupled with inherent capabilities have made us capable of servicing the overseas market. The demand for plastics was ever growing. Mid 1990s came with the need to organize Indian plastics sectors as much as to consolidate and cater to the global market requirements. The economic reforms launched in India since 1991, have added further fillip to the Indian plastic industry. Maharashtra Industrial Development Corporation Jalgaon is well known for its Plastic industries, Particularly for Polypropylene mats and Polyvinyl Chloride Pipes. The market share of Polypropylene mats of Maharashtra Industrial Development Corporation Jalgaon is more than 80% of the Polypropylene mat Production in Maharashtra. But it has been observed that during previous 10 years the prices of Polypropylene mats has gradually decreased and profit margin for manufacturer has reached at break even point. Similar trends have been observed in Polyvinyl Chloride pipes and allied plastic products as well. This present situation is due to consequences of number of factors including improper marketing strategies, cut practices, improper and flexible pricing. The maximum small scale plastic processing units in MIDC, Jalgaon are now working at break even level. To cope up with present problems of industry and for progress, the strategic marketing management is mandatory for these units. Researcher has analyzed the situation and suggests several strategic alternatives to the industry.*

**KEYWORD**

Globalization, Strategic Alternatives, Strategic Marketing.

**INTRODUCTION**

The Plastics Industry in India has made significant achievements ever since it made a modest but promising beginning by commencing production of Polystyrene in 1957. The plastic processing sector comprises of over 30,000 units involved in producing a variety of items through injection moulding, blow moulding, extrusion and calendaring. The capacities built in most segments of this industry coupled with inherent capabilities have made us capable of servicing the overseas markets.

The demand for plastics was ever growing. Mid 1990s came with the need to organize Indian plastics sectors as much as to consolidate and cater to the global market requirements. The Indian plastics industry faced intense competition from companies that were globally consolidated. Indian plastic industry needed technological advancements to compete the existing players in terms of product quality, cost and quantity. The economic reforms launched in India since 1991, have added further fillip to the Indian plastic industry. Joint ventures, foreign investments, easier access to technology from developed countries etc have opened up new vistas to further facilitate the growth of this industry.

Maharashtra Industrial Development Corporation (MIDC) has set up Industrial Estate at Jalgaon in 1983 which occupies 646 Hectors of land having approximately 1757 Industrial plots and more than 1000 small scale Industries in operating conditions. Maharashtra Industrial Development Corporation Jalgaon is mainly known as pulses, pipes & mats Industry. There are more than 200 pulse mills, 150 Polyvinyl Chloride pipe industries, 100 Polypropylene mats & Granules small scale Industries. Maharashtra Industrial Development Corporation Jalgaon also includes 68 large scale Industries having Rs.1728 Crore investment. The overall employment generated by Maharashtra Industrial Development Corporation Jalgaon is more than 28000 in numbers. Further Total investment in small scale Industries is Rs. 277 Crore.

The Plastic Industries in Maharashtra Industrial Development Corporation Jalgaon mainly includes Polypropylene mats & Polyvinyl Chloride Pipe production units. The Jalgaon Pipes & Polypropylene mats has captured the huge market share across the nation. Jalgaon PP mats manufacturing industry are the largest mats manufacturing industry not only in Maharashtra but also in the Country too. Pipes from Jalgaon are also distributed and used all over India. Jain Irrigation Systems Ltd. Jalgaon is the milestone Company in the field of Pipe Manufacturing in India.

**MARKETING STRATEGY: THEORETICAL APPROACH****ORIGIN, HISTORY, DEFINITION**

The word "Strategy," derived from the ancient Greek, means, "the art of the general," Till recently its use was confined to the military. Encyclopedia Britannica defines strategy as "the art of projecting and directing campaigns... a prelude to the battlefield." Strategy is the corner-stone of military command. The general is responsible for divising the key idea by which his forces are expected to reach the goal.

From the business point of view, strategy may be defined as "the schemes whereby a firm's resources and advantages are managed in order to surprise and surpass competitions or to exploit opportunities." Marketing strategy connotes a broad set of determinations that would direct the entire marketing planning process." According to Philip Kotler, "marketing strategy is the basic approach that the business unit will use to achieve its objectives and it consists of broad decisions on target markets, marketing positioning and mix and marketing expenditures levels,". David W. Cravens says "marketing strategy encompasses the design, implementation and management overtime of the total marketing efforts as it relates to the product, channels of distribution, price, advertising and sale force". Sir Philip Kotler also says, Marketing Strategy is "A set of objectives, policies and rules that guide over time firm's marketing efforts." It is a policy to maintain the concern's competitive position in the market. Management gives it a shape with strategies for each product, its distribution, promotion and pricing. It tries to balance the controllable with uncontrollable and thus shapes the market needs and wants and fulfils company goals. For this he combines product market distribution, promotion and pricing strategies into a single overall marketing strategy.

**MARKETING DECISION IN A COMPETITIVE SETTING**

Skilled in planning and using the controllable on individual the marketer has an opportunity to win the buying preferences of certain market segments on a more or less permanent basis. In monopolistic situation the actions of one marketing manager have no effect upon that of the other while their skill makes major contenders in their industries and those lacking in skill fall back. Every marketer has to consider the moves of competitors and their reactions to his own marketing decisions. Marketing decisions in a competitive setting are influenced by the following factors :

1. **THE PRODUCT:** Whether the marketer is an inventor or a follower to market his product successfully, he must be careful about the competitor's timings of actions. By the actions of the competitors many products have slipped below the status and disappeared.
2. **DISTRIBUTION (MARKETING CHANNELS):** A successful product must reach the central buying places. It must follow the customary channel. The concern should offer a better product, a lower price, a more effective promotional programme or some other combination of other factors.

3. **PHYSICAL DISTRIBUTION:** Marketers want to have the right resource at the right place and at the right time. They care for reasonable costs. As competitors' actions and operations influence physical distribution decisions, the marketing manager must try to send his goods at the required place at the time when needed.
4. **PROMOTION:** The methods applied by the marketer to stimulate market demand are very important. He should spend sufficient amount on advertising giving the knowledge of qualities of his product and a comparison with competitors' products in the market.
5. **PRICE:** The price must coincide with the customer's evaluation of the items. Superior quality brands may be marketed to defeat the competitors. Marketers use aggressive market strategies when they use the other means of controllables.

### PREPARING OVERALL MARKETING STRATEGY

In order to achieve careful integration of all dimensions of the marketing efforts, the marketers should determine whether or not the combination of inputs going into the overall marketing strategy is optimal. It involves evaluating of the possible inputs to the overall marketing strategy in terms of the likely outputs. The marketer should make selections from the various inputs in such a way that the combination is the best he can devise for achieving the desired outputs.

#### FACTORS AFFECTING OVERALL MARKETING STRATEGY

1. **COMPETITORS' COUNTER-MOVES:** These differ with various marketing inputs. Though most competitors can easily and quickly match or otherwise adjust to price changes, they often find it difficult to follow or to retaliate against product innovations. This explains why many marketers seek to gain differential advantage over their competitors by varying product characteristics as altering promotion than prices.
2. **SYNERGISTIC POTENTIAL:** Marketing inputs are capable of being mutually reinforcing or having synergistic potential. The marketer should consider this working towards an optimum overall marketing strategy. Displays and advertisements can be made mutually reinforcing since the display repeats the advertising efforts message at a time when the consumer is in an outlet where the product is on sale. Product inputs and marketing channel inputs can be mutually reinforcing, depending upon the effectiveness with which they are integrated.
3. **SUBSTITUTABILITY:** The selection of marketing inputs is also affected by their degree of substitutability. Substitutability is the extent to which one type of input can be substituted for another type in as much as the nature of marketing objectives such as that of retaining a certain level of profit presents a decision-maker from making unlimited use of all inputs. Consideration of substitutability helps in determining which inputs to include and which to emphasize in the overall marketing strategy.
4. **DIVERSITY IN PRODUCTIVITY LEVELS OF VARIOUS MARKETING INPUTS:** The marketers should recognize that all inputs do not have equal productivity. Some inputs need a minimum level of use before they begin to have measurable effects. An advertising message must often be repeated several times before consumers become aware of it. The lower cost per consumer, contact through radio, magazines and billboards often make it possible to present a much stronger impact on consumer with a limited budget.
5. **ELASTICITY OF MARKETING INPUTS:** Different marketing inputs are elastic. They influence the demand of the product. The marketing manager must recognize that effect on the product. For example, a manufacturer determines different prices for different customers or for different areas on the basis of varying elasticity of demand. The prices for wholesalers, retailers and consumers are different in almost all market.

While formulating the overall marketing strategy the marketing manager must consider all the above factors. The strategy must be so elastic as to incorporate all the strategic factors of the competitors as and when required.

#### FORMULATING THE MARKETING STRATEGY

Basically, formulation of marketing strategy consists of three main tasks i.e. Selecting the target market, positioning the offer & assembling the marketing mix. This implies that the essence of the marketing strategy of a firm for a given product/brand can be grasped from the target market chosen, the way it is positioned and how the marketing mix is organized. The target market shows the whom the unit intends to sell the products; positioning and marketing mix together show how and using what uniqueness or distinction, the unit intends to sell. The three together constitute the marketing strategy platform of the given product.

1. **SELECTING THE TARGET MARKET:** To say that target market selection is a part of marketing strategy development is just stating the obvious. It does not fully bring out the import of the inseparable linkage between the two. When the selection of the target market is over, an important part of the marketing strategy of the product is determined, defined and expressed.
2. **POSITIONING:** The next major dimension of marketing strategy relates to positioning of the offer. The firm has already selected the target market and decided its basic offer. Now, what is the conjunction between these two entities? How do they get connected? What is the interface? In other words, what is the locus the firm seeks among the customers in the chosen target market with its offering? How would the firm want the consumer to view and receive the offer?
3. **ASSEMBLING THE MARKETING MIX:** The marketing mix means assembling the four Ps of marketing in the best possible combination. Involved in this process are the choice of the appropriate marketing activities and the allocation of the appropriate marketing effort / resources to each one of them. The firm has to find out how it can generate the targeted sales and profit. It considers different marketing mixes with varying levels of expenditure on each marketing activity and tries to figure out the effectiveness of different combinations in terms of the possible sales and profits. It then chooses the combination / mix of product, price, place and promotion that is best according to its judgment.
  - a. Mix has to be worked out for every brand
  - b. Deciding the Weightage for each P
  - c. Marketing Mix has to take its Cue from Customers / Markets
  - d. Marketing Mix cannot be Static
  - e. Marketing Mix is the Visible Part of Marketing Strategy
  - f. Marketing Strategy of Any Firm can be stated in Terms of its Target Market, Positioning and Marketing Mix

### OBJECTIVES OF THE STUDY

- 1) To study overall marketing strategy adopted by small-scale plastic industries.
- 2) To study various new worldwide marketing techniques available in the field of plastic industries.
- 3) To study various allied marketing management strategies adopted by small-scale plastic industries.
- 4) To suggest long term measures to small-scale plastic industries for sustaining in globalize economy.
- 5) To evaluate the impact of globalization on marketing strategies of small-scale plastic industries.

### RESEARCH METHODOLOGY

#### (a) HYPOTHESIS:

Hypotheses of the proposed research work are as under

- 1) Rational marketing management strategies lead to increased sale of plastic products, which in turn increases overall profitability.
- 2) The Small-scale plastic units in Maharashtra Industrial Development Corporation Jalgaon are not having sound marketing strategies for promotion of their products.

#### (b) DATA COLLECTION:

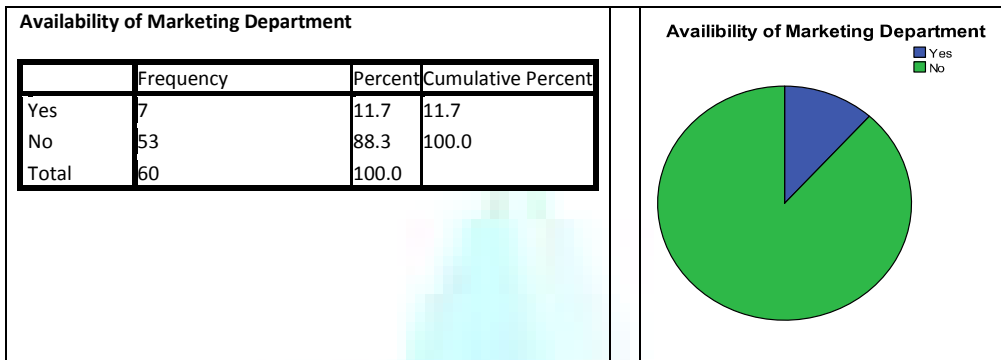
For obtaining primary data, researcher has interviewed 82 entrepreneurs, out of them 60 full fledged questionnaire are considered for analyses & also 160 marketing executives selected on stratified random sampling technique. The well designed structured questionnaire was used for data collection.

Secondary data was collected from company manuals & records. Reports of Association of plastic industries, magazines, journals, newspapers, reference books etc.

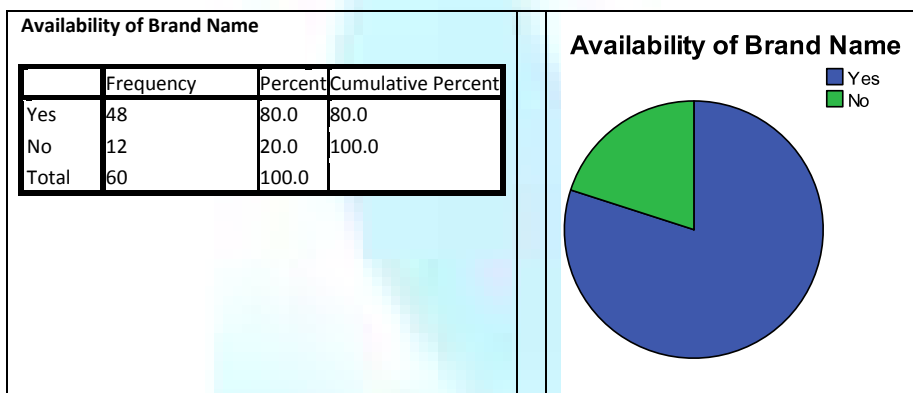
**(c) DATA ANALYSIS:**

Survey responses were analyzed by using various statistical tools i.e., median, correlation, regression, ANOVAs etc. The analysis of various questions along with pie charts is as given below.

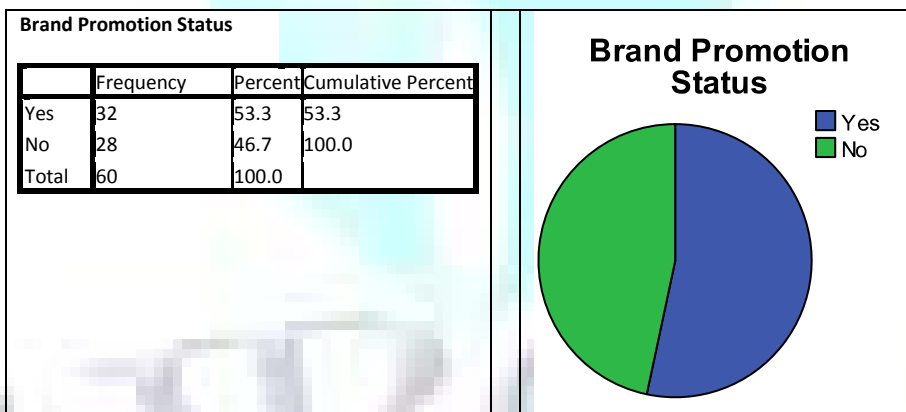
- **Do you have separate marketing department?**



- **Do you have Brand Name?**

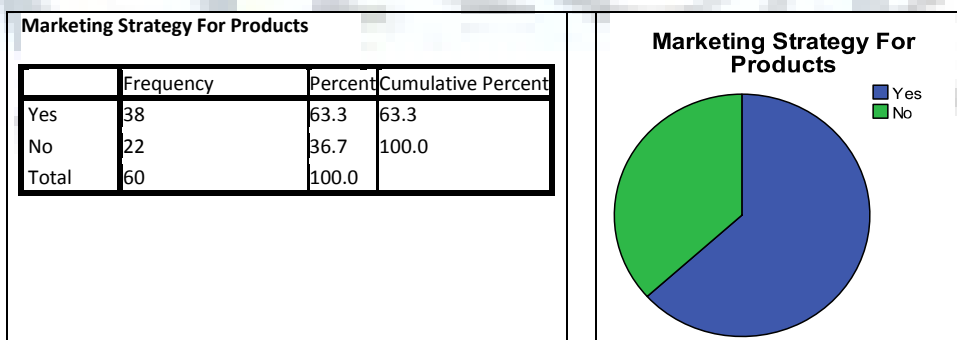


- **Do you promote your Brand? How?**



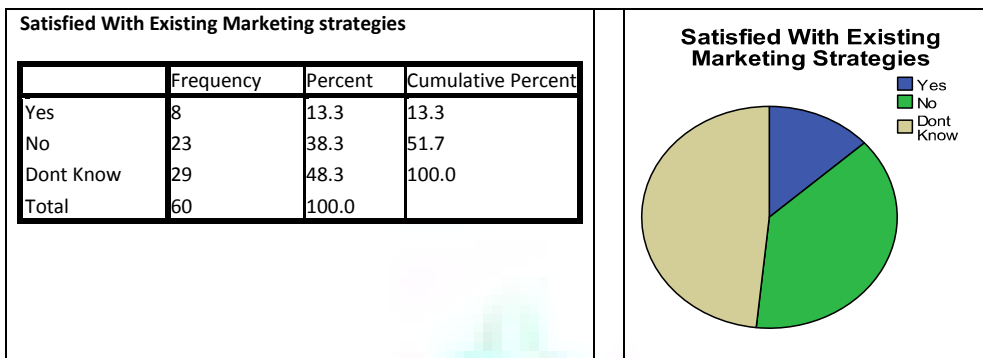
However the 80% dependence having their own Brand name and 53% of them are taking efforts to promote the Brand, but researcher has observed that they are not aware about the methodology to promote the Brand and they are also not aware about the importance of Brand Value in the market.

- **Have you prepared marketing strategy for your product?**

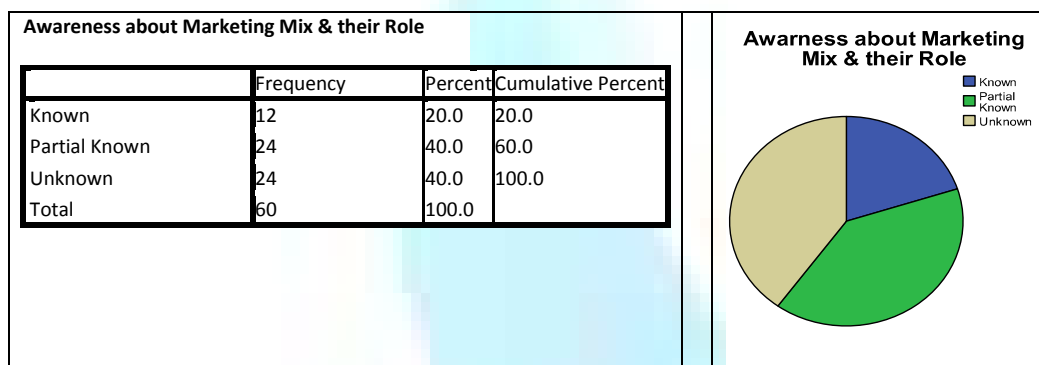




- Do you think your existing marketing strategy is best and gives maximum results?



- Do you know about marketing mix (i.e. Product, Price, Place, Promotion) and their role in determining marketing Policies and Strategies of your unit? If yes please explain in details.



- How do you advertise?

Mode of Advertisement Preferred	Response from 60 entrepreneurs
Through word of mouth	47
Through print media	22
Through internet (email)	18
Through electronic media	04
Bill boards	00

- How you get order for your products? What is the mode of sales preferred for your Products?

Mode of sale Preferred	Response from 60 entrepreneurs
Direct sale at factory Gate	60
Indirect sale through channels	18
Direct sale through sales executives	07
Online and Telemarketing	05

### STRATEGIC MARKETING MANAGEMENT IN SMALL SCALE PLASTIC UNITS; PRESENT SCENARIO

Maharashtra Industrial Development Corporation Jalgaon is well known for its Plastic industries, Particularly for Polypropylene mats and Polyvinyl Chloride Pipes. The market share of Polypropylene mats of Maharashtra Industrial Development Corporation Jalgaon is more than 80% of the Polypropylene mat Production in Maharashtra. Researcher has personally collected the information through questionnaire about marketing management of small scale plastic industries in the Maharashtra Industrial Development Corporation Jalgaon. Also several strength areas of small scale plastic industries are also identified. As to pointing limitation of words in research paper a very brief analysis is given below.

During the analysis of selling price of PP mats it has been observed that during previous 10 years, the prices of Polypropylene mats has gradually decreased and profit margin for manufacturer has reached at breakeven point. Similar trends have been observed in Polyvinyl Chloride pipes and allied plastic products as well. The continuous decline trend of plastic mats enforced Manufactures to use raw material of inferior quality i.e. in 1999 the ratio is 80% virgin material + 20% recycled material. Where as in 2009 it was 10% virgin material and 90% recycled material. The price, utility, quality and ductility of recycled material is very less than the virgin material. Hence it results in very poor quality of Production. This present situation is due to consequences of number of factors including improper marketing strategies, cut practices, improper and flexible pricing. In plastic units marketing strategies adopted by entrepreneurs and marketing executive are at its basic level, instead of competing with global level, they corrode the market by reducing the prices and by providing cheaper quality products. This is badly affects on quality, quantity and acceptability of plastic products of whole small scale industries in Jalgaon.

Researcher would like to ponder upon non availability of separate marketing department. Analysis shows that 75% small scale Units do not have separate marketing department to promote their products. Maximum of these small scale units consider marketing as an allied activity with finance and production. Globalization is one of the major factors responsible for current trend in small scale plastic industries at Maharashtra Industrial Development Corporation Jalgaon. Globalization directly or indirectly has affected all business strategies of small scale plastic industries across India.

### FINDINGS

- Marketing Strategy used by entrepreneurs are at very basic level and instead of promoting own product they are always intended to grab on door customers.
- Only 10% entrepreneurs are aware about formulation process of marketing strategy.
- More than 60% entrepreneurs believe that for plastic mats "cheapest is the best" is the optimum strategy.
- More than 70% entrepreneurs are not using proper marketing communication tools. Maximum of them concentrates on word of mouth and personal selling to retailers.

5. Only 20% entrepreneurs are having formulated marketing management strategy to promote their products.
6. More than 80% entrepreneurs were not conscious and know the important of the Brand Value in market.
7. Out of all interviewed units, more than 80% units don't have separate marketing department. The one who is look after production or office, he caters marketing as an additional responsibility.
8. The adverse impact of globalization on plastic industries is clearly seen.

### RECOMMENDING THE BEST STRATEGY FOR PROGRESS

During the analysis of small scale plastic processing industries research has clearly observed that maximum entrepreneurs are either not aware or not interested to implement effective marketing management process for promotion of their products. Researcher further identifies that the main reason behind cultivation of such attitude is Negligence in designing and implementing marketing strategy. Although strategies are changes as per kind, nature and other characteristics of business but by considering the general business environment of small scale plastic processing units. Researcher has suggested several best Strategic applications and steps for survival and progress of these small scale plastic processing units in competitive environment.

**1) EXPANDING MARKET SHARE:** The Small Scale Plastic Processing Units would try to improve their market share. The profit impact of market strategies (PIMS status) indicates that profitability rises with the market share Sidney Schoeffler, Robbert buzzell and Donald Heany have found on an average, a difference of 10 percentage points in market share accompanied by a difference of about five points in pretax return or return on Investment ROI. Hence, expanding market share is a prime strategy for plastic processing units.

**2) MARKET CHALLENGER STRATEGIES:** The Small Scale Plastic Processing unit which is not dominant but occupying fairly prominent positions in the market and are next to the market leaders are generally beneficiary's of such strategies. Market challenger strategies includes: Price discount strategy, cheap pricing strategy, Introduction of minisize packages & intense advertisement campaign strategy.

**3) MARKET FOLLOWER'S STRATEGIES:** There are a large number of small scale plastic processing units which are content with moderate market presence. These units have limited resources and therefore cannot go for quality innovation, new technologies or extensive promotional campaigns and therefore their production capacities and marketing efforts would remain moderate. The market followers would construct their strategies in relation to the companies who have higher market shares than themselves.

The market followers should frame their strategy depending upon the market segment to which its product goes and in general the unit keeps its manufacturing cost low and its product quality acceptable to the consumers. Follower units have their set of customers in different segments and they try to retain these customers. Often, these customers are targeted by market challenger units for improving their sales and market share. The market follower units decide their growth depending upon the growth potential of target markets. These units do not have the capability to grow aggressively like the large companies in the challenger's role. The market follower units often concentrate on profit and cost and effective organizational management.

**4) MARKET NICHE STRATEGY:** In the niche or focus strategy the small scale plastic processing units concentrates on a selected few target markets. As the small scale plastic processing units i.e. manufacturer of plastic processing mats and PVC pipes are already classified in niche category the following niche market strategies can be used as per applicability.

**SPECIALIST NICHE:** Such units may specialize in one type of job like fabrication of plastic products, plastic mats, PVC Pipes and Hollow plastic containers.

**VERTICAL JOB SPECIALIST NICHE:** Such units may be specializing in certain production parts or jobs which are required by large original equipment manufacturers like plastic moulded container for oil.

**PRODUCT LINE NICHE:** It includes units which may produce special products and continue to sell these products.

### CONCLUSION

The Small scale Plastic Processing Units in MIDC, Jalgaon has been moving through critical state. Instead of "survival to the fittest" maximum entrepreneurs believes in "Cheapest is the best" which badly affects on their business operation and promotion activities. The successful and efficient implementation of marketing management strategies is the optimum solution for overcoming the problem of survival and existence. However, even though the small scale plastic processing units are affected and effected by globalization, still they proves their flexibility to operate the business in adverse scenario and work together and identifies themselves as a market leader in plastic mats and pipes in India.

### REFERENCES

- 1) Arun Kumar, Rachana Sharma (2007), Marketing Management, Anmol Publication, Jaipur, (PP 77-79).
- 2) Biplabs Bose (2010), Marketing Management, Himalaya Publishing House, New Delhi, (PP 177-181).
- 3) C.R. Kothari (2006), Research Methodology, New Age International Publication, New Delhi
- 4) Dr. V.P. Michael (2003) Research Methodology in Management, Himalaya Publishing House, Mumbai
- 5) John Adams (2007) Research Methods for Graduate Business and social science students, Sage Publication Inc. New Delhi
- 6) K.C. Nair & Jose Paul (2005), Modern Marketing Management, Himalaya Publishing House, New Delhi, (PP 40-42).
- 7) Nicholas Walliman (2007) your research Project, Vistar Publication, New Delhi
- 8) Philip Kotler (2010), Marketing Management, Prentice Hall of India, New Delhi
- 9) Rajan Sexena (2006), Marketing Management, Tata McGraw Hill, New Delhi, (PP-29).
- 10) Raju B. Yerram (2004), small scale Industries in India, GIFT Excel series, New Delhi
- 11) S. Anil Kumar (2005), Entrepreneurship Development, New Age International Publication, New Delhi
- 12) V.S. Ramaswamy, (2007) Marketing Management, Mc millan India Ltd, New Delhi
- 13) V.S. Ramaswamy & S. Namakumari (2005), Marketing Management, Macmillan India Ltd, New Delhi, (PP 138-150).
- 14) Vasant Desai (2003), small scale Industries and Entrepreneurship Himalaya Publishing House, Mumbai
- 15) www.indianplasticportal.com accessed on 10<sup>th</sup> Feb 2010
- 16) www.intermesh.net/plastic.html accessed on 10<sup>th</sup> Feb 2010

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**