CHAPTER – II
REVIEW OF LITERATURE

Analyzing consumer perception about marketing is importance management function. It is unique in case of mobile phone industry. There are various studies in marketing. Mobile phone is the product, which has perennial demand. The companies engaged in this industry have to supply to meet the demand for the product and they have to satisfy the consumers. They have to earn profit in this industry for their survival and for satisfying the shareholders. In the context of ongoing discussions of whether the present day environment will significantly contribute to improvements in industrial growth and performance, or not, this chapter examines the various previous studies conducted in this area at various phases especially relating to performance. In this chapter, various types of studies conducted in relation to mobile phone industry, marketing, consumer behavior etc are analyzed in detail.

PREVIOUS STUDIES

Annie Clara, G.\(^1\) in her study "A Study on the Marketing Mix Pattern of Internet Browsing Centers in Tiruchirappalli Town", attempted to study the marketing pattern of Internet Browsing centers has analyzed the different types of users in Internet Browsing marketing.

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\(^1\) Annie Clara, G., in her study " A study on the marketing mix pattern of Internet Browsing centres in Tiruchirappalli Town, M.Phil., Bharathidasan University Tiruchirappalli, April 2001."
Anvekarsandhyarajan\(^2\) in his study on “Services Marketing: A case study of Railways” has studied the services rendered by Railways. Railway, as a service organization, has done tremendous developments in passenger as well as goods traffic. He has given importance to the various types of services rendered by railways to users.

Arora, R.C.\(^3\) in his book “Development of Agriculture and Allied Sectors” – an integrated area approach said that there are two aspects of fertilizer consumption. One is the question of year-to-year equilibrium between demand and supply; and the other that of the progressively higher levels of the annual equilibrium. According to him if Indian agriculture is to progress, it is necessary to raise the level of fertilizer consumption higher and higher. He designed the study to explore farmers' attitudes to the use of fertilizers, besides other important factors that affect the demand. The following aspects of the problem were studied; a) distributive arrangements; b) credit arrangements; c) attitudes of farmers towards fertilizer and towards the facilities for fertilizer use. He also stressed the need for using fertilizer for common Indian crops, like wheat, rice, barley, sugar cane, etc., and the availability of fertilizer for the farmers.

Bindu Raj, R.\(^4\) on A study on marketing of electronic household articles in Nagapattinam revenue division with special reference to its consumer behavior – M.Phil BARD Dec2001 has analyzed the behavior of consumers.


\(^3\) Arora, R.C., “Development of Agriculture and Allied Sectors” – An Integrated Area Approach, S. Chand & Company (PVT) Ltd., Ram Nagar, New Delhi, 1964, PP. 1-75.

He has studied the types of brand, cost etc., for various electronic household articles. His study area is limited to Nagapattinam only.

Debashis Pati\(^5\) in his book on “Branding Concepts and process” decides that customers trust is what those markets a brand, consumers are human beings. They know brands, express about brands, think about brands, feel about brands, compare brands, choose brands, recommend brands, reject brands, buy brands and do not buy brands through a combination of brand name, brand associations, brand 100ks, Brand personality and brand attitude. Before making a purchase decisions, consumers may perceive different types of risks in buying and consuming a product viz. Functional risk, physical risk, financial risk, Social risk, psychological risk and Time risk.

Handy, C.R.\(^6\) has observed that consumer satisfaction information could be of additional use to the private sector by the encouragement of voluntary action and self-regulation of business parities. Legislations and regulations, once enacted tend to impose universal behaviour and values on all. Voluntary action enables business forms to retain greater flexibility in responding to the many minority interest and market segments they seek to serve.

Hattink\(^7\) et al. studied the cocoa supply response in Ghana. It is derived from the aggregate time series data. The present study presents results of a cross section profit function analysis, based on farm level data. The data are

\(^7\) Hattink, W., Heerink, N., Thussen, G., Supply response of cocoa in Ghana; a farm level profit function analysis. Tijdschrift voor Social Western Schappelijk Onderzoek van de land-bour (1998 / 13(2) 92-102 (En, 21 ref.) Wageningen Agricultural University, Netherlands.
obtained from the Agricultural Economics Survey conducted by the Ghana cocoa board 1987-88 (N-122). The results are compared with those of previous time series studies, and the methodologies of both type of study are compared and evaluated.

Heady Earl, O., Pesek John, T., Brown William, G., and Doll John, P., in their work\(^8\) “Crop Response Surfaces and Economic Optima in Fertilizer Use”, conducted a research experiment in Iowa in 1952. They found out; a) the nature of estimated fertilizer response surfaces, b) the nature of isoclines and other relationships derived from various soils and moisture conditions by different algebraic functions and c) the optimum quantities and use of fertilizers as specified by particular analysis of response. They had used Cobb-Douglass production function with and without fertilizer nutrients and found out Economic Optima for these two aspects. They had studied empirically the crops like Red Clover, Alfalfa for two years yields in 1953 to 1952. They had also drawn corn yield isoquants and isoclines for two-year total square root function. They had also said that optimum inputs are determined by equating marginal physical product with their corresponding factor-product price ratios. They found out that uncertainty in agriculture and other factors do not allow the farmer to be so precise in their decision-making.

Janardhar\(^9\) in his study on prices and arrivals of turmeric in Nizamabad found that the prices of turmeric were not influenced by seasonal arrivals.

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The seasonal variations in prices were very less. The analysis on effects of various components of time series on turmeric prices indicated that prices were influenced more by cyclical variation than by any other components of time series.

Jansi Rani, K.,¹⁰ Marketing Effectiveness and Business Performance in the Financial Services Industry (A Study with reference to housing finance in Pondicherry region) unpublished Ph.D. Thesis Pondicherry university March 2004, she has analyzed the evaluate to effectiveness of marketing of the housing finance institutions

Joseph Xavier, S.,¹¹ in his study on A study on the contribution of Commercial banks to the Development of small scale industries in Tiruchirappalli, Tamil Nadu’ has assessed the financial needs of SSI. He has identified different sources of finance to SSI. He has identified the problems of SSI in availing bank finance. He has concluded that commercial banks helped more in working capital than in fixed capital. The SSI had to avail non-institutional finance too in spite of significant cost advantage in bank loans. The problem of overdue of SSI to banks was the real constraint for future development. The finding that overdue as percentage of total assistance was declining and significantly was as source for optimization for future growth.

¹⁰ Jansi Rani, K., “Marketing Effectiveness and Business Performance in the Financial Services Industry”.
Kalaichelvi D.\textsuperscript{12} in her study on “Rural Marketing and Rural Consumers” has studied the sized Rural Market Rural Consumption and distribution index of soaps and Consumption.

Kapilavandana\textsuperscript{13} in her study on “Planning and Marketing of Advertising” has studied the impact of advertisement and the need for planning an advertisement in marketing. She has studied the different types of advertisements and the suitability of advertisements to specific products.

Kapur A.L.\textsuperscript{14} in his article, “The Indian Cement Industry in Transition” has briefed the cement scenario and the impact of control and decontrol of cement industry. The cement demand dynamics and supply areas are also analyzed. The areas relating to surplus availability consolidations of cement industry and the entry of MNC’s are also analyzed in this study.

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Madhavan\textsuperscript{16} studied the supply of groundnut and gingelly, in Madras by using Nerlovian model expressed in log form with crop acreage, as a function of lagged crop price, lagged yield and the acreage of the crops and its

\textsuperscript{13} Kapilavandana, “Planning and Marketing of Advertising”, Department of Applied Arts, Banaras Hindu University, Varanasi, (Jan-Feb 2006).
competitor, and rainfall index computed for the sowing period. The study has revealed that commercial crops were more responsive to the relative prices than the food crops. Yield was an equally important factor affecting Tamil Nadu acreage decision of the farmers.

Mani\textsuperscript{17} in a study on factors associated with participation of turmeric growers in regulated market, revealed that there was no significant difference between participant and non-participants of regulated market on the factors such as age, education, farm size, farming experience, mass media exposure, urban contact, level of aspiration and overall modernity.

Mohammed Sindhasha, A.M.\textsuperscript{18} in his study on ‘A Study on employment relations in public sector and private sector banks in select districts of Tamil Nadu’ has studied the reforms of banking sector and their impact on employment relations system in commercial banks in India. He has identified the determinants of collective employment relations in banks. He has concluded that commercial bank is a possibility for improving the level of employment relations from moderate to high level. Grievance handling and sole of trade units have emerged as the two critical factor determining employment relations. In fact, the provision of monetary benefits, through a contributing factor, had no impact on employment relation.

Mohan Das R.\textsuperscript{19} examined the factors influencing growth and instability in the production of paddy, coconut, aeronaut, pepper, ginger,

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\textsuperscript{17} Mani K.C “Critical analysis of factors associated with participation and non participation of turmeric growers in Tamil Nadu”, Tamil Nadu Agricultural University, Coimbatore, 1980.
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tapioca, cashew, rubber, tea, cardamom, sugarcane, banana and coffee, different districts of Kerala. The study was based on secondary data covering the period 1973-74 to 1987-88. He divided all the districts of Kerala into three categories. He sued the tools like compound growth rates and co-efficient of variation.

Nadda A.L.,²⁰ has specified two types of multiple regression models, i.e linear and double log with different combinations of independent variables for estimating acreage supply response in apple in Himachal Pradesh. The results are respect of regression coefficient and their significance is consistently superior in double log model. He has considered three alternative specifications in linear model and four in double log model to explain the variations in the area under apple, a perennial crop of considerable economic interest. Among the set of various explanatory variables, raw prices emerged as the crucial factor influencing the expectation behaviour of apple growers in all the specified models. This finding supports the hypothesis that hill farmers respond to prices while taking long-term investment decisions. The sign and the magnitude of parity ratios indicate that apple prices have not increased at the same pace as the consumer price index. It indicates that the demand for apples has not shown a commensurate increase with its supply. The other variables as if expected profitability, road length and trend are found to be associated positively with acreage in all the models but do not emerge as strong as the raw price. The study provides sufficient clue to the planners and

policy makers that price policy in apple can be an effective instrument in increasing the acreage under such crops.

Nagararajan, C.\textsuperscript{21} in his study on “Marketing of Bank Serviced with reference IOB, Manapparai Branch” has analyzed the role of banks in rural loan sanctions in Manaparai Taluk. He has studied the different type of bank services that are extended by the bank in that area. The marketing of bank services is also studied to certain extend.

Padma, D.\textsuperscript{22} in her study on “Marketing of Consumer Durables by Arasu Agencies, Thanjavur” has studied the different type of consumer durables marketed by the specific agency. She has attempted to study the price brand and related factors in consumer durable marketing.

Pal and Sirohi, N.\textsuperscript{23} analyzed the extent and source of instability in the production of rice, wheat total cereals, gram and total pulses in India over the periods 1950-51 to 1964-66 and 1967-68 to 1983-84. They indicated that the yield instability was the main source of production instability and a decline in yield instability had in stabilized the production of wheat in the post technology period. They concluded that increased co-variability between area and yield could hardly be attributed to the improved technology and that improved technology was of stable nature.


\textsuperscript{22} Padma D., “Marketing of Consumer Durables by Arasu Agencies Thanjavur” M.Phil., Bharathidasan University Tiruchirappalli April 2002.

Pandy, N., Sarawgi, A.K, Rastogi, N.K. and Tripathi, R.S.\textsuperscript{24} in their article, “Effect of farmyard manure and chemical N fertilizer on grain yield and quality of scented rice varieties”, analyzed the response of farmyard manure and chemical N fertilizer on the yield and N uptake and quality traits of scented rice,” Mathuri II” and “Pusa Basmathi I”. They found out that Mathuri II gave significantly higher grain yield than Pusa Basmati. The increase in grain yield was mainly associated with the significant increase in effective tillers. Mathuri II according to them recorded a higher N uptake by the grain and straw than that of Pusa Basmati I due to higher concentration and yield.

Parasuraman, S.\textsuperscript{25} in his study on “The Marketing of Cattle Insurance Service in Tiruchirappalli District” has studied the various methods of service marketing. He has studied the importance and rural of rural insurance in economic development. He has analyzed the role of banker, insurance agents and Development offices in cattle insurance.

Parthasarathy, B.N.V.\textsuperscript{26} in ‘Customer service the Real Issues’ states that the banks need to improve the efficiency of operations, The speed and accuracy of the business operations will improve where the operation are automated Banks can also have their computer network to improve the speed and accuracy of business operations.


Parveen K. Sardana\textsuperscript{27} et al. analyzed the factors influencing growth and variations in agricultural performance in Haryana. The period of the study was 1975-76 to 1995-96. Following are the major findings of this study: There has been reduction in disparities among districts among districts of Haryana with regard to agricultural performance (value of agricultural produce per hectare during the last 25 years; The potential for growth in agricultural performance with the existing technology lies in the backward districts only; Though the agricultural performance is dependent on HYVs fertilizer consumption, the level of dependence has reduced over the period. In the 1990’s the independence of agricultural performance on these inputs got reduced and stagnation I already developed districts started becoming visible. This calls for another varietal breakthrough, especially the development of hybrid rice. Technological efforts should also spread to newer areas. In particular, research on high value crops like fruits, flowers and allied activities should be accorded priority.

Patel A.S.,\textsuperscript{28} et al. analyzed the growth rate of banana in the districts of Gujarat as well as the various states in India and India as a whole, form the period from 1970-71 to 1994-95. The secondary data were collected form various sources. This study is divided into four major sections. Section first tries to examine the economy position of this crop at the all India and state level in general and the area growth in Gujarat particular. The second section


attempts to deal with the economics of banana cultivation in Gujarat. The farmer’s views on some important issues related to banana cultivation are indicated in the third section. Finally, important policy implications along with a resume of the study are presented in the last section.

Philip Kotler\textsuperscript{29} in his book on ‘Marketing Management’ explains that a brand is a complex symbol that can convey up to six levels of meaning such as Attributes (A brand brings to mind certain attributes), Benefits (Attributes must be translated into functional) and Emotional benefits, Values (The brand also says something about the producers), values. Culture (The board may represent a certain culture), Personality (The brand can project a certain personality), User (The brand suggests the kind of consumer who buys and uses the product.

Pradhan, P.N. Jena, S., Mitra, A.K.\textsuperscript{30} in their article “Growth of Fertilizer Consumption in Orissa - A District-wise Analysis” found out that during post-Green Revolution the fertilizer consumption had increased when HYV seeds were introduced. They held the view that the growth rate of fertilizer consumption in Orissa was 9.45 per cent where as in India it was 9.40 per cent during the period 1968-1992.

Rahane R.K.\textsuperscript{31} et al. made a study on the performance of fruits and vegetables in Maharashtra at both the state and regional level. For this

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purpose secondary data were collected from the Directorate of Agriculture and Directorate of Horticulture, Govt. of Maharashtra. The data were divided into two parts (i) time series data on area, production and productivity of surveyed crops such as areca nut, coconut, cashew nut, grape, orange, sweet orange, banana, onion grown in Maharashtra and its regions for the period 1983-84 to 1997-98 and (ii) data on non-surveyed crops such as fruits (pomegranate, papaya, chikku, ber, custard apple etc.) and vegetables (chilly, garlic, potato, cauliflower, brinjal, tomato, pea, beans, ladies finger and cabbage) for the period 1994-95 to 1997-98. For analysis purpose econometric tools like compound growth rates and exponential function were used. The study revealed that among the surveyed crops Banana is grown in all the four regions of Maharashtra and major area is covered is Western Maharashtra. Amongst vegetables onion is the only crop cultivated in all the four regions of Maharashtra.

Rajendran M.,\(^{32}\) in his study on ‘A study of Human Resource Administration in Lakshmi Vilas Bank Limited, Karur, Tamil Nadu’ has examined the organizational climate and work behavior in private sector banks and public sector banks. He has also studied the methods to promote higher performance appraisal in banks.

Ramachanderrao B.\(^ {33}\) in his study on “Current Trends in Indian Banking” studied that RBI and the ministry of Finance are least included to


operate decision markets whether it relates to intense management or to portfolio management and lending.

Ramandeepsingh\(^{34}\) in his study on “Marketing of Processed Food Products in Punjab Department of Management” has analyzed the different methods of marketing of processed food in the state of Punjab. He has also studied the various types of channels used in marketing processed food in the state.

Ramasamy C.,\(^{35}\) et al. examined the supply response of sugarcane in Tamilnadu with special reference to Erode District. The data related to this analysis are collected from various sources fro the period of 1969-70 to 1994-95. In this study, elasticity coefficients were measured at the arithmetic mean of prices, areas and yields. Supply elasticity was obtained by summing the hectarage and yield elasticities, which were estimated separately.

Raveendran\(^{36}\) in his study established that there were no village merchants operating in turmeric trade. Similarly direct sales to the wholesalers were not observed in the study area. The farmer had the option to sell the produce directly to commission agent, regulated market and cooperative marketing society. In the study area, only 4 per cent of the farmers preferred sale through two agencies viz., commission agents and cooperatives but 96 per cent of them preferred to sell through single agency

\(^{34}\) Ramandeepsingh, “Marketing of Processed Food Products in Punjab”, Department of Management, Guru Nanak Dev University, Amritsar. (Mar – April 2005).


only. Nearly 76.92 per cent of turmeric growers preferred sale through commission agents with 73.71 per cent of the total marketable surplus.

Raveendran et al.\textsuperscript{37} conducted a study on growth of export and export process of turmeric in India. The study found that very high correlation of export prices of turmeric with its domestic prices which indicates that the domestic prices were exposed to international trade fluctuations. The study also found that there was high price uncertainty to farmers, which is evidenced by very high co-efficient of variation of prices (70.71). The study suggested for some policies of price support to farmers with a view to reduce price uncertainty at farm level.

Ravi Selvam G.,\textsuperscript{38} in his study on ‘Industrial Relations - A Study with particular reference to Neyveli Lignite Corporation Ltd., Neyveli’ has analyzed the industrial relations in NLC with reference to strikes, lockouts, absenteeism, accident, grievances etc. He has also measured the satisfaction of employees towards the working conditions, welfare measures and the factors contributing the satisfaction. He has concluded that Industrial relations in public sector undertaking be created in an effective manner by cent percent co-operation between management and employees. NLC is not in expectation to this changing economic environment. It is sincerely hoped that in future also NLC will have more effective industrial relations, if such lapse are considered by corrective and timely actions.


Ravindran\textsuperscript{39} on marketing of turmeric in Tamil Nadu revealed that 76.96 per cent of the producers preferred the sale through commission agents with 73.71 per cent of the marketable surplus.

Revathi, B., in her study on ‘Working Capital Management of Weavers Cooperative Societies in Erode District has examined the sources of funds used in weaver cooperative societies. She has identified the problems of weavers’ cooperatives in relation to working capital aspects. She has concluded that Handloom sector survives largely on the straight of subsidies. The special protection given to the handloom sector has cased a drain on the resource of public exchequer beside costing the customer quite a deal in terms of market value of the doth. Mainly due to economic non viability, primitive technology, loan, productivity, sickness, etc, the societies are facing a deeper crisis and may have to face the dement of liquidation in the coming decade of the present trend.

Ricard Cross, Admap\textsuperscript{40} June 2003, World Advertising Research center P. 30 says that buyers want permission marketing and sellers want out, He has stated the strengths and weakness of permission marketing. Permission marketing is the most firmly entrenched widely accepted, voluntary privacy protection practice followed by customer marketers large and small in the V.S in a few short years it has become standard practice for interactive marketers. Among other benefits it has services to focus attention on the problem of electronic message clutter - span - and has created all almost universal

\textsuperscript{40} Ricard Cross, Admap ‘Permission Marketing’ June 2003, World Advertising Research Center, P.30.
expectation ever in countries that don’t legislate for it, that customer must seek permission before a company can serve email message to do permission marketing suffers from a number of internet weakness In practice it offers neither the full protection consumer need for the full benefits marketers want.

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Richard Bushkisk\textsuperscript{42} in his book on “Principles of Marketing” says that the present day consumer is said to enjoy sovereignty in the market. The success of marketing depends upon the ability of the marketer to satisfy the consumer. In fact marketing starts with consumers and ends with the consumers. “The consumer is the engine of economic activity and his

prerogatives are no less than those of the monarch. He is the fulcrum or the pivot upon which the business moves. However the consumers differ in their taster, economic position and social status. The buying situations, purchases decisions, purchase feelings, need arousal, evaluation of consumer behaviour etc., also assume special significance.

Robert N. Herdt\textsuperscript{43} attempted to estimate to responses of supply and aggregate agricultural output to change in prices of agricultural products. He used a disaggregated approach and estimated individual crop supply functions for area under different crops. Besides the introduced own prices and the prices of other crops, which enabled him to get both, own price elasticity and cross price elasticity. The index of non-agricultural prices is also introduced as a separate variable in his equation. Own price elasticities and cross price elasticities were than aggregated in this study to get an estimate of elasticity of aggregate farm production, using average value of production of different crops as weight. The results for the period showed positive response of aggregate output to changes in real prices of agricultural products. During this period the contributions of weather also has been found to be significant.

Saeed, M.\textsuperscript{44} had two objects in view of this book. The first one was to provide a discussion on the basic concepts of Marketing Management, which included Marketing concept, Marketing and socialism marketing functions marketing management and business policy, Marketing mix, Marketing


\textsuperscript{44} Saeed M., Marketing and its Technology Trivent publications for discovery publishing house 1986 P. 149.
organization, Channels of distribution, Marketing research and advertising. The second object was to provide a new approach of Mechanization as well as computerization of the Marketing process these include product development, product planning, buying, selling, transport, storage, inventory, control, financing, marketing research, advertisement and salesmanship, Marketing technology assumed a new meaning, bearing synonymous with mechanization and computerization of marketing functions and processes. Limiting marketing technology to mechanization and computerization cannot be claimed as a new approach. Marketing technology is a wider and comprehensive term. The use of mechanization and computerization certainly improves the marketing functions and processes. However, equating marketing technology to computerization would limit the scope of marketing technology.

Sahu Kabita Kumari\textsuperscript{45} in his study on ‘Aspects of growth and variability in agricultural production in Orissa: An empirical investigation into marketable surplus’ has studied the problems and prospects of agricultural aspects in the state of Orissa has studied the importance of surplus in agricultural activities and also the features of marketable surplus in the field of agriculture.

Sarad Chandra Jain, V.\textsuperscript{46} in his work “Agricultural Production Manual Chapter VII Plant Production Material Their Prices, Cost and Response”, dealt with the need for crop protection from pests, diseases and weeds. He

\textsuperscript{45} Sahu Kabita Kumari, “Aspects of growth and variability in agricultural production in Orissa: An empirical investigation into marketable surplus”, Department of Economics, Utkal University, Bhubaneswar. (Feb – Mar 2006)
\textsuperscript{46} Sarad Chandra Jain, V., “Indian Agriculture” (Chapter VII Plant Production Material Their Prices, Cost and Response) Indian Council of Agricultural research, New Delhi – 1968 PP 12-29.
stressed the need for applying rural composts, urban composts, Green Manures and fertilizers. Cost and response of fertilizers are also important deciding factors for the use of fertilizers.

Saravanan V\textsuperscript{47} on recent development in the production and marketing of jasmine flower in Vadaranyam Taluk M.Phil Aug2002 BARD has attempted to analyze the production of jasmine flower. He has studied the marketing pattern of the flower in a limited area.

Sathees Babu et al.\textsuperscript{48} made a study on area, production and productivity of pepper in Kerala. The study reveals that the area under pepper was increased whereas the productivity was decreased. The growth in pepper output was accompanied by instability in production, which caused by instability in both area and productivity.

Savittha Vadnere and V.K. Pandey\textsuperscript{49} examined the extent of instability of twelve crops in various regions of India for the periods 1970-71 to 1990-91. The methodology in this study is built on the lines of the work by Haxel (MOTAD MODEL). The time series an yield data were descended.

Selvaraj, V.,\textsuperscript{50} in his study on ‘A study and comparative analysis of cooperative milk producers union in Tiruchirappalli District and Coimbatore District’ has analyzed the existing pattern of milk marketing and pricing

\textsuperscript{47} Saravanan, V., “On recent development in the production and marketing of jasmine flower in Vadaranyam Taluk”, M.Phil., Aug 2002, BARD.
aspects. He has analyzed the efforts taken by the Union to bridge the gap between demand and supply of milk. He has also studied the problems associated with procurement, processing and marketing of milk. He has concluded that the producers and consumer societies should be formed at all level on democratic lines with active part in the management of the industry. The Government should also come forward by encouraging the funding agencies to extend necessary financial assistance to the rural producers in setting up cattle farms on a large scale and the their maintenance.

Shaik Haffis, Rama Rao, Reddy and Katyal\textsuperscript{51} conducted a systematic study of the change in the variability of cereal production of India. The study included the change in sorghum and pearl millet. They have used decomposition model and coefficient of variation to know the growth and instability. The study included the periods 1950-51 to 1969-70 and 1970-71 to 1989-90. The study concluded that the yield recorded a faster growth rate in the post - Green Revolution period. In case of pearl millet, the significant positive growth rates of production and productivity in the earlier period become insignificant in the later period. The instability was marginal in case of sorghum and substantial in case of pearl millet.

Shanmugavadivu\textsuperscript{52} in her study on “Marketing of Cement in Chettinad Cement Corporation Ltd.” has studied the performance and production process of CCCL she has analyzed the attitude of the dealer of Chettinad CCC and the Marketing and distribution aspects.


\textsuperscript{52} Shanmugavadivu, “A Study on Marketing on Cement in Chettinad Cement Corporation Ltd.”, Unpublished M.Phil., Bharathidasan University, Tiruchirappalli, December 2002.
Sharad Bhatnagar and K.K. Saxena\textsuperscript{53} examined the area, production and average yield of wheat in Haryana for the period of 33 years from 1966-67 to 1998-99. The following linear equation is used to find out the growth rate.

\[ Y_1 = a + bt; \]

Further the linear growth rates for the 33 years from 1966-67 to 1998-99 have been calculated for each year by taking the successive year’s area/ production of wheat into consideration. The 33 years growth rates are classified into a frequency distribution table by using stuges formula to determine the class intervals of linear growth rates as:

\[ I = \frac{L - S}{(I + 3.222 \log n)}; \]

Sharma (1977)\textsuperscript{54} in his study examined that the effects of yield, area, prices and their interactions in the increase of value of production of major agricultural commodities. The study found that in case of cash crop like sugarcane, jute, Tobacco and chillies, area effect was higher than yield effect by 0.74 per cent, 40.09 per cent, 10.08 per cent, respectively. It may be concluded that; price effect is the most powerful factor in the change of value of production of all the crops except tea. The second powerful force is the yield effect in case of food crops including oilseeds whereas area effect is the second one in case of all the non-food crops.

Sigh et al.\textsuperscript{55} conducted the study on Chillies in Bihar. The price spread worked out in this study indicates that the intermediaries present in the

\textsuperscript{54} Sharma, K.L., “Measurement of the effects of area yield and prices in the increase of value of crop output in India agricultural situation in India, 32(6), pp. 349-351, 1977.
marketing channel charged high margin of profit as compared to the services rendered. Hence, this study suggested the necessity of improving the marketing efficiency of present marketing system.

Sreerama et al.\textsuperscript{56} in their study reported the previous year’s acreage significantly influenced the farmers decision regarding area allocation to turmeric in Guntur. Area was not responsive to process. The coefficient of area adjustment indicated scope to increase the area under the crop in the district. Yield of the crop was not influenced by the prices. The elasticity of prices indicated that the response of yield to price was less. The study revealed that neither acreage nor yield was responsive to prices. Hence this study suggested for providing incentive price to turmeric growers and farmers participation, which is now declining in the regulated market yard. The study also suggested forecasting the prices every day and no person other than turmeric growers should be allowed to sell the produce in the market yard.

Sriaman and Balasubramanian\textsuperscript{57} in their report examined the production and marketing of turmeric in Madras State in comparison with other states. Further they analyzed the price behaviour of turmeric in the wholesale and retail markets of the state. They also evaluated the performance of imports and exports of turmeric. The report covered all the aspects of production and marketing including the procedures of marketing and processing.

Srinivasa Rao, P.\textsuperscript{58} in his study on ‘Marketing of Tourism Services: A study of tourism products in Visakhapatnam District, Andhra Pradesh’ has stated the importance of tourism and its impact on the economy of the state. He has also explained the various tourism products and its availability in the study area. The various types of marketing strategies followed by the sellers are also studied.

Srinvasan, V.\textsuperscript{59} in his study on “Marketing of New Banking Services Introduced by the Commercial Banks in the Nagai District Tamil Nadu” has analyzed the past and present bank services. He has analyzed the problems from the point of view of bankers and customers.

Stanton William, J.\textsuperscript{60} in his book on ‘Fundamental of Marketing’ has stated that “Advertising consists of all the activities involved in presenting to a group of non-personal oral or visual, openly sponsored message regarding a module service or idea”.

Subrahmanyam, K.V.,\textsuperscript{61} analyzed the growth of area, production and productivity of banana in different states of India. The study was based on secondary data covering the period 1965-66 to 1978-79. This period also signifies two important events viz, i) the introduction of high yielding varieties of paddy crop with which bananas rotated and ii) the period in which the


\textsuperscript{60} Stanton William J., “Fundamental of Marketing, McGraw Hill New Delhi, International Student”, p.414.

‘bunch top’ disease acquired epidemic proportion in some of the states where banana is grown on a large scale.

Subramani B.\(^{62}\) on “Marketing of Homoeopathic medicines in Trichirappalli District has studied the importance of Homoeopathic medicines, types of shares, types customers and marketing pattern of Homoeopathic medicines Trichirappalli District – M.Phil., BARD, Dec 2001.

Subramanian\(^{63}\) analyzed the area response of farmers growing groundnut in TamilNadu using Nerlove’s Partial Adjustment Model for a period of 29 years (1957-58 to 1985-86). Further he measured the acreage elasticities of groundnut with respect to price, yield and rainfall. The secondary data for this study were collected from ‘Season and Crops Reports’ and ‘Handbook of Statistics’ published by the Govt. of Tamil Nadu. The ordinary least square method was employed for estimating the co-efficient of the regression functions. The following were the findings of this study: The decision of he groundnut growers of Tamilnadu regarding area allocation for groundnut had positive correspondence with the prices of the competing crop and negative correspondence with its own farm harvest prices.

Subramanian K.\(^{64}\) on “Export Marketing Behaviour” (A study of Indian leather products manufacturing forms) has studied perceptions of marketing variables and export marketing orientation.

Subrata Bhaumik\textsuperscript{65} in his article, “Productivity - Motivation to Cement Companies” has analyzed the need for continuous upgradation of technology to achieve standards of production and energy efficiency. The potential areas for Research and Development are also analyzed in this study. He had stated that improvement in productivity is a continuous process and philosophy. It should be a habit and a natural thing.

Sunil Nahatker and Paut\textsuperscript{66} Examined farm profitability and resource productivity in cultivation of chillies in Chhindwara district of Madhya Pradesh. The study showed that variation in productivity with reference to size group was observed. The yield per hectare was higher in case of small farms with 6 quintals of dry chillies per hectare as compared to 5.25 quintals in case of large farms. This variation in productivity ultimately influences the level of profit. The overall cost of cultivation of chillies on small size farms was found to be highest (Rs.4,942.66 per hectare) and decreased with increase in size of farms. Cost of cultivation of large size farms was Rs.3,704.64 per hectare. The operational cost or variable cost was nearly the same on three size group. Out of the total operational cost, cost of fertilizer and manures was found to be the highest on small farms whereas cost of hired human labour was higher (around 18 per cent) on medium and large farms as against small farms (around 12 per cent).


Thanulingom and Venkateswaran\textsuperscript{67} conducted a study to examine the extent of benefits accruing to the farmers from the regulated market in Kamarjar District. Among 70 sample farmers, 49 (70 percent) farmers have opined that they enjoyed the correct weights and measures for their produce in the regulated market while 21 (30 per cent) farmers have not enjoyed correct weights and measures for their produce in the regulated market. Out of 70 sample farmers, 34 (48.57 percent) farmers have felt that they frailest competitive price in the regulated market while thirty six (51.43 per cent) farmers have not realized this. The causes for low utilization of regulated market was attributed by lack of credit facilities in regulated markets, higher credit facilities offered by the commission merchants and the behaviour of the market committee staff.

Thilakan, C.,\textsuperscript{68} in her study on ‘A Study of financing of select small scale industries by Commercial Banks in Tamil Nadu’ has studied the role of commercial banks in financing SSI. She has made an in-depth study of financing of SSI by select commercial bank in Tamil Nadu. She has concluded that the SSI unit in Tamil Nadu is conformed with so many problems and if they are executed to play the role assigned to them effectively a right type of climate and sound solutions of the problems have to be provided. There can be solved by the efforts of entrepreneurs, promotion agencies and government assistance.


Thiruchelvam C, in his study on ‘A study of marketing of banking Services in Pudukkottai District’ has analyzed the various problems and hindrances faced by bank personnel in providing service. He has analyzed the problems and components of service delivery system. He has concluded that the banks have to build a service oriented culture and should define service offering. The expectations of the customers should be understood and powerful service strategy is to be created. The value of service provided should be measured in term of quality and quantity. The concept of customer asset management may be emphasized to that the customers are treated rurally infraction to bank services.

Udayakumar P.N. on “Marketing service systems for the small scale sector in India A study on symbiotic marketing in selected locations” has analyzed the perceptions of the small scale entrepreneurs towards the concepts of symbiotic marketing and obstacles of marketing symbiotic in SSE.

Uma Chandrasekaran “Determinants of services quality of a teaching government hospital in south India a services marketing perspective” Ph.D. thesis unpublished Pondicherry university August 2002 she has analyzed the services quality and the relationship between patient’s expectations and perception of hospital services performance.

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71 Uma Chandrasekaran, “Determinants of services quality of a teaching government hospital in south India a services marketing perspective”. 
Unneenkutty P.\textsuperscript{72} on "World Market for India’s Agro-Products (A study with reference to Tea, Coffee and Cashew kernels)" has studied price behaviour in the international spot markets and factors influencing the consumption of tea, coffee and cashew kernels and imports.

Upended M.,\textsuperscript{73} and et.al analyzed the factors influencing growth and instability in acreage production and productivity of groundnut covering the pre and post Green Revolution periods in Andhra Pradesh and all India. He divided the whole period of their study into 2 sub periods, viz, 1949-50 to 1965-66 (pre-Green Revolution Period) and 1966-67 to 1990-91 (Post-Green Revolution Period). The study was based on secondary data, which were collected from the basic statistics relating to the Indian Economy published by Economic Intelligence Service, Centre for monitoring Indian economy. They used the tools of linear growth rates ad coefficient of variation. The following conclusions have emerged from Upended Study: The annual average growth rates of area, production and productivity of groundnut were higher during the post-green revolutions period. The growth rates of area and production of groundwater in Andhra Pradesh were higher in the post-green revolution period than that of growth rates in the same period in all India.

Venkateswaran\textsuperscript{74} on “A comparative study on Farmers market of Tiruchirappalli and Pudukottai has studied the different types markets for

\textsuperscript{72} Unneenkutty, P., “World Market for India’s Agro-Products” unpublished Ph.D., thesis Pondicherry University, May 1993.


\textsuperscript{74} Venkateswaran, “A Comparative Study on Farmers Market of Tiruchirappalli and Pudukottai”, M.Phil., Bharathidasan University, Tiruchirappalli, February 2002.
farmers “Uzavar Santhai” in the two districts of Tamil Nadu. He compares the function of two different areas.

Verma MS\textsuperscript{75} in his study ‘Community service’ has studied that if customer satisfaction is the key to success of any organization. Tomorrow’s customers will not be satisfied with today’s services and all of our personal in the banks are string hard to give the customer more then user they expect He has studied the view for marketing of new service in five years.

Weiss L.W.\textsuperscript{76} in his study found firm size as the major determinant of profitability. They hypothesized that large enterprises should earn high profit rates even in the long run and even in the absence of the barriers to entry other than those directly associated with availability of capital. Using data of 341 firms for the years 1956 to 1962, they concluded that size tend to result in high profit rates.

**HOW THE PRESENT STUDY DIFFERS**

The mobile phone industry in India is only 10 years old and no in-depth study is so far conducted in relation to mobile phone marketing. The present study is done from the consumer / customer perspectives. Their needs and additional requirements are analyzed in detail. The study area is a fertile district in Tamil nadu and it contains urban, semi urban and rural areas. Hence a study on marketing of mobile phones from consumer perspectives is significantly different and unique at present.

\textsuperscript{76} Weiss L.W. Why Study Concentration and Price in L. Weiss (ed) Concentration and Price, the MIT Press Cambridges, Mass, 1989, p.47.