CHAPTER - II

PROFILE OF SALEM DISTRICT AND BRAND PREFERENCE TOWARDS CONSUMER DURABLES
CHAPTER – II
PROFILE OF SALEM DISTRICT AND BRAND PREFERENCE TOWARDS CONSUMER DURABLES

INTRODUCTION

Located in the tropics, Salem was a forest land it has witnessed a succession of human settlements from Paleolithic times to the present. The long and, for the most part, unclear history of this district can be broadly divided into the following periods: Prehistoric, Sangam, Buddhist-Jain, Hindu, Muslim, British, and Indian.

Some archaeologist belief that this region must have been a part of the home of early man in south India. There are reasons to believe that Paleolithic human occupation did exist in the mountain, forests and rivers valley of Salem and this human occupation must have formed part of a broader Paleolithic culture system of south India. As if to prove this hypothesis, a few Paleolithic hand-tools were discovered in 1990 in Krishnagiri Taluk, which was part of the larger undivided Salem District. The present Salem District is certainly one of the principle Neolithic regions of South India. The mountain of Servarynan, Bokhi Malaia, Kalryan and Koil Malai have yielded a number of Neolithic implements.

The Iron Age in South India is usually associated with the pandukal (popularly know as the ‘megalithic’) culture. Salem has a large share of
these remains and a variety of iron tools and implements have been unearthed from them. Since Salem is demonstrably richer both in pandukals and iron ore than any other area of prehistoric important in South India, it is very probable that iron technology and pandukal culture had a beginning here earlier than anywhere else in India. Some historians think this culture is Mediterranean and Western Europe; exactly how is still uncertain.

Around the beginning of the Christian era, the region of Salem was sparsely populated but highly cultured as can be gleaned from the extent Sangam Literature. Arts and literature flourished, patronized by the rules of the hills and plains. Avvaiyar and other Sangam poets of Salem were renowned and well respected. It was a time of great prosperity in Romans came to Salem to buy mountain and forest products such as sandalwoods, spices, and peacocks. The silver coins of the emperor Tiberius Claudius Nero (37-68) discovered in Koneripatti in 1987, along with some golden jewellery of the Sangam period, are hard evidence to the existence of a culturally and economically advanced society in Salem two thousands years ago.

Beginning with about the seventh century, Salem along with the rest of the Tamil country enjoyed in general a period of political stability and local administration. Government patronage made temple into powerful
religious and social institution. This process reached us climax during the Chozha period, which began about the middle of the ninth century. At the end of the twelfth century, the Chalukya empire was broken up and the Mysore region including parts of Salem. Anarchy followed after Malik Kafur marched through Thoppur Ghat. Twenty five years later, the Vijayanagar Kingdom was established and well administered government . It lasted for nearly two and a half centuries until 1565 when the kingdom collapsed.

During the Vijayanagar rule, a form of feudalism over a share of their produce to the ruler who owned the land. The control over land tenure was maintained by levying of tribute by the kind from petty ruler and chieftains know as Palyakarar, or through small intermediaries who collected taxes locally, passing on a portion of this to the feudal hierarchy.

The share and extend of the ‘district’ of Salem, originally carved out the area conquered by the British in 1792, have changed many times with the introduction of numerous administrative reforms. The present Salem District dating form 1965 is the result of a post-independence administrative bifurcation of the earlier and much larger Salem District.
PLACES OF INTEREST

SAGO RESEARCH LABORATORY, SALEM a testing facility for the starch industry. It was established in 1963 for conducting tests prescribed by the Indian standards institution. It also advises sago manufactures how to improve the quality of their products the laboratory, which also double as the mineral, water, cattle feed, insecticides, and fertilizers. It may soon be upgrade as a regional testing laboratory.

SAINIGA MITHRAN (1940s) 'friend of the seniyar,' a Tamil montly devoted to the cause of the seniyar caste, edited by R.K. Arangasamy.

SALARAMA GIRL, Namakkal: “Salaframa Mountain”, a Sanskrit name for the Namgiri. Namgiri, according to the local legends, is the enlargement of a Salagramam brought by Hanuman of Namakkal for performing his performing his morning ablutions. The Namagiri is named “Salagramma are abtually fossils of ammonite, an invertebrate of marine cephalopod. They have been formed more than 150 million years ago and are imbedded in black shale.

Their different sizes, shapes, markings and colors lends to a variety of legendary interoretations. A Salagramam is sacred because it is believed to be the sperm of Lord Vishnu, and is the Vaishnavite counterpart of the saivite lingam its sacredness is also attributed to its coils which represents the
charka has a name referring to as aspects or incarnation of Vishnu Achyutham, Anantham, Athirutham, Janartha nam, Kalkim, krishnam, Kurmam, Lakshmi Narasimham, Lakshmi Narayanam, Madhusadhanam, Matsyam, Padmanagopalam, Sridharam, Sudarsanam, Thatgopalam, Rrishikesam, Thirivikrama Narashimham, Upendhram, Vaishnavam Vamanam, Varaham, Vasudevam and Venogopalam.

Vaishnavites collect and keep them in their in home –shrines. To touch it and drink the water in which in has washed is to receive abolition from all since and to be assured of a place in the Vaishnavite paradise.

SALAPATHY NAYAKAN (1624-1659) a Palayakarar of Salem. His name was derived probably from a title selapathy meaning the lord of Salem. He was indifferent to Robert de Nobili when the missionary visited Salem, but his brother became a follower of de Nobili.

The present of many Buddhist and jain shrines, status and religious in almost all parts of the districts, the existence of the Bodhi mali (Mountain of Enlightenment), the location of the City of Dharmapuri (Dhamma Puri) on the North of the Servarayan Malai (which itself may be a corruption of Seelarayan Malai), the presence of a town named Chinna Salem (a corruption of the original Jina Silam). In the neighboring district, and the occurrence of the word seela in many place and personal names (Such as
Karadu and Seela Nayakan) throughout the district strongly support this speculation.

SALEM the major city and capital of the district. It is centrally located in the State in Tamil Nadu in Relation to the other chief cities of South India. It is situated on both sides of the Thirumanimathu Aru in a valley between the Servarayan malai and jarugu malai it has grown larger by assimilating a Number of surrounding Villages.

The eastern part is Salem proper and the southern section is Gugai, well know for its handloom products. The western side comprises of Salem Kottai (Fort) and Sevvoypettai, the market centre. The northern part contains Hasthampatti, the fairlands, and the fairlands. The big bridge across the river connecting the eastern and western Salem is the official central point of the city, once marked by a zero milestone .The city includes the former villages of Ammapettai, Annadhanapatti, Arisipalyam, Gugai, Hasthampatti, Karunkalpatti, Kitchipalyam, Maravaneri, Nethimedu, Sanjivirayanpettai, Senkapatti, and Thathagapatti.

Salem is know in legends as Pavanasapuram (City that Destroys Sins) during the first Age (Kretha Yuga). It became Pattisvaram during the seconds age (Dhvapara yuga), Nagesvaram (abode of the lord of cobras) during the third age (Thretha yuga), and Sukavanam (parrot or green forest)
during the present fourth age (kali yuga)

Salem is believed to have been established by Cheraman Perman, a Kongu Chera, who wanted to bathe daily in the Thirumanimuthu Aru and worship Sukavana Isvarar. Thus established, it received the name of Cheralam, the place of the chera. “Sukavanam is a Sanskrit name for Salem. The work Sukavanam is the Sanskrit name for Salem. The word Sukavanam is the Sanskrit version of the Tamil Kili Kadu or Kili Vangam, which probably was derived from the name of killipurai poraiyan a kolli malai rular who may have founded the city.

BRAND PREFERENCE

A brand is a term used to identify the products, while branding is the practice of identifying a product or line of products by a special name or symbol. Its use goes back to the middle ages for promoting sales.

Brand decisions are the integral part of a product policy, when a marketer adopts for banding his product, he is intending to create an asset out of his brand. The promotional programmes get centered around the distinctive features of the brand. If the basic brand decisions are wrong the entire marketing programme will suffer serious set-back.
Successful brands are the major assets for companies. It is a valuable, renewable and lasting asset capable of producing a sustainable competitive advantage for the company. This advantage enables companies to earn profits for years, just like any other durable asset.

The very job of selecting a brand name is a difficult task for the marketer. A good brand name will be distinctive, it will be easy to pronounce, recognize and remember, it will denote something about the nature/function of the product; it will be appealing.

**BRANDING OPTIONS**

In the matter of branding, the marketer has a number of options as follows:

➢ To adopt a family brand name for all his product.

➢ To adopt individual brand names for each individual product.

➢ To adopt multiple brand names for same product with a view to catering to varying segments of the market.

➢ To offer the product for branding by a middleman or a distribution house.
IMPORTANCE OF BRANDING

Branding is a management process by which product is branded. It is essential part of selling. Every manufacturer or seller feels the need of identifying the goods or services with some definite symbol, mark or slogan, so that goods catch the attention of the consumers.

ESSENTIALS OF A GOODS BRAND

A good brand should possess as the following characteristics.

- Brand name should be suggestive
- It must help to achieve the objectives
- The name should be adoptive for any advertising medium
- It should be distinctive
- Brand names should be easy to read, write, spell, recognize and remember.
- It should be short
- Brand name should be under law

TYPE OF BRAND

Individual Brand

Each product of the company is given an independent brand name. When an individual brand name is given for each product, there is no
question of a composite responsibility. Each brand gets promoted separately and moves by itself.

**Multiple Brands**

Under multiple branding, the same product is offered under differentiated brand names. This is intended to achieve a greater degree of market penetration. Though the product is the same, different appeals are built around the different brands, thus maximizing the total sales of the product.

**Company or Corporate Brand**

In certain cases, the company name itself is used as a family brand name under which varied products of the company are marketed.

**Family Brand**

Sometimes different products of the company are marketed under one brand name, it is convenient to adopt a family brand for related products. Promotion of such product becomes easier and less expensive under a family brand. There is a composite responsibility among the various products coming under the brand.
Middleman’s Brand

Such brands are owned and controlled by middlemen rather than manufacturers. Manufacturer introduces his products under a distributor’s brand name.

Mixed Brand

It may be used by a company both a national and a private brand for a defensive measure and to achieve a greater flexibility in pricing. It provides lower customer service costs through spreading marketing overhead to private label accounts. It is a way to reduce product costs through economics of scale.