

A STUDY ON THE BRAND AND PRODUCT OF CHOLAYIL MEDIMIX

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of R.YASHWANTH (40740411) who carried out the Project Training at "CHOLAYIL PRIVATE LMT " under our supervision for a period of 3 months from January 2023 to March 2023.

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DECLARATION

I R.YASHWANTH (40740411) hereby declare that the Project work done by me under the guidance of **MS M JAYASEELY M.COM.M.Ed.,M.Phil.,M.A.,(PhD)** (Internal) and **REMYA KRISHNAN** (External) at CHOLAYIL PRIVATE LMT is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE: 29-04-2023



PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

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R.YASHWANTH

ABSTRACT

Branding plays an important role in creating something different than others because consumer would have identified the company through the brand. Online marketing is a tool that helps the firms to enhance their businesses as it brings convenience to most people all over the world. The objective of a firm is to create brand loyalty in consumer. Branding a new product in new economy via internet needs a lot of effort in doing research. Thinking out of the box could help the firms sometimes because competitive advantage is available. The aim of this research is to understand how important branding is in selling a product. This paper focuses on four aspects which include branding, online marketing, how brands establish brand loyalty and how to brand new product through online advertising in new economy.

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[illegible]

LIST OF ABBREVIATIONS

S.NO.	PARTICULARS	PAGE NO.
	Ex. SBI – State Bank of India	

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

According to Philip Kotler, Prolific marketing Author and educator Defines Marketing as “satisfying needs and wants through an exchange process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customer in return”

Marketing is the process of creating, communicating, delivering, exchanging and managing offerings that have value for customers, clients, and society as a whole. It involves researching, promoting, selling and distributing a product or service to customers.

Marketing research is the process of collecting, analyzing, and interpreting data related to a market, product, or service in order to inform and support marketing decisions.

Digital marketing is the promotion of products or brands through digital channels such as search engines, websites, social media, email, mobile apps, and other digital platforms. It involves using digital technologies to reach and engage target audiences, build brand awareness and drive sales.

MARKETING



fig 1.1

1.2 INDUSTRY PROFILE



Fig 1.2 (INDUSTRY PROFILE TADA)

Manufacturing

Nature has been a constant source of inspiration for us as an organisation and strict quality control measures are therefore taken to ensure superior quality of all our nature-based products.

Both of our ISO 2002 certified manufacturing plants – one located at TADA, Andhra Pradesh and the other at SIDCUL, Haridwar – are governed by the principles of Good Manufacturing Practices (GMP). Each and every member of our highly trained and qualified staff abide by all GMP guidelines.

1.3 COMPANY PROFILE :

Company Name: Cholayil Private Limited

Company Status: Active

Industry: Manufacturing Industry

Company Types: Private

Employee count : 200

Founder : Pradeep Cholayil

Age of company : 28 Years

Company Address : 8, J Block ,6th Avenue, Anna Nagar East Chennai TN600102.

Contact Details: 044 6677 1600

Nature has been a constant source of inspiration for us as an organisation and strict quality control measures are therefore taken to ensure superior quality of all our nature-based products.

Both of our ISO 2002 certified manufacturing plants – one located at TADA, Andhra Pradesh and the other at SIDCUL, Haridwar – are governed by the principles of Good Manufacturing Practices (GMP). Each and every member of our highly trained and qualified staff abide by all GMP guidelines.

1.4 Statement of problem

A problem statement shows team members of cholayil why you're offering a particular product or service. They can see firsthand what challenges your customers are facing and how your product solves those challenges. Problem statements will also help you keep your team on track to reach a common goal and align their efforts.

1.5 Need for the Study

Brand management is essential for many reasons It helps create an emotional connection between the customer and the Cholleyil Private Limited

It also helps build customer loyalty and increase customer lifetime value. Brand management can also help a company to charge a premium price Cholleyil Private Limited for the products or service.

1.6 Objectives of the Studies

- The main objective of branding is to strengthen the brand's position in the market by creating a connection with customers and developing a sense of trust and loyalty.
- By creating brand objectives, you can focus on reaching your target audience, gaining their trust and building a lasting relationship with them.

1.7 Scope of the Studies

Brand scope or brand frame of reference: the set of products, services, communications and actions that stakeholders expect from an organization. People limit what they expect from a brand.

1.8 Limitations of the studies

Product Limitations means the capacity indicated on the Order Form, including, as applicable, number of installations and named individual users of the Software.

CHAPTER 2

REVIEW OF LITERATURE

Aaker and Jacobson (1994) identified a positive relationship between advertising and perceived quality. Loyalty is an important concept in marketing strategy and as Aaker said the brand loyalty is the center core of brand equity. Loyalty caused costumers spent less time for seeking information. Brand awareness is recalled brand memorization power in customer's mind. There are four types of brand awareness: A) High mental awareness, B) Brand reminding, C) Brand recognition, D) Unawareness (Bumm and Gon Kim, 2005). The role of brand awareness depends on the level of awareness achieved.

Rajh (2005) studied the effect of marketing mix components on brand equity. The results indicated that the structural model has an acceptable level in proportion with experimental data. Structural coefficient and estimated indirect effect coefficient specified the direction and the power of each of the analyzed marketing mix component.

Blattberg and Neslin (1990) observe that though for years advertising executives have been warning marketing executives that promotions will destroy their brands image, it is not clear that promotions do detract from a brand's consumer franchise. Davis, Inman, and McAlister (1992) also examine the difference between pre and post promotion brand evaluations at the individual level but find no evidence that price promotions affect evaluations for frequently purchased branded packaged goods.

Dave Chaffey (2002) defines internet marketing as "Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behaviour, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs." Chaffey's definition reflects the relationship marketing concept, it emphasis that it should not be technology that drives Electronic marketing, but the business model.

Mort et al. (2002) has stated that today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results. (Teo, 2005). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics.

Chaston& Mangles (2003)examined the influence of marketing style on the utilization of the Internet among small UK manufacturing firms. They employed a quantitative methodology to determine whether, in business-to-business markets, the Internet is a technology that will be managed differently by firms that have adopted a relationship versus a transactional marketing orientation

Curran et al. (2011)have discussed social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer"s specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand

Shankar et al. (2011) in their research determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. "As more shoppers are using social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important"

Salehi M. et al.(2012) compares both internet based as well as traditional marketing, digital marketing is more economical and faster way to reach out to buyer directly, and is the ideal way for business to advertise locally or internationally. As the result in case of comparison; both types of marketing can help traders and marketers to do business. Each has advantages and disadvantages. In traditional marketing consumers can see and touch the real goods or service but the domain of effect is low, on the other hand using of digital marketing will exceed the boundaries and introduce goods and services to the demographic of internet users. Also using the internet would be more chipper, faster and convenient for marketing. Approximately the advantages of digital marketing are much more than advantages of traditional marketing.

Yazdanifard R. et al. (2013) in his article digital marketing is an interesting topic especially for researchers in the marketing field. It is a new way of marketing a product/service globally to the targeted market around the world. This paper introduces a new approach concerning digital marketing in electronic commerce; showing how advertisers need this innovation to be successful. This also relieves marketing managers for more value added tasks such as marketing plans for better development of the company.

Chaffey (2013) has stated that the term of digital marketing is comparatively new yet its impact is huge, intimidating and complicated. Being one of the important tools in promotion mix, businesses are looking for a definite way to start and accommodate digital marketing but they have lack of understanding and implementing it. Now-a-day, social Medias such as Facebook, Google Plus, Twitter, and other social Medias have effectively transformed the attitudes and perceptions of targeted consumers. This Digital marketing was done through assessable wide network of customers with reliable data with real-time feedback of customer experiences. Generally digital marketing is the use of modern technologies to help marketing activities to improve customer knowledge by matching their needs and wants

Zhang et al. (2013) in their article has stated that blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy.

Peter S.H. Leeflang et al. (2014) in their article stated that internet usage continues to explode across the world with digital becoming an increasingly important source of competitive advantage in both B2C and B2B marketing.

AfrinaYasmin et al. (2015) in their article has stated that marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers.

Rajiv Kaushik (2016) in his article digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing.

Santanu K. Das & Dr. Gouri S. L. (2016) has explained in their article the world has transitioned into a digital environment. For today's businesses, it is imperative to have a website and use the web as a means to interact with their customers. There are some successful traditional marketing strategies, particularly if you are reaching a largely local audience, but it is important to take advantage of digital marketing so as to keep up in today's world.

P. Sathya (2017) has studied the digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondents opinion are collected to get the clear picture about the present study.

Kingsnorth (2017) shared that digital marketing and business strategy are concepts that should be integrated and grow together. Further research into specific digital marketing strategies, would be a valuable contribution to the field of digital marketing and current body of work. In depth, qualitative and quantitative analysis would provide supporting evidence of the effectiveness or ineffectiveness of specific strategies.

Marin Istvanic et al. (2017) have explained how promotion of products has become an increasingly important component in the new digital age, mostly thanks to digital marketing. The traditional form of marketing is lagging behind digital marketing, which offers users new opportunities like personalized messages or answers to a search query. There are several ways to advertise on the internet, and in this paper, ways and tools will be presented that allow digital advertising as well as their advantages and disadvantages.

Charles Gibson (2018) has explained in their article the rise in popularity of organizations integrating technology into their marketing strategy, directs attention to the need for an in-depth review of digital marketing strategies. Making a strategic shift to client-centered marketing strategies, provide businesses the opportunity to engage in a new era of innovative marketing practices, that use digital marketing to meet their primary marketing requirements.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The researcher has to prepare a research design. A research design could be defined as the blueprint specifying every stage of action in the course of research. Such a design would indicate whether the course of action planned will minimize the use of resources and maximize the outcome. Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine research purpose and economy in procedure.

3.2 SOURCES OF DATA

PRIMARY DATA

It is the data which is collected for one's own research purpose. The primary data was collected through questionnaire & informal discussion & it is interpreted. The questions were framed so as to gain maximum firsthand knowledge from workers, which were analyzed in order to arrive at a suitable conclusion.

SECONDARY DATA

Secondary data were collected from past records and manual of the company, books, internet etc. It is the data already collected, which is made available for reference purposes. In my research the secondary sources used are, various files and records maintained by organization, marketing material

3.3 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part designed to know the general information about employees and the second part contained the impact of brand and product of salesperson and consumer by the in Cholayil Private Limited.

3.4 SAMPLE SIZE

The collected data from 100 respondents is being used for research.

3.5 SAMPLING TECHNIQUE

SIMPLE RANDOM SAMPLING is adopted to collect data from the respondent. The subset which is been selected from a large set is known as simple random sampling. Whereas the random selection of individuals is done by chance, so that each individual has the same probability.

3.6 PERIOD OF STUDY

The period of study is January 2023 through March 2023

3.7 ANALYTICAL TOOLS

- The tools used in this study is percentage analysis.
- Percentage is calculated by taking the frequency in the category divided by the total number of participants and multiplying by 100.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS :

4.1.1. Table showing age

PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
20-30	70	90.9%
30-40	6	7.8%
40-50	1	1%
50 above	0	0%
Total	77	100%

Soures: primary data

Age

77 responses

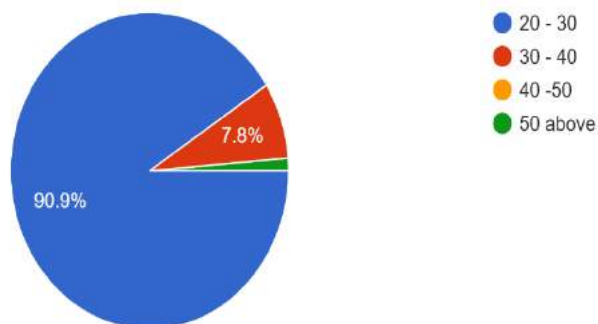


CHART 4.1.1. SHOWING OF THE AGE

Interpretation :

From above the table it is interpreted that the numbers of response is age 20-30 30-40 40-50 and 50 above

Inference

Majority 20 to 30 % of the response from the age of group from 30-40

4.1.2 Table showing of the cuticura

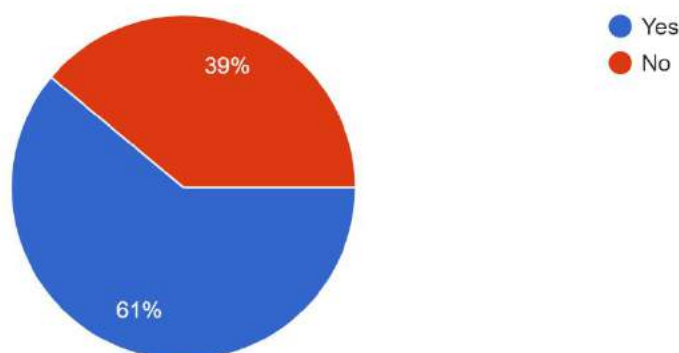
PARTICULAR	NO. OF . RESPONDENTS	PERCENTAGE
YES	47	61%
NO	30	39 %
TOTAL	77	100%

Sources : Primary Data

Chart 4.1.2 Showing the cuticura

Have you ever heard about cuticura?

77 responses



Interpretation :

From the above table it is interpreted that the numbers of respondents
Every one knows about cuticura

Inferences:

The majority 61% of the respondents yes everyone knows about cuticura

4.1.3 Table showing cuticura is famously known by everyone

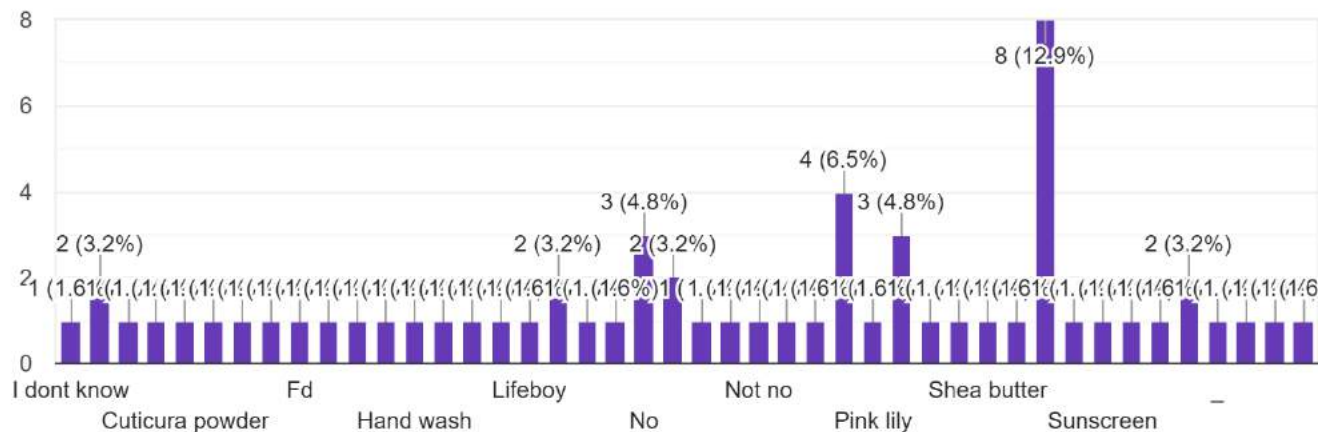
Particluars	No of respondents	Percentages
I don't know	2	3.2 %
Cuticura	0	0
Hand wash	1	1 %
Pink lily	4	6.5%
Shea butter	3	4.8%
Sun scream	12	12.9%
Life boy	2	3.2%
Total	76	100%

Soures: primary data

4.1.3 Chart showing cuticura is famously known by everyone

Which product in cuticura is famously known by everyone?

62 responses



Interpretation

From the above table response not everyone know about cuticura

But who are all using cuticura is a good product but some are using other products for the skincare routine

Inference:

Majority of the respondents 12.9% Most of customers are using sunscreen

4.1.4 Table showing advertisement about the cuticura products

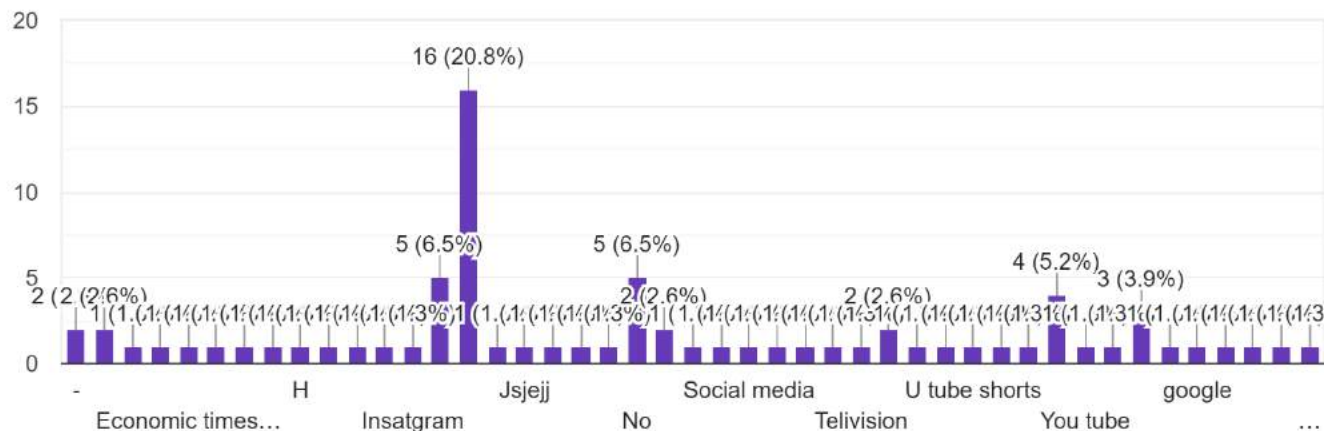
Particular	NO.of . respondents	Percentage
Economic times	2	2.6%
Instagram	5	6.5%
Social media	1	2.6%
Television	2	5.2%
Youtube	4	3.9%
Google	1	
Total	76	100%

Sources : Primary data

CHART NO 4.1.4 Showing advertisement about cuticura products

In which social media platform have you seen an advertisement about cuticura products?

77 responses



Interepretation

From the top of the table the response of the advertisement of the cuticura product the most of the customers is seeing through the Instagram advertisement Inference

Majority of the response chart show the Instagram advertisement most popular in customer view 20.8%

4.1.5 Table showing cuticura will be able to attract the younger generation?

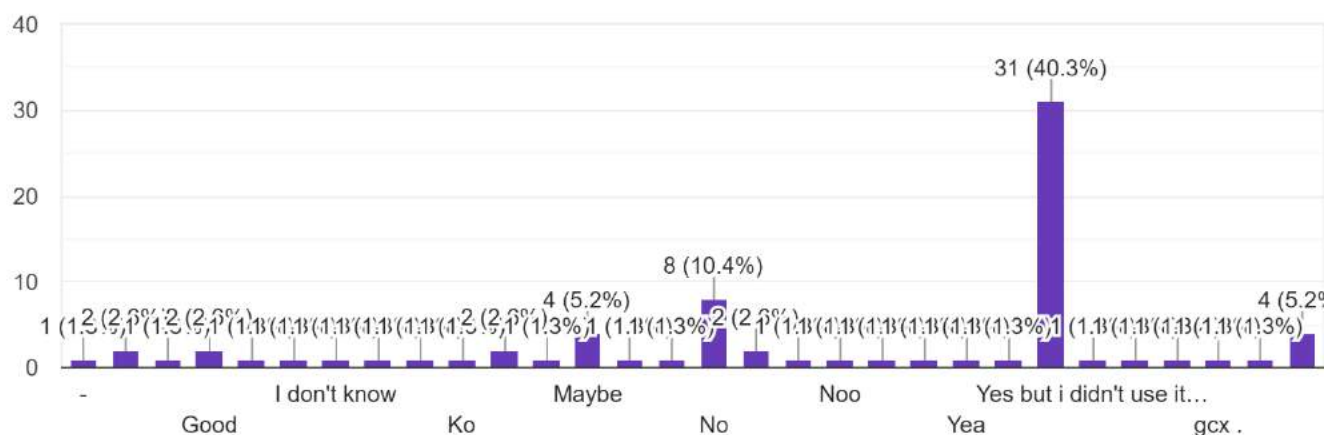
PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
Good	2	2.5%
I don't know	1	1.1%
Maybe	4	4.5%
No	10	10.4
Yes	1	1.5%
Yes But I didn't use it	31	40.3%
Total	76	100%

Sources : Primary data

CHART SHOWING 4.1.5 CUTICURA WILL BE ABLE TO ATTRACT THE YOUNGER GENERATION

Do you feel like the products from cuticura will be able to attract the younger generation?

77 responses



Intrepretation:

From the above of the table younger generation the product cuticura the most of the respondence 31 (40.3)% Yes but I didn't use it

Inference:

Majority 31 40.3% Yes but I didn't use these product

4.1.6 Table showing friends or family has ever used the cuticura talcum powder

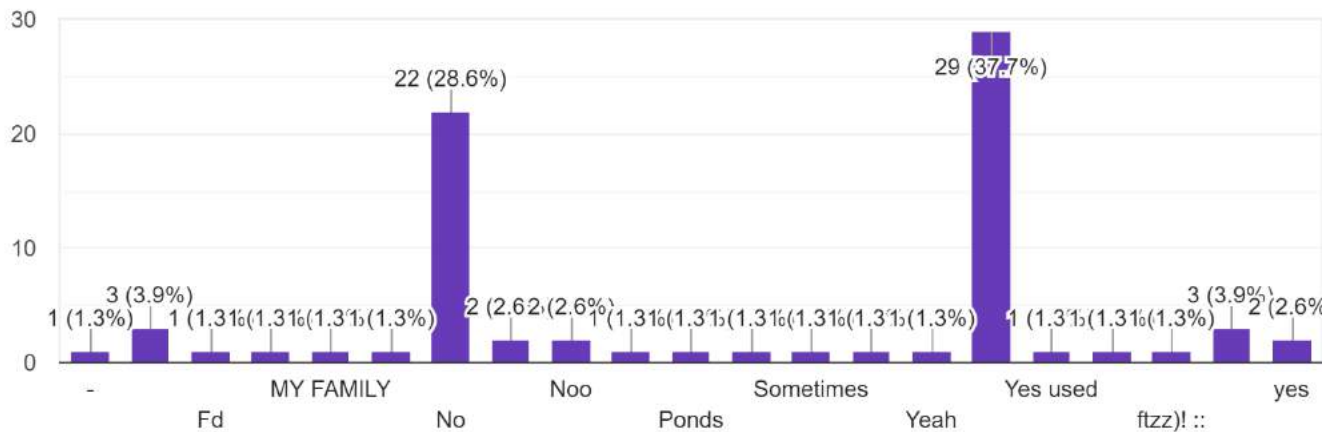
PARTICULAR	NO.OF.RESPONDENTS	PERCENTAGE
Friend	1	1.3%
My family	1	1.3%
No	22	28.6%
Ponds	1	1.3%
Sometimes	1	1.35
Yeah	1	1.3%
Yes used	29	37.7%
Total	76	100%

Sources: Primary data

CHART SHOWING 4.1.6 friends or family has ever used the cuticura talcum powder

Have you or any of your friends or family has ever used the cuticura talcum powder?

77 responses



Intrepretation:

From the above table No one respondents 22 28.6% and but some are used the cutiura talcum powder 29(37.7%)

Inference :

Majority of response is yes used 29(37.7%) your family or friends has ever used the cuticura talcum powder

4.1.7 Table showing our soap's design/appearance, how much would you rate it out?

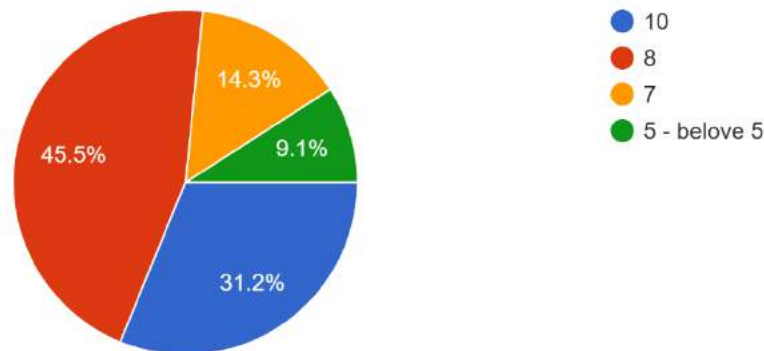
Particular	No.of respondents	Percentage
10	35	45.5%
8	24	31.2%
7	11	14.3%
5 above	7	9.1%
Total	76	100%

Sources : Primary data

CHART SHOWING 4.1.7 OUR SOAPS DESIGN / APPEARANCE HOW MUCH WOULD YOU RATE IT OUT

Do you like our soap's design/appearance, how much would you rate it out?

77 responses



Intrepretation:

From the above table this soap design appearance most of rating was 8 only 45.5%

Inference :

Majority of our soap design appearance 8 45.5%

4.1.8 Table Showing use of talcum powder on normal basis

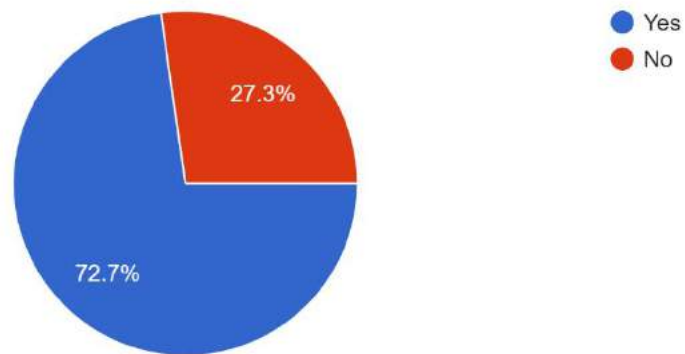
Particular	No.of respondents	Percentage
Yes	56	72.7%
No	21	27.3%
Total	76	100%

Sources : primay data

CHART SHOWING 4.1.8 USE OF TALCUM POWDER ON NORMAL BASIS

Do you use talcum powder on a normal basis?

77 responses



INTERPRETATION:

From the above table use talcum powder are use 56 72.7 % rspondents

Inference :

Majority of the respondents 56 72.7 % use talcum powder on a normal Basis

4.1.9 Table the showing our talcum powder's design/ appearance?

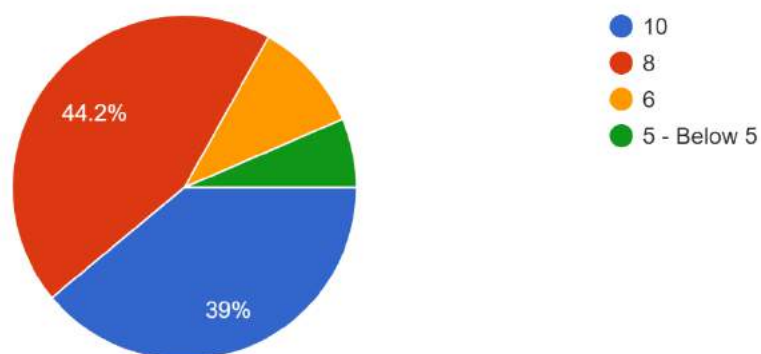
Particular	No.of respondents	Percentage
10	30	39%
8	34	44.2%
6	8	10.4%
5	5	6.5%
Total	76	100%

Sources: Primary data

Chart showing 4.1.9 our talcum powder design / appearance

How much would you rate our talcum powder's design/ appearance?

77 responses



Interpretation:

From the above table 8 44.2% Our talcum powder design response

Inference:

Majority of response our talcum powder design

4.10 Table showing our most famous products and the most bought variety for a reasonable price.

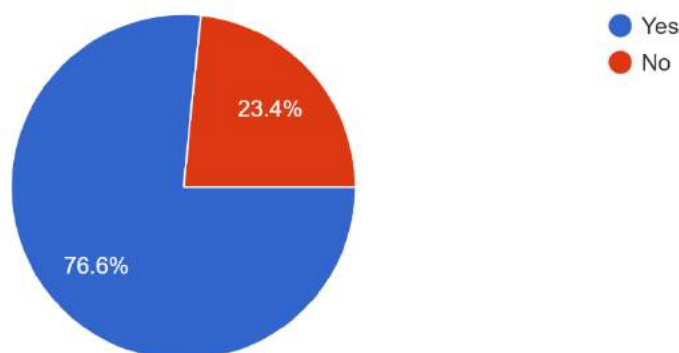
Particular	No.of respondents	Percentage
Yes	59	76.6%
No	18	23.4%
Total	76	100%

Sources: Primary data

Chart showing 4.10 our most famous products and the most bought variety for a reasonable price.

Would you buy this combo?. This pack contains our most famous products and the most bought variety for a reasonable price.

77 responses



Intrepretation:

From above the table showing our most of the famous product and the most bought for a response 76.6%price

Inference:

Majority of the famous product and the most famous product and the most brought for a response

Chapter 5

FINDINGSS SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY :

- Majority 20 to 30 % of the response from the age of group from 30-40
- The majority 61% of the respondents yes everyone knows about cuticura
- Majority of the respondents 12.9% Most of customers are using sunscreen
- Majority of the response chart show the Instagram advertisement most popular in customer view 20.8%
- Majority 31 40.3% Yes but I didn't use these product
- Majority of response is yes used 29(37.7)5your family or friends has ever used the cuticura talcum powder
- Majority of our soap design appearance 8 45.5%
- Majority of the respondents 56 72.7 % use talcum powder on a normal Basis
- Majority of the famous product and the most brought for a Respondents
- Majority of response our talcum powder design

5.2 SUGGESTIONS:

A product recommendation is basically a filtering system that seeks to predict and show the items that a user would like to purchase. It may not be entirely accurate, but if it shows you what you like then it is doing its job right.

- Product
- Checkout
- Home
- Product category and listing
- Welcome emails
- Order confirmations and receipts
- Cart abandonment emails

5.3 CONCLUSION

ConclusionIn conclusion, branding is about building consumer trust in an organization's products.Globalization and communication mediums are making a wider target audience possible.As a result, companies are investing heavily into marketing campaigns that can boost the value oftheir brand.Companies like CHOLAYIL PRIVATE LMT Inc. understand the impact the brand value has on their salesand profits.They also understand the need for stakeholders to believe in a brand.Hence, they spare no expense when recruiting the athletes that will help project the desired image.

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Here are all the questions asked in the Questionnaire:

- 1) Your age
 - a) 10-20
 - b) 20-30
 - c) 30-40
- 2) Have you ever heard about Cuticura ?
 - a) Yes
 - b) No
- 3) Which product in cuticura is famously known by everyone?
 - a) Hand wash
 - b) Life boy
 - c) Pink lily
- 4) In which social media platform have you seen an advertisement about cuticura products?
 - a) Social media
 - b) Instagram
 - c) Economic times
- 5) Do you feel like the products from cuticura will be able to attract theyounger generation?
 - a) Yes
 - b) No
 - c) Yes but I didn't use it
- 6) Have you or any of your friends or family has ever used the CuticuraTalcum Powder?
 - a) Yes family
 - b) No
 - c) Yes

7) Do you like our soap's design/appearance, how much would you rate it out of 5?

a) 10

b) 8

c) 7

8) Do you use talcum powder on a normal basis?

a) Yes

b) No

9) How much would you rate our talcum powder's design/appearance

a) 10

b) 8

c) 6

10) Would you buy this combo? This pack contains our most famous products and the most bought variety for a reasonable price.

a) Yes

b) No

