



A Study on Scaling Up of Terminator in Periphery Retail Market of Trivandrum

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KEYWORDS

Terminator · Insta Kill formula, Henry Garrett's ranking technique, Net Promoter Score, Likert scale Questionnaire, Business Management, Industry, Innovation and Infrastructure

ABSTRACT:

Purpose: The research at Pidilite Industries aimed to comprehend and address the declining demand for Terminator brand in Trivandrum's retail market, identifying opportunities for brand scaling.

Theoretical framework: Theoretical framework provides a conceptual basis for understanding the factors influencing Terminator brand's declining demand in Trivandrum's retail market.

Design/methodology/approach: The research employed surveys (Henry Garrett's ranking and Net Promoter Score) to analyze Terminator brand's declining demand in Trivandrum's retail market.

Findings: Research findings indicate high retailer satisfaction with Terminator brand, suggesting opportunities for scaling up in Trivandrum's retail market.

Research, Practical & Social implications: Research on Terminator brand informs strategies for market scaling; practical implications guide marketing decisions; social impact involves community awareness.

Originality/value: This study provides original insights into Terminator brand's market challenges, offering value for strategic decision-making and addressing declining demand.

1. Introduction

Formulation of marketing strategy requires information on every element in the marketing mix viz- product, price, promotion, and distribution(2). This is true for every consumer product. Knowledge of present market, type of consumer, their likes and dislikes and strategies adopted by competitors constitute an important input for decision on product modification and market diversification(6). The work is about Terminator a product of Pidilite Industries(11). The need of this product is increasing because of the attack of termites. The termite damage is expensive(Abebe and Tesfaye). Even in this digital world many of our important documents like Birth certificate, education certificate, legal documents and more(13). Termites are here in this world for more than 250 million years(8). In most of the family there will be a story about what the termite destroyed in their homes(10). For every human there is to 450 kg of termites. There total population on the planet is more than 445 million tons. There are about 2500 known species of termites and only about 30 species will invade

people's home(7). The study was conducted in the periphery market in Trivandrum. The sample size was 100. This study is being conducted to scale up the terminator brand by conducting one survey to the retailers. To find out which product of terminator has more demand, the competition of the product, the potential customers of the product, the demand of the product and how the retailers are rating the brand in a scale of 0 to 10.

The Primary objective of the study is to do a survey in the periphery market of Trivandrum which helps in the scaling up of the product.

- To study the retail market.
- To study the potential customers of the product.
- To analyse and offer valuable suggestions to improve the sales of Terminator.
- To study and analyse customer's approach towards the product.

The remaining part of the paper is arranged as follows. Methodology in Section 2, Data Analysis



and Interpretation in Section 3 and Conclusion and future scope of the work in Section 4.

2 METHODOLOGY

2.1 Primary data

Primary data is the main source of information for the study. It refers to those collected fresh and for the first time and thus happens to be original in character. The primary data for the study was collected mainly from the retail market. Area of the study is limited in Trivandrum during 19/09/2022 – 04/11/2022 period. – Questionnaire Surveys – Talking with people – Personal interviews – Telephone surveys

2.2 Sampling unit & sample size

The sample were taken from the periphery market in Trivandrum. Sample size of population is fixed as 100 retail outlets.

2.3 Henry Garrett's ranking technique

This technique is used to evaluate the problems faced by the researchers(12). The orders of merit given by the respondents are converted into ranks using the formula. To find out the most significant factor which influences the respondent Garrett's ranking technique is used. As per this method, respondents are asked to assign ranks for all factors. The outcomes of such ranking are converted into score values with the help of the following formula:

$$\text{Presentposition}(pp) = 100(R_{i,j} - 0.5)N_j \quad (1)$$

Where, $R_{i,j}$ is the value of the i -variable given by the respondents to j , while N_j is the number of variables assessed by as many as j respondents. The results of the percentage position are then converted into Garrett Values using the Garrett ranking conversion table. The value of $R_{i,j}$ is then multiplied by the Garrett Value to determine the Total Garrett Score. The average Garrett Score is then calculated by dividing the Total Garrett Score by the amount of alternatives. The alternative ranking is done based on the highest average value. The factors having highest mean value is the most important factor.

2.4 NPS (Net Promoter Score)

Fred Reichheld created a new way of measuring how well an organization treats the people whose lives it affects—how well it generates relationships worthy of loyalty(3). This metric is called the Net Promoter score, or NPS. Thousands of innovative companies, including Apple, Allianz, American Express, Zappos.com, Intuit, Philips, GE, eBay, Rackspace, Facebook, LEGO, Southwest Airlines, and JetBlue Airways, adopted NPS. NPS first saw the light of day in Harvard Business Review, in late

2003. That article—"The One Number You Need to Grow"—eventually led to a book titled The Ultimate Question.

2.5 Promoters

People who respond with a nine or a ten are signaling that their lives have been enriched by their relationship with the company. They behave like loyal customers, typically making repeat purchases and giving the company a larger share of their spending. They talk up the company to their friends and colleagues, just as their answer to the question implies. They take the time to respond to surveys, and they offer constructive feedback and suggestions. Members of this group are promoters(4).

2.6 Passives

People who give the company a seven or an eight got what they paid for, nothing more. They are passively satisfied customers, not loyal ones, and they exhibit a markedly different set of attitudes and behaviors. They make few referrals—and when they do make one, it is likely to be qualified and unenthusiastic. If a competitor's discount or glitzy ad catches their eye, they are likely to defect(9). A company's goal for this category is to improve its services, products, or processes, where possible, to the point where it can delight these customers and turn some of them into promoters.

2.7 Detractors

There are the people who give a rating of six or below. Their score indicates that their lives have been diminished by their dealings with the company. They are not a happy crew. They are dissatisfied, disaffected, even dismayed by how they are treated. They bad-mouth the company to their friends and colleagues(5). Companies confronted with detractors must probe for the root cause of their disappointment, then apologize and determine ways to solve the problem.

2.8 Pestel analysis

PESTLE analysis, which is sometimes referred to PEST analysis, is a concept in marketing principles(14). Moreover, this concept is used as a tool by companies to track the environment they are operating in or are planning to launch a new project/product/service, etc. So, let us find out what these letters stand for first. PESTLE is a mnemonic which in its expanded form denotes P for Political, E for Economic, S for Social, T for Technological, L for Legal, and E for Environmental. It gives a bird's eye view of the whole environment from many different angles that one wants to check and



keep a track of while contemplating a certain idea/plan.

3. Data Analysis and Interpretation

Retailer of terminator

Table 1: Retailer of Terminator.

Sl. No.	yes/no	No. of samples	percentage of sample
1	yes	95	95%
2	no	5	5%

Type of Retailer

The majority (52.25%) of retailer shops that I conducted survey is Hardware shops. Followed by

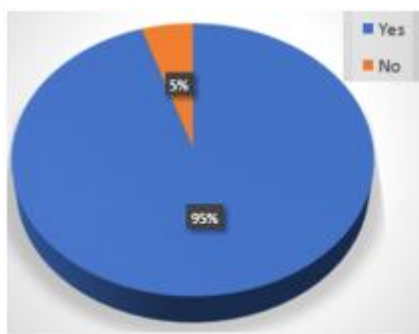


Fig. 1: Retailer of Terminator

Most of the retailers (95%) are selling Terminator product. It is 95 retail shops are selling the product Terminator and the remaining 5 retailer are selling the competitor's brand as shown in Figure 1 and Table 1.

Table 2: Type of Retailer.

Sl. No	Type of retailer	No. of samples	Percentage of sample
1	Hardware	55	52.25%
2	Paint	30	28.5%
3	Plywood	10	9.5%

the Paint Shops (28.5%) and the remaining 9.5% is Plywood retailer shop as shown in Figure 2 and Table 2.

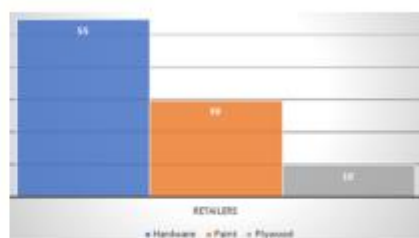


Fig. 2: Type of Retailers.

Retailer using other brands

In the remaining 5% of the shop which is not a retailer of the Terminator is using Asian Paints WoodTech in one shop, Termi Guard is using in 3

shops where it is dumped in the shops and no customers are willing to buy it and the remaining 1 retail shop is using Pesticide type of product as shown in Table 3 and Figure 3.

Table 3: Retailer using other brands.

Sl. No	Type of retailer	No. of samples	Percentage of sample (out of 5%)
1	Asian Paint Wood Tech	1	1
2	Termi guard	3	3
3	Anti termite plywood	0	0
4	Indigo sleek anti termite solution	0	0
5	Acid treatment	0	0
6	Other brands	1	1

Table 4: Most preferred pack size of terminator wood.

Sl. no.	Pack size	No. of samples	Percentage of sample
1	250ml	2	2.105263158
2	500ml	44	46.31578947
3	1L	40	42.10526316
4	3l	5	5.263157895
5	5l	4	4.210526316



Most preferred pack size of Terminator wood

Most of the customers is preferring pack size of 500ml about 46.31%. which is followed by 1L is

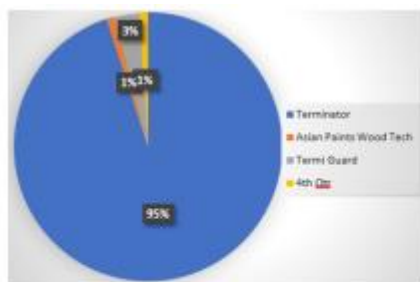


Fig. 3: Termite killing brand in the market

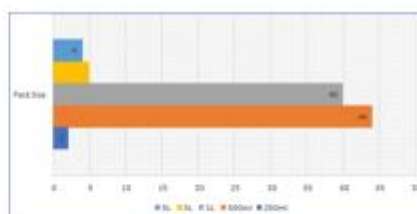


Fig. 4: Preferred Pack Size of Terminator

Most preferred pack size of terminator spray wood

Most of the customers is preferring pack size of 320ml about 66%. which is followed by 500L is

Table 5: Most preferred pack of terminator spray.

Sl. no.	Pack size	No. of samples	Percentage of sample
1	320ml	63	66.31578947
2	500ml	23	24.21052632
3	1L	9	9.473684211

Frequency of placing order

Most of the retailers are placing orders monthly which is about 61% and some retailers about 15%

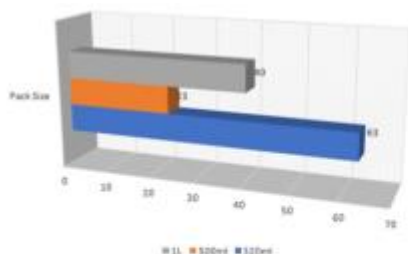


Fig. 5: Most preferred pack of terminator spray

about 23% and the remaining portion is covered by 1L pack as shown in Table 5 and Figure 5.

Table 6: Frequency of placing order.

Sl. no.	Placing order	No. of samples	Percentage of sample
1	Weekly	12	12.63157895
2	Once in 2 Week	15	15.78947368
3	Monthly	58	61.05263158
4	Quarterly	10	10.52631579

are ordering once in a 2 weeks and others are weekly and quarterly as shown in Table 6 and Figure 6.



Fig. 6: Frequency of placing order.

Number of liters per order

Most of the retailers are placing orders up to 15 liters in a month which is about 72% and other 28%

retailers buy about 15 liters per month as shown in Table 7 and Figure 7.



Table 7: Number of liters per order.

Sl. No.	No. of	Percentage
no. liters	samples	of sample
1 <15 Litters	68	71.57894737
2 <30 litters	27	28.42105263
3 above 30 litters	0	0

Scheme provided by Pidilite

Most of the retailers are extremely satisfied with the scheme provided by Terminator and which is about

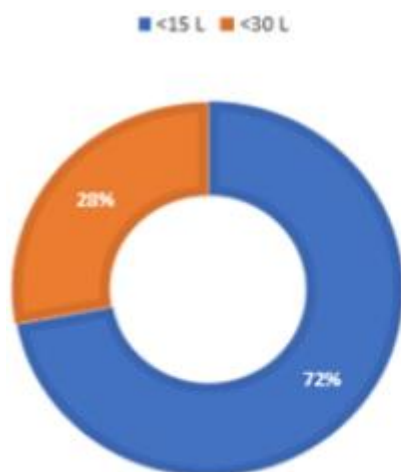


Fig. 7: Number of liters per order.

Rating on eco friendliness

Most of the retailers are extremely aware about the brand Terminator and which is about 69% of the respondent. The remaining 31% are aware about the brand.

Rating on brand awareness among customers

Most of the retailers are extremely aware about the brand Terminator and which is about 69% of the respondent. The remaining 31% are aware about the brand.

Findings of the study

Based on the analysis and interpretation of data collected, the following findings were derived.

- Most of the retailers (95
- The majority (52.25 3.

Table 8: Scheme provided by Pidilite.

sl. no.	Response	No. of samples	Percentage of sample
1	Extremely dissatisfied	0	0
2	Dissatisfied	1	1.052631579
3	Neutral	0	0
4	Satisfied	32	33.68421053
5	Extremely satisfied	62	65.26315789

65% of the respondent. The remaining 34% are Satisfied and 1% are dissatisfied with the scheme as shown in Table 8 and Figure 8.

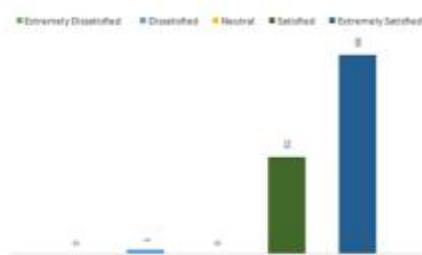


Fig. 8: Scheme provided by Pidilite.

- In the remaining 5% of the shop which is not a retailer of the Terminator is using Asian Paints WoodTech in one shop, Termi Guard is using in 3 shops where it is dumped in the shops and no customers are willing to buy it and the remaining 1 retail shop is using Pesticide type of product.
- Majority of the customers is preferring pack size 500ml of terminator structure (46.3).
- Majority of the customers is preferring pack size of 320ml of terminator spray (66%).
- Majority of the customers is preferring pack size of 500ml of about (52.6%).
- Majority of the retailers are placing orders monthly (61%).
- Majority of the retailers are placing orders up to 15 litters in a month (72%)



- Majority of the retailers are extremely satisfied with the scheme provided by Terminator, and which is about 65% of the respondent.
- Majority of the retailers are extremely satisfied with the eco friendliness provided by Terminator and which is about 66% of the respondent.
- Majority of the retailers are extremely aware about the brand Terminator and which is about 69 % of the respondent.
- Majority of the retailers are extremely satisfied with the margin provided by Terminator compared to other brands and which is about 76% of the respondent.
- Majority of the retailers respond that there is a neutral demand generation to Terminator and which is about 60% of the respondent.
- The highest demand ranked that Terminator wood has the highest demand and according to the Henry Garret ranking it is ranked as 5332 and it is the highest and followed by the Terminator Structure whose rank is 4750 and the 3rd rank is for Terminator Spray where their garret score is 4249.
- Most of the retailers ranked that carpenters are their main potential customers and according to the Henry Garret ranking it is ranked as 4705 and it is the highest and followed by the painters whose rank is 4350 and the 3rd rank is for building contractors where their garret score is 4249 and finally the 4th rank is for the direct customers their garret scores 3738.
- According to NPS among 95 retailers 70 retailers are promoters of Terminator which is about 74%. 16 retailers are passive and the remaining 9 are Detractors.

3. Conclusion

The study on scaling up the Terminator brand in Trivandrum's periphery retail market highlighted a discrepancy between high retailer satisfaction and a noticeable decline in customer demand. Utilizing Henry Garrett's ranking technique, Net Promoter Score, and Likert scale questionnaires, the research identified carpenters, painters, and final consumers as primary users of Terminator. However, Present the main conclusions, limitations of the research and recommendations for future studies). the precise reasons for the decline in customer demand remain unclear. To address this, further research is recommended to explore changing market trends, evolving customer preferences, competition, and external influences. The study advocates for targeted strategies, potentially involving marketing

initiatives and product positioning adjustments, guided by an unbiased analysis. Pidilite Industries can use this comprehensive understanding to implement precise measures and rejuvenate the Terminator brand in Trivandrum's periphery retail market.

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