S.S.m.23. Antony, G.–Structure of Marketing Channels of Selected Manufacturing Industries in Kerala –1987– Prof. N. Ranganathan

The objective of the study is to analyse the existing structure of marketing channals with a view to ascertain the adequacy of the present distribution system to provide the distribution services most appropriate for the merging mass production situation. The study is directed to find out the 'channel mix' used by specific industries and individual manufacturing firms, the length of the channel, the institutional and functional characteristics of the different types of intermediaries used in various industries, the intensity of distribution.

The study is both descriptive and analytical. While selecting industries, due representation has been given to different categories of industries, consumer products, semi-industrial goods and industrial products. The fifteen industries covered by the study include soaps, pharmaceuticals, packaged food & soft drinks, tyres, paints etc.

The various chapters focus attention on the multiple channel structure, additions and deletions of channel levels, institutional dynamics in the distribution system,

horizontal structure of distribution by tracing the policies of intensive, selective and exclusive distribution at various levels etc.

In the Chapter 'conclusions' the author observes that the distribution barriers to entry and expansion of manufacturing firms are real and perplexing. Efficiency in manufacturing is inhibited by the bottlenecks in the distribution system and the society pays a higher price for the inefficiencies inherent in the existing structure of distribution.

The major reason pointed out by the author for this situation is that adequate managerial attention is not being paid to the distribution aspect of marketing. As a result of inadequate managerial commitment to strategic decisions in distribution, stability rather than strategic adaptations come to characterise the distribution system.