



An Exploratory Study on Marketing Strategies of Selected Home Appliances at Kolkata Metropolitan



Chinmoy Ghosh ^a, Sujit Mukherjee ^b

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Correspondence Author ^a



Abstract

A study focuses on two aspects first, how existing marketing strategy provides a push the customer for selecting particular home appliances and the second one how demand on customers are motivated though using that marketing strategy. Because marketing strategies are just the ingredients which help to attract the consumer towards the product. So we conclude that our study focuses on two aspects first, how existing marketing strategy proves a push the customer for selecting particular home appliances and the second one how demand on customers are motivated though using that marketing strategy. In both cases, we found that there must be a strong correlation between the marketing strategies which prove a push or poke (shock- knock at the customer's choice) while selecting a particular home appliance.

Keywords

customers;
marketing;
poke;
push;
shock-knock;

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^a Mulana Abdul Kalam University of Technology, Kolkata, India

^b Mulana Abdul Kalam University of Technology, Kolkata, India

1. Introduction

These marketing strategies are just the ingredients which help to attract the consumer towards the product. Basically marketing strategies of home appliances depends on two parts (Adetunji *et al.*, 2017; Aghara *et al.*, 2018; Basak & Khanna, 2017).

- a. Elements of the marketing mix and customer choice
- b. Need an analysis of customer

In that paper, we select 5 home appliances namely T.V., Air-Conditioning machine, Refrigerator, Microwave, washing machine, etc. For analyzing the marketing strategy elements relates to customers choice and subsequently how the demand of customers are motivated (Elitok & Toksoy, 2003; Ghosh, 2017; Jaminyasa *et al.*, 2017). We select 10 marketing strategies such as *Product quality, Extended Warranty, Custom design, Upgraded technology, Discounting, Offer, Value for money, Traditional marketing channels, Social media, Remarketing strategies*. Again we select 5 elements which can affect the customers demand such as *Esteem to need, Ego needs, Just a push, Budget- Quality –Availability-User friendly, Shape of customer need, etc.*

With the help of the above elements, we try to develop a new strategy which is actually related to all marketing strategies. The objective of the study.

- a. Correlation between the elements of marketing strategies
- b. How Customers demands are motivated

2. Materials and Methods

- a. Primary data survey
- b. Questioner preparation
- c. The correlation coefficient of marketing strategies of home appliances
- d. Chi-square for hypothesis testing based on marketing strategies of home appliances

We prepare a questionnaire and divide it into two part for our study purpose.

Questionnaire

- 1) What do you think the product quality is an important element for purchasing decisions of home appliances?
A. Yes B. No
- 2) Does extended warranty features provide any effect while selecting home appliances for purchase?
A. Yes B. No
- 3) Custom design of home appliances attracted you towards the product for taking purchase decision?
A. Yes B. No
- 4) When you purchase home appliances actually looking for upgraded technological features of the product?
A. Yes B. No
- 5) Do you think to select a particular home appliance discounting on pricing help you to make purchasing decisions?
A. Yes B. No
- 6) Do different offers regarding purchasing of home appliances provide any effect on your selection decision?
A. Yes B. No
- 7) Do you believe the *value for money* concept when purchasing decisions of home appliances?
A. Yes B. No
- 8) Do you think traditional marketing channels help you to locate your particular home appliance?
A. Yes B. No

- 9) Now in the current social media era do you think it channelizes the particulate product to their ultimate customer?
A. Yes B. No
- 10) Do you think remarketing strategy re-create new demand for home appliances?
A. Yes B. No

3. Results and Discussions

We select five home appliances namely washing machine, air conditioner, microwave, refrigerator, and television set. Data source – questioner (primary data). Sample size-1000. Data collection zone- Kolkata. Questionnaire type – close-ended. Type of study – exploratory analysis. Tools – Ms excel for graph and charts, Minitab for co-relation analysis. In our study first 10 questions are related with Mac Arthy 4P'S.

Table 1
Price, place, product, promotion

Product	Place	Price	Promotion
product quality extended warranty	remarketing strategy	<i>discounting</i> <i>offers</i>	social media traditional marketing channels
custom design upgraded technology		<i>value for money</i>	

Now according to our survey report, we analyze one by one the elements

Table 2
A primary information of the first segment of our data collection

options	product quality	extended warranty	custom design	upgraded technology	discounting	offers	value for money	traditional marketing channels	social media	remarketing strategy
YES	700	950	550	817	441	616	500	639	590	117
NO	300	50	450	183	559	384	500	361	410	883

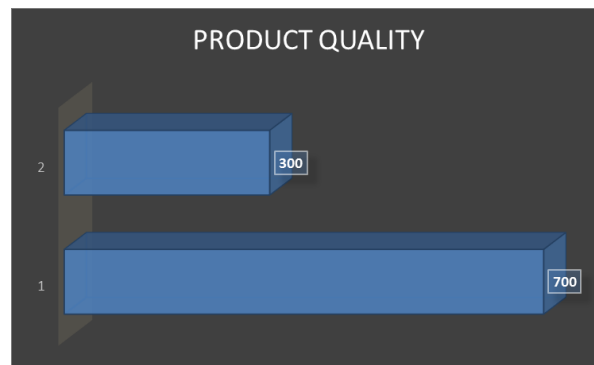
Product quality

Product quality is not easy to describe, the word Quality since it is seeming differently by the different set of persons. If specialists are asked to define quality, they may give different replies subject on their individual

partialities. These may be similar to following listed expressions. According to specialists, the word quality can be described either as.

- a. Suitability for use or persistence.
- b. To do a right item at first spell.
- c. To do the right thing at the right time.
- d. Find and know, what consumer needs?
- e. Structures that meet consumer wants and give customer desire.
- f. Freedom from lacks or flaws.
- g. Conformance to values.
- h. Value or value for money, etc.

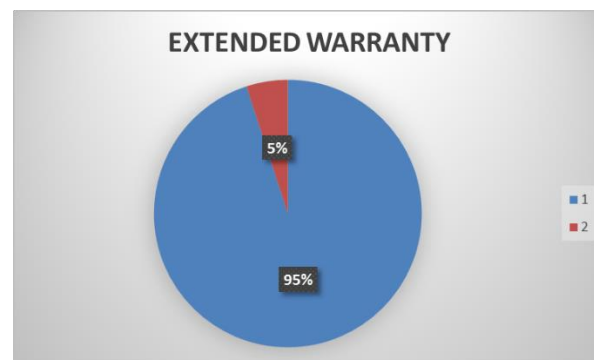
Keeping all the certain things we design our first question, most of the respondents (700) tell us product quality is an important element for purchasing decisions of home appliances.



Extended warranty

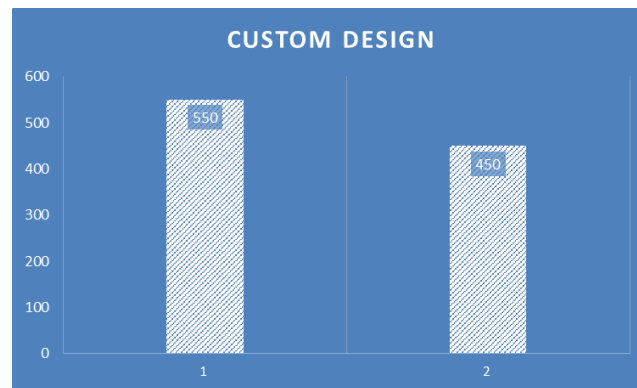
An extension of the attention period on a standard warranty (Kotler, 2005; Kotler & Armstrong, 2006; Mucuk & Alptekin, 2008). With an extended warranty, the consumer is able to cover the time that the producer is liable to pay for covered incidents. Consumers are frequently given the option to include the extra care either at the time of purchase or when the standard warranty is imminent its end date.

In our study, 95% respondent said that extended warranty features provide them an extra satisfaction selecting home appliances for purchasing decisions.



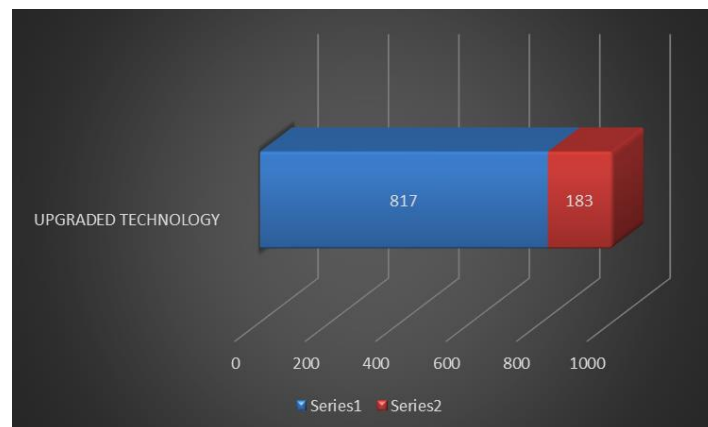
Custom design

Custom design is a procedure for conniving combined tracks by stipulating the layout of each individual transistor and the interconnections between them. In our study, 550 respondents prove a positive impact on the Custom design of home appliances attracted them towards the product, for taking a purchase decision.



Upgraded technology

Technology means the systematic application of human knowledge to the practical field of industry. Upgraded technology is just the development of the technical part to make the product more user-friendly (Ogunsiji & Ladanu, 2017; Udayana, 2017; Uztuğ, 2003). 817 respondents said that When they purchase home appliances, actually looking for upgraded technological features of a particular product.



Discounting

Discounts, loyalty offers and bulk buy pricing is common business practice and relates with-

- Move stock
- Appeal new customers
- Reach sales targets during a slow sales period.
- Before start cutting sales price in half though – in the hope of drumming up sales – do some planning to make sure still making a profit for the extra orders coming in, that is the motto of discounting techniques.

In our study, 56% of respondents said that discounts on home appliances help them to make purchasing decisions.



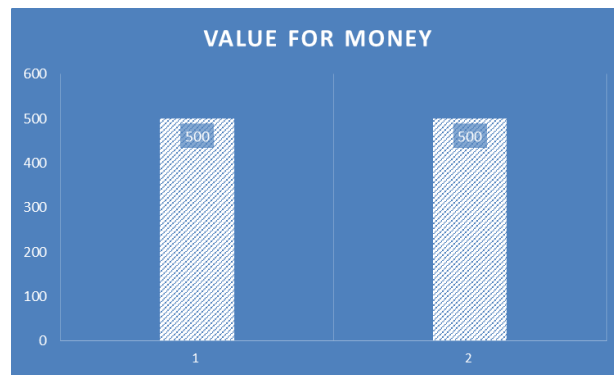
Offer

The Offer is a totally critical part of the Creative Procedure and the most important component in driving response. The Offer has the power to control both response quantity and response quality. The Offer should be one of the first items you consider when planning a direct mail campaign, but too often, it is treated as an afterthought. Too many campaigns suffer as a result. If customers already have an Offer with a track record of results, the company can recommend new offers (or modified offers) intended to improve response quantity or better quality. In our study, 616 respondents said that different types of offers regarding purchasing of home appliances, attract them to consume the particular product.



Value for money

A measure of quality that measures the financial cost of the product or service against the quality and/or benefits of that product or service, taking into account individual factors such as fitness for purpose, along with whole-of-life costs such as installation, keep fit, preservation and removal, and depletion. In our study respondents answer denotes a 50:50 situation relating to the matter. *Value For Money* concept, for selecting home appliances.



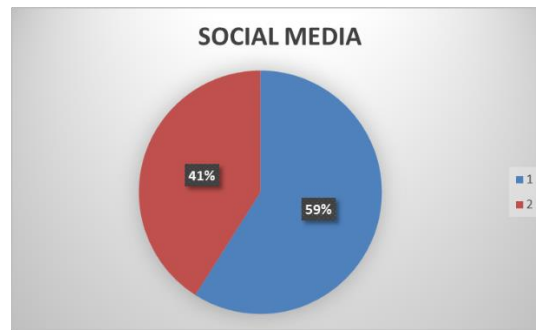
Traditional marketing channels

Traditional marketing refers to any type of promotion, advertising or campaign that has been in use by concerns for years, and that has a proven success rate. Approaches of traditional marketing can include print advertisements, announcements, brochures or leaflets, TV, newspaper, radio, etc. In our study, 639 respondents said that they did not believe that traditional marketing channels help them to take any decisions for selecting a particular home appliance.



Social media

The relationship between a brand and consumer has changed melodramatically thanks to the influence of social media. It has given huge control and power to consumers and large companies and well-known brands no longer have the so-called upper hand. Top nick executives and business owners have silent that social media can make or break their business, so they have taken the chance to build an occurrence on social media places like Facebook and Twitter to systematize business. By using social media, businesses now can create plans after they analyze the analytics to appreciate the target consumer's demands and likes/dislikes. But in our study provide that 59% of respondents do not think that social media don't have strong enough to control the purchasing decisions of an individual for selecting a particular home appliance.



Remarketing strategy

Remarketing can be a powerful transfiguration tool. Serving ads to users who have before consumed your product keeps you in front of prequalified predictions. But...if not done well it can be an enormous waste of time, money and resources. So, a remarketing strategy requires three elements:

- a. An audience
- b. Ads – especially copy! – specific to the audience
- c. A well-defined goal

In our study, 883 respondents said that remarketing strategy re-create new demand for home appliances.

Correlation coefficient analysis

Correlations: Product Qual, Extended War, Custom Design, Upgraded Tec, ...

	Product Qual	Extended War	Custom Design	Upgraded Tec
Extended war	1.000			
Custom desig	1.000	1.000		
Upgraded tec	1.000	1.000	1.000	
Discounting	-1.000	-1.000	-1.000	-1.000
Offers	1.000	1.000	1.000	1.000
Value for mo	*	*	*	*
Traditional	1.000	1.000	1.000	1.000
Social media	1.000	1.000	1.000	1.000
Remarketing	-1.000	-1.000	-1.000	-1.000

	discounting	offers	value for mo	traditional	
Offers	-1.000				
	*				
Value for mo	*	*			
	*	*			
Traditional	-1.000	1.000	*		
	*	*	*		
Social media	-1.000	1.000	*	1.000	
	*	*	*	*	
Remarketing	1.000	-1.000	*	-1.000	
	*	*	*	*	
	social media				
Remarketing	-1.000				
	*				

Cell Contents: Pearson correlation

P-Value

Now we can find that most of the marketing strategy elements are (+ve) related and some of them are (-ve) correlated which are marked red in the above result, but the result proved a strong correlation between marketing strategies.

Chi-square test of marketing strategy elements.

On the basis of the objective of our study we frame our hypothesis for phase1, and try to establish our work by testing the hypothesis.

H0: No relationship exists on the categorical variables of home appliances marketing strategies

H1: There is a definite relationship between the categorical variables of home appliances marketing strategies

Chi-Square Test: Product Qual, Extended War, Custom Design, Upgraded Tech, Discount

Expected counts are printed below observed counts. Chi-Square contributions are printed below expected counts

	product quality	extended warranty	custom design	Value upgraded technology	for discounting	offers	money
1	700	950	550	817	441	616	500
	592.00	592.00	592.00	592.00	592.00	592.00	592.00
	19.703	216.493	2.980	85.515	38.515	0.973	14.297
2	300	50	450	183	559	384	500
	408.00	408.00	408.00	408.00	408.00	408.00	408.00
	28.588	314.127	4.324	124.081	55.885	1.412	20.745
Total	1000	1000	1000	1000	1000	1000	1000

	traditional marketing channels	social media	remarketing strategy	total
1	639	590	117	5920
	592.00	592.00	592.00	
	3.731	0.007	381.123	
2	361	410	883	4080
	408.00	408.00	408.00	
	5.414	0.010	553.002	
Total	1000	1000	1000	10000

Chi-Sq = 1870.926, DF = 9, P-Value = 0.000

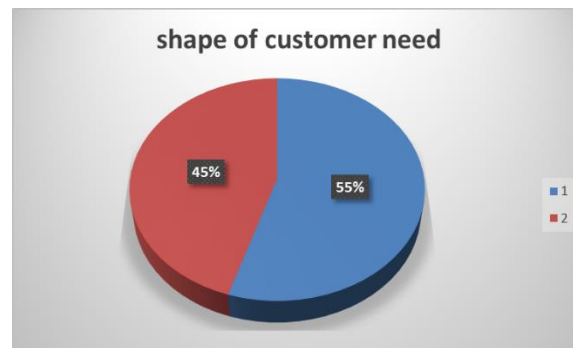
In our study, we find that p-value .000. So we reject the null hypothesis because the significance is .000, which is substantially less than .05. So, we can say that there is statistical evidence that the categorical variables (Home appliances marketing strategies) influenced customers buying decisions.

2nd part of our paper relates to demand analysis of customers.

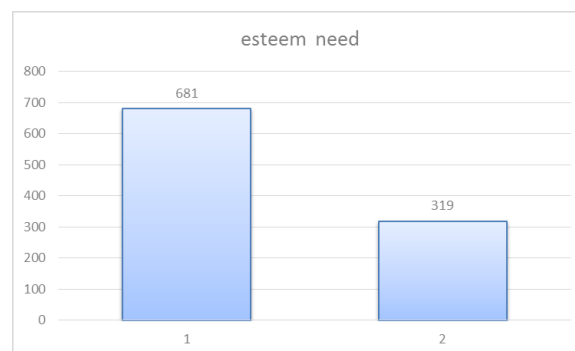
In our study, we focus on two needs of customers ego need and esteem need, on that basis we design the 2nd phase of our questionnaire as follows. As an individual customer, what do you think?

- I. marketing strategy of home appliances offering by different companies are just trying to shape customer needs -----
A. agree B. disagree
- II. purchasing a particular brand of home appliances, fulfill you esteem need-----
A. agree B. disagree
- III. purchasing decisions of home appliances are just a choice of the fulfilment of ego need-----
A. agree B. disagree
- IV. is looking for when selecting a home appliance combination of budget, quality, availability, user-friendly features-----
A. agree B. disagree
- V. marketing strategy is just a push from the companies for fulfilling their ultimate goal-----
A. agree B. disagree

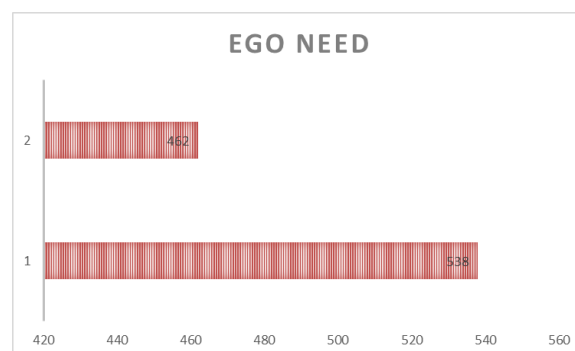
Options	The shape of customer need	of Esteem need	Ego need	Just a push	Budget, Quality, Availability, User-friendly
Agree	549	681	538	600	771
Dis-agree	451	319	462	400	229



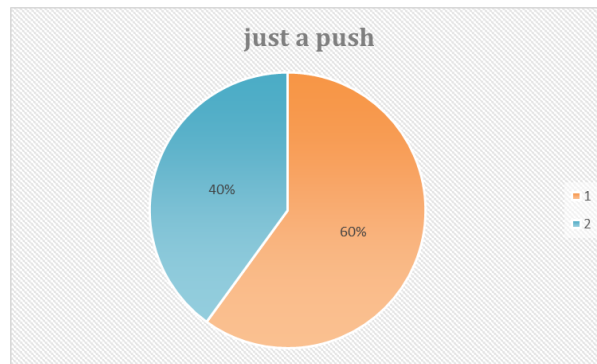
55% of respondents believed that the marketing strategy of home appliances are nothing but an effort to shape customer needs by home appliances companies.



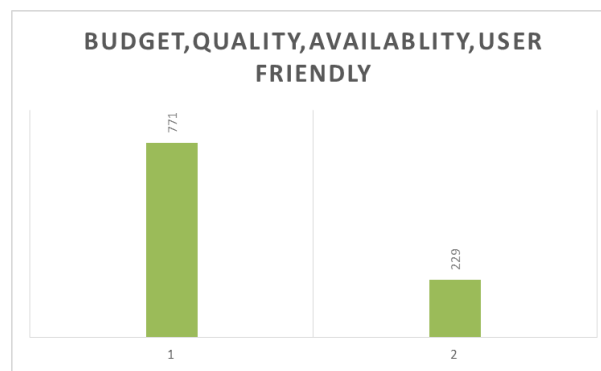
Most of (681) the customers believed that purchasing a particular brand of home appliances, to fulfill their esteem need.



538 customers of our study said that purchasing decisions of home appliances are nothing but fulfillment of ego need.



60% of respondents believed that marketing strategies of home appliances of different companies are just a push to their target customers to achieving their goal.



771 respondents said that when they select a particular home appliance actually looking for budget capability, quality of the product, and user-friendly characteristic of the product.

Now correlation analysis of 2nd part

Correlations: the shape of cus, esteem need, ego need, just a push, budget, quality

shape of cus	esteem need	ego need	just a push		
esteem need	1.000				
*					
ego need	1.000	1.000			
*	*				
just a push	1.000	1.000	1.000		
*	*	*			
budget,quali	1.000	1.000	1.000	1.000	
*	*	*	*	*	

*Cell Contents: Pearson correlation
P-Value*

So we can find that focusing on the demand of customers the factors of motivating demand relate with each other. For phase two our hypotheses are.

- H0: No relationship exists on the categorical variables relating to the demand of customer for selecting particular home appliances
- H1: There is a definite relationship between the categorical variables relating to demand of customer for selecting particular home appliances

Chi-square test: product qual, extended war, custom desig, upgraded tec, discou

Expected counts are printed below observed counts. Chi-Square contributions are printed below expected counts

Value product extended custom upgraded for quality warranty design technology discounting offers money

1	700	950	550	817	441	616	500
	592.00	592.00	592.00	592.00	592.00	592.00	592.00
	19.703	216.493	2.980	85.515	38.515	0.973	14.297

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Total 1000 1000 1000 1000 1000 1000 1000

	Traditional Marketing	Social Remarketing	Channels	Media	Strategy	Total
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2	361	410	883	4080
	408.00	408.00	408.00	
	5.414	0.010	553.002	

Total 1000 1000 1000 10000

Chi-Sq = 1870.926, DF = 9, P-Value = 0.000

In our study, we find that p-value .000. So we reject the null hypothesis because the significance is .000, which is substantially less than .05. So, we can say that there is statistical evidence that the categorical variables (Demand of customer for selecting particular Home appliances) influenced customers buying decisions.

4. Conclusion

So we conclude that our study focuses on two aspects first, how existing marketing strategy proves a push the customer for selecting particular home appliances and the second one how demand on customers are motivated though using that marketing strategy. In both cases, we found that there must be a strong correlation between the marketing strategies which prove a push or poke (shock- knock at the customer's choice) while selecting a particular home appliance.



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Biography of Authors

	<p>Chinmoy Ghosh, Research scholar MAKAUT in Management, West Bengal, India. Email: chin.lord@gmail.com</p>
	<p>Prof. (Dr.) Sujit Mukherjee, Associate Dean BIMS, West Bengal, India. Email: profsujitmukherjee@yahoo.com</p>