

MARKETING STRATEGY OF HOUSEHOLD APPLIANCES IN MANIPUR.

Dr.NONGMEIKAPAM OMIKA DEVI Assistant Professor

Department of Home Science Damdei Christain College

Motbung, Senapati District, Manipur

NONGMEIKAPAM NOMIKA DEVI Assistant Professor

R.K. Sanatombi Devi. Vidyalaya College of Education

North AOC, Imphal East District, Manipur

NONGMEIKAPAM SURSEN SINGH Computer Operator

Department of Clinical Psychology

RIMS

Imphal West District, Manipur

ABSTRACT

The present study aims at studying the marketing strategy of household appliances (Washing Machine, Refrigerator, Grinder, Oven and Electric Rice Cooker) in the market of Manipur. Fifty two shops were interviewed to collect the information using self design questionnaire. The results shows that majority of the shops offer home delivery facilities to the customers whenever the customer demands for it. In Manipur the mode of payment is done only by direct cash payment and no credit system. The results further shows that the shops sells their household appliances at highest level during the marriage season in Manipur.

Key words: Marketing, Consumer Behaviour, Household appliances, Consumer. Manipur: Market, Marketers.

INTRODUCTION.

In earlier times, marketers could understand consumer through the daily experience of selling to them. But the growth in the size of firms and markets has turned the direct contact into almost unrealized proposition in many cases. Increasing managers have had to turn to consumer research for answers to the most important questions about any market called the seven O's of the market place: - such as

| | |
|---------------------------------|------------------------|
| Who constitute the market? | Occupants |
| What does the market buy? | Objects |
| Why does the market buy? | Objectives |
| Who participates in the buying? | Organizations |
| How does the market buy? | Operations |
| When does the market buy? | Occasions |
| Where does the market buy from? | Outlets (Kotler ,1991) |

A sound understanding of consumer behaviour is essential to the long – run success of any marketing program. In fact, it is seen as a corner stone of the marketing concept , an important orientation of philosophy of many marketing managers. The essence of marketing concept is captured in three inter related orientations. They are given below :- (I)Consumer's wants and needs (ii) company objectives and (iii) Integrated strategy. (David et.al 1993)

The term consumer often used to describe two different kinds of consuming entities, the personal consumer and the organizational consumer.(Schiffman, 1997)

The marketing concept states that the key to achieving organizational goal consists in determining the need and wants of target market and delivering the desired satisfactions more effectively and efficiently than competitor. – (Kotler, 1999)

Marketing Strategy is the fundamental goal of increasing sales and achieving a sustainable competitive advantage. It is an organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from marketing research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. There are four main applications of consumer behavior. The most obvious is for marketing strategy i.e. for making better marketing campaigns. A second application is public policy. Third one is social marketing

involves getting ideas across to consumer rather than selling something as a final benefit, studying consumer behavior should make us better consumer.(Sweta Maheswari, 2009)

Household Appliances is an appliance that does a particular job in the home. Home appliances are electrical/ mechanical machines which accomplish some household functions such as cooking or cleaning.

In the 21st century people are very busy in their lives. They want to do their routine work as quickly as they can and for this purpose they use different appliances for help. These appliances make their lives easy. With the help of these appliances they do their routine work quickly and satisfactorily. These appliances help them in cooking, washing and other important and daily work. The appliances such as washing machine, refrigerator, grinder, oven, electric rice cooker etc are the necessity of healthy life style. Time and energy are two important human resources available to us, which must be used properly and not wasted.(Paulena Nickell and Jean Muir Dorsey, 1970) Time and energy are closely related, the management and use of one affecting the other. Time forms the framework in which various activities and work take place. Homemakers have a lot of responsibility within the home and outside home. Hence they may carefully study the method of work. Further home makers feel the pressure on time and energy especially the young homemakers in their expanding family. One way to alleviate this pressure is to purchase and make rise of household appliances. Therefore, household appliance plays a very important role in this busy century.

A custom is a powerful social force influencing consumer behaviour. While a habit refers to individual behaviour, a customer refers to collective behaviour. It is group habit. Under custom we mean long established actions, usages or practices of a group of people. Customary ways of performing various rituals such as those at the time of birth marriage or death may force families to incur certain expenditure through it may not have the capacity to do so. Many families incur debt for their marriage. What is unfortunate of both habits and customers is that people sometimes follow them blindly without thinking of other better and rational choices. (Varghese, 2011) First implication for managers is that they should concentrate on consumer perception, beliefs, needs and associations because their perceptions determine the actions of marketers which in turn influence them. Manager can attract consumers by a no of methods such as pricing, package, promotion and distribution. Therefore manager must know consumers existing brand knowledge and beliefs as a base line.(Narendra and kavita,2008)

MATERIALS AND METHODS

Sample

The sample of the present study has taken 52 shops for the market survey from two main markets of Manipur i.e., Thangal and Paona Bazaar. Out of 52 shops, 24 shops sell washing machine, 20 shops sell refrigerator, 27 shops sell grinder, 13 shops sell oven and 28 shops sell electric rice cooker. Among these 52 shops, some shops possess three or four items of the above appliances.

Measures

Self designed interview cum question nature has been taken from the shopkeepers, selling washing machine, refrigerator, grinder, oven and electric rice cooker in order to assess the status of the marketing status of Manipur.

Statistical analysis

In order to explore and bring an analytical study on the problem, statistical applications were made. For each question, the numbers of responses were tallied and frequenting was found out. Percentages and chi square have been done.

RESULTS AND DISCUSSIONS

Table No. 1

Mode of Payment

| Mode | Responses of the shops in percentage (%) | | | | |
|--------|--|--------------|---------|------|-----------------|
| | W. Machine | Refrigerator | Grinder | Oven | E. Rice. Cooker |
| Cash | 100 | 100 | 100 | 100 | 100 |
| Credit | 00 | 00 | 00 | 00 | 00 |

The above table no. 1 shows that cent percent of the shops selling washing machine, refrigerator, grinder, oven and electric rice cooker sell their products by direct cash payment. No credit system is being done in Manipur. The reason behind this could be that most of the people do not possess credit cards and therefore, the shops do not use credit card systems in Manipur.

Table No.2

Home delivery facility.

| Responses | Washing Machine | | Refrigerator | | Oven | |
|-----------|-----------------|------|--------------|-----|------|------|
| | A | B | A | B | A | B |
| Yes | 20 | 83.3 | 17 | 85 | 10 | 76.9 |
| No | 4 | 16.7 | 3 | 15 | 3 | 23.1 |
| Total | 24 | 100 | 20 | 100 | 13 | 100 |

Chi square =0.377, df=2, p<0.828

Note: A – No. of respondents, B – Percentage of the no. of the respondents.

The above table no.2 shows that majority of the shops selling washing machine with 83.3%, refrigerator with 85% and Oven with 76.9% offer home delivery facility to the customers. Charges regarding the home delivery if free within district of Imphal west and Imphal East and the customer have to pay extra charge outside the other districts according to the distance. Whereas regarding for the shops selling grinder and electric rice cooker there in no home delivery facility to the customer. This could be because there is no demand for it.

Among the consumers of washing machine, refrigerator and oven, frequency of home delivery is almost alike with the corresponding frequency of not home delivery which is evidenced by the insignificant value of x^2 ($x^2 = 0.377$ with $P = 0.828$) oven at 5% level of

Table No. 3.

Average sells records

| Sl.No. | Period | Washing machine | | Refrigerator | | Grinder | | Oven | | Rice cooker | |
|--------|------------------------------------|-----------------|-----|--------------|-----|---------|------|------|-----|-------------|------|
| | | H | L | H | L | H | L | H | L | H | L |
| 1. | Marriage season | 100 | | 100 | | 55.6 | | 100 | | 57.1 | |
| 2. | All through out the year | | | | | 44.4 | 44.4 | | | 42.9 | 42.9 |
| 3. | Off season of marriage June - july | | 100 | | 100 | | 55.6 | | 100 | | 57.1 |

It is observed from the above table no. 3 that highest sells record every year during the marriage season of Manipur and the lowest selling record is during the off season of marriage i.e, during the month of June and July for washing machine, refrigerator and oven. It does not meant that they does not sell any items all throughout the year but their highest and lowest sells recording are during marriage season and off season respectively.

The above table also shows that 56.6% and 57.1% of the shops selling Grinder and rice - cooker respectively sells their product highest during the marriage season in Manipur and their lowest sells records are during off season i.e., June & July . However, Grinder and electric rice cooker are sold in all throughout the year by the shops which consist of 44.4% and 42.9% of Grinder & Electric Rice Cooker respectively. That means they sell grinder and Electric rice cooker equally all through the year.

The reason behind why the sells records of washing machine, refrigerator and oven, and sells record of grinder and electric rice cooker are different could be due to its price rate and guarantee periods washing machine, refrigerator and Oven. They are more costlier and their guarantee period are also longer that grinder and electric rice cooker. Therefore, the people of Manipur does not purchase washing machine, refrigerator and oven very often

As the table no.3 shows that majority of the products are sold during the marriage season the reason behind this could be due to the custom of Manipur. Varghese(2001) stated a custom is a powerful social force influencing consumer behaviour. It is a group habit. Under custom we mean long established actions, usages of practices of a group of people. According to Manipuri culture, when daughter gets married dowry is not compulsion but voluntary. The parents provide essential items for her use such as utensils, sewing machine, implements, clothes etc .

Conclusions

In Manipur household appliances are purchased by direct cash payment and there is no credit system. The present study reveals that majority of the shops in Manipur offer home delivery facility whenever there is demand. The study further shows that majority people of Manipur purchase household appliance during marriage season. The study shows that since the customers of a particular segment have a similar wants their purchasing power and geographical location, buying attitude and buying habits it would become easier for the marketing of Manipur to develop their marking area for entering the segment.

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