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DEALERS AND CONSUMER DURABLES (A STUDY BASED ON DEALERS PERCEPTIONS AS REGARDS SAMSUNG COLOUR TELEVISION)

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ABSTRACT

Consumer durables are household assets that satisfy consumer wants, and which do not generate any further income on it. Consumer durables consist of items like radio, television, washing machines, refrigerator, sewing machines, electric fans and furniture. Many multi-national companies like Samsung, LG, Philips, Sony and Onida have entered into the consumer durable market with many product features and different models. The Government of India had opened doors for entry of Multinational Companies into India and consequently world leaders like Sony, Samsung and LG had launched their consumer products like Television and Audio Systems in the Indian consumer market. A marketing strategy creates awareness and desire. This psychological desire gets converted into demand and the act of buying takes place. The dealers play an important role at this stage. Primary data required for the study was collected by distributing questionnaires to 50 dealers. A dealer normally deals with all types of consumer durables. In ranking of consumer durables sold by the dealers, television was ranked 1st. Dealers deal with various brands of colour television like Samsung, LG, Onida and Sony and finally Samsung brand bagged the 1st rank. Factor analysis had been applied to investigate the underlying structure of the variables that influence the dealer's perception as regards marketing strategy of Samsung India Electronics Private Limited for Samsung color television. The variables have been reduced to three factors, "Brand image factor", "Service factor" and "Promotional" factor. Samsung India Electronics Private Limited should provide timely and adequate stocks, liberal credit terms, give awards etc., to encourage and motivate the dealers. It is necessary to build long term loyal relationships as the new economy is becoming more competitive.

KEYWORDS

Consumer durables, multi-national companies, dealer's perception, Samsung color television.

INTRODUCTION

The consumer market consists of all the households and individuals who buy goods and services for their personal use. The consumer market is growing at a tremendous pace. The changing socio-cultural, political and economic environment has transformed ordinary people into sophisticated consumers. Consumer durables are household assets that satisfy consumer wants, and which do not generate any further income on it. Consumer durables consist of items like radio, television, washing machines, refrigerator, sewing machines, electric fans and furniture. These goods are expected to provide good service for a fairly long period of time, although net addition to holdings of such durables, are not considered as capital formation.

Today consumer durables have replaced the concept of luxury items. Durable goods like television, computer, refrigerator etc., are found in almost all households, although their models may differ from class to class. Consumers are now going for real "Life Quality" improvement in products and services. Consumers in India want better quality of life for themselves and hence they buy consumer durables that make life better. Price and reputation of the manufacturer are the major factors influencing purchase decisions of consumers in the lower income group. Company's reputation, price and quality of the product are some of the factors influencing the choice of consumer durables. Many multi-national companies like SAMSUNG, LG, PHILIPS, SONY and ONIDA have entered into the consumer durable market with many product features and different models.

The growing competition in all the segments of consumer products has made strategic marketing, an inevitable marketing approach. In order to develop successful marketing strategy, marketers must understand consumer behaviour, and target market, keeping in view the environmental influences, individual differences and psychological process by which the consumers make few decisions.

The Indian consumer market especially in the field of consumer durables like television, competition is increasing day by day due to the liberalization policy of the Government of India. Advanced technology also plays a major role in attracting consumers. Previously television was purchased by high class people, but due to the decrease in prices and also due to other factors like liberal consumer loans, new hire purchase and installment purchase schemes, television is now purchased by middle class and upper middle class people also. Hence demand for the television sets are increasing day by day.

The Government of India had opened doors for entry of Multinational Companies into India and consequently world leaders like Sony, Samsung and LG had launched their consumer products like Television and Audio Systems in the Indian consumer market. A marketing strategy creates awareness and desire. This psychological desire gets converted into demand and the act of buying takes place. The dealers play an important role at this stage. In this competitive environment there is increasing competition from national as well as multi-national companies, for almost all products falling under the category of consumer durables.

REVIEW OF LITERATURE

C. Madhavi and John William Felix have stated that consumer durables have attributes like price, timeliness, quality etc., and consumer perception varies with the experience of product values.

Dr. K. Shivakumar and S. Komathi have used averages and percentages and observed that manufacturers and marketing executives of durable products realize that they have to bring out products to meet the specific needs and wants of their customers.

Dr. Mallikarjuna Reddy has stated that in order to develop successful marketing strategies, marketers must understand consumer behaviour of the target market, keeping in view environmental influences, individual differences and psychological process based on which consumers make decisions.

Dr. S.G. Losarwar has found that suitable marketing strategy must be used for marketing consumer durables. He also observed the factors influencing consumers in the selection and use of a particular product.

Dr. Urvashi Makkar has observed that white goods markets are changing markets which needs a new base of market segmentation.

Dr. Gurmeet Singh and Harish Gautam have stated that television is the only media where all the elements of advertisement i.e., AIDA (Attract – Interest – Desire – Action) have good effect. They observed that television media plays an important role in providing effective communication between the marketer and the consumer.

Selvaraj and A. Mahendran have used chi-square, rank correlation and found that factors like age, family size and occupation have not influenced the brand preference. They found that the price, brand name, dealers network and after sales service together influence the buyers purchase decision.

Namshin Cho has observed that Samsung Corporation, a Korean Firm concentrates in organizational innovations. He analysed the consequences of the organizations' innovations, problems in implementing them and he also states the remedies to overcome those problems.

Chong Ju Choi has observed that the Samsung corporation attempts at re – engineering. He has also found that Samsung, Korea's largest and most successful corporation has been able to re-engineer various aspects of its culture such as working hours and attitudes towards product quality.

OBJECTIVES OF THE STUDY

1. To study about dealer's perception as regards marketing strategy of Samsung India Electronics Private Ltd (For colour Television).
2. To offer suggestions for improving the sales of Samsung Colour Television.

METHODOLOGY

This study adopts survey method of research, covering dealers in Chennai city. Primary data required for the study was collected by distributing questionnaires to 50 dealers. After careful investigation, incomplete questions were discarded and finally 30 questionnaires collected from dealers and were taken for the present study.

QUESTIONNAIRE DESIGN

Dealer's Questionnaire consists of 2 parts. Part A deals with general questions regarding the general information and part B deals with dealer's perception as regards the Marketing Strategy of Samsung India Electronics Private Ltd. To analyse the dealer's perception as regards the marketing strategies of Samsung India Electronics Private Ltd, dealers were asked to rate each item on a 5 point scale namely Strongly agree, Agree, Neither agree, nor disagree, Disagree, Strongly disagree and 5, 4, 3, 2, 1 points were assigned to these responses.

RANKING OF CONSUMER DURABLES SOLD BY DEALERS

A dealer normally deals with all types of consumer durables. Table 1 deal with the ranking of consumer durables sold by the dealers.

TABLE 1: RANKING OF CONSUMER DURABLES SOLD BY DEALERS

| Type of product | Mean | Rank |
|-------------------|------|------|
| Colour television | 8.4 | 1 |
| Refridgerator | 4.8 | 3 |
| Washing machine | 5.0 | 2 |
| Air conditioner | 3.5 | 4 |

From table 1 it can be seen that television sales has the highest mean of 8.4 and hence 1st rank can be assigned to it. Many consumers are buying Colour Television as it enhances their status and standard of living. Mean value of Washing Machine is 5 and hence 2nd rank is assigned to it. They are followed by Refridgerator (mean 4.8) and Air conditioners (mean 3.5) and hence 3rd and 4th rank can be assigned to them.

RANKING OF VARIOUS BRANDS OF COLOUR TELEVISION SOLD

Dealers deal with various brands of colour television like Samsung, LG, Onida and Sony. Table 2 shows the ranking of the various brands of colour television sold by the dealers.

TABLE 2: RANKING OF BRANDS OF COLOUR TELEVISION

| Particulars | Mean | Rank |
|-------------|------|------|
| Samsung | 3.10 | 1 |
| LG | 2.17 | 2 |
| Onida | 2.00 | 4 |
| Sony | 1.24 | 3 |

Table 2 reveals that Samsung brand has the highest mean and hence 1st rank is assigned to it. This shows that consumers prefer Samsung colour television due to advanced technology and good after sales service even if it is priced slightly more than other brands. Rank 2 is assigned to LG brand.. Onida and Sony brand of colour television are assigned the third and fourth rank respectively.

FACTOR ANALYSIS

Factor analysis has been applied to investigate the underlying structure of the variables that influence the dealer's perception as regards marketing strategy of Samsung India Electronics Private Limited for Samsung color television. KMO measure of sampling adequacy is 0.689 and Barlett's test shows a significance of 0.000. Therefore factor analysis can be applied to ten variables measuring dealer's perception as regards marketing strategy of Samsung India Electronics Private Limited for Samsung color television. It is observed that measures of sampling adequacy (MSA) are more than 0.5. Hence all 10 variables can be subjected to factor analysis.

GROUPING OF VARIABLES

The Principal Component Analysis by factor extraction method and Varimax rotation method has been used to group the variables of perception of dealers as regards marketing strategy of Samsung India Electronics Private Limited for Samsung color television. Table 3 shows the factor extraction for perception of dealers as regards marketing strategy of Samsung India Electronics Private Limited for Samsung color television.

TABLE 3: FACTOR EXTRACTION PERCEPTION OF DEALERS

| Variables | Communalities | Factor | Extraction sums of squared loadings | | | Rotation sums of squared loadings | | |
|--|---------------|--------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | | | Total | % of Variance | % Cumulative | Total | % of Variance | % Cumulative |
| | | | | | | | | |
| Samsung supplies wide range of products | 0.688 | 1 | 4.173 | 41.725 | 41.725 | 3.986 | 38.964 | 38.964 |
| Samsung products are "value for money" for the customers | 0.571 | 2 | 1.756 | 17.560 | 59.286 | 1.857 | 18.568 | 57.532 |
| Samsung provides very good after sale service | 0.834 | 3 | 1.418 | 14.177 | 73.462 | 1.593 | 15.931 | 73.462 |
| Samsung products carry very good brand recall | 0.759 | | | | | | | |
| Samsung provides adequate and timely stocks to the customers | 0.883 | | | | | | | |
| Samsung provides clean and proper product demonstration for the customer on the shop floor | 0.757 | | | | | | | |
| Samsung handles customer complaints immediately | 0.552 | | | | | | | |
| Complaints do not reoccur | 0.767 | | | | | | | |
| Samsung advertisements and promotions do not contain false promises | 0.847 | | | | | | | |
| Samsung gives adequate margins for the channel partners | 0.688 | | | | | | | |

Extraction method –principal component analysis

TABLE 4: ROTATED COMPONENT MATRIX

| VARIABLES | COMPONENT | | |
|--|-----------|-------|-------|
| | I | II | III |
| Samsung supplies wide range of products | 0.825 | | |
| Samsung products are "value for money" for the customers | 0.750 | | |
| Samsung provides very good after sale service | | 0.866 | |
| Samsung products carry very good brand recall | 0.862 | | |
| Samsung provides adequate and timely stocks to the customers | 0.906 | | |
| Samsung provides clean and proper product demonstration for the customer on the shop floor | | | 0.856 |
| Samsung handles customer complaints immediately | | 0.526 | |
| Complaints do not reoccur | | 0.875 | |
| Samsung advertisements and promotions do not contain false promises | | | 0.915 |
| Samsung gives adequate margins for the channel partners | | | 0.824 |

Extraction method: principal component analysis.

Rotation method: Varimax with Kaiser Normalization.

The above ten variables have been reduced to three factors. Three statements are loaded in first factor. These statements deal with brand, image, range of products, brand recall, adequate and timely stock. So the first factor is named as "Brand image factor". The statements loaded in second factor consist of value of money, after sales service and complaints do not reoccur and hence it is named as "Service factor". The last factor is named as "Promotional" which includes clean and proper demonstration, handles customer complaints, gives adequate margins etc.,

TABLE 5: DEALER'S PERCEPTION VARIABLES IN RESPECTIVE FACTORS

| Factors | Variables | Factor loadings |
|--------------------------------|---|-----------------|
| Factor 1 Brand Image Factor | Samsung supplies wide range of products. | 0.825 |
| | Samsung product carries very good brand re-call | 0.862 |
| | Samsung provides adequate and timely stocks to the customers. | 0.906 |
| Factor 2 Service Factor | Samsung products value for money for the customers. | 0.750 |
| | Samsung provides very good after sales service | 0.866 |
| | Complaints Do Not Re-Occur | 0.875 |
| | Samsung provides clean proper product demonstration given to the customers. | 0.856 |
| Factor3 Promotional Factor | Handles customers complaints immediately. | 0.526 |
| | Gives adequate margins for the channel partners. | .824 |
| | Advertisements and promotions do not contains false promises. | .915 |

Extraction method: Principal Component Analysis

Rotation method: Varimax with Kaiser Normalization.

The above table shows that Principal Component Method of Factor analysis and the Varimax Rotation Method have been used to group the 10 variables in to 3 factors. The most dominant factor is "Brand image" and it includes 3 variables viz, Samsung supplies wide range of products. Samsung product carries very good brand re-call. Samsung provides adequate and timely stocks to the customers and it explains 38.964% of the variance. The next factor is "Service" factor and it includes 3 variables namely Samsung products value for money for the customers. Samsung provides very good after sales service. Complaints do not re-occur. Samsung provides clean proper product demonstration given to the customers. Value for money, sales service, and it explains 18.568% of the variance. The last factor is "Promotional" factor and it consists of 4 variables Handles customers complaints immediately, Gives adequate margins for the channel partners. Advertisements and promotions do not contain false promises, it explains 15.931% of variance.

SUGGESTIONS

1. Liberal credit terms can be given by Samsung India Electronics Private Limited to its dealers.
2. Samsung India Electronics Private Limited should provide timely and adequate stocks to the dealers.
3. The company can give awards, free family trips etc., to encourage and motivate the dealers.
4. The company should concentrate more on advertisements and sales promotion techniques.
5. Attractive, colourful and informative brochures can be circulated to dealers.

SCOPE FOR FUTURE RESEARCH

1. There are many consumer durables like washing machines, air conditioners, refrigerators, etc. used by consumers. But this study deals only with the perception of dealers as regards Samsung colour Television. Hence future research can be focused on other consumer durables.
2. There are many products manufactured by Samsung India Electronics' Private Limited future research can be focused on other products also.
3. This study deals with the perception of dealers in Chennai only. Future research can be focused on All India basis.

CONCLUSION

Commitment, trust, value, satisfaction and loyalty are the key words to success. Samsung India Electronics Private Limited should provide timely and adequate stocks, liberal credit terms, give awards, free family trips etc., to encourage and motivate the dealers. It is necessary to build long term loyal relationships as the new economy is becoming more competitive.

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