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A STUDY OF MARKETING MIX STRATEGIES ON THE INDIAN UPVC WINDOW MARKET**K. SATYA SUBRAM****RESEARCH SCHOLAR, DEPARTMENT OF BUSINESS ADMINISTRATION, ALIGARH MUSLIM UNIVERSITY, ALIGARH
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HYDERABAD****ABSTRACT**

The present study focuses on providing a general overview of some marketing strategies that are strongly influencing the Indian UPVC door and windows market. As the UPVC windows (Unplasticized poly vinyl chloride windows) are new entrant to Indian market, there were no significant studies. For the purpose of conducting this study the researchers collected primary data by survey method in a time span of four months. This was conducted by visiting architects and builders in Hyderabad market with the help of a structured questionnaire. In this study the researchers followed a judgmental sampling technique. The result of the study reveals that Installation/fixing (service) is one of the important product related marketing strategies in the doors and windows market of India and in addition to Country of origin (COO). Service is the vital element in sustaining in the market. Researchers felt that as the value of the service component in the total product value is only 10% and hence lot of fabricators are neglecting or diluting the importance of service which is affecting the customer Retention. The study also reveals that word of mouth, personal selling and exhibitions/meets are important promotional strategies influenced the consumers in their doors and windows purchase. The researchers felt that payment period is the critical element for the buying decision as the product is generic in nature. Freedman's test was used to rank intensity of marketing mix elements effect on Upvc windows sales volume. The outcome of the Chi-square test shows that there is enough evidence to indicate that the brand preference is dependent on market segment in UPVC windows in Hyderabad market. If marketers successfully create a brand that tap into consumers' emotional states, then branded products retain some degree of product differentiation, even if the products themselves are copied by competitors.

KEYWORDS

elements of marketing mix, marketing strategies, construction industry, upvc windows.

INTRODUCTION

Marketing deals with the activities that direct the flow of goods and services from producer to consumers. Identifying and meeting the human and social needs fall under its ambit. The present business situation is characterized by consumer oriented market. Immense competitions, rapid strides in technology and liberalization, privatization and globalization have become the major points in competitive edge in the market. In these circumstances the survival and growth of a business firm essentially depends on a marketing strategy which results in broadening the customer bases as much as possible by not only creating new customer bases but also retaining existing customers. The researchers was fascinated by the new developments and trends in the marketing field of India. After conducting preliminary survey, it was decided to focus on the fast growing construction industry.

There is no correct data available on the size of the doors and windows market in India, as majority of the players earlier were of small scale and from unorganized industry. But with rough estimates from the senses of housing and from plan approvals for new constructions data, it was estimated that Indian door and window market is about 12000 cr size and mainly dominated by unorganized and low quality products.

From last four years, the doors and windows market significantly changed and due to the government's ban on wood, non-availability of quality carpenters for the growing needs of Indian real estate market, builders are looking at UPVC windows and initially importing from European market. The UPVC windows entered in India long back, but the customer reluctance from shifting the material from wood forced the upvc windows as failure initially. The quality of the windows was also not good as they are not UV resistant windows and not suggestible for exterior application. But with technological developments and introduction of UV resistance PVC windows, lot of players entered into India.

Windows are no longer an object to fill the openings in the Building envelope. Today's windows are expected to perform various functions such as letting in light, keeping out heat/cold, noise attenuation, as well as being aesthetically attractive, needing lower maintenance and using energy saving/efficient materials/processes in place of scarce/energy efficient conventional materials. UPVC Windows/Door profiles are made from Poly Vinyl chloride resin, one of the most extensively used thermoplastics finding end uses in diverse sectors such as infrastructure, agriculture, healthcare etc. UPVC Windows/Doors are extensively used in other countries, and are currently at a growth stage in India. Much needs to be done in marketing of these products by showcasing the advantages of these products to the builders, architects and common man which includes the major advantage of energy saving i.e. reduction in air conditioning bills up to 20-30% as well as saving of wood (in turn-forests) and energy intensive materials like Aluminum

Hence the researchers took the decision to strategize the study in relation to vibrant market. Marketing strategies selected for this study include product strategies, pricing strategies, place strategies, promotional strategies. The study seeks to formulate a suitable strategy to fill up the gap and to take care of future needs of consumers. The introductory part deals with the following elements of the study as: Significance of the study, Objectives of the study, Hypothesis of the study and finally Reviews of literature.

SIGNIFICANCE OF THE STUDY

Windows form the major input in the construction industry. The Indian market which is traditionally driven and culturally bonded, housing forms becomes a major insignia for taste and living habits. Wood continues to play a major role in the housing industry. In the modern era of depleting natural resources and environmental

imbalances, introduction of alternatives for the traditional wood with other products is much necessary and becomes a social need. UPVC windows their introduction, proving as successful alternative to wood, penetrating the markets and their sustainability is the need of the hour. UPVC Window and Door Profiles provide a lucrative investment opportunity in India – it is an attractive project that offers high value addition and returns. The Indian market size for windows and doors is approx. Rs 12000 crore (Source: Long, Kenneth. World Windows and Doors. Study. The Fredonia Group) with the predominant material of constructions being Timber (in rural and in upper end constructions), MS (in low cost housing) and Aluminum (in urban constructions). Out of approx. Rs 12000 crore market for windows, approx Rs. 1000 crore exists for UPVC windows.

Reliance in India is promoting large extent UPVC windows and encouraging the manufacturers to start extrusion of UPVC window sections. The market is growing at considerable pace and in Hyderabad itself more than 40 fabricators started selling UPVC windows with different brand names. The number of players are increasing considerably as the product is accepted by the market and apart from metros / state capitals, lot of fabricators started in district headquarters level also. The numbers of players in south India are in huge number and trends are showing that there is going tough competition in the industry. Hence the researchers felt that there is a need to study the marketing strategies which will be helpful to the small fabricators to sustain in the market.

LITERATURE REVIEW

Marketing is still an art, and the marketing manager, as headchef, must creatively marshal all his marketing activities to advance the short and long term interests of his firm. -NEIL H. BORDEN

Borden (1965) claims to be the first to have used the term “marketing mix” and that it was suggested to him by Culliton’s (1948) description of a business executive as “mixer of ingredients”. An executive is “a mixer of ingredients, who sometimes follows a recipe as he goes along, sometimes adapts a recipe to the ingredients immediately available, and sometimes experiments with or invents ingredients no one else has tried” (Culliton, 1948).

Borden’s original marketing mix had a set of 12 elements namely: product planning; pricing; branding; channels of distribution; personal selling; advertising; promotions; packaging; display; servicing; physical handling; and fact finding and analysis. Frey (1961) suggests that marketing variables should be divided into two parts: the offering (product, packaging, brand, price and service) and the methods and tools (distribution channels, personal selling, advertising, sales promotion and publicity). McCarthy (1964) refined Borden’s (1965) idea further and defined the marketing mix as a combination of all of the factors at a marketing manager’s command to satisfy the target market. He regrouped Borden’s 12 elements to four elements or 4Ps, namely product, price, promotion and place at a marketing manager’s command to satisfy the target market.

Especially in 1980s onward, number of authors proposes new ‘P’ into the marketing mix. Judd (1987) proposes a fifth P (people). Booms and Bitner (1980) add 3 Ps (participants, physical evidence and process) to the original 4 Ps to apply the marketing mix concept to service. Kotler (1986) adds political power to the Ps concept. MaGrath (1986) suggests the addition of 3 Ps (personnel, physical facilities and process management). Signalis and Davis (1994) suggest the addition of S (service) to the marketing mix. Goldsmith (1999) suggests that there should be 8 Ps (product, price, place, promotion, participants, physical evidence, process and personalization).

A manager must devise a mix of procedures that fit these resources. If his firm is small, he must judge the response of consumers, trade, and competition in light of his position and resources and the influence that he can exert in the market. He must look for special opportunities in product or method of operation. The small firm cannot employ the procedures of the big firm. Though he may sell the same kind of product as the big firm, his marketing strategy is likely to be widely different in many respects. The marketing mix of a firm in large part is the product of the evolution that comes from day-to-day marketing. At any time the mix represents the program that a firm has evolved to meet the problems with which it is constantly faced in an ever changing, ever challenging market. There are continuous tactical maneuvers: a new product, aggressive promotion, or price change initiated by a competitor must be considered and met; the failure of the trade to provide adequate market coverage or display must be remedied; a faltering sales force must be reorganized and stimulated; a decline in sales share must be diagnosed and remedied; an advertising approach that has lost effectiveness must be replaced; a general business decline must be countered. All such problems call for a management’s maintaining effective channels of information relative to its own operations and to the day-to-day behavior of consumers, competitors, and the trade.

Accordingly, when we think of the marketing mix, we need to devise a mix based on long-range planning that promises to fit the world of five or ten or more years hence. Provision for effective long-range planning in corporate organization and procedure has become more and more recognized as the earmark of good management in a world that has become increasingly subject to rapid change. Fisk (2006) in his book ‘Marketing Genius’ attempted to show that marketing strategies gave the perspective and focus to create lasting competitive advantages. In yet another study Prabhu (2006) suggested that an effective strategy was the unique formula for success that forms the foundation of a business plan as well as governing day to day operations. However, Saraswathy (2006) was of opinion that the four P’s of marketing – price, product, place and promotion- are not much useful in developing marketing strategies.

Product

In the context of developed economies, Pan, Sheng, and Xie (2012) find that the perceived value of products and product quality are positively related to customer loyalty. Parasuraman, Zeithaml, and Berry (1988) find that customer loyalty is established when a customer’s evaluation of specific attributes of products or services exceeds his or her prior expectations. Furthermore, when perceived value of the products is low, researchers have found that consumers switch to a competing brand, resulting in the decline of customer loyalty (Anderson and Srinivasan 2003). Typically, customers compare the benefits of each product they use and then decide on their final choice of purchase. Lai, Griffin, and Babin (2009) find that the costs and benefits of using the products actually determine the customer’s purchase intention.

From a behavioral viewpoint, the purchases of convenience products (i.e., consumer products that are bought frequently and with minimum effort, such as groceries, coffee, and magazines) are typically very high. Given that consumers of these products are already “behaviorally” loyal, the researcher believe that in emerging economies, these products are prime candidates for cultivating attitudinal loyalty as well. This can be achieved by stressing the product’s core benefit or service. To differentiate themselves, many companies have changed the way their products have been positioned, by either emphasizing special ingredients (e.g., Colgate toothpaste containing salt) or attaching a sentiment to the product (e.g., Nescafé’s “Refresh and renew yourself” Brazilian slogan, indicating a refreshing day with a cup of coffee). By focusing on the products’ core benefits (such as protection and refreshment in the previous examples), it is possible to create customer loyalty for such products.

In the era of global marketing, corporations have to keep an eye on the marketing environment to survive in the long run. Branding strategies, as the key role in the marketing mix, are increasingly viewed as a powerful tool to obtain sustainable competitive advantages, to fully utilize available resources and to avoid bleeding price competitions (Aaker and Keller, 1990). Brand equity is widely acknowledged as an index of measuring the effectiveness of branding strategies. However, while facing numerous unfamiliar brands, consumers may fall into the dilemma. Therefore, the country-of-origin (COO) becomes a critical external cue for consumers to depend on.

Price

Price premium reflects the brand’s ability to command a price higher than its competitors. The price premium construct is consequently important for all types of brands, despite their actual positioning within a category (Chattopadhyay, Shivani and Krishnan, 2009).

From the literature, researchers did not find any relationship between price and brand awareness the characterization of equilibrium probability distribution over a range of prices has been defined as price promotion. The same can be implemented over a large number of periods where the demands over subsequent periods are independent of each other (Lal and Villas-Boas, 1996). Past research, has studied the effect of such factors as inventory carrying costs, usage rates, number of loyal consumers on the price promotional strategies used by competitive brands. Blattberg, Briesch and Fox (1985) showed that retailers used price promotional strategies to reduce their inventory carrying costs. Works by Raju, Srinivasan and Lal (1990) showed that if some consumers had a lower inventory carrying costs than the retailers, then the optimal strategy for the retailer would be to offer periodic price discounts. Price discounts are likely to have a negative influence on perceptions of quality (Blattberg and Neslin, 1990), because a consumer who purchases a discounted product often “attributes” the fact of discounting to it being a poorer quality product (Dodson, Tybout and Sternthal, 1978).

Place

Consumers are expected to be more satisfied, when a product is available in a greater number of stores. Intensive distribution reduces the time the consumers spend searching for the stores and travelling to and from the stores, provides convenience in purchase, and makes it easier to avail services of the products bought. The increased value results mostly from the reduction of sacrifices the consumers must make to acquire the product (Yoo, Donthu and Lee, 2000). Accordingly, increased distribution is likely to develop a positive perceived quality of the consumer towards the product. Distribution intensity helps develop brand awareness and recognition (Smith, 1992). A wide variety of possible distribution channels can improve the awareness of brands amongst potential consumers.

Store image encompasses characteristics such as physical environment, service levels, and merchandise quality (Baker, Grewal Parasuraman, 1994; Zimmer and Golden, 1988). The influence of today's channels on brand equity is beyond the "availability" factor in the marketing share equation, and retailers' brand equity has been found to enhance the equity of the brands they carry based on the value the retailers provide to their customers (Srivastava and Shocker, 1991). Grewal, Krishnan and Borin (1998) found that store image provides tremendous amount of information to consumers about store environment, customer service, and product quality; and the perceived quality of the brand was found to have a positive relationship with store image. A positive store image can increase a brand's level of exposure in the marketplace, which can improve brand and recognition and awareness. The distribution channel can directly affect the equity of the brands it sells by its supporting actions. However, when Ahmed and Astous (2004) investigated Indian consumers' judgments of apparel products made in highly and newly industrialized states; they found that store type did not have a significant impact on judgments of perceived quality. They explained that the channels of distribution in emerging economies like India were establishing themselves as product promotional tools; so, the negligible effect of store type was understandable.

Perceived fit is an attitudinal measure of how appropriate a certain channel of distribution is for a specific product. Morrison and Roberts (1998) found that consumer's perception of the fit between a service/product and a channel is very influential in determining whether they will consider using that channel for a specific service. In fact, perceived fit was found to be more important than consumer's preferences for the distribution method or service.

Promotion

The greatest challenge faced by companies today is holding and increasing their market share and value. This is always a strenuous exercise and one of the tools for the same is marketing. There is no specific game rule available for using these marketing tools. The reason is: each promotional tool has its own characteristics. The studies reviewed predominantly concentrate on the literature related to the influence of various promotional strategies existing in the form of theoretical and conceptual frame work.

In an article coauthored by Gupta and Varma (2000), it was pointed out that marketer's design promotional strategies to reach members of families. Kumar and Leone (1988) and Walter (1991) found a significant impact of promotions on store switching. Prasad and Nataraj (2006) in their article observed that marketing and advertising today had become as important as manufacturing and production due to the increasing competition and awareness among consumers.

Similarly, Poul (2001) in his doctoral thesis opined that advertising is an important marketing communication strategy in marketing mix. In a study, Cramphorn (1996) emphasized that the prevalent belief that successful advertising represents successful communication with consumers. In a study by Jha (1997) it was mentioned that even the ordinary people of India understand the information contained in advertisements and they even find the same as a sort of entertainment. Kim and David (2008) pointed out that the Indian respondents have a positive attitude towards advertising in general.

Varies studies conducted by researchers proved that customer loyalty is very important factor to sustain in the market for long run profit and growth of the business are stimulated primarily by customer loyalty. Customer loyalty is a direct result of customer satisfaction. Customer satisfaction is largely influenced by the value of service provided by the firm to customer

Studies of Guseman and Murrey and Schlacter demonstrated that services are perceived to be more risky than goods. Further because services tend to be transitory and varied, their evaluation may occur primarily after the purchase and consumption.

One of the major contributors to brand equity is advertising (Aaker and Biel, 1993). Lindsay (1990) argued that the greatest source of added value is consumer perceptions of the product or brand, which came from advertising that built a brand image. Maxwell (1989) further suggested that advertising is vital for creating a consistent flow of sales for brands, rather than relying on the artificial peaks and valleys of price promotion. Advertising can influence brand equity in a number of ways. Across both service and product category research, Cobb-Walgreen, *et al* (1995) found that the brand with the higher advertising budget had substantially higher levels of awareness. In other words, advertising creates awareness and increases the probability of the brand being included in the consumer's choice set. According to Rice and Bennett (1998), effective advertising increases the level of brand awareness and improve attitudes toward the brand. Studies have demonstrated that heavy advertising improves perceived quality (Nelson 1974) and higher levels of advertising signal higher brand quality (Milgrom and Roberts, 1986). Kirmani and Wright (1989) suggested that the perceived expense of a brand's advertising campaign could influence consumers' expectations of product quality. Klein and Leffler (1981) found that advertising levels were positively related to quality. Works by Philip P Abey (2007), revealed a strong bi-directional relationship between advertising and consumption pattern in emerging markets like India. This study measures the advertising frequency of a brand as perceived by the consumers across all advertising media that the consumer's might consume.

CRITICISM ON MARKETING MIX

4Ps delimits four distinct, well-defined and independent management processes. Despite the consistent effort by many physical businesses to deal with the 4P in an integrated manner, the drafting but mainly the implementation of the P policies remains largely the task of various departments and persons within the organization. Even more significant thought is the fact that the customer is typically experiencing the individual effects of each of the 4Ps in diverse occasions, times and places, even in case that some companies take great pains to fully integrate their marketing activities internally (Constantinides, 2002; Wang, Wang and Yao, 2005). However, a study by Rafiq and Ahmed (1995) suggested that there is a high degree of dissatisfaction with the 4Ps framework. Even, overall these results provide fairly strong support Booms and Bitner's (1981) 7P framework should replace McCarthy's 4Ps framework as the generic marketing mix. Development of marketing mix has received considerable academic and industry attention. Numerous modifications to the 4Ps framework have been proposed, the most concerted criticism has come from the services marketing area (Rafiq and Ahmed, 1995).

The introductory marketing texts suggest that all parts of the marketing mix (4Ps) are equally important, since a deficiency in any one can mean failure (Kellerman, Gordon and Hekmat, 1995). Number of studies of industrial marketers and purchasers indicated that the marketing mix components differ significantly in importance (Jackson, Burdick and Keith, 1985). Two surveys focused on determination of key marketing policies and procedures common to successful manufacturing firms (Jackson, Burdick and Keith, 1985). Udell (1964) determined that these key policies and procedures included those related to product efforts and sales efforts. This followed in order by promotion, price, and place. In a replication of this survey, Robicheaux (1976) found that key marketing policies had changed significantly. Pricing was considered the most important marketing activity in Robicheaux's (1976) survey, although it ranked only sixth in Udell's (1964) survey. Udell (1968) found that sales efforts were rated as most important, followed by product efforts, pricing, and distribution. LaLonde (1977) found product related criteria to be most important, followed by distribution, price, and promotion. Perreault and Russ (1976) found that product quality was considered most important, followed by distribution service and price. McDaniel and Hise, (1984) found that chief executive officers judge two of the 4 Ps, pricing and product to be somewhat more important than the other two – place (physical distribution) and promotion. Kurtz and Boone (1987) found that on the average, business persons ranked the 4 Ps to be of most importance in the following order: price, product, distribution, and promotion. Thus, it appears from these studies that business executives do not really view the 4 Ps as being equally important, but consider the price and product components to be the most important (Kellerman, Gordon and Hekmat, 1995). The concept of 4Ps has been criticized as being a production-oriented definition of marketing, and not a customer-oriented (Popovic, 2006). It's referred to as a marketing management perspective. Lauterborn (1990) claims that each of these variables should also be seen from a consumer's perspective. This transformation is accomplished by converting product into customer solution, price into cost to the customer, place into convenience, and promotion into communication, or the 4C's.

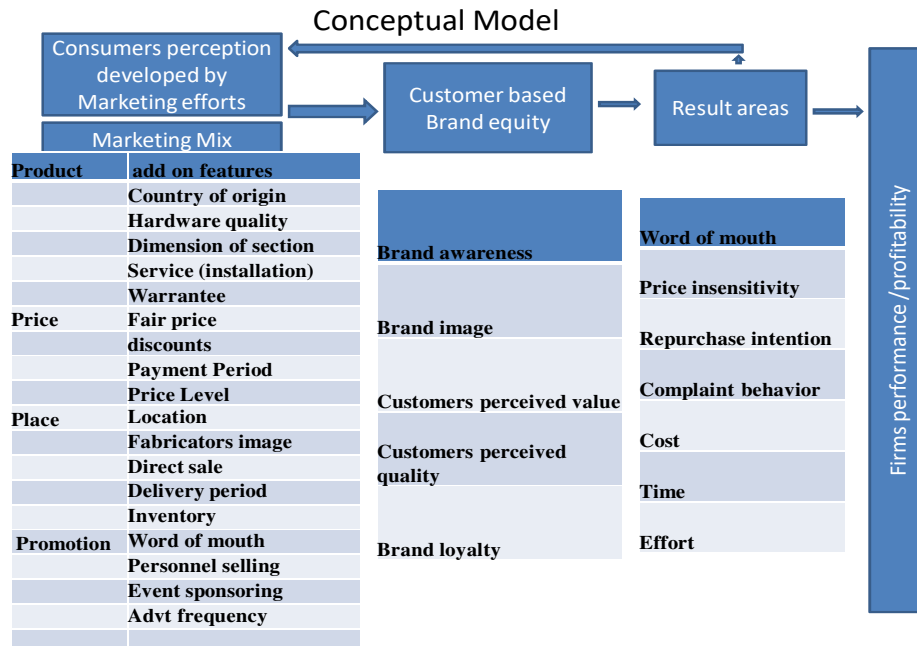
Even, a study by Rafiq and Ahmed (1995) found that there is a high degree of dissatisfaction with the 4Ps; however, 4Ps is thought to be most relevant for introductory marketing and consumer marketing. The result also suggests that the 7Ps framework has already achieved a high degree of acceptance as a generic marketing mix among our sample of respondents. Rafiq and Ahmed (1995) also highlighted the strengths and weaknesses of the 4Ps and 7Ps mixes

RESEARCH OBJECTIVES

For the purpose of conducting this study some objectives have been formulated. They are:

- To identify the influence of various product-related marketing strategies on consumers’ in the Indian UPVC doors and windows market.
- To examine the influence of place (Physical distribution)-related marketing strategies on consumers’ purchasing behavior in the Indian UPVC doors and windows market.
- To ascertain the effect of price-related marketing strategies on consumers’ purchasing behavior in the Indian UPVC doors and windows market.
- To identify the impact of various promotional marketing strategies on consumers’ purchasing behavior in the Indian UPVC doors and windows market.

FIG. 1



RESEARCH HYPOTHESES

Based on research conceptual model and framework as well as factors which should be considered to estimate these effects, following hypotheses are set for study

- H1: Product mix has significant effect on upvc windows sale
- H2: Price mix has significant effect on upvc windows sale
- H3: Place mix has significant effect on upvc windows sale
- H4: Promotion mix has significant effect on upvc windows sale
- H5: Marketing mix elements have significant effect on upvc windows sale.
- H6: Brand preference in UPVC windows is independent of the market segment.

RESEARCH METHODOLOGY

The study is primarily empirical in nature. The required information has been collected with the help of primary and secondary sources. To evolve an appropriate methodology for the study and to formulate a conceptual frame work for the study, the secondary data are immensely helpful. The primary data have been collected with the help of a consumer survey method by visiting different architects (influencers) and builders in Hyderabad city. Properly designed and pretested interview schedules were used for the collection of primary data. The population to be covered was large, Judgmental sampling techniques were resorted to as the sampling procedure for collecting data. The builders list collected from builders association of India, CREDAI, and APIRDA. Total sample size selected for the study was 58 architects and 60 builders chosen from association list. Proper care was taken to see that the selected sample is aware of upvc windows and used the windows earlier. Finally, the data collected were analyzed with the help of statistical tools (chi- square and Excel). Statistical techniques such as scaling and scoring techniques are used for the analysis of the data. Liker’s’ scaling technique has been used to analyze the attitude of respondents. The hypothesis formulated for the study was tested with the help of Chi square test the results of the analysis have been presented by means of tables whenever it was found necessary. Marketing Mix elements were analyzed with Rank order scaling. Friedman Test was used to test elements ranks within each block. Validity was confirmed by experts. The results demonstrate that the measures used in the current study all exceed the commonly accepted standard of coefficient alpha 0.7 for measure reliability.

RESULTS AND DISCUSSIONS

Data analysis and discussion gives an idea about the various marketing strategies of UPVC window fabricators for acquiring and retaining consumers of the Indian doors and window market.

A. HYPOTHESES TEST

To test research hypotheses, one sample t test is used and the results for each hypothesis are shown in table 1. The statistical hypotheses of on sample t test are as follow:

TABLE 1: RESULTS OF ONE SAMPLE T TEST FOR RESEARCH HYPOTHESES

| Hypothesis number | size | Mean | s.d | d.f | t | sig | result |
|-------------------|------|------|------|-----|---------|------|---------|
| H1 | 118 | 1.52 | .502 | 117 | -32.101 | .000 | support |
| H2 | 118 | 1.63 | .567 | 117 | -26.309 | .000 | support |
| H3 | 118 | 2.67 | .641 | 117 | -5.598 | .000 | support |
| H4 | 118 | 3.62 | .896 | 117 | 7.503 | .000 | Support |
| H5 | 118 | 1.19 | .391 | 117 | -50.368 | .000 | Support |

As you can see in table 1, result of one sample t test for all hypotheses was in significant level. Thus the null hypothesis was rejected and alternative hypothesis were accepted, significant at 5% level. Therefore, all research hypothesize base on each one of the Marketing mix elements has significant effect on upvc windows sale volume are supported by 95% confidence level.

H6: brand preference is independent of the market segment

Chi-square test

There is enough evidence to indicate that brand preference is dependent in the market segment. So the management can go for different sales and marketing policy. Based on the survey, the researchers investigated the relationship between brand preference and the market segment. The result of the Chi-square test clearly reveals that, at 95% confidence level, the critical value obtained from the chi-square table is 7.8147 and calculate as 14.1698, which is more than the tabular value and falls in the rejected region. Hence the null hypothesis is rejected and alternative hypothesis is accepted. There is enough evidence to indicate that brand preference is dependent in the market segment. So the management can go for different sales and marketing policy. The researchers further investigated and found that the builder who is more price conscious preferred low price brand and architect who is of more quality conscious, preferred brand which is offering better hardware and good service there is enough evidence from the survey that brand image is positive when perceived service quality improves.

B. RANKING INTENSITY OF MARKETING MIX ELEMENTS EFFECT ON UPVC WINDOWS SALE VOLUME

Freedman's test was used to rank intensity of marketing mix elements effect on Upvc windows sales volume. Its results are shown in table 2. The statistical hypotheses of Freedman's test are as follow:

H0: The grades of examined elements is equal.

H1: The grades of examined elements isn't equal.

TABLE 2: RESULTS OF FREEDMAN'S TEST AND RANKING ELEMENTS

| Elements | Product Mix | | Price Mix | | Place mix | | Promotion mix | |
|----------------|--------------------|----------|-----------|----------|-----------|----------|---------------|----------|
| Rank Mean | 1.74 | 1.59(Ar) | 1.63 | 1.66(Ar) | 2.97 | 2.95(Ar) | 3.66 | 3.81(Ar) |
| priority | 2 | 1 | 1 | 2 | 3 | 3 | 4 | 4 |
| Test statistic | Chi-square: 206.51 | | d.f.:3 | | N:118 | | Sig: .000 | |

As seen in table 2, calculate chi-square (x2) for all four variables is significant at freedom degree 3 and 0.05 of determination level. Therefore, statistical null hypothesis regarding non-difference between the grades of examined elements is refused with 95% probability. Therefore, elements are ranked in above table based on ranks average. It is also established that there is variation in the architects and builders segments. Rank mean with (Ar) is the mean of the element of architect segment

C. Ranking intensity of effect of each one of the variables of marketing mix elements on Upvc windows sale volume

i. Product Mix

TABLE 3: RESULTS OF FREEDMAN'S TEST AND RANKING PRODUCT MIX VARIABLES

| Elements | Add-on features | | Country of origin | | Hardware quality | | Dimension of the section | | Service (Instalation) | | Warrantee | |
|-----------------|--------------------|-----------|-------------------|-----------|------------------|-----------|--------------------------|-----------|-----------------------|-----------|-----------|-----------|
| Rank Mean | 4.10 | 4.22 (Ar) | 2.94 | 2.47 (Ar) | 2.87 | 3.21 (Ar) | 3.84 | 3.95 (Ar) | 2.40 | 1.84 (Ar) | 4.85 | 5.31 (Ar) |
| Priority | 5 | 5 | 3 | 2 | 2 | 3 | 4 | 4 | 1 | 1 | 6 | 6 |
| Test statistics | Chi-square: 142.02 | | Df: 5 | | N:118 | | Sig: .000 | | | | | |

As seen in table 3, calculate chi-square (x2) for all variables of product mix is significant at freedom degree 5 and 0.05 of determination level. Therefore, statistical null hypothesis regarding non-difference between the grades of product mix variables is refused with 95% probability. Therefore, variables are ranked in above table based on ranks average. The Service (installation/fixing) has more important role than other variables followed by country of origin in case of architects segment and overall service followed by hardware quality. Rank mean with (Ar) is the mean of the element of architect segment

INFLUENCE OF THE PRODUCT-RELATED MARKETING STRATEGIES

A well accepted product is core to the marketing operations in any business. In this section an attempt is made to deal at length with all the selected product related strategies namely, features of UPVC windows specially with hardware quality, add on features like Grill and mesh, country of origin, warrantee and instalation /fixing of the product been taken into consideration for the study.

Majority of the respondents are felt that they are fed up with the non-availability of carpenters and delay in execution in wooden windows and hence they are shifting to UPVC windows for the better service and timely execution. The features liked by most respondents are service, hardware quality followed by the elegance of the product. In generic products where there is little scope for the product improvements. We can have USP with the service.

Customer's perception towards window in India is different from the rest of the world. They want window to have more life. The purpose of window is to provide lighting and ventilation apart from this grill (guard bars) are integral part of windows. Majority of respondents felt that grill is integral part of the window. Hence grill is going to be the add on feature which companies need to focus. Architrave profile is one more add on feature customers are expecting.

Some of the Respondents felt that German made or Indian made UPVC windows are better than china made UPVC windows. quality. The researchers felt that COO, is going to be the differentiators from one manufacturer to other to build the brand image.

ii. Price Mix

TABLE 4: RESULTS OF FREEDMAN'S TEST AND RANKING PRICE MIX VARIABLES

| Elements | Fair price | | discounts | | Payment period | | Price level | |
|-----------------|------------------|----------|-----------|----------|----------------|----------|-------------|----------|
| Rank Mean | 2.75 | 2.33(Ar) | 2.63 | 2.72(Ar) | 2.17 | 2.64(Ar) | 2.45 | 2.31(Ar) |
| priority | fourth | second | third | third | first | fourth | second | first |
| Test statistics | Chi-square:13.64 | | N:118 | | Df:3 | | Sig: .000 | |

As seen in table 4, calculate chi-square (x2) for all variables of price mix is significant at freedom degree 3 and 0.05 of determination level. Therefore, statistical null hypothesis regarding non-difference between the grades of price mix variables is refused with 95% probability. Therefore, variables are ranked in above table based on ranks average. The payment period of suppliers has the most important of variables for overall sample but architect segment look for price level and payment period is least as they are not the end customer and only influencers for the customer's decision. Rank mean with (Ar) is the mean of the element of architect segment

INFLUENCE OF PRICE-RELATED MARKETING STRATEGIES ON CONSUMERS

It is irrefutable that a good and proper pricing strategy employed may help the UPVC window manufacturer to achieve a predetermined share of the market. Here the researchers have taken into account some selected pricing strategies resorted to by the merchant for increasing market share and profit maximization in the market. This can be achieved mainly through differential pricing strategy.

Payment period is one of the important elements for price related strategy, especially for builder segment payment period is going to be the game changer. Builders are looking upvc window suppliers as one of the source for their finance due to stringent credit policies to real estate sectors from the banks. Product being generic in nature, it was observed that brand shift is there if supplier is not giving good payment period.

It was noticed from the survey data that the price expectation of different segments was varying to large extent. Around 61% of the respondents are expecting the price at Rs 350/- or below (97% of the builder segment) and balance 39% are expecting the price range as above 350/- (60% of architects segment). This clearly indicates the manufacturer need to have differential pricing strategy to different segments. But it will be difficult for the manufacturer to have differential pricing to different segments with the same product where each will interact with other segment. Hence it is suggested that the differential pricing has to be adopted with add on features like architrave profile, elegant hardware, and different services.

It was also noticed that about 72% of the respondents are placing orders of less than 20 lacs worth and the expected pricing is low for the bigger orders and vice versa hence the pricing strategy should differ for bulk order i.e. more than 20 lacs worth (project order) and retail order. Bulk order with low margin and retail order with high margin.

iii. Place Mix

TABLE 5: RESULTS OF FREEDMAN'S TEST AND RANKING PLACE MIX VARIABLES

| Elements | Location | | Fabricators image | | Direct sale | | Delivery period | | Inventory | |
|-----------------|-------------------|----------|-------------------|----------|-------------|----------|-----------------|----------|-----------|----------|
| Rank Mean | 3.69 | 4.26(Ar) | 2.19 | 1.45(Ar) | 2.08 | 1.79(Ar) | 2.42 | 2.84(Ar) | 4.63 | 4.66(Ar) |
| Priority | fourth | fourth | second | First | First | Second | third | third | fifth | Fifth |
| Test statistics | Chi-square:234.12 | | N:118 | | Df:4 | | Sig:000 | | | |

As seen in table 5, calculate chi-square (x2) for all variables of place mix is significant at freedom degree 4 and 0.05 of determination level. Therefore, statistical null hypothesis regarding non-difference between the grades of place mix variables is refused with 95% probability. Therefore, variables are ranked in above table based on ranks average. The direct sale, (directly from the company) is the most important of variables followed by fabricators image and inventory is the least important. Rank mean with(ar) is the mean of the element of architect segment.

INFLUENCE OF PLACE -RELATED MARKETING STRATEGIES ON CONSUMERS

The place or physical distribution of a product is, arguably, the most essential and dominant element in the marketing mix. Distribution of product is one of the important rudiments in the marketing mix and it is the method of getting the product from the producer to the ultimate consumer. In this study, the researchers has made an attempt to find out the influence of place or distribution-related marketing strategies on the UPVC window market.

It was found that small builders prefer purchases from local fabricators and big builders (whose order size is more than 50 lacs) are preferring purchases from Indian manufacturers like Fenesta, Wintech brand etc. the researchers analyzed that major builders are having their presence in various places and they are preferring the purchases from one manufacturer in all the places.

The ideal distribution related strategy for the section manufacturer is to appoint more fabricators in different major towns and promote the brand by advertising aggressively about the channel partners

IV. PROMOTION MIX

TABLE 6: RESULTS OF FREEDMAN'S TEST AND RANKING PROMOTION MIX VARIABLES

| Elements | Word of mouth | | Personnel selling | | Event sponsoring | | Advt frequency | |
|-----------------|-------------------|----------|-------------------|----------|------------------|----------|----------------|----------|
| Rank Mean | 1.56 | 1.72(Ar) | 1.79 | 1.55(Ar) | 3.17 | 3.09(Ar) | 3.48 | 3.64(Ar) |
| Priority | First | Second | Second | First | Third | Third | Fourth | Fourth |
| Test statistics | Chi-square:198.68 | | N:118 | | Df:3 | | Sig:000 | |

As seen in table 6, calculate chi-square (x2) for all variables of place mix is significant at freedom degree 3 and 0.05 of determination level. Therefore, statistical null hypothesis regarding non-difference between the grades of promotion mix variables is refused with 95% probability. Therefore, variables are ranked in above table based on ranks average. The information of table show that word of mouth is the most important of promotion mix variable followed by event sponsorship Rank mean with(Ar) is the mean of the element of architect segment

INFLUENCE OF PROMOTIONAL MARKETING STRATEGIES ON CONSUMERS

In the doors and windows market, the concept of promotion aims at reaching out to the desired consumers and persuades them to act. We know that promotional strategies play a very crucial role in promoting generic product like UPVC windows. Promotional strategies help the manufacturers to make sure that consumers are aware of their full range of products and services and create opportunities to generate repeat and higher value purchases. Here the researchers have made an enquiry to find out the level of the awareness of the respondents with respect to the promotional strategies. The analysis reveals that brand recall of Fenesta is very high when compared to other players. The strategy followed by Fenesta is advertisements in trade magazines like Inside outside, A+D, Better interiors. The right promotional strategy is one to one marketing and participating in trade fairs where in manufacturer can display entire product range.

RESEARCH LIMITATION

Researchers identified that apart from the 4p's of marketing mix, service is the vital element in sustaining in the market. Researchers felt that as the value of the service component in the total window value is on 10% and hence lot of fabricators are neglecting or diluting the importance of service hence they are losing the customers. Brand image is enhanced with the ability to do the installation of windows. Customer retention and customer loyalty substantially increases based on the ability do the service. Hence it is advised to the fabricators that in upvc window market service is going to be USP.

From the survey, it was clear that the USP is going to be the service and add on features to the product and it was also observed red that lot of the respondents want written warrantee for the UPVC windows which clearly states that physical evidence is another marketing tool required by the manufacturer. At the same time 79% of the respondents are not looking for the test certificates.

We need to study the influence of Physical Handling—policies and procedures relating to: a) Warehousing. b) Transportation. c) Inventories. The researchers felt that as lots of fabricators are depending on importing the sections from china, we need to study the above elements to understand and formulate the procedures. Customers from metro's and customers from B towns may differ and as the study is limited to only Hyderabad, we need to study in B-towns also to formulate and implement the marketing mix strategies

CONCLUSION

In the light of the above disquisition, it is obvious that this research adds a new dimension to our perception of the attitude of UPVC windows consumers towards the different marketing strategies in the Indian market. The primary data was collected from 118 respondents from two different segments with the help of a survey method in Hyderabad. In this study the researchers provide an overview of the influence of various marketing strategies on consumers in the Indian doors and window market. There is no denying the fact that UPVC windows market is one of the growing sectors in India, especially in south India and it is going to have sustained growth. In the doors and windows market, the manufacturer should be keeping themselves updated with the dynamic of Economic and market environment conditions, and also expertise in market research. They have to formulate result-oriented and workable marketing strategies in such a scenario. They not only develop marketing strategies but also evaluate existing ones, identifying problems and giving proper solutions. While developing marketing strategies, they mainly focus on understanding the current and emerging needs of customers, opportunities available in market and how they can grab these opportunities to achieve marketing goals and business objectives.

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