

**CHAPTER - V**  
**SUMMARY AND CONCLUSION**

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## CHAPTER FIVE / SUMMARY AND CONCLUSION

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The primary orientation of this Dissertation is to reveal the marketing strategies employed by the marketers of two colour television sets, namely ONIDA and ORSON, with regard to four basic parameters of the marketing mix: product, price, distribution and promotion.) To achieve this, the approach used by the researcher had a two-fold sequence. In the first place, an attempt was made to seek information from the marketers of the brands under study and their dealers in Kolhapur city area to reveal the marketing strategies being followed by the promoters of these brands. However, greater emphasis is being placed upon how the users of these individual brands perceived the marketers' promotional efforts and product features while making their buying decisions. More specifically, the researcher was interested to look into whether the attitudes of the users of these brands were consistent with the strategies employed by these marketers.

To achieve this very objective, a Schedule was prepared and responses sought from the users of ONIDA and ORSON. A random sample of 100 was fixed for each of the brands for the survey. These were the respondents who had bought colour television sets during last one year from the time the survey was undertaken.

Two hypothesis were set, in order to know whether there were any significant differences between the users of ONIDA and ORSON colour television sets regarding the intrinsic and extrinsic factors perceived by them and they appear under Chapter One.

Table no.4.22 shows the computation of the responses derived on a six-point preferential-scale and the weighted averages were calculated for each of the objective and subjective factors. Table no. 4.24 shows the ranking of each of these factors, i.e. objective and subjective, for both the brands, based upon weighted averages. The first six ranks appearing under objective factors for each of the brands are just the same and in the order of importance, they are: colour and sound clarity, attractive appearance, quality aspect, company reputation, use of imported technology and after-sales-service. The remaining factors show minor variations in ranking. As regards subjective factors, personal advice ranks at the top for both these brands. One interesting observation was that 'status symbol' for ONIDA ranked second, whereas for ORSON, it ranked the last place. This may be due to the central advertising theme of ONIDA, which has continued over past few years and revolves around "Personal ego and the pride compared to your neighbour and relatives". In this context, ONIDA's advertisement tries to stimulate one dimension of the individual behaviour, concerned with the socially-oriented primary-need of having status, standing and prestige in the eyes of the society.

An attempt was made by the researcher to highlight the perceptual difference, if any, exist between the users of ONIDA and ORSON regarding subjective and objective factors, with the use of statistical chi-square ( $X^2$ ) test at 5% level of significance, detailed discussions of which appear from table no.4.5 through to table no.4.21. When the calculated values of chi-square test were compared to the table values at 5% level of significance, it was observed that the initial hypothesis, "there is no significant difference between ONIDA and ORSON colour TV

sets regarding each of the objective and subjective factors" was rejected. As a result of this exercise, it can be said that the users' perceptions of their colour TV sets regarding all objective and subjective factors at 5% level of significance, show significant differences.

Therefore, it may be concluded that the users' perceptions about their colour television sets regarding intrinsic and extrinsic factors are significantly different, though on the basis of weighted averages their ranking order, by and large, remains very much the same (Table no.4.24).

However, when the responses of the marketing managers of both the brands, ONIDA and ORSON, regarding the factors influencing the buying decisions of their respective markets (Table no.4.38) were tabulated, the most striking observation that was made was that both the respondents had different set of priorities while positioning their brands at the market place. Probably, that's the way they saw their respective target markets. The information revealed through this Table, when compared with the information compiled by the researcher on the basis of the customer survey (Table no.4.24), it was found that two objective factors, use of imported technology, and quality aspect, were common among the top six most desirable attributes recorded through the customer survey as well as the opinions of the managers of the brands under study. To simplify it further, Table no.4.39 was developed to illustrate the buyer influencing factors, as the managers of ONIDA and ORSON saw being important have been arranged in their descending order.

The most obvious observation was that their priorities, looking at the factors influencing the buying decision, are drastically

apart. For example, in the order of importance, ORSON tends to recognize motivators as 'after-sales-service', 'warranty conditions', 'quality aspects', 'use of imported technology' and so on; while ONIDA characterizes the motivators such as 'colour and sound clarity', 'use of imported technology', 'promotional advertising', 'product durability', 'price differential' and so on. The subjective factors differ in their priorities too. To highlight how they characterized their respective markets differently, the buyer influencing factors, such as 'colour and sound clarity', 'warranty conditions', 'product durability', and 'after-sales-service' have been placed 8,10,8 & 10 points apart on the scale of their preference. This is a strong evidence to support the hypothesis which has been accepted in our earlier discussion as being valid, i.e. users' perceptions about their colour TV sets regarding intrinsic and extrinsic factors are significantly different. Consequently, both the marketers would have different orientations for developing their marketing strategies in general and promotional strategy in particular.

The preceding discussion in this Chapter was focused upon how users and marketers of ONIDA and ORSON perceived the factors influencing the buying decisions and arrived at a conclusion that both marketers differ in their strategies. The succeeding discussion is concerned around the schedule prepared to seek the marketers' responses in reference to their marketing strategy.

Table no.4.32 summarizes the perceptions of the managers of both the brands regarding their approach to promotional strategy and market segmentation. ONIDA believes in marketing approach alone, while ORSON employs both selling and marketing approach. ONIDA thinks

that their product interest or marketing susceptibility vary over different income groups, age groups and literacy and, therefore, their total market comprises of few segments; as opposed to ORSON having many models to appeal to many segments in the market.

Table no.4.34 shows that both marketers viewed their brands as passing through growth stage, which was very obvious. On their promotional efforts through commercials, ONIDA was interested in creating a product-image, while ORSON was interested to couple both product and Company image since the Company's trade name 'ORSON' was assigned to their product line too.

To the buyers, advertising can be a worthwhile source of helpful, useful information. Review of Table no.4.35 indicated that ONIDA aimed its advertising message at an individual's socially-oriented primary goal - to be superior or to have higher status, through its slogan, which has more of an emotional content leading to psychic satisfaction. On the other hand, ORSON's slogan dealt primarily with product quality, very much a rational approach. These were the marked differences in their communication strategy. Table no.4.36 indicated that both the marketers have been using identical advertising media to tap their respective target markets.

Table no.4.37 recorded the perception of both the marketers for the importance they attached to various consumer wants other than the product characteristics. Though they viewed, 'consumer need for technical support' at the top as the most influencing factor, they differed while attaching priorities to other 'consumer wants' shown in the table.

It is observed that the distribution strategy of both the marketers is just the same except for the fact that ORSON provides free transport facility from Company warehouse to the dealer's godown. This benefit was not offered by ONIDA to their dealers from Kolhapur (Table no.4.26).

As a concluding remark, the researcher has attempted, through the information generated from the users, company representatives and dealers, to show that they do differ in their marketing strategies.

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