



Comparative Analysis Of Marketing Strategies Adopted By E-Commerce Companies And Physical Retail Outlets With Reference To White Goods

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Abstract

Consumer durable industry has been increasing and their different companies which are dealing with electronic items associated with big industries and some app providing these white goods which are for use in the household like television, cooler, air conditioners, refrigerators and personal computers. These white goods could have industrial use or they could be used in the household. There are different companies which are dealing with white goods and there is lot of competition based on the features which exist in these white goods hence the consumers find it bit difficult to decide which white good they should buy for their household. The companies are utilizing their own marketing strategies so that they can capture a bigger portion of the market and more people will be interested in buying products from them.

Keywords: White goods, marketing strategies, E-Commerce

1. Introduction

1.1 Consumer durables industry – review & outlook

Consumer durable industry is fastest among different industries and there is a dynamic growth in this sector. This industry is said to be the largest in the entire world. In India, there is a large scope of this sector. People are regularly purchasing electronic items for their business and their household. Consumer durable industry has been increasing and their different companies which are dealing with electronic items associated with big industries and some app providing these white goods which are for use in the household like television, cooler, air conditioners, refrigerators and personal computers. These white goods could have industrial use or they

could be used in the household. There are different companies which are dealing with white goods and there is lot of competition based on the features which exist in these white goods hence the consumers find it bit difficult to decide which white good they should buy for their household. The companies are utilizing their own marketing strategies so that they can capture a bigger portion of the market and more people will be interested in buying products from them. The industry dealing with consumer durables is very big and there are major players which have been a part of this industry since a long time and the customers prefer such companies for their white goods. The features of the white goods which are being provided by different companies like Samsung LG and many others are different and hence people compare them before buying the actual product. Sometimes the customers are associated with the particular companies a long time for the otherwise good wish they have bought for household use and they continue buying white goods from the same company. Like some person might have bought a washing machine from LG and they continue buying otherwise goods like television from LG itself.

1.2 Consumer marketing strategy and e-commerce in the last decade

E-commerce has opened a new platform for the companies dealing with white goods, the customers feel easy to compare and buy the white good of their own choice through e-commerce. Many a times the companies provide extra discount which could be easily availed through e-commerce. It becomes very easy to buy and sell white goods online and people could easily gain an experience about the white good through the advertisements which are shown on television. At times people also prefer the suggestion given by their friends and family about a particular product. The companies dealing in white goods need to evaluate the needs of the consumers and accordingly changes should be made in the products being provided to the clients. A marketing strategy being adopted by the white good companies should be designed in a way that they understand the needs of the clients and then share all the information with the customers with the help of some sales and promotion strategy. Marketing strategy should suit the needs of all the customers (Rosario & Raimundo, 2021). There are different white good companies were marketing the products to the use of social media and their many people were connected on the social media who are active and they are quite informed about the products that are available in the market. Online marketing has become a trend in not only the other segments but in the white goods industry where and companies are marketing their products online so that people can easily and conveniently by products online. The E-Commerce platform are playing a very important role which help people and understanding more about a particular product and accordingly they can place an order whether going to a physical Store or through an E-commerce platform. When the customers are buying white goods online there are certain issues which are being faced by them like information quality, cost efficiency and trust development towards online shopping. People can easily place and order from any part of the country for the white goods and could be easily delivered to their place (Tsagkias et al, 2020). E-commerce can be referred to purchase/ sales of goods with the help of internet. Exchange of Information and money has become

very easy with the help of e-commerce platform. In the busy life people do not find much time to go to the physical store and enquiry about the white which are available in the market and hence ecommerce has become a very important platform which is now we use by the people to know more about the product before they could place an order or decide the company from where they are planning to buy a white good (Kong et al, 2020).

2. Review of Literature

Joshi (2020) mentioned in this study about the era of urbanization wherein there has been development of technology being applied in the innovation of white goods and the consumer demands are being fulfilled. The demand of the consumers is changing and with time the products which are environmental friendly are being introduced in the market. The white goods are being provided by the companies and the technology being used in them is the latest which has been introduced in this segment.

Saranya (2020) has denoted in the research study about changes that have taken place in marketing scenario. Technological changes have been introduced in the field of white goods and goods with latest techniques are now available in the market. They could be purchased from the physical stores or even through E-commerce website.

Abraham & Sreedevi (2022) have discusses in the study that internet is a very important part of daily life of the people. People are buying white goods online for their use and this helps them to choose the white good of their preference. People are not having enough time to visit any physical store and then buy white goods, they prefer to make a comparison among the white goods which are provided by different companies like Sony, Samsung and others.

3. Objectives of the study

- To evaluate the marketing strategies adopted by white goods companies
- To ascertain customer's perception towards marketing strategies adopted by white goods companies
- To examine difference in the marketing strategies being adopted by the white goods companies

4. Hypothesis of the study

H_0 – There is no significant difference in the marketing strategies being adopted by the white goods companies

H_1 – There is a significant difference in the marketing strategies being adopted by the white goods companies

5. Research Methodology

This study is descriptive in nature as it has considered the response of the customers who are using white goods. The area of study is selected districts in M. P. This study is based on primary data which was collected through a questionnaire based on marketing strategies adopted by white goods companies. The data collected has been analyzed with the help of frequency and cumulative frequency. The hypothesis has been tested through T-test applied using SPSS 21.

6. Data Analysis

6.1 Demographic profile of the customers

(a) Age of the customers

Age of the customers

	Frequency	Percent	Valid Percent	Cumulative Percent
18 - 25 years	63	52.5	52.5	52.5
26 - 40 years	49	40.8	40.8	93.3
Valid 41 - 55 years	6	5.0	5.0	98.3
56 years and above	2	1.7	1.7	100.0
Total	120	100.0	100.0	

The above table indicates that highest customers who have been a part of this study are in the age group of 26 – 40 years i.e. 40.8%, followed by 18 – 25 years, then 41 – 55 years and 56 years & above. The customers of different age groups have been a part of this study.

(b) Education qualification of the customers**Education qualification of the customers**

	Frequency	Percent	Valid Percent	Cumulative Percent
Class 12th	1	.8	.8	.8
Graduate	65	54.2	54.2	55.0
Post Graduate	52	43.3	43.3	98.3
Doctorate	2	1.7	1.7	100.0
Total	120	100.0	100.0	

The table above indicates that majority respondents are in the graduates i.e. 54.2% and remaining have a different educational qualification. The second highest number of respondents are post graduates and remaining are doctorate or class 12th pass. The customers who are more educated are more aware about the white goods and they can have provide better response towards their perception towards white goods as compared to those who are not much educated.

(c) Occupation of the customers**Occupation of the customers**

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	44	36.7	36.7	36.7
Employee	49	40.8	40.8	77.5
Professional	21	17.5	17.5	95.0
Housewife	6	5.0	5.0	100.0
Total	120	100.0	100.0	

The occupation of the customers is different, majority are working as an employee i.e. 40.8%, followed by students and professionals and housewife. The customer's perception towards white goods would vary with the occupation too. Hence the customers from different occupations have been a part of this study.

Annual income of the customers

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 2 Lacs	44	36.7	36.7	36.7
2 - 5 Lacs	41	34.2	34.2	70.8
Valid 5 - 10 Lacs	27	22.5	22.5	93.3
More than 10 Lacs	8	6.7	6.7	100.0
Total	120	100.0	100.0	

Majority customers are having their income less than 2 lacs per annum. The white goods being bought by the customers is dependent upon the annual income of the customers. The customers having lower annual income will be able to buy those white goods which are of lower cost. The white goods which are having lesser features are available at a lower cost and hence they could be easily affordable by many customers.

District of the customers

	Frequency	Percent	Valid Percent	Cumulative Percent
Indore	39	32.5	32.5	32.5
Bhopal	28	23.3	23.3	55.8
Valid Gwalior	17	14.2	14.2	70.0
Jabalpur	36	30.0	30.0	100.0
Total	120	100.0	100.0	

The customers who have been a part of this study belong to different districts like Indore (32.5%), Jabalpur (30%), Bhopal (23.3%) and Gwalior (14.2%). The customers belonging to different districts will have a different perception towards buying of white goods.

Brand preference while purchasing white goods

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid LG	33	27.5	27.5	27.5
Samsung	54	45.0	45.0	72.5
Sony	28	23.3	23.3	95.8
Panasonic	2	1.7	1.7	97.5
Videocon	2	1.7	1.7	99.2
Others	1	.8	.8	100.0
Total	120	100.0	100.0	

The customers who have been a part of this study prefer the white goods of Samsung i.e. 45% and remaining customers prefer white goods of the other brands like LG, Sony, Panasonic, Videocon and others. The preference of white goods brands depends upon customer's experience or due to suggestions from their friends and family members.

Importance of white goods

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Necessary	43	35.8	35.8	35.8
Comfort	61	50.8	50.8	86.7
Luxury	16	13.3	13.3	100.0
Total	120	100.0	100.0	

White goods play a very important role and for some people it is for their comfort, it is considered to be necessary by another group of people and some consider it as a luxury. Majority customers consider it for comfort i.e. 50.8% remaining consider it as luxury or necessary. There are different reasons for using a white good. Refrigerator, air conditioner and washing machine can be considered to be as a luxury. Television has become necessary for every household, a bigger sized television can be said to be a luxury.

6.2 Preference of customers towards white goods

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Televisions	120	1	5	2.38	1.348
Refrigerators	120	1	5	2.30	1.357
Washing machine	120	1	5	2.47	1.359
Air conditioners	120	1	5	2.74	1.369
Valid N (listwise)	120				

The mean in the above table indicates the preference of the customers. The customers have indicated their preference on 5 point likert scale. Where in 1 is given for very high and 5 is given for very low. The mean of Refrigerators is 2.30 which is the lowest mean among all the other white goods, it indicates that there are more people who have preferred Refrigerators and given it rank towards the higher side. The highest mean is of Air conditioners which means that the customers do not prefer Air conditioner much as compared to the other white goods. Air conditioner is not affordable by all the customers as its cost is quite high.

6.3 Marketing strategy is being applied by white goods companies through e-commerce platforms and physical stores

(a) Marketing strategy is being applied by white goods companies through e-commerce platform

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Content marketing_E	120	2	5	4.11	.786
Social media marketing_E	120	2	5	4.33	.714
Email marketing_E	120	1	5	3.88	.909
Referral marketing_E	120	2	5	3.98	.840
Event sponsoring_E	120	1	5	3.86	.929
Influencer marketing_E	120	2	5	4.11	.786
Promotions_E	120	2	5	4.19	.690
Offering refunds_E	120	1	5	3.99	.903

Customer loyalty programs_E	120	1	5	4.06	.863
Valid N (listwise)	120				

The above table indicates the agreement of the customers towards the marketing strategies being applied by the white goods companies through their E-commerce platform. The response of the customers towards the marketing strategies was considered on a 5 point likert scale and the 1 has been given to strongly agree and 5 to strongly disagree. The highest mean of the responses was of social media marketing. Based on this mean, there is an indication that the white goods companies are making more use social media marketing. White goods are being promoted on social media and accordingly the customers are becoming aware about the features of white goods, which makes them choose among the companies and products they are provide.

(b) Marketing strategy is being applied by white goods companies through physical stores

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Content marketing_P	120	1	5	3.91	.889
Social media marketing_P	120	1	5	4.09	.860
Email marketing_P	120	1	5	3.67	1.038
Referral marketing_P	120	1	5	3.91	.889
Event sponsoring_P	120	1	5	3.98	.879
Influencer marketing_P	120	1	5	3.93	.932
Promotions_P	120	1	5	4.17	.803
Offering refunds_P	120	1	5	3.93	.945
Customer loyalty programs_P	120	1	5	4.14	.910
Valid N (listwise)	120				

The above table indicates the agreement of the customers towards the marketing strategies being applied by the white goods companies in the physical stores. The response of the customers towards the marketing strategies was considered on a 5 point likert scale and the 1 has been given to strongly agree and 5 to strongly disagree. The highest mean of the responses was of promotions. Based on this mean, there is an indication that the white goods companies are making more use promotions in their physical stores. The white goods companies provide

certain discounts and offers in their physical stores where the customers visit and choose white goods of their own choice.

6.3 Hypothesis testing

- **H₀ – There is no significant difference in the marketing strategies being adopted by the white goods companies**
- **H₁ – There is a significant difference in the marketing strategies being adopted by the white goods companies**

The above hypothesis has been tested through t-test which has been applied using SPSS 21.

Group Statistics

	Retail_category	N	Mean	Std. Deviation	Std. Error Mean
Marketing_strategy	E-Commerce	120	4.12	.758	.069
	Physical outlets	120	3.93	.932	.085

The above table indicates the descriptive statistics of response provided by the customers towards the adoption of the marketing strategies by the white good companies. The mean response towards E-Commerce is high i.e. 4.12 and mean for physical stores is 3.93, which indicates that the customers of white goods agree more towards the use of marketing strategy by the white goods companies on their E-Commerce platform as compared to their physical stores.

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Marketing_strategy Equal variances assumed	3.902	.049	1.671	238	.046	.183	.110	-.033	.399	
Marketing_strategy Equal variances not assumed			1.671	228.467	.046	.183	.110	-.033	.399	

The above table has been generated with the use of SPSS 21 and the significant value is 0.046 which is less than 0.05. This indicates that the null hypothesis i.e. H_0 – There is no significant difference in the marketing strategies being adopted by the white goods companies has been rejected and the alternate hypothesis has been accepted i.e. H_1 – There is a significant difference in the marketing strategies being adopted by the white goods companies. The marketing strategies being adopted by the white goods companies is different for their physical stores and on E-commerce platform.

7. Findings

- The customers of different age groups have a different view point about marketing strategies adopted by the white goods companies
- The customers who are more educated are more aware about the white goods and they can have provide better response towards their perception towards white goods as compared to those who are not much educated.
- The customer's perception towards white goods would vary with the occupation as those who have more exposure to other people, can have a better understanding about white goods.
- The white goods which are having lesser features are available at a lower cost and hence they could be easily affordable by many customers.

- The preference of white goods brands depends upon customer's experience or due to suggestions from their friends and family members.
- Refrigerator, air conditioner and washing machine can be considered to be as a luxury.
- Television has become necessary for every household, a bigger sized television can be said to be a luxury.
- The highest mean is of Air conditioners which means that the customers do not prefer Air conditioner much as compared to the other white goods.
- Air conditioner is not affordable by all the customers as its cost is quite high.
- White goods are being promoted on social media and accordingly the customers are becoming aware about the features of white goods, which makes them choose among the companies and products they are provide.
- The white goods companies provide certain discounts and offers in their physical stores where the customers visit and choose white goods of their own choice.
- There is a significant difference in the marketing strategies being adopted by the white goods companies

8. Conclusion

The E-Commerce platform is playing a very important role which help people and understanding more about a particular product and accordingly they can place an order whether going to a physical Store or through an E-commerce platform. When the customers are buying white goods online there are certain issues which are being faced by them like information quality, cost efficiency and trust development towards online shopping. People can easily place and order from any part of the country for the white goods and could be easily delivered to their place. There are different reasons for using a white good. Refrigerator, air conditioner and washing machine can be considered to be as a luxury. Television has become necessary for every household, a bigger sized television can be said to be a luxury. The mean of Refrigerators is the lowest among all the other white goods, it indicates that there are more people who have preferred Refrigerators and given it rank towards the higher side. The highest mean is of Air conditioners which means that the customers do not prefer Air conditioner much as compared to the other white goods. Air conditioner is not affordable by all the customers as its cost is quite high. The highest mean of the responses was of social media marketing. Based on this mean, there is an indication that the white goods companies are making more use social media marketing. White goods are being promoted on social media and accordingly the customers are becoming aware about the features of white goods, which makes them choose among the companies and products they are provide.

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