

A STUDY ON THE ARCADE POTENTIAL OF HAVELS INDIA LIMITED WITH SPECIAL REFERENCE TO TRICHY REGION

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ABSTRACT

Arcading is all over the place. Officially or unceremoniously, people and organization engage in a vast number of activities that we could call it Arcading. Good Arcading has become an increasingly vital ingredient for business success. And Arcading profoundly affects our day-to-day lives. It is embedded in everything we do, from the clothes we wear to the websites we click on, to the ads we see. Financial success often depends on Arcading ability. Business, process, answerability and other commercial purpose will not really matter doubt there isn't sufficient demand for products and services so the company can make profit. Arcading is about identifying and conference human and social needs. One of the shortest good definitions of Arcading is "meeting needs success". Thus Arcade management is seen as the art and science of choosing aim Arcades and getting, keeping, and growing Consumers concluded crafting, distributing, and collaborating superior Consumer value. Arcades conventionally Arcade is a physical place where consumers and sellers gather to buy and sell goods. Economist describes Arcade as a collection of buyers and sellers who transact over a particular product or product class. Arcades often use the term Arcade to cover various grouping of Consumers. They view sellers as constituting the industry and buyers as constituting the arcade. Their discussion around the needs of the bazaar, merchandise Arcade, Arcade and geographic Arcade or they extend the Arcade to cover other Arcades.

KEYWORDS: Arcading, Meeting needs, Profitability, Business, Target, Product Arcade, Demographic Arcade, Geographic Arcade, Consumer Value.

Cite this Article: Dr. K.R. Mahalaxmi and Satheeswaran S V, A Study on the Arcade Potential of Havels India Limited with Special Reference to Trichy Region. *International Journal of Marketing and Human Resource Management*, 9(2), 2017, pp. 1–8.

<http://www.iaeme.com/ijmhrm/issues.asp?JType=IJMHRM&VType=9&IType=2>

1. INTRODUCTION

The term brand has a different meaning to different sector of Consumers in general Brand from the side of general users is associated with the product and service and from the merchant face brand is associated with identification. Today brands are still protected by trademark. In US according to the 1946 trademark law, commonly called the Lanham Act, the fundamental purpose of the trademark is identified as a measure “To protect the public from deceit, foster fair competition and to secure the business community and the advantage of goodwill and reputation”. In essence brand is used by an organization to identify and distinguish goods sold or manufactured from one individual to that of another.

Consumers are the king of business activity. It is very important for any Arcadeing person to know how the Consumers perceive different things and how he behaves accordingly. So consumer research is imperative for the success of any Arcadeing effort. Hence an attempt is to be made in the present chapter to study the behaviour and awareness of the Consumers. Awareness is defined as the process of receiving, selecting, organizing, interpreting, checking and relating to sensory stimuli or data. As a Arcadeer it is important to know why and how the individuals make decision to spend their valuable resource like time, money, effort etc., on consumption of related items. It includes the study of what they buy, when they buy if and how often they use it.

2. LITERATURE REVIEW

2.1. IMPORTANCE OF BRAND AWARENESS AND BRAND LOYALTY IN ASSESSING PURCHASE INTENTIONS OF CONSUMER

Muhammad Mudasar Ghafoor and Hafiz Kashif Iqbal (2013) The aim of this attempt is to identify the effect of brand awareness and brand loyalty on purchase intention. Feedback form were distributed to collect the responses from the employees in services sectors and conveniently available general public while descriptive statistics and regression analysis were used to analyze the data and draw the conclusions. Executives all completed the all God's creatures should strive to encourage the brand awareness along with brand loyalty as both of them contribute towards constructive acquisition intentions.

2.2. A STUDY ON DEALER’S PREFERENCE TOWARDS WATER PUMPS WITH SPECIAL REFERENCE TO BEACON PUMP IN CHENNAI CITY

Md Moniruzzaman (2015) This paper examines the dealer’s awareness, consumer brand preference, sources of awareness, dealer’s expectation and special references to Beacon pump. Statement of the problems is to study on dealer’s preference towards water pumps with special reference to Beacon pumps in Chennai city India. The experiments were taken on dealer’s preference and find out the factors which is influence the dealers. An objective of the study is to know brand preferences of dealers with reference to Beacon pump and also need to find which factors influence dealers. The study mainly involves finding out the dealers awareness, consumer brand preference, source of awareness, dealers expectation and so on. More than 26% of dealers are deal with Texmo brand pump. Brand image is the most important factors for dealers among the other factors.

2.3. MEASURING CONSUMER-BASED BRAND EQUITY

Banwari Mittal, Arun Sharma (2012) Brand equity is regarded as a very important concept in business practice aswell as in academic research because Arcadeers can gain competitiveadvantage through successful brands. The competitive advantage of firms that have brands with high equity includes the opportunity for successful extensions, resilience

against competitors' Arcadeal pressures, and creation of barriers to competitive entry (Farquhar, 1989). An indication of the importance of well-known brands is the premium asset valuation that they obtain.

2.4. THE IMPACT OF BRAND IMAGE ON CONSUMER BEHAVIOR

Yi Zhang (2014) The concept "brand image" has drawn significant attention from academics and practitioners since it was put forward, because it played an important role in Arcading activities. Although brand image was recognized as the driving force of brand asset and brand performance, few studies have elaborated on the relationship between brand image and brand equity. Based on the brand image theories, this study reviewed extant studies about the impact of brand image on consumer from perspective of Consumer equity. It also presented the shortcomings of current research and pointed out the trends for future study.

2.5. THE CORPORATE SOCIAL RESPONSIBILITY AND THE ARCADEING STRATEGY: INFLUENCE ON THE CONSUMER'S PURCHASE DECISION

Gloria Leticia Lopez Salazar (2017) The objective of this study is to analyze the Arcading mix impact and the consumer social responsibility level related to the willingness to pay higher price for products made by a CSR. A survey of Two hundred and seventy of the agro-food industry consumers took place on Celaya (Mexico).The results show the product, place and Arcade strategies as a whole, as well as the consumer social responsibility, influences in a positive and significant way, on the consumer's willingness to pay a higher price for products supported and manufactured by a company with a CSR strategy.

2.6. THE IMPACT OF PACKAGING, PRICE AND BRAND AWARENESS ON BRAND LOYALTY: EVIDENCE FROM THE PAINT RETAILING INDUSTRY

Manilall Dhurup, Chendedzai Mafini and Tshepiso Dumas (2013) With retail chain outlets operating in a slow growth and unpredictable environment, the pursuit for dominance in the Arcade has become more aggressive in relation to packaging, pricing, brand awareness and brand loyalty, thereby challenging companies to explore other Arcading avenues to gain Arcade share (Kent & Omar 2003). Such opportunities are exhibited through the increased emphasis placed on improving the quality of packaging, maintaining competitive pricing and creating loyalty amongst Consumers (Rowley 2005).

3. RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. The design of a study defines the study type (descriptive, correlation, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study), research problem, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. Research design is the framework that has been created to find answers to research questions.

4. FINDINGS AND ANALYSIS

4.1. Findings using Chi-Square Analysis

4.1.1. Buying Decision and Durability

Table No 1

	Value	Degree Of Freedom	Significance
Pearson Chi-Square	5.732	12	.929
Likelihood ratio	7.037	12	.855
Linear-by-Linear	.741	1	.389
N of Valid Cases	110		

Result

Calculated Value = 5.732

Tabulated Value = 5.991

Degrees of freedom = 3

Significance Value = 0.05

Interpretation

The Calculated value (5.732) is lesser than tabulated value (5.991) at degree of freedom 3 and significance value 0.05, hence H_0 is accepted so there is significance difference between the buying decision and durability of the product.

4.1.2. Buying Decision and Period Of Credit

Table No 2

	Value	Df	Significance
Pearson Chi-Square	12.005	9	.210
Likelihood ratio	13.675	9	.134
Linear-by-Linear	.120	1	.730
N of Valid Cases	110		

Result

Calculated Value = 12.005

Tabulated Value = 13.675

Degrees of freedom = 3

Significance Value = 0.05

Interpretation

The Calculated value (12.005) is lesser than tabulated value (13.675) at degree of freedom 3 and significance value 0.05, hence H_0 is accepted so there is significance difference between the buying decision and Period of credit giving by the company for the product.

4.1.3. Buying Decision and Price Variation

Table No 3

	Value	Degree Of Freedom	Significance
Pearson Chi-Square	10.226	9	.333
Likelihood ratio	10.292	9	.327
Linear-by-Linear	1.301	1	.254
N of Valid Cases	110		

Result

Calculated Value = 10.226
 Tabulated Value = 10.292
 Degrees of freedom = 3
 Significance Value = 0.05

Interpretation

The Calculated value (10.226) is lesser than tabulated value (10.292) at degree of freedom 3 and significance value 0.05, hence H_0 is accepted so there is significance difference between the buying decision and price variation of the available range of the product.

4.1.4. Buying Decision and Product Margin

Table No 4

	Value	Df	Significance
Pearson Chi-Square	16.123	12	.186
Likelihood ratio	17.472	12	.133
Linear-by-Linear	4.296	1	.038
N of Valid Cases	110		

Result

Calculated Value = 16.123
 Tabulated Value = 17.472
 Degrees of freedom = 3
 Significance Value = 0.05

Interpretation

The Calculated value (16.123) is lesser than tabulated value (17.472) at degree of freedom 3 and significance value 0.05, hence H_0 is accepted so there is significance difference between the buying decision and product margin.

4.2. Findings Using Correlation analysis

4.2.1. Product Margin and product Range

Table No 5

		Product Margin	Product Ranges
Product Margin	Pearson Correlation	1	.132
	Sig. (2-tailed)		.168
	N	110	110
Product Ranges	Pearson Correlation	.132	1
	Sig. (2-tailed)	.168	
	N	110	110

Interpretation

The above table depicts the correlation between the product margin and product range of the dealers. The correlation value is .132 which is positive with low degree of correlation between product margin and product range of the dealers Arcading the product.

4.2.2. Buying Decision and Brand Awareness

Table No 6

		Buying Decision	Well Known Brand
Buying Decision	Pearson Correlation	1	.086
	Sig. (2-tailed)		.373
	N	110	110
WellKnown Brand	Pearson Correlation	.086	1
	Sig. (2-tailed)	.373	
	N	110	110

Interpretation

The above table depicts the correlation between the the buying decision and brand awareness on the brand of the dealers. The correlation value is .373 which is positive with low degree of correlation between the buying decisions and brand awareness on the brand among the dealers Arcadeing the product.

4.3. Findings using ANOVA analysis

4.3.1. Hypothesis –1

Null Hypothesis (H0): Buying Decision of the Consumer on the product is positively related to the product range and the brand awareness of the product.

Alternate Hypothesis (H1): Product range and Brand Awareness of the product is not positively related to buying decision of the brand

Table No 7

Dependent Variable: Buying Decision						
Source	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	11.663 ^a	9	1.296	1.997	.047	.152
Intercept	173.140	1	173.140	266.815	.000	.727
Range Of Products	5.731	3	1.910	2.944	.037	.081
Well Known Brand	.222	2	.111	.171	.843	.003
Range Of Products * Well Known Brand	3.422	4	.855	1.318	.268	.050
Error	64.891	100	.649			
Total	489.000	110				
Corrected Total	76.555	109				

Interpretation

The above table depicts the analysis of a dependent variable (Buying Decision) with two independent variable (Brand Awareness and Product Range). The calculated value is 1.997 and the tabulated value is 2.680 (3,100/ significance 0.05).Since calculated value is less than tabulated value H₀ is accepted.

4.3.2. Hypothesis –1

Null Hypothesis (H0): Buying Decision of the Consumer on the product is positively related to the product margin and up gradation of the product of the product.

Alternate Hypothesis (H1): Product margin and up gradation of the product is not positively related to buying decision of the brand

Table No 8

Dependent Variable: Buying Decision						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	14.953 ^a	15	.997	1.521	.113	.195
Intercept	110.406	1	110.406	168.473	.000	.642
Product Margin	3.600	4	.900	1.373	.249	.055
Up gradation	4.522	4	1.131	1.725	.151	.068
Product Margin * Up gradation	4.387	7	.627	.956	.468	.066
Error	61.601	94	.655			
Total	489.000	110				
Corrected Total	76.555	109				

Interpretation

The above table depicts the analysis of a dependent variable (Buying Decision) with two independent variable (Product Margin and Up gradation). The calculated value is 1.521 and the tabulated value is 2.450 (4, 95/ significance 0.05).Since calculated value is less than tabulated value H_0 is accepted.

5. FINDINGS

1. The Calculated value (5.732) is lesser than tabulated value (5.991) at degree of freedom 3 and significance value 0.05; hence H_0 is accepted so there is significance difference between the buying decision and durability of the product.
2. The Calculated value (12.005) is lesser than tabulated value (13.675) at degree of freedom 3 and significance value 0.05; hence H_0 is accepted so there is significance difference between the buying decision and Period of credit giving by the company for the product.
3. The Calculated value (10.226) is lesser than tabulated value (10.292) at degree of freedom 3 and significance value 0.05; hence H_0 is accepted so there is significance difference between the buying decision and price variation of the available range of the product.
4. The Calculated value (16.123) is lesser than tabulated value (17.472) at degree of freedom 3 and significance value 0.05; hence H_0 is accepted so there is significance difference between the buying decision and product margin.
5. The above table depicts the correlation between the product margin and product range of the dealers. The correlation value is .132 which is positive with low degree of correlation between product margin and products range of the dealers Arcadeing the product.
6. The above table depicts the correlation between the buying decision and brand awareness on the brand of the dealers. The correlation value is .373 which is positive with low degree of correlation between the buying decisions and brand awareness on the brand among the dealers Arcadeing the product.
7. The above table depicts the analysis of a dependent variable (Buying Decision) with two independent variable (Brand Awareness and Product Range). The calculated value is 1.997 and the tabulated value is 2.680 (3,100/ significance 0.05).Since calculated value is less than tabulated value H_0 is accepted.
8. The above table depicts the analysis of a dependent variable (Buying Decision) with two independent variable (Product Margin and Up gradation). The calculated value is 1.521 and the tabulated value is 2.450 (4, 95/ significance 0.05).Since calculated value is less than tabulated value H_0 is accepted.

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