



Marketing Strategy of Selected Home Appliances in Kolkata



Chinmoy Ghosh ^a

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Abstract

Now that is the era of a marketing strategy based on that the reputed companies try to maintain their position in the market. We actually study the new pattern of marketing strategy which influences customers to buy a particular product. The study provides a new horizon of marketing strategy poke (shock-knock), based upon the Maslow's highest need level self-actualization.

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Author correspondence:

Chinmoy Ghosh,

Lecturer of East Calcutta girls' college, Lake Town,

Email address: chin.lord@gmail.com

1. Introduction

We start the journey of finding and establishing a new marketing strategy in the paradox of all well-known marketing strategy (Aaker et al., 1984; Amarnath, 2010). Generally, we know marketing strategy is the combination of 4P – PRICE, PLACE, PRODUCT, and PROMOTION. Now that is the era of a marketing strategy based on that the reputed companies try to maintain their position in the market (Grönroos, 1984; Ramkishen, 2002; Ray & Choudhury, 2015). We actually study the new pattern of marketing strategy which influences customers to buy a particular product.

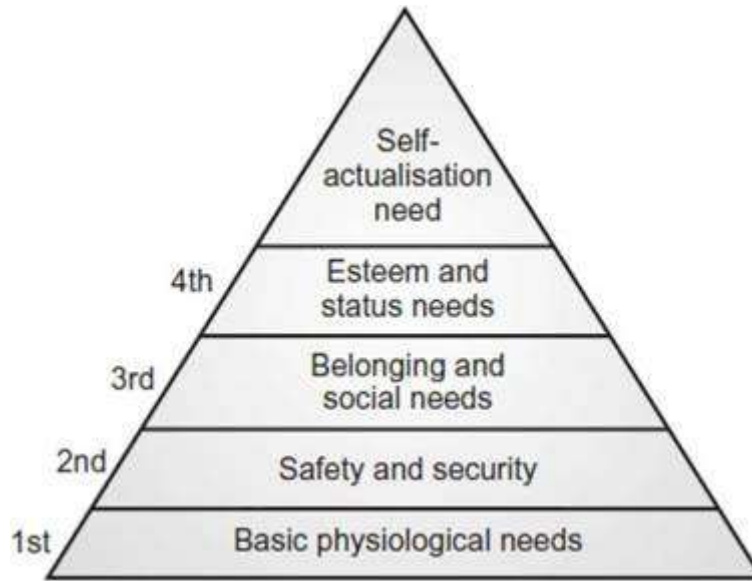
2. Research Methods

Material and Method

2.1 Material

In that paper, we select five home appliances such as T.V., Refrigerator, A.C., microwave, and Washing Machine. The selection of these products on the basis of need. On describing need we go through the popular model of Maslow Need- Hierarchy?

^a Lecturer of East Calcutta girls' college, Lake Town



Source – A. H. Maslow 1943

Maslow's highest need level is our focus area in that paper. Because based on that we try to evaluate a new strategy (Rosenberg & Czepiel, 1984; Wheelen & Hunger, 2011). The human nature is well described in that stage of need according to the following manner;

- a) Man, being a wanting creature wants more and more.
- b) When the particular need is satisfied, it can no longer act as a motivator of behavior.
- c) Human nature is related to the high intensity of achievement needs self-actualizing will force
- d) If satisfaction is not maintained for a once-satisfied need, it will become a priority need again.
- e) We can say that that model focus on the hypothesis of human need.

Now based on the above we try to establish a new strategy for **Poke (Shock-Knock)** FOR revitalizing human need to achieve satisfaction.

We select Kolkata city for our research area, two popular well-known companies L.G. AND SAMSUNG.

2.2 Objective of the study

The human need actually affected by the POKE (SHOKE&KNOCK) marketing strategy or not.

2.3 Research methodology

Frame questioner

Sample size 100 (Simple Random Sample)

Analyses samples by graph and charts

The study is the exploratory type. We try to explore the area of marketing strategies generally used by the home appliances company. Framing questioner absolutely close ended type.

Questioner

1. When you purchase home appliances which will knock your mind?
a. Price b. design c. none
2. Which will you purchase a company brand or product?
a. Brand b. product c. don't know
3. Offers provided by L.G. or Samsung are shocking to you?
a. Yes b. no c. don't know
4. Marketing strategies do any influencing nature when are you selecting a product?
a. Yes b. no c. don't know
5. Marketing strategy fulfill your self-actualisation need?
a. Yes b.no c. don't know

3. Results and Analysis*Analysis and interpretation of data*

Question no.	Option-1	Option-2	Option-3
1.	70	18	12
2.	65	22	13
3.	79	8	13
4.	72	10	18
5.	57	30	13

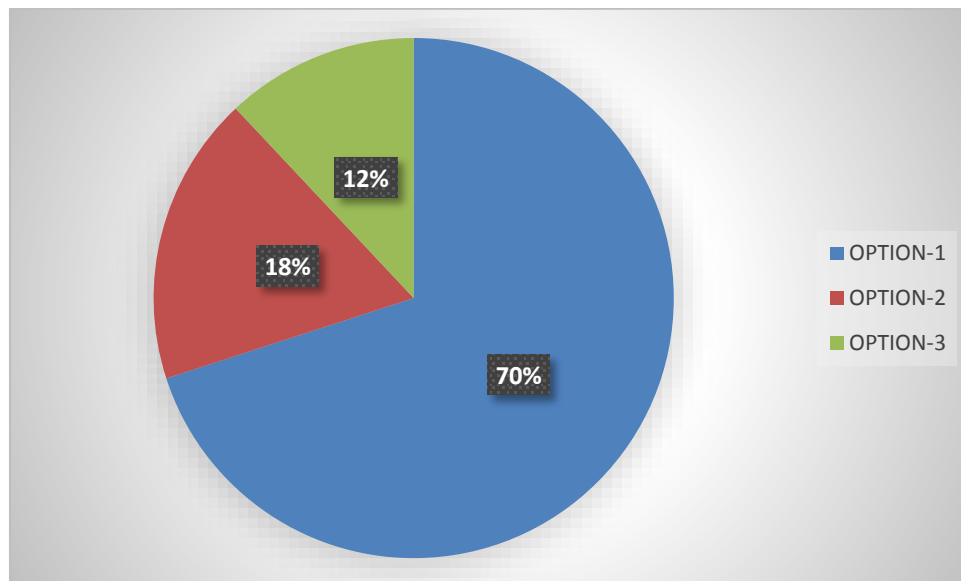


Figure1. QUESTION-1
Pie diagram provides that maximum customer depends on price

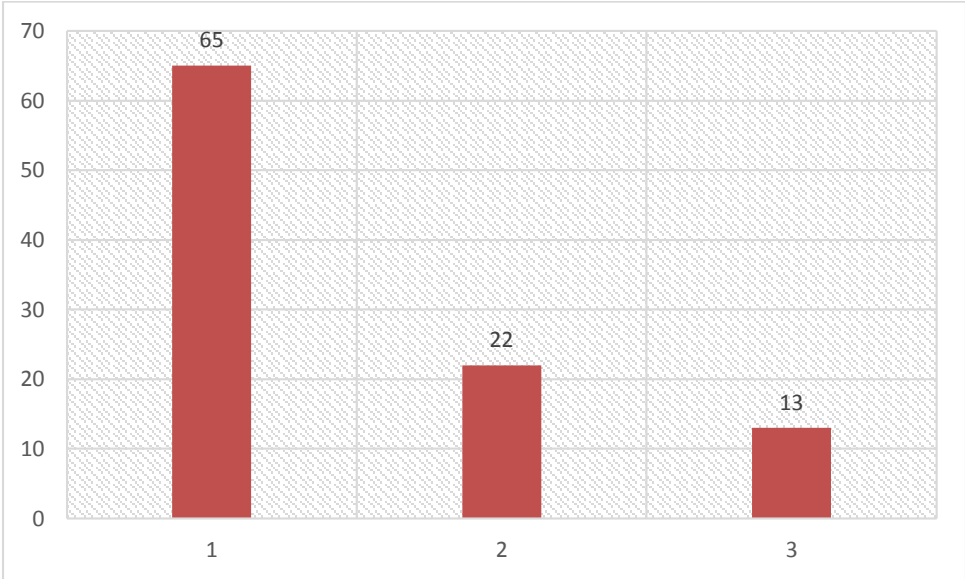


Figure 2. QUESTION 2,
Selecting home appliances customers are a focus on brand

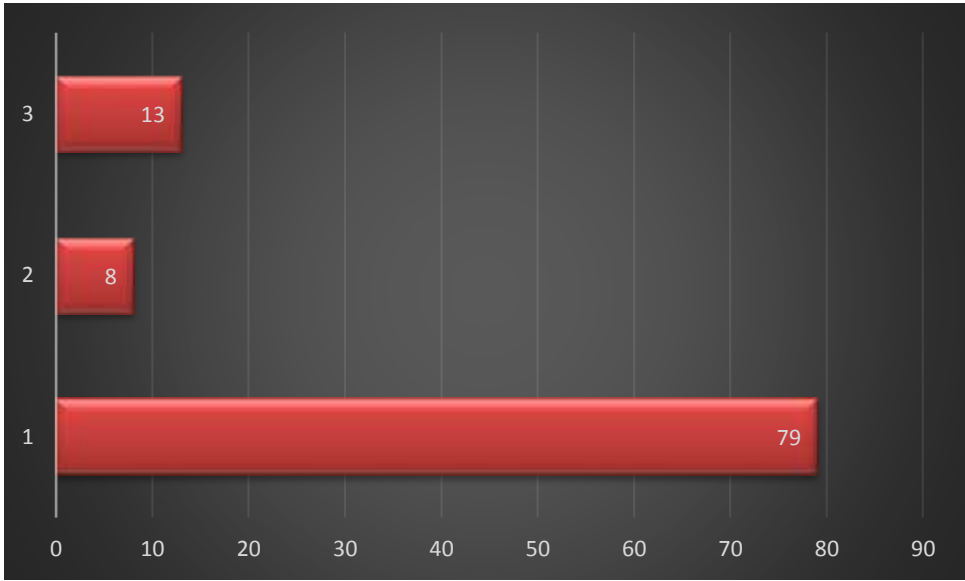


Figure 3. QUESTION 3,
Offers provided by selected companies actually shocking the customers

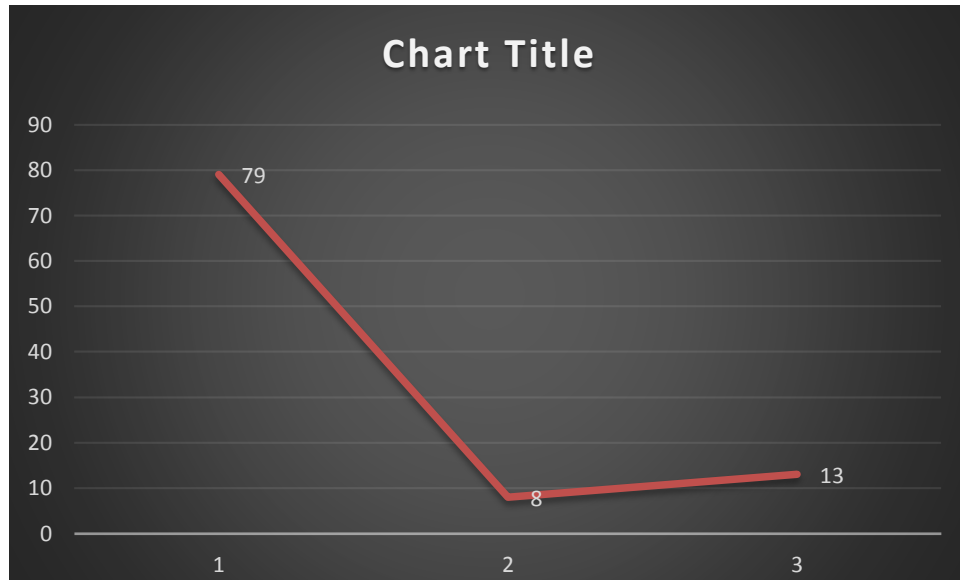


Figure 4. QUESTION 4,
Marketing strategies actually affect the customer's choice

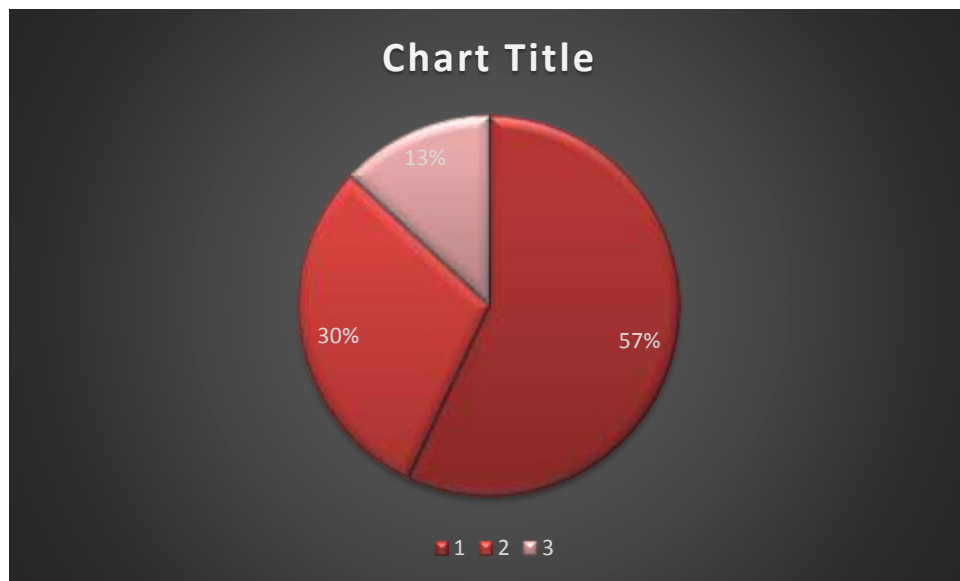


Figure. 5 QUESTION-5, Marketing strategies actually fulfill the self-actualization need

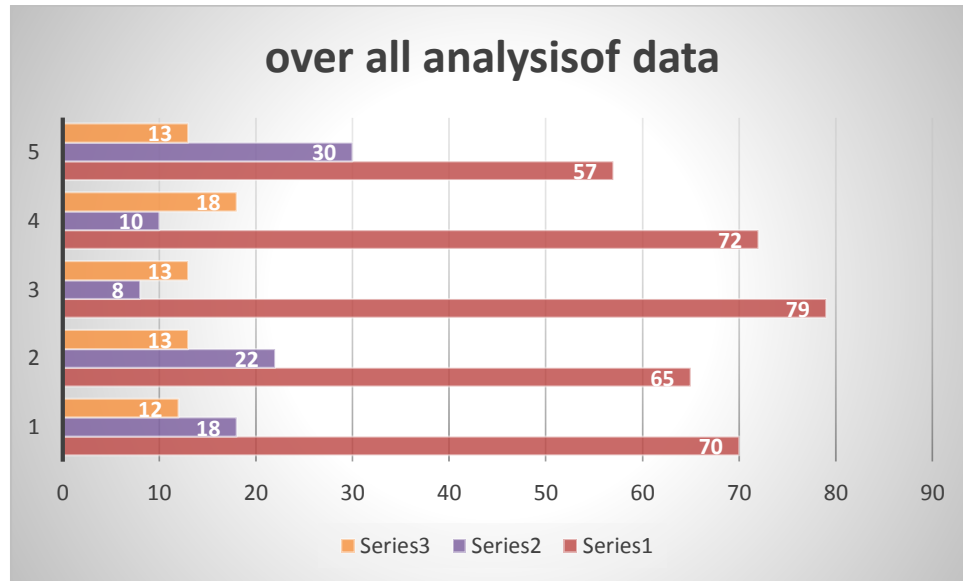


Figure 6. Overall analysis of data

So, the study provides us marketing strategies actually used by the companies try to fulfill the of self-actualization need customers by utilizing POKE strategy (shock-knock).

4. Conclusion

So, we conclude that the study provides a new horizon of marketing strategy poke (shock-knock), based upon the Maslow's highest need level self-actualization. Because Human nature is related to high intensity of achievement needs self-actualizing will force and when a particular need is satisfied, it can no longer act as a motivator of behavior.

Conflict of interest statement and funding sources

The author(s) declared that (s)he/they have no competing interest. The study was financed by personal funding.

Statement of authorship

The author(s) have a responsibility for the conception and design of the study. The author(s) have approved the final article.

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