

A STUDY OF MARKETING STRATEGIES FOR ENHANCING MARKET SHARE OF UNPLASTICIZED POLY VINYL CHLORIDE (UPVC) WINDOWS IN CONSTRUCTION INDUSTRY

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ABSTRACT

A research entitled “A Study of Marketing Strategies for Enhancing Market Share of Unplasticized Poly Vinyl Chloride Windows in Construction Industry” was undertaken with the objectives of studying the marketing strategy for Unplasticized Poly Vinyl Chloride (UPVC) Windows industry. 400 respondents including architects, customers, and builders were surveyed. The average agreement rating for a significant role of distribution channels in marketing of UPVC Windows was 79% and was found to be statistically significant. The average agreement rating for pricing strategies for UPVC windows having special features was 78% and was found to be statistically significant. The average agreement rating for proposed marketing strategies effectiveness was 84% and was found to be statistically significant. The average agreement rating for sales process and techniques leading to growth in business operations was 81% and was found to be statistically significant. The average agreement rating for CRM improving customer satisfaction was 81% and was found to be statistically significant. On an overall basis, it can be concluded that a proper mix of distribution channels, pricing, sales process and techniques, and customer relationship management (CRM) can lead to an effective marketing strategy for the UPVC windows. The proposed marketing strategy can lead to customer satisfaction, and increased in market share for UPVC windows suppliers.

Keywords: UPVC Windows, Marketing Strategy, Market Share, CRM

Introduction

A research entitled “A Study of Marketing Strategies for Enhancing Market Share of Unplasticized Poly Vinyl Chloride Windows in Construction Industry” was undertaken with the objectives of studying the significant role of distribution channels for Unplasticized Poly Vinyl Chloride (UPVC) Windows industry, understanding pricing strategies in growth of UPVC windows business, developing marketing strategies for UPVC windows industry, suggesting innovative products and services for UPVC window industry, evolving sales process and techniques to grow business operations for UPVC window industry, and recommending Customer Relationship Management (CRM) for good service and customer satisfaction for UPVC window industry. 400 respondents including architects, customers, and builders were surveyed. This paper presents the major findings, conclusion, and suggestions.

Literature Review

Marketing Strategy

According to Baker, Michael John (2008), marketing strategy is a process that can allow

an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. Cacciolatti & Lee, (2016) mentions that marketing strategy leverages the combination of resources and capabilities within an organization to achieve a competitive advantage and thus enhances firm performance. Marketing strategy and marketing mix are related elements of a comprehensive marketing plan. In order to establish the relationship between marketing strategy and marketing mix, Goi, Chai Lee (2009) states, while marketing strategy is aligned with setting the direction of a company or product/service line, the marketing mix is majorly tactical in nature and is employed to carry out the overall marketing strategy.

Market Share

Marketing performance is generally assessed on the basis of market share and customer satisfaction. And it is many a times assumed that a positive relationship exists between market share and customer satisfaction. To reassess this assumption, Rego, Morgan, & Fornell, (2013), carried out a longer time series study using American Customer Satisfaction

Index (ACSI) data for approximately 200 companies over a period of 13 years between 1994 and 2006, wherein more than 8,00,000 customers were surveyed. Banbury & Mitchell, (1995) examined the effect of firm's incremental product innovations on incumbent market share and business survival. The researchers carried out the study across 86 U.S. implantable pacemaker firms between 1960 and 1990. Smith & Park, (1992) have examined the effect of brand extensions as against individual brand on market share and advertising efficiency. Data was collected from product managers as well as consumers. The questionnaire given to product / brand managers measured the variables – brand strategy, age of focal product, number of competitors, market share and efficiency of advertising efficiency.

UPVC Windows Industry

Subram, Khan, & Srivastava, (2016) conducted a research to study the overview of marketing strategies which influence the UPVC door and windows market in India. The researchers collected data from 118 respondents (architects and builders) in Hyderabad. The research was carried out in context of 4Ps (Product, Price, Place and Promotion) of the marketing mix. Sheikh, Sharma, & Dash, (2017) examined the buyers' preferences for residential real estate in Bangalore through their study using a structured questionnaire. The variables in the study included the developers' offerings as well as buyers' preferences. Subram, Khan, & Srivastava, (2018) in their research paper analyzed the impact of marketing mix elements on brand loyalty with reference to construction industry. They collected through survey method from 489 respondents (216 architects and 273 developers) across nine different locations in South India. According to this research, Indian door and window industry is worth 1200 cr. And it is mainly dominated by unorganized and low quality products.

Methodology

400 respondents including architects, customers, and builders were surveyed. A close-ended questionnaire was used. The questionnaire had five sections. Following hypotheses were set and tested using a t-test:

- Ho1: Distribution channels have no significant role in marketing of UPVC windows
- Ha1: Distribution channels have a significant role in marketing of UPVC windows
- Ho2: Pricing strategies for UPVC windows do not have special features
- Ha2: Pricing strategies for UPVC windows have special features
- Ho3: Proposed marketing strategy will not be effective
- Ha3: Proposed marketing strategy will be effective
- Ho4: Sales process and techniques cannot lead to growth in business operations
- Ha4: Sales process and techniques lead to growth in business operations
- Ho5: CRM will not improve customer satisfaction
- Ha5: CRM will improve customer satisfaction

Findings

Findings related to profile

- i) The distribution of Category of the respondent was 176 of Architect group; 204 for Customer group; and 20 for Builder group.
- ii) The division of respondents Gender was 271 of Male group; and 129 for Female group.
- iii) The distribution of Age was 90 of <30 years group; 104 for 30-39 years group; 97 for 40-49 years group; and 109 for >50 years group.
- iv) The spread of Education was 91 of Graduation group; 191 for Post-Graduation group; 93 for Professional group; and 25 for Other group.
- v) The distribution of Occupation was 65 of Job group; 239 for Business/Profession group; and 96 for Homemaker group.
- vi) The division of respondents for the question: Do you have hands-on/practical experience of UPVC Windows? Was 376 of Yes group; and 24 for No group.
- vii) The distribution for primary source of information about UPVC Windows was 82 from internet, 63 from word-of-mouth, 61 from social media, 63 from TV advertising, 64 from print advertising, and 67 from mixed sources.

Findings related to Inferential and finer data analysis

- a) The average agreement rating for a significant role of distribution channels in marketing of UPVC Windows was 79% and was found to be statistically significant.
- b) The average agreement rating for pricing strategies for UPVC windows having special features was 78% and was found to be statistically significant.
- c) The average agreement rating for proposed marketing strategies effectiveness was 84% and was found to be statistically significant.
- d) The average agreement rating for sales process and techniques leading to growth in business operations was 81% and was found to be statistically significant.
- e) The average agreement rating for CRM improving customer satisfaction was 81% and was found to be statistically significant.
- f) The seven demographic variables show significant impact on responses of Section I - Role of distribution channels in marketing of UPVC Windows ($R^2=10\%$, $p=0.001$), and Section V - Customer Relationship Management (CRM) and customer satisfaction in case of UPVC windows ($R^2=8.50\%$, $p=0.007$).
- g) The seven demographic variables do not show significant impact on responses of Section II - Pricing strategies for UPVC windows ($R^2=4\%$, $p=0.537$), Section III - Marketing strategy for UPVC windows ($R^2=5.60\%$, $p=0.167$), and Section IV - Sales process and techniques and growth in operations of UPVC windows ($R^2=4.70\%$, $p=0.355$).

All the five null hypotheses were rejected in favor of the alternates.

Suggestions

Following suggestions have been offered:

1. Looking at significant role of distribution channels in marketing of UPVC windows, the suppliers should take measures to improve their distribution channels. This can be done by adopting indirect or hybrid channels of distribution.
2. As pricing strategies for UPVC windows have special features, suppliers should understand these and deploy them while selling. Segment-based pricing strategy can be followed.

3. Sales process and techniques should be improved as they lead to a growth in business operations.
4. Special attention has to be paid to CRM as it will improve customer satisfaction.
5. The overall marketing strategy should be comprehensive and properly consider various dimensions like pricing, distribution, sales, and CRM.

Suppliers should also offer innovative products and services as innovation is an excellent method of increasing market share.

Conclusion

- 1) Distribution channels have a significant role in marketing of UPVC windows. This conclusion was reached on the basis of large-scale agreement to statements like: For a product like UPVC windows distribution channels are important from the view point of the manufacturer, They are equally important from the view point of customers, Distribution channels have a direct impact on sales, Indirect channels of distribution through intermediaries are more practical, Hybrid channels (mix of direct and indirect) of distribution are also feasible, Exclusive distributors of UPVC windows would be a great strategy, Selective distribution should be avoid as reputation of intermediaries doesn't matter much, Distribution channels have an impact on the eventual price of the UPVC windows, Distribution channels have an impact on transportation and its cost and Distribution policy determines issues like warranties, and replacements.
- 2) Pricing strategies for UPVC windows have special features. This conclusion was reached on the basis of strong agreement for statements like: Market for UPVC windows is sensitive to prices, Price based differentiation is used by competitors, Customers are incentivized through discounts, rebates, and concessions, Additional incentives like cash back is given for online payment, Products are available in different price bands, Segment-based pricing strategy is followed, Special prices are offered as a part of promotional policies of companies, Price discrimination is followed on the basis of areas (higher

prices are charged in premium locations), Price variations are used to indicate variations in quality and Pricing information is provided by company on website or catalogues

- 3) The proposed marketing strategy will be effective. Measures like Emphasis on use of digital marketing tools, Leveraging the power of social media marketing, Using Augmented Reality to give customers a close feel of the product, The market place should be converted into an online market, Companies should develop partnerships with architects, and builders, Companies should blog strategically, Seek support of in-depth marketing research, Practicing market segmentation more effectively, Active participation in construction fairs, and exhibitions and Seeking proper customer feedback, fetched a high agreement by the respondents.
- 4) Sales process and techniques lead to growth in business operations of UPVC windows. This was concluded on the basis of high agreement for statements like: Keeping a healthy pipeline of prospective customers through linkages with architects, builders, and real estate websites like RERA, Getting the sales presentation developed through a professional marketing agency, Training the sales force on the way they first approach the prospective customers, Equipping the sales force with adequate technical resources to enable them to make an effective sales

presentation, Training the sales force to handle the trial close process, Sales force should effectively determine objections of the customers, if any, Sales force should effectively handle objections of the customers, if any, Resolution of objections should be followed up with effective trial close, Closing the sales effectively by helping customers to make the final decision and Effective follow-up and service.

- 5) CRM will improve customer satisfaction in case of UPVC windows. Large scale agreement to statements like: Impact of CRM, CRM leads to improved relations with customers, CRM helps in better understanding of customer needs, CRM provides for important information about customers, CRM helps understand customer pain areas, CRM through its analytics helps understand customer behavior, CRM leads to automation and improves productivity, CRM helps in developing new sales leads, CRM helps overall marketing function and CRM improves the image of the company, support the conclusion.

On an overall basis, it can be concluded that a proper mix of distribution channels, pricing, sales process and techniques, and customer relationship management (CRM) can lead to an effective marketing strategy for the UPVC windows. The proposed marketing strategy can lead to customer satisfaction, and increased in market share for UPVC windows suppliers.

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