A Study on Branding White goods through Social Media Marketing

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Abstract:

White goods are the goods that are painted white or enameled white. These products were previously manufactured with a white enamel finish but are now colored. White goods include household appliances, such as, Water Heater, Refrigerator, Clothes Dryer, Air Conditioner, Dish Washer, Microwave Oven, Washing Machine etc. The present paper studies the theoretical concepts of white goods, branding and social media marketing in Indian context. The paper also studies the theory contributed by researchers in the area of Indian consumer durable market catering urban, semi-urban and rural areas. This study depends on the secondary sources of data contributed by researchers/authors in journals, magazines, edited volumes, articles etc. The main purpose of this study is to understand how white goods business firms use social media marketing as a tool to brand themselves in the Indian consumer durable sector. This present study is conducted for a period of 3 months from February to April 2015.

Keywords: Indian Consumer Durable Market, White goods, Branding and Social Media Marketing.

1. Introduction:

India is expected to become the fifth largest consumer durable market in the world; the market is expected to reach US$12.5 billion by financial year 2015 from US$7.3 billion in financial year 2012. Urban market accounts for the major share of sixty five percentage (65%) of total revenues in the consumer durables sector in India. The demand in urban markets is likely to increase for products such as LED TV's, laptops, split AC's and beauty and wellness products. In rural markets, durables like refrigerators and consumer electronic goods are likely to witness high demand in the coming years as the government of India (GOI) plans to invest significantly in rural electrification. The consumer durables sector is expected to post a CAGR (Compound Annual Growth Rate) of fifteen percentage (15%) over 2010-2015. Growth in demand from rural and semi-urban market is estimated to outpace demand from urban market for consumer goods. Consumer durables market is estimated to expand at CAGR of 14.8% to US$ 12.5 billion in 2015. Both rural and semi-urban markets are likely to contribute a majority of consumer durables sales.

Classification Of Indian Consumer Durable Goods:

Table:1

<table>
<thead>
<tr>
<th>White Goods</th>
<th>Brown Goods/Kitchen Appliances</th>
<th>Consumers Electronics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air Conditioners</td>
<td>Microwave Ovens</td>
<td>T.V’s</td>
</tr>
<tr>
<td>Refrigerators</td>
<td>Cooking Range</td>
<td>Audio’s and Video system</td>
</tr>
<tr>
<td>Washing Machines</td>
<td>Chimneys</td>
<td>Electronic accessories</td>
</tr>
<tr>
<td>Sewing Machines</td>
<td>Mixers</td>
<td>PC’s</td>
</tr>
<tr>
<td>Watches and Clocks</td>
<td>Grinders</td>
<td>Mobile Phones</td>
</tr>
<tr>
<td>Cleaning Equipment’s</td>
<td>Electronic Fans</td>
<td>Digital cameras</td>
</tr>
<tr>
<td>Other domestic appliances</td>
<td>Irons</td>
<td>DVD and Camcorders</td>
</tr>
</tbody>
</table>

(Source: IBEF, GEPL Capital Research)

Key Consumer Durables –Share By Volume

Table:2

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Share by Volume (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colour Television sets (CTVs)</td>
<td>30</td>
</tr>
</tbody>
</table>
Refrigerators | 18  
Air-conditioners | 13  
Washing Machines | 5  
Others | 34
(Source: Cygnus Quarterly Report, Aug 2007, Edelweiss Report on Industrial Production)

2. Review of Literature:
Anisimova Tatiana Anatolevena (2007), has surveyed the effects of corporate brand creation and its impact on consumer behaviour for consumer durables. An attempt of establishing co-relation between corporate marketing with consumer perception has been made and to certain extent it has been established. The study clearly reflects that corporate activities and practices play a very vital role in creating corporate brand which ultimately convert into consumer brand loyalty. The result shows that there is direct relationship between corporate activities and corporate image association in the consumer’s memory and consumer loyalty. Bhagaban Das, Mohanty Sangeeta, Sahil Nikhil (2008), reveals that television brand selection is very difficult process, which is highly dependent upon word of mouth publicity and additional information available for brand or product. On the basis of survey of 80 respondents it was found that sound quality and brand image are the leading factors taken into account by consumers. Surprisingly, there is no impact of sales promotion to in the form of discount or gift or any other scheme. The conclusion has been obtained with factor analysis. Good brand image is the ultimate criteria across all the sections.

Bijapurkar Rama (2007) has nicely explained the concept of bottom of pyramid with reference to Indian consumers. The size of bottom of pyramid market in India is very large and one can’t afford to ignore them in any cases it makes one third of the total consumption expenses and one fifth of the savings. Marketers are required to go for sensible investment in the appropriate brand building and in creation of brand loyalty by finding right business models for urban and rural poor or bottom of the pyramid customers.

Chavala (2001) represents the rural consumer's relation towards promotion mix and brand building aspects. The complete different use of integrated marketing communication has been sought by him which ultimately leads to brand loyalty.

Dr. Agrawal Manish (2006), has conducted the consumer buying behaviour process in rural market of Bareli District of U.P. which reveals that lack of electricity in many rural areas of Bareli District act as barrier to consumer durables and marketers alteration in the product cannot play any significant role in adopting household. Decision for the consumer durable brands is dominated by the male member of the family as well as retailer’s opinion plays very important role in such.

Ganguly, Parthsarathy, Kapse Sampada (2006) has depicted the most important issue of brand awareness in the rural market. Rural communication is different task requires deep understanding and insight of rural consumer mind set. Hence, rural communication should be done after selecting very precise and familiar word, colour, sign, logo for brand. They emphasized on integrated marketing communication approach rather than making a personal presentation.

Kar Sudhanshu Sekar and Shaoo Sarat Kumar (2010) have explained the importance of the rural communication in building a brand in rural area. Conventional communication channel and tools are not effective in the rural areas. An emphasis on the separate communication mix for rural area has been recommended. Due to high level of illiteracy in India the communication for new product should be done with great care and each and every communication channel and tool has to be evaluated on three criteria like cost, frequency, reaches and effectiveness.

Sun Tao and Wu Guohua (2004) compare the Chinese rural and urban consumer behaviour and attempted to know the reasons for difference between them. Chinese rural and urban consumers who are generally situated at two different environment and living standards having different terms of attitude towards whole marketing mix like price, place, promotion and presentation of product, product innovation, brand building (brand name recalls etc. The study reveals that there is extreme difference in the environment of both the class of consumer which is the most responsive factor for difference in the attitude.

3. Research Gap/Statement Of The Problem:
Earlier research and study reveals the effects of corporate brand creation for consumer’s durables and the business marketers’ primary required element is to go for conscious investment for brand building
and to create brand loyalty. Some study reveals that the rural consumers relationship towards promotion mix, brand building aspects and brand awareness in rural market. The present study is made an attempt in order to explore how business organisations brand their white goods through social media marketing as a tool in urban market. Furthermore, this study provides recommendations that can be considered by other business firms to create brand and brand loyalty. All the recommendations obtained from the relevant academic findings, theories and the results.

4. Objectives Of The Study:
The general objectives of the study is to understand the theoretical concepts of white goods, branding, social media marketing and the main purpose of this study is to understand how business firms use social media marketing as a tool to brand themselves in the Indian consumer durable sector.

5. Research Methodology:
The present paper studies the theoretical concepts of white goods, branding and social media marketing in Indian context. The paper also studies the theory contributed by researchers in the area of Indian consumer durable market. This study depends on the secondary data contributed by researchers/authors in journals, magazines, edited volumes, articles and Wikipedia. This present study also extracted some information through internet.

- **White Goods:**
British English definition of white goods: “These are large pieces of electrical equipment used in people’s homes, for example washing machines and fridges”. *White goods* are the goods that are painted white or enameled white. These products were previously manufactured with a white enamel finish but are now colored. White goods include household appliances, such as, Water Heater, Refrigerator, Clothes Dryer, Air Conditioner, Dish Washer, Microwave Oven, Washing Machine etc. Heavy consumer durables such as air conditioners, refrigerators, stoves, etc., which used to be painted only in white enamel finish. Despite their availability in variety of colors now, they are still known as white goods. In the modern period, these products are available in a variety of decorator colors. White goods do not include the entertainment appliances, such as, Televisions, Home cinema, Camcorders, CD, and DVD players.

**Key Players In White Goods In India:**

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>White Goods Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LG</td>
</tr>
<tr>
<td>2</td>
<td>Samsung</td>
</tr>
<tr>
<td>3</td>
<td>Whirlpool</td>
</tr>
<tr>
<td>4</td>
<td>Sony</td>
</tr>
<tr>
<td>5</td>
<td>Philips</td>
</tr>
<tr>
<td>6</td>
<td>Siemens</td>
</tr>
<tr>
<td>7</td>
<td>Hitachi</td>
</tr>
<tr>
<td>8</td>
<td>Panasonic</td>
</tr>
<tr>
<td>9</td>
<td>Onida</td>
</tr>
<tr>
<td>10</td>
<td>Videocon</td>
</tr>
<tr>
<td>11</td>
<td>Electrolux</td>
</tr>
</tbody>
</table>

**Penetration Levels Of Consumer Durables**

<table>
<thead>
<tr>
<th>Sl.no</th>
<th>Goods</th>
<th>Urban (%)</th>
<th>Rural (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TV’s</td>
<td>76</td>
<td>34</td>
</tr>
<tr>
<td>2</td>
<td>Refrigerators</td>
<td>32</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Washing Machines</td>
<td>&lt;1</td>
<td>NA</td>
</tr>
<tr>
<td>4</td>
<td>Computers</td>
<td>5.4</td>
<td>&lt;1</td>
</tr>
<tr>
<td>5</td>
<td>Air Conditioners</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>6</td>
<td>Scooters/Mopeds/Motor Cycles</td>
<td>28</td>
<td>10</td>
</tr>
</tbody>
</table>

(Source: Great Indian Consumer, Business Standard, 2005)
• **Brand Concept:**
In today’s brand wars, creating a brand and adding value on it requires a long planning process. Branding cannot be thought only as the name of a firm. It also means a product, an existing name for a new product, an advertising campaign, a marketing motto and a logo. Brands are key players in developing customers’ life and strengthening the economic condition of companies. According to American Marketing Association (AMA), “a brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to separate them from those of competitors.

• **Social Media Marketing:**
Social media marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media. Social networking websites allow individuals to interact with one another and build relationships. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing & advertising.

• **Social Media Marketing As A Tool To Brand For White Goods In Indian Market:**

  • **Internet Marketing:** Internet marketing allows the marketer to reach consumers in a wide range of ways and enables them to offer a wide range of products and services. Effectively, Internet marketing makes business hours 24 hours per day, 7 days per week for every week of the year.

  • **Social Networks (Facebook, Myspace, Twitter, Friendster)**
The current trend of the Internet is social interactions, and the trend is here to stay for a million corporations are in the hunt to acquire popular social networking sites because they understand the potential and the impact social networking has on Internet users. Treating social networks such as Facebook, Twitter, Friendster and Myspace to create brand and to reach more people and increasing awareness of your website.

  • **Social Bookmarks (del.icio.us, Stumble Upon, Digg)**
Social bookmarks enable users to share, organise and store URLs of websites they like and/or find useful. And because social bookmarks are created by users who understand the content of the website they bookmark, it makes it easier for other users to find stuff related to an interest.

  • **Social Media (YouTube, Flickr, Podcasts)**
As with social networks and social bookmarks, social media has become increasingly popular among Internet users for the same reasons. Using a social media like YouTube or Flickr as a medium to promote your brand could bring a lot of traffics to your website.

  • **Blogs**
Blogs are popular because they provide up-to-date information and enables readers to engage in discussions via comments. By using blog as promotional and branding, businesses can build a loyal readership and interact with their customer base.

  • **Widgets and Gadgets (Yahoo! widgets, iGoogle gadgets)**
Widgets and gadgets deliver dynamic and updated content to the users at any time. They leverage the website’s content to create new opportunities, extend users and strengthen the presence of your brand. And for that very reason, widgets and gadgets have proven to be a very successful method for promoting your brand.
6. Conclusion and Scope of further research:
The consumer durable industry in India is set for sustained growth over the long term, fuelled by
favourable consumer demographics, overall growth in services and industrial sectors and infrastructure
development in suburban and rural areas. The consumer durables sectors in India, especially for the
white goods sector, the business firms largely depends on social media for creating brand awareness,
promoting and to establish brand loyalty among Indian urban sector with a majority share. The social
media like Facebook, Twitter and even you tube are largely used to brand their white goods. LG and
Sony have done some feature-introduction-cum-promotion videos, but they need to go much beyond
that to make full use of YouTube. In fact Sony has gone beyond features, yet there is much to be done.
Further research can be carried out in the areas of marketing strategies, comparative brand positioning
strategies in the context of white goods, brown goods and consumer electronics.

Appendices:

Exhibit: 1: SONY promotes LED Bravia through Facebook to create a brand.

Exhibit: 2: SAMSUNG promotes luxury TV through Facebook to create a brand.
Exhibit: 3: Whirlpool promotes in YouTube to create brand

Exhibit: 4: Whirlpool promotes its French door in Facebook to create brand.

Exhibit: 5: LG promotes its 4k Ultra HDTV through Facebook to create brand.
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- Bijapurkar Rama, “We are like that only” Understand the logic of Consumer India , Penguin portfolio Publication, New Delhi (2007).

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- https://www.facebook.com/samsungIN