

APPENDIX III

Table 1.1

New Product Categories, Codes and Number of Respondents

New Product Categories	Code	No. of Respondents
Company Deposits	1	82
Car Finance	2	93
Airlines	3	110
Black & White Televisions	4	40
Colour Televisions	5	100
Music System	6	80
Washing Machines	7	60

Table 1.2
List of Companies Surveyed

Sr. No.	Company Deposit	Car Finance	Airline	Black & White Television	Color Television	Music System	Washing Machine
1	Alpic Finance Ltd	Anagram Finance Ltd	Air Canada	Onida	Akai	Akai	BPL
2	Anagram Finance Ltd	Apple Finance Ltd	Air India	Philips	BPL	BPL	Daewoo
3	Apple Finance Ltd	Ashok Leyland Finance Ltd	Air Seychelles	Sharp	Daewoo	Panasonic	Godrej
4	Ashok Leyland Finance Ltd	Garden Finance Ltd	Biman Bangladesh	Videcon	Onida	Philips	ITB
5	Garden Finance Ltd	GLFL	British Airways		Panasonic	Samsung	Videocon
6	GLFL	HDPC	Delta Airways		Philips	Sharp	Wharpool
7	Jhaveri Credit & Capital Markets	Jhaveri Credit & Capital Markets	France Air		Samsung	Sony	
8	Kotak Security Ltd	Kotak Security Ltd	Gulf Air	/	Sharp	Videocon	
9	Lloyds Finance Ltd	Lloyds Finance Ltd	Jet Airways		Sony		
10	Mafatal Finance Ltd	Mafatal Finance Ltd	KLM		Videocon		
11	Sundram Finance Ltd	Sundram Finance Ltd	Kuwait Airlines				
12	Tata Finance Ltd	Tata Finance Ltd	Luftansa				
13	Transpek Finance Ltd	Transpek Finance Ltd	NEPC				
14	Twentieth Century Finance	Twentieth Century Finance	Royal Jordanian				
15	Twentieth Century Kinetic Finance	Twentieth Century Kinetic Finance	Singapor Airlines (Jet Air)				
16			United Airways				
17			India Airlines				
18			Gujarat Airways				
19			East West Airlines				

Table 2.1**Washing Machines : Major Cos.**

Company	Production (nos.)		Sales (Rs crore)		Market Share (%)	
	1990-91	1994-95	1990-91	1994-95	1990-91	1994-95
Videocon Appliances		478980		332.68	NA	54.5
BPL Sanyo Utilities & A		206726		150.46	NA	24.6
IFB Industries	615	26025	0.04	47.42	4.2	7.8
Whirlpool Washing Machine		46303		45.83	NA	7.5
Onida Savak	680	45357	0.33	27.02	34.4	4.4
Maharaja International		10790		6.41	NA	1.1
Sumeet Machines		150		0.37	NA	0.1
Godrej-Ge Appliances				0.13	NA	Neg
Voltas		111		0.09	NA	Neg
Reacold Appliances	440	1	0.47		49.0	NA
Bee Electronic Machines	312		0.10		10.4	NA
Eureka Forbes			0.02		2.1	NA
Total for the sample 13 companies			0.96	610.41	100	100

Source . Centre for Monitoring Indian Economy (CMIE) India's Industrial Sector, January 1996

Table 2.2(A)**Market Share of Television Receivers : Major Cos.**

Company	Capacity ('000 nos)		Production ('000 nos)		Sales (Rs crore)		Market Share (%)	
	1990-91	1994-95	1990-91	1994-95	1990-91	1994-95	1990-91	1994-95
Videocon International	1100		633	2970	391.87	602.87	24.5	23.2
BPL	320	750	254	525	181.00	582.94	11.3	22.4
Mirc Electronics		652		156	135.18	300.26	8.4	11.5
Philips India	100	200	31	146	38.47	188.49	2.4	7.2
Kalyani Sharp India	50	150	53	120	68.20	161.41	4.3	6.2
Monica Electronics	102	102			77.25	91.54	4.8	3.5
Electronics Corpn of Ind	47		60		27.59	63.50	1.7	2.4
Videocon VCR				44		58.47	NA	2.2
Onida Savak	20	100	29	39	34.22	52.08	2.1	2.0
Bestavision Electronics		220		482		50.93	NA	2.0
Onida Saka		100		125		50.77	NA	2.0
Weston Electronics	300	300	112	94	55.67	45.36	3.5	1.7
Solidare India		400		77	68.27	36.29	4.3	1.4
BPL Systems & Projects	50	50	46	60	13.45	24.32	0.8	0.9
Kinetic Engineering				2		1.89	NA	0.1
Weston Components	50	50	15	6	8.74	0.94	0.5	Neg
Dalmia Cement (Bharat)	50	50	1	0.06	0.74		Neg	Neg
Samtel (India)		60		3		0.73	NA	Neg
Northern Digital Exchange		18				0.02	NA	Neg
BPL Sanyo Technologies	50	50	22		3.62		0.2	NA
Total for the industry					1600.00	2600.00	100	100

Source . CMIE, India's Industrial Sector, January 1996.

Table 2.2 (B)**Market Share of Audio Equipment : Major Cos.**

Company	Sales (Rs. crore)					Market Share (%)	
	1990-91	1991-92	1992-93	1993-94	1994-95	1990-91	1994-95
Videocon International	117.96	169.71	257.23	344.41	470.79	28.1	46.7
Philips India	194.09	276.96	258.84	281.04	290.53	46.2	28.8
BPL Sanyo Technologies	23.45	46.14	64.15	83.85	124.94	5.6	12.4
BPL			36.41	39.96	84.66	NA	8.4
Bee Electronics Machines				4.16	15.74	NA	1.6
BPL Engineering				7.10	12.70	NA	1.3
Kalyani Sharp India				0.49	4.87	NA	0.5
Electronics Corpn of Ind	6.61	6.61	3.70	2.76	2.79	1.6	0.3
Mirc Electronics		0.03	0.56	1.24	1.26	NA	0.1
Onida Saka			0.38	0.18	0.24	NA	Neg
Dalmia Cement (Bharat)	0.40	0.24	0.26	0.26	0.19	0.1	Neg
Solidare India	0.15	2.09	1.54	0.40	0.07	Neg	Neg
Bestavision Electronis				0.03	0.03	NA	Neg.
Total for the sample 20 companies	420.15				1008.82	100	100

Source : CMIE, India's Industrial Sector, January 1996

Table 2.3**Passenger Cars : Major Cos.**

Company	Capacity ('000 nos)		Production ('000 nos)		Sales (Rs crore)		Market Share (%)	
	1990-91	1994-95	1990-91	1994-95	1990-91	1994-95	1990-91	1994-95
Maruti Udyog	130	200	123	198	1296.32	3813.70	61.5	70.1
Hindustan Motors	60	46	25	26	315.00	600.00	14.9	11.0
Tata Engineering & Locomo				12		562.21	NA	10.3
Premier Automobiles	54	54	42	24	496.24	460.95	23.5	8.5
Standard Motor Products	8	8				0.21	NA	Neg
Total for the sample 5 companies					2107.56	5437.07	100	100

Source : CMIE, India's Industrial Sector, January 1996

Table 2.4

Major Passenger Car Projects

Company/ Type of Project	Dist/ State	Products/ Capacity	Cost (Rs crore)	Status/ Completion by
DCM Daewoo Motors New Unit	Ghaziabad, (UP)	Passenger cars 70,000 nos	1500 00	Under Impl Mar 97
Mercedes Benz India Pvt New Unit	Pune, (MAH)	Passenger cars 20,000 nos Diesel & petrol engines 50,000 nos	750 00	Under Impl Dec 96
PAL Peugeot New Unit	Thane, (MAH)	Passenger cars 60,000 nos	621 00	Under Impl
General Motors India New Unit	Panch Mahals, (GUJ)	Opel Astra cars 25,000 nos	320.00	Under Impl. Mar 96
Premier Automobiles Subs Expn -New Art.	Greater Bombay, (MAH)	Uno cars 20,000 nos	250 00	Under Impl Jan 96
Mahindra Ford New Article	Nashuk, (MAH)	Passenger cars 25,000 nos	200 00	Under Impl Sep 96
Sipani Automobiles New Unit	Bangalore, (KAR)	Passenger cars 15,000 nos	132 00	Under Impl Mar 96
Total for the above projects			3773 00	
Hyundai Heavy Inds Co New Unit	Tamil Nadu, (TN)	Passenger cars 2 lakh nos	4000 00	Proposed
Mahindra Ford New Unit	Madras, (TN)	Passenger cars 1 lakh nos	2000 00	Proposed Jul 98
Honda Siel Cars India New Unit	Ghaziabad, (UP)	Sedan cars 30,000 nos	650 00	Proposed Jul 97
Hindustan Motors New Unit	Hugli, (WB)	Passenger cars 30,000 nos	250 00	Proposed Dec 97
Total for the above projects			6900 00	

Source . CMIE, India's Industrial Sector, January 1996

Table 5.1
Target Strategies Followed By The Respondents

Category	Respondents (%)	Strategies			
		I	II	III	IV
Group I	0 - 20	4	1,3	2,3	2,3,4,5,6,8,9,10,12,13,17,18,19,20,21,22,23
Group II	20 - 40	1,3			1
Group III	40 - 60			1	15,16
Group IV	60 - 80				
Group V	80 - 100	2	2	4	

Table 5.2
Target Strategies Followed By The Respondents (%)

Targets	Strategies	Rank	Respondents (%)
10-I 1	Targets based on expected market potential	7	33.3
2	Targets based on actual market potential	3	81.6
3	Targets fixed as some fixed percentage increase over that of last year	9	24.6
4	Targets fixed in relation to what the competitors are likely to set	17	6.2
10-II 1	Targets given to Branches irrespective of Branch potential	18	5.0
2	Targets given to Branches depending on Branch potential	2	87.1
3	Targets given equally to Branches	15	8.0
10-III.1	Database existing with the co is used	4	55.4
2	Database created through in-house research study is used	14	9.7
3	Database created through commissioned research study is used	13	15.8
4	Database with the intermediaries (dealers, distributions, brokers, etc) is used	1	89.6
10-IV 1	Intermediaries used		
	Brokers	8	30.4
2	Sub-brokers	11	81.6
3	Agents	12	18.1
4	Chents	20	2.1
5	Database	21	0.7
6	Depositors	29	0.2
7	Co-operative credit society	30	0.2
8	Branch office	24	0.5
9	No response	25	0.4
10	Registered office	31	0.2
11	Walk-in	-	-
12	Direct Marketing	26	0.4
13	Advertising	32	0.2
14	Direct contacts	19	2.8
15	Dealers	5	53.5
16	Distributors	6	41.06
17	References	22	0.7
18	Word -Of -Mouth	27	0.4
19	Acquaintances	33	0.2
20	Travel Agents	10	19.5
21	Corporate Clients	28	0.4
22	Direct Distributors	23	0.7
23	Sub-Dealers	16	6.9
	Cumulative n		517.8

Table 5.3
Product Strategies Followed by The Respondents (%)

Category	Respondents (%)	Product Strategies
Group I	0 - 20	2,3,4,13,14,15,16,17
Group II	20 - 40	5,6,8,9,10,12
Group III	40 - 60	7,11
Group IV	60 - 80	1
Group V	80 - 100	

Table 5.4
Product Strategies Followed by The Respondents (%)

Product Strategies	Rank	Respondents (%)
Marketing a NP in the Existing Market	1	79.5
Marketing a NP in a New Market	14	4.6
Marketing a NP in a New Segment	10	13.3
Marketing a NP - Technology New	12	6.5
Marketing a NP - Application New	7	23.2
Marketing a NP - Functions Are New	8	22.8
Marketing a NP - Improved/Modified Product	2	53.5
Marketing a NP - Restyled Product	6	24.4
Marketing a NP - Repackaged Product	5	26.9
Marketing a NP - Repositioned Product	9	21.1
Marketing a NP - Me-Too Product	3	46.7
Marketing a NP - Extension To Existing Product Line	4	30.6
Marketing a NP - New Product Line	11	8.1
Marketing a NP - Item Addition To A Product Line	13	5.3
Marketing a NP - Product Line Modification	15	2.5
Marketing a NP - Line Stretching Product	16	1.9
Marketing a NP - Complementary Product	17	1.1
Cumulative n		372

Table 5.5
Pricing Strategies Followed by The Respondents (%)

Category	Respondents (%)	Product Strategies
Group I	0 - 20	6,8,9,10,11,14,15,16,21,22,24,26,27,28,30,32,33,34,35
Group II	20 - 40	5,17,20,25,29,31
Group III	40 - 60	1,3,13,23
Group IV	60 - 80	2,4,12,18
Group V	80 - 100	7,19

Table 5.6
Pricing Strategies Followed by The Respondents (%)

Sr No	Pricing Strategies	Rank	Respondents (%)
1	Maximise short run profits	9	48.8
2	Maximise long run profits	3	75.6
3	Maximise/increase market share at the cost of current profits	10	44.6
4	Maximise/increase current sales revenue	4	73.8
5	Set high price initially to skim the market	14	27.6
6	NP available initially at a comparatively lower price	29	3.4
7	Achieving a certain rate of return	2	88.3
8	Promote a line rather than a particular product/service	28	4.4
9	Maintain price leadership	22	10.8
0	Discourage potential new entrants through high price	23	8.0
1	Discourage potential new entrants through low price	32	1.4
2	Establish/maintain wholesaler/dealer/broker/agent loyalty	6	69.6
3	Maintain/improve corporate image	7	59.5
4	Improve sales of other weaker products	21	11.0
5	Discourage price wars	30	2.8
6	Beat competition	23	9.2
7	Carve a niche	12	35.8
8	Penetrate the market	5	70.6
9	Create consumer acceptance	1	90.3
0	Maintain competitive parity	15	27.4
1	Offer value for money	19	14.9
2	Two/more products are available for a special price	26	6.9
3	Differential price is charged to justify the difference in the number of models/options available in the product /service	8	53.1
4	Pricing based on costs (some fixed %)	20	11.7
5	Pricing based on costs (% is not fixed)	13	35.0
6	Pricing based on consumer perceptions and demand intensity rather than costs	31	2.3
7	Price based on products perceived value	18	17.5
8	Price based on demand differential	25	7.8
9	Price is different for marginally different product	11	37.0
0	Price is different for different place	17	20.4
1	Price is different for different times (off season etc)	16	25.1
2	Maintain market share	27	5.7
	Cumulative n		1000.3

Table 5.7
Distribution Strategies Undertaken by The Respondents (%)

Category	Respondents (%)	Product Strategies
Group I	0 - 20	1,5,6,7,8,,11,12,13,14,15,16,17,18,19,20,21,22,23
Group II	20 - 40	24
Group III	40 - 60	3,9
Group IV	60 - 80	2,4
Group V	80 - 100	

Table 5.8
Distribution Strategies Followed by The Respondents (%)

Sr No	Distribution Strategies (Activities Undertaken)	Rank	Respondents (%)
1	Brokers Targets	7	7.4
2	Corporate Goals/Targets	1	73.5
3	Regional Goals/Targets	5	42.3
4	Branch Goals/Targets	1	76.3
5	Volume/Value of Business	16	0.9
6	Agents Targets	11	2.5
7	Clients References/List	17	0.9
8	Sub-brokers Targets	12	2.3
9	Dealers Targets	3	50.1
10	Local Ads	13	2.1
11	Direct Marketing	15	1.1
12	Outdoor Displays	18	0.7
13	Meets Organised	19	0.4
14	Mailers	21	0.2
15	Sales Targets	8	6.2
16	Agents Targets	6	7.6
17	Brochures	14	1.9
18	GSA (General Services Agents Targets)	10	3.4
19	National Targets	9	6.0
20	New Stations	22	0.2
21	New Sectors	23	0.2
22	Distributors Targets	4	38.1
23	Agencies	20	0.4
	Cumulative n		321.5

Table 5.9
Intermediaries Used in Distributing New Products by The Respondents (%)

Category	Respondents (%)	Intermediaries
Group I	0 - 20	2,3,4,5,8,9
Group II	20 - 40	1,7
Group III	40 - 60	6
Group IV	60 - 80	
Group V	80 - 100	

Table 5.10
Intermediaries Used by The Respondents (%)

Sr No	Intermediaries	Rank	Respondents (%)
1	Brokers	3	30.3
2	Sub-brokers	6	18.2
3	Agents	5	18.4
4	Clients	8	0.5
5	Branch office	9	0.2
6	Dealers	1	52.4
7	Distributors	2	38.1
8	Travel Agents	4	19.5
9	Sub-dealers	7	4.8
	Cumulative n		182.4

Table 5.11
Promotional Tools Used by The Respondents (%)

Category	Respondents (%)	Product Strategies
Group I	0 - 20	3,4,5,7,12,13,14,15,16,17,20,21,23,24,25,26,27,29,31,32,33,34,35,36,37,38,39,40,41,42,43,44,45,47,48,49,50,51,52,53,54,55,56,57,58,59,60,61,62,63,64,65,66,67,68,69,70,71,72,73
Group II	20 – 40	6,8,10,11,18,19,22,28,30
Group III	40 – 60	2
Group IV	60 – 80	1
Group V	80 – 100	

Table 5.12
Promo-Tools Used by The Respondents (%)

Sr No	Promo-tools Used	Rank	Respondents (%)
1	Advertising	1	77.7
2	Hoardings	2	41.8
3	Posters	20	7.4
4	Banners	12	16.1
5	Glow Signs	48	0.5
6	Brokers Meet	11	23.4
7	Clients References	33	1.4
8	Newspapers/Magazines	10	24.2
9	Leaflets	5	31.7
10	Incentives to Intermediaries	3	40.5
11	Branch Meet	18	9.0
12	Sales Camps	56	0.4
13	Trade Fairs	57	0.4
14	Exhibitions	61	0.2
15	Sales Meet	21	6.9
16	Annual Meet	14	12.6
17	Direct Mailers	9	24.8
18	Special Schemes	4	37.0
19	Point-of-purchase displays	13	15.0
20	Logo	49	0.5
21	Displays	6	28.7
22	Sub-Brokers Meet	45	0.7
23	Gift Schemes	16	10.3
24	Improving Service Standards	62	0.2
25	Agents Meet	39	1.1
26	Clients List	46	0.7
27	Print-Outs About The New Product	8	25.7
28	Free-Coupons/Tickets	42	0.9
29	Billboards	7	27.3
30	Publicity	37	1.2
31	Sales Promotion	40	1.1
32	Telemarketing/Direct Marketing To Corporate Clients	19	8.0
33	Stickers	63	0.2
34	Branch Network	64	0.2
35	Custom Made Services	58	0.4
36	Handouts	50	0.5
37	Non-Financial Incentives To Intermediaries	26	3.2

Table 5.12 Continued...

Sr No.	Promo-tools Used	Rank	Respondents (%)
38	Customer Feedback	51	0.5
39	Hand-Outs	21	7.1
40	Rebates	59	0.4
41	Premium	65	0.2
42	Regional Meet	52	0.5
43	Annual Report	66	0.2
44	Outdoor Displays	67	0.2
45	Word-Of-Mouth	53	0.5
46	Contests	27	3.0
47	Sales Targets	60	0.4
48	Agents Targets	41	1.1
49	Discounts	23	5.3
50	Service	28	2.1
51	Response Time	68	0.2
52	Travel Agent Relations	69	0.2
53	Special Offers	38	1.2
54	Direct Marketing To Agents	47	0.7
55	Retail Advertising	34	1.4
56	Sales Promoters	24	3.9
57	Local Ads	17	9.2
58	Dealer Support	15	11.7
59	Buy-Back Schemes	35	1.4
60	Sign Boards	43	0.9
61	Credit	54	0.5
62	Catalogues	29	2.1
63	Global Ads	31	1.8
64	Demonstrations	25	3.5
65	Dealer-Customer Relations	30	1.9
66	Teasers	70	0.2
67	Competitive Ads	71	0.2
68	Institutional Selling	55	0.5
69	Event Marketing	32	1.6
70	Sales Convassing	44	0.9
71	Price Offers	36	1.4
	Cumulative n		545.8

**Table 5.13
Competitive Marketing Strategies Followed by The Respondents (%)**

Category	Respondents (%)	Competitive Marketing Strategies				
		IA	IB	II	III	IV
Group I	0 - 20	2	3,13,16	1,2,3,5,11,12	3	2,3
Group II	20 - 40	3	2,6,7,8,14	4,7,9		1
Group III	40 - 60		9,10,11,12	6,10	1	
Group IV	60 - 80		1,4,5,15	8	2	
Group V	80 - 100	1				

Table 5.14
Competitive Marketing Strategies Followed by The Respondents (%)

Sr No.	Competitive Marketing Strategies	Rank	Respondents (%)
1a) i	Attract non-users or new users strategy	1	92.6
ii	Promote new users strategy	27	15.2
iii	Use more offer strategy	18	30.4
1b) i	Innovation strategy-ideas, customer service, distn., cost etc	4	69.2
ii	Fortification strategy	19	27.3
iii	Confrontation strategy	28	15.0
iv	Harrasment strategy - incentives to intermediaries	5	68.1
v	Products quality strategy	7	61.8
vi	Product flanking strategy	21	24.6
vii	Product specialisation strategy	17	33.8
viii	Multi-brand strategy	22	24.4
ix	Brand-extension strategy	10	52.9
x	Heavy advertising strategy	12	48.8
xi	Aggressive sales force strategy	13	46.2
xii	Effective sales promotion strategy	14	44.1
xiii	Manufacturing efficiency strategy	30	13.5
xiv	Premium product strategy	23	23.4
xv	Extensive - efficient dealership strategy	3	70.8
xvi	Superior service strategy	25	18.4
2) i	Direct attack/head-on strategy	33	7.8
ii	Back-door strategy	34	5.1
iii	Guppy strategy	37	0.9
iv	Price discount strategy	24	21.8
v	Cheaper goods strategy	36	1.6
vi	Prestige goods strategy	11	52.6
vii	Product proliferation strategy	16	38.4
viii	Product innovation strategy	6	63.7
ix	Improved services strategy	15	38.8
x	Distribution innovation strategy	9	57.9
xi	Cost reduction strategy	32	8.0
xii	Intensive advertising strategy	26	18.1
3) i	Target market strategy	8	58.6
ii	New markets strategy	2	76.8
iii	Efficiency strategy	29	14.7
4) i	Specific type strategy	20	25.8
ii	Customer size strategy	31	10.4
iii	Geographic strategy	35	4.2
	Cumulative n		13577

Table 5.15
Company Growth Strategies Followed by The Respondents (%)

Category	Respondents (%)	Company Growth Strategies				
		I1	2	3	II	III
Group I	0 - 20				1,3	2,3
Group II	20 - 40			2,3		
Group III	40 - 60	1,2			2	1
Group IV	60 - 80		2	1		
Group V	80 - 100	3	1			

Table 5.16
Company Growth Strategies Followed by The Respondents (%)

Sr No	Company Growth Strategies	Rank	Respondents (%)
IA 1	Motivate current customers to buy more	5	56.6
2	Attract competitors customers strategy	6	55.8
3	Attract non-users strategy	2	81.6
B 1	Additional geographic markets strategy	1	82.7
2	Attracting new markets strategy	3	80.2
C 1	Modification/improvement strategy	4	67.3
2	Different versions/models strategy	9	37.5
3	Additional models/size strategy	10	28.0
II 1	Greater control over suppliers strategy	14	13.1
2	Greater control over distributors strategy	7	55.8
3	Greater control over competitors strategy	13	14.0
III 1	Concentric diversification strategy-blends with existing line	8	42.5
2	Horizontal diversification strategy	11	17.7
3	Conglomerate diversification strategy	12	16.3
	Cumulative n		649.1

Table 5.17
Marketing Strategies Followed : Overall View

Marketing Strategies Followed	Respondents -Cumulative (%)	Rank
Targets	518	5
Product	372	6
Price	1000	2
Place	321	7
Intermediaries	182	8
Promotion	546	4
Competitive Mktg Strategies	1357	1
Company Growth strategies	649	3

Table 6.1
New Product Positions On Target Strategies

Code	Targets	New Product Positions							
		Co. Dep.	Car Fin.	C TV	W. Mach.	M. Syst.	B/W TV	Airlines	Car Fin.
I 1	Targets Fixed By The Head Office Based On Expected Market Potential	Co. Dep.	Car Fin.	C TV	W. Mach.	M. Syst.	B/W TV	Airlines	Car Fin.
2	Targets Fixed By The Head Office Based On Actual Market Potential	W. Mach.	B/W TV	C TV	M. Syst.	Co. Dep.	Airlines	Airlines	Car Fin.
3	Targets Fixed By The Head Office As Some Fixed Percentage Increase Over Last Year	Co. Dep.	Airlines	Car Fin.	M. Syst.	C TV	B/W TV	M. S	
4	Targets Fixed By The Head Office In Relation To What The Competitors Are Likely To Set	Co. Dep.	Car Fin.	Car Fin.	M. Syst.	C TV	B/W TV		
II 1	Targets Given To Regional/Zone/Branch Office Irrespective Of Regional/Zone/Branch Potential	Car Fin.	B/W TV	Airlines	Co. Dep.	M. Syst.	Car Fin.		
2	Targets Given To Regional/Zone/Branch Office Depending On The Regional/Zone/Branch Potential	W. Mach.	Airlines	C TV	Co. Dep.				
3	Targets Are Given Equally To Each Region	B/W TV	C TV	M. Syst.	Co. Dep.				
III	In Achieving These New Product Targets								
1	Data-Base Existing With The Co. Is Used	B/W TV	Car Fin.	M. Syst.	C TV	Co. Dep.	W. Mach.	Airlines	
2	Data-Base Created Through An In House Research Study Is Used	M. Syst.	Car Fin.	C TV	W. Mach.	Co. Dep.	Airlines	B/W TV	
3	Data-Base Created Through A Commissioned Research Study Is Used	W. Mach.	C TV	M. Syst.	Car Fin.	B/W TV	Airlines	Co. Dep.	
4	Data-Base With The Intermediaries Is Used	B/W TV	W. Mach.	C TV	M. Syst.	Car Fin.	Airlines		
IV	Intermediaries Used To Achieve Targets Include								
1	Brokers	Car Fin.	Co. Dep.						
2	Sub-Brokers	Car Fin.	Co. Dep.						
3	Agents	Car Fin.	Co. Dep.						
4	Clients	Co. Dep.	Car Fin.						
5	Database	Co. Dep.							
6	Depositors	Co. Dep.							
7	Branch Office	Co. Dep.							
8	Registered Office	Co. Dep.							
9	Direct Marketing	Co. Dep.							
10	Advertising	Co. Dep.							
11	Dealers	B/W TV	C TV	M. Syst.	W. Mach.	Car Fin.	Co. Dep.		
12	Distributors	W. Mach.	C TV	B/W TV	M. Syst.	Co. Dep.			
13	References	Co. Dep.							
14	Word-Of-Mouth	Car Fin.							
15	Acquaintances	Car Fin.							
16	Travel Agents	Airlines							
17	Corporate Clients	Airlines							
18	Direct Distributors	B/W TV	M. Syst.	W. Mach.	C TV				
19	Sub-Dealers	B/W TV	W. Mach.	M. Syst.	C TV				

Table 6.3
Target Strategies By New Product Categories
(Chi-Square Values)

Code	Target Strategies	Strategy Followed	Co. Dep.		Car Fin.		Airlines		B/W TV		Colour TV		M. Syst.		W. Mach.		Chi-Square (d.f. = 6)	Significance
			Obs.	Exp. Val.	Obs.	Exp. Val.	Obs.	Exp. Val.	Obs.	Exp. Val.	Obs.	Exp. Val.	Obs.	Exp. Val.	Obs.	Exp. Val.		
I.1	Expected Market Potential Strategy	Yes	48	27.0	43	31.0	13	36.7	8	13.3	38	33.3	19	26.7	20	20.0	189	0.000
		No	34	54.0	50	62.0	97	73.3	32	26.7	62	66.7	61	53.3	40	40.0	376	
2	Actual Market Potential Strategy	Yes	66	66.9	54	75.9	80	89.8	38	32.6	91	81.6	72	65.3	60	49.0	461	0.000
		No	16	15.1	39	17.1	30	20.2	2	7.4	9	18.4	8	14.7	0	11.0	104	
3	Fixed Percentage Increase Strategy	Yes	39	20.2	25	22.9	40	27.1	2	9.8	16	24.6	15	19.7	2	14.8	139	0.000
		No	43	61.8	68	70.1	70	82.9	38	30.2	84	75.4	65	60.3	58	45.2	426	
4	Competitive Parity Strategy	Yes	33	5.1	2	5.8	10	6.8	10	2.5	10	6.2	0	5.0	0	3.7	35	0.000
		No	49	76.9	91	87.2	110	103.2	40	37.5	100	93.8	80	75.0	60	56.3	530	
II.1	Irrespective of Branch Potential Strategy	Yes	0	4.1	26	4.6	1	5.5	1	2.0	0	5.0	0	4.0	0	3.0	28	0.000
		No	82	77.9	67	88.4	109	104.5	39	38.0	100	95.0	80	76.0	60	57.0	537	
2	Branch Potential Strategy	Yes	73	71.4	63	81.0	109	95.8	27	34.8	89	87.1	71	69.7	60	52.2	492	0.000
		No	9	10.6	30	12.0	1	14.2	13	5.2	11	12.9	9	10.3	0	7.8	73	
3	Equal Targets Strategy	Yes	5	6.5	0	7.4	0	8.8	16	3.2	16	8.0	8	6.4	0	4.8	45	0.000
		No	77	75.5	93	85.6	110	101.2	24	36.8	84	92.0	72	73.6	60	55.2	520	
III.1	Data-Base With The Company	Yes	49	45.4	63	51.5	27	60.9	28	22.2	66	55.4	53	44.3	27	33.2	313	0.000
		No	33	36.6	30	41.5	83	49.1	12	17.8	34	44.6	27	35.7	33	26.8	252	
2	In-House Research Study	Yes	6	8.0	12	9.1	6	10.7	1	3.9	11	9.7	13	7.8	6	5.8	55	0.110
		No	76	74.0	81	83.9	104	99.3	39	36.1	89	90.3	67	72.2	54	54.2	510	
3	Commissioned Research Study	Yes	1	12.9	6	14.6	2	17.3	1	6.3	30	15.8	21	12.6	28	9.5	89	0.000
		No	81	69.1	87	78.4	108	92.7	39	33.7	70	84.2	59	67.4	32	50.5	476	
4	Data-Base With Intermediaries	Yes	69	73.4	83	83.3	77	98.5	40	35.8	99	89.6	78	71.6	60	53.7	506	
		No	13	8.6	10	9.7	33	11.5	0	4.2	1	10.4	2	8.4	0	6.3	59	
IV	Intermediaries Used (Open Ended Question) *																	
1	Brokers																	
2	Sub-Brokers																	
3	Agents																	
4	Clients References																	
5	Existing Data-Base																	
6	Depositors																	
7	Branch Offices																	
8	Registered Offices																	
9	Direct Marketing																	
10	Advertising																	
11	Dealers																	
12	Distributors																	
13	References																	
14	Word-Of-Mouth																	
15	Acquaintances																	
16	Travel Agents																	
17	Corporate Clients																	
18	Direct Distributors																	
19	Sub-Dealers																	

* N B : Open Ended Question, Therefore Chi-Square Values Are Not Calculated

Table 6.4
New Product Positions on Product Strategies

Code	Product Strategies	New Product Positions											
		Car Fin	W. Mach.	Co Dep.	B/W TV	M. Syst.	C TV	Co Dep.	B/W TV	M. Syst.	Airlines		
1	New Product In The Existing Market	Car Fin	W. Mach.	Co Dep.	B/W TV	M. Syst.	C TV	Co Dep.	B/W TV	M. Syst.	Airlines	C TV	Airlines
2	New Product In A New Market	Car Fin.	M. Syst.	B/W TV	Co Dep.	Ar lines	C TV	Co Dep.	Co Dep.	Ar lines	C TV	C TV	C TV
3	New Product In A New Segment	Car Fin.	M. Syst.	Airlines	B/W TV	W. Mach.	Airlines	Co Dep.	W. Mach.	Co Dep.	Airlines	Co Dep.	-
4	New Product Whose Technology Is New	C TV	M. Syst.	B/W TV	W. Mach.	Ar lines	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.
5	Applications Of The Product Are New	W Mach	M. Syst.	C TV	Airlines	C TV	Ar lines	Co Dep.	Ar lines	Co Dep.	Co Dep.	Co Dep.	Co Dep.
6	Functions Are New	W. Mach	M. Syst.	B/W TV	C TV	Ar lines	Co Dep.	Co Dep.	Ar lines	Co Dep.	Co Dep.	Co Dep.	-
7	It Is An Improved/Modified Product	W. Mach.	B/W TV	C TV	M. Syst.	Ar lines	Co Dep.	Co Dep.	Ar lines	Co Dep.	Co Dep.	Co Dep.	-
8	It Is A Restyled Product	W. Mach	C TV	M. Syst.	B/W TV	Ar lines	Co Dep.	Co Dep.	Ar lines	Co Dep.	Co Dep.	Co Dep.	Co Dep.
9	It Is A Repackaged Product	W. Mach	C TV	M. Syst.	Ar lines	Co Dep.	Co Dep.	Co Dep.	B/W TV	Co Dep.	Co Dep.	Co Dep.	-
10	It Is A Repositioned Product	W. Mach.	C TV	M. Syst.	Ar lines	Co Dep.	Co Dep.	Co Dep.	B/W TV	Co Dep.	Co Dep.	Co Dep.	Co Dep.
11	It Is A Me-Too Product	Car Fin.	C TV	M. Syst.	Ar lines	Co Dep.	Co Dep.	Co Dep.	B/W TV	Co Dep.	Co Dep.	Co Dep.	Ar lines
12	Extension To Existing Product Line Strategy	B/W TV	W Mach	C TV	M. Syst.	Ar lines	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.
13	New Product Line Strategy	Car Fin	Ar lines	C TV	Co Dep.	Ar lines	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.
14	Item Addition In A Product Line Strategy	Car Fin.	Ar lines	C TV	Co Dep.	Ar lines	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.
15	Product Line Modification Strategy	Car Fin	C TV	Co Dep.	Ar lines	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.
16	Line Stretchingproduct Strategy	Car Fin	B/W TV	W. Mach.	Ar lines	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.
17	Complementary Product Strategy	Car Fin.	M. Syst.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	Co Dep.	C TV	Ar lines

Table 6.5
Product Strategies By New Product Categories
(Respondents - %)

Code	Product Strategies	Co. Dep.		Car Fin.		Airlines		B/W TV		Colour TV		M. Syst.		W. Mach.		Total	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	New Product in The Existing Market	69	84.1	90	96.8	66	60.0	31	71.5	76	76.0	62	77.5	55	91.7	449	79.5
2	New Product in A New Market	2	2.4	13	14.0	2	1.8	1	2.5	1	1.0	7	8.8	3	5.0	26	4.6
3	New Product in A New Segment	3	3.7	40	43.0	13	11.8	3	7.5	3	3.0	10	12.5	6	10.0	75	13.3
4	New Product Whose Technology Is New	2	2.4	2	2.4	2	1.8	4	10.0	13	13.0	10	12.5	6	10.0	37	6.5
5	Applications Of The Product Are New	2	2.4	7	7.5	30	27.3	7	17.5	30	30.0	27	33.8	28	46.7	131	23.2
6	Functions Are New	1	1.2			8	7.3	15	37.5	37	37.0	38	47.5	30	50.0	129	22.8
7	It Is An Improved/Modified Product	12	14.6			52	47.3	35	87.5	88	88.0	58	72.5	57	95.0	302	53.5
8	It Is A Restyled Product	3	3.7	1	1.1	20	18.2	10	25.0	39	39.0	28	35.0	37	61.7	138	24.4
9	It Is A Repackaged Product	3	3.7	1	1.1	20	18.2	7	17.5	47	47.0	29	36.3	48	80.0	152	26.9
10	It Is A Repositioned Product	48	58.5	56	60.2	8	7.3	18	45.0	60	60.0	48	60.0	26	43.3	264	46.7
11	It Is A Me-Too Product	4	4.9	30	32.3	19	17.3	20	50.0	42	42.0	29	36.3	29	48.3	173	30.6
12	Extension To Existing Product Line Strategy			41	44.1	4	3.6			1	1.0					46	8.1
13	New Product Line Strategy			16	17.2	8	7.3			4	4.0					30	5.3
14	Item Addition In A Product Line Strategy	2	2.4	7	7.5	1	0.9			4	4.0					14	2.5
15	Product Line Modification Strategy	1	1.2	5	5.4	1	0.9			1	1.0	1	1.3	1	1.7	11	1.9
16	Line Stretching Product Strategy	1	1.2	3	3.2					1	1.0	1	1.3			6	1.1
17	Complementary Product Strategy																
N		82	14.5	93	16.5	110	19.5	40	7.1	100	17.7	80	14.2	60	10.6	565	100.0

Table 6.6
Product Strategies By New Product Categories
(Chi-Square Values)

Code	Product Strategies	Strategy Followed	Co. Dep.		Car Fin.		Airlines		B/W TV		Colour TV		M. Syst.		W. Mach.		Chi-Square (d.f. = 6)	Significance
			Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.		
1	New Product In Existing Market	Yes	69	65.2	90	73.9	66	87.4	31	31.8	76	79.5	62	63.6	55	47.7	50.218	0.000
		No	13	16.8	3	19.1	44	22.6	9	8.2	24	20.5	18	16.4	5	12.3		
2	New Product In New Market	Yes	2	3.8	13	4.3	2	5.1	1	1.8	1	4.6	7	3.7	0	2.8	30.829	0.000
		No	80	78.2	80	88.7	108	104.9	39	38.2	99	95.4	73	76.3	60	57.2		
3	New Product In New Segment	Yes	3	10.9	40	12.3	13	14.6	3	5.3	3	13.3	10	10.6	3	8.0	92.160	0.000
		No	79	71.1	53	80.7	97	95.4	37	34.7	97	86.7	70	69.4	57	52.0		
4	New Product With New Technology	Yes	2	5.4	0	6.1	2	7.2	4	2.6	13	6.5	10	5.2	6	3.9	26.179	0.000
		No	80	76.6	93	86.9	108	102.8	36	37.4	87	93.5	70	74.8	54	56.1		
5	New Applications	Yes	2	19.0	7	21.6	30	25.5	7	9.3	30	23.2	27	18.5	28	13.9	60.573	0.000
		No	80	63.0	86	71.4	80	84.5	33	30.7	70	76.8	53	61.5	32	26.8		
6	New Functions	Yes	1	18.7	0	21.2	8	25.1	15	9.1	37	22.8	38	18.3	30	13.7	133.412	0.000
		No	81	63.3	93	71.8	102	84.9	25	30.9	63	77.2	42	61.7	30	46.3		
7	Improved/Modified Product	Yes	12	43.8	0	49.7	52	58.8	35	21.4	88	53.5	58	42.8	57	32.1	278.044	0.000
		No	70	38.2	93	43.3	58	51.2	5	18.6	12	46.5	22	37.2	3	27.9		
8	Restyled Product	Yes	3	20.0	1	22.7	20	26.9	10	9.8	39	24.4	28	19.5	37	14.7	110.392	0.000
		No	79	62.0	92	70.3	90	83.1	30	30.2	61	75.6	52	60.5	23	45.3		
9	Repackaged Product	Yes	0	22.1	1	25.0	20	29.6	7	10.8	47	26.9	29	21.5	48	16.1	177.891	0.000
		No	82	59.9	92	68.0	90	80.4	33	29.2	53	73.1	51	58.5	12	43.9		
10	Repositioned Product	Yes	3	17.3	1	19.6	26	23.2	8	8.4	26	21.1	20	16.8	35	12.6	90.093	0.000
		No	79	64.7	92	73.4	84	86.8	32	31.6	74	78.9	60	63.2	25	47.4		
11	Me-Too Product	Yes	48	38.3	56	43.5	8	51.4	18	18.7	60	46.7	48	37.4	26	28.0	93.242	0.000
		No	34	43.7	37	49.5	102	58.6	22	21.3	40	53.3	32	42.6	34	32.0		
12	Product Line Extension	Yes	4	25.1	30	28.5	19	33.7	20	12.2	42	30.6	29	24.5	29	18.4	58.142	0.000
		No	78	56.9	63	64.5	91	76.3	20	27.8	58	69.4	51	55.5	31	41.6		
13	New Product Line	Yes	0	6.7	41	7.6	4	9.0	0	3.3	1	8.1	0	6.5	0	4.9	193.690	0.000
		No	82	75.3	52	85.4	106	101.0	40	36.7	99	91.9	80	73.5	60	55.1		
14	Item Addition	Yes	2	4.4	16	4.9	8	5.8	0	2.1	4	5.3	0	4.2	0	3.2	38.791	0.000
		No	80	77.6	77	88.1	102	104.2	40	37.9	96	94.7	80	75.8	60	56.8		
15	Product Line Modification	Yes	2	2.0	7	2.3	1	2.7	0	1.0	4	2.5	0	2.0	0	1.5	16.464	0.011
		No	80	80.0	86	90.7	109	107.3	40	39.0	96	97.5	80	78.0	60	58.5		
16	Line Stretching Product	Yes	1	1.6	5	1.8	1	2.1	1	0.8	1	1.9	1	1.6	1	1.2	7.339	0.290
		No	81	80.4	88	91.2	109	107.9	39	39.2	99	98.1	79	78.4	59	58.8		
17	Complementary Product	Yes	1	0.9	3	1.0	0	1.2	0	0.4	1	1.1	1	0.8	0	0.6	6.448	0.374
		No	81	81.1	90	92.0	110	108.8	40	39.6	99	98.9	79	79.2	60	59.4		

Table 6.8
Pricing Strategies By New Product Categories
(Respondents - %)

Code	Pricing Strategies	Co. Dep.		Car. Eln.		Airlines		B/W TV		Colour TV		M. Syst.		W. Mach.		Total	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	Maximise Shortrun Profits Strategy	44	53.7	50	53.8	65	59.1	28	70.0	38	38.0	31	38.8	20	33.3	276	48.8
2	Maximise Longrun Profits Strategy	78	95.1	89	95.7	79	71.8	19	47.5	57	57.0	45	56.3	60	100.0	427	75.6
3	Maximise Market Share Strategy	38	46.3	51	54.8	37	33.6	16	40.0	43	43.0	38	47.5	29	48.3	252	44.6
4	Maximise Sales Revenue Strategy	68	82.9	77	82.8	76	69.1	28	70.0	64	64.0	53	66.3	51	85.0	417	73.8
5	Rapid Skimming Strategy	6	7.3	4	4.3	6	5.5	4	10.0	47	47.0	41	51.3	48	80.0	156	27.6
6	Penetration Strategy			2	2.2	13	11.8	1	2.5			1	1.3	2	33.0	19	3.4
7	Rate Of Return Strategy	73	89.0	89	95.7	81	73.6	39	97.5	85	85.0	75	93.8	57	95.0	499	88.3
8	Promote A Line Strategy	2	2.4	4	4.3	6	5.5			3	3.0	5	6.3	2	3.3	25	4.4
9	Maintain Price Leadership Strategy	1	1.2	2	2.2			6	15.0	22	22.0	17	21.3	13	21.7	61	10.8
10	High Price Strategy	1	1.2			1	0.9			14	14.0	11	13.8	18	30.0	45	8.0
11	Low Price Strategy							2	5.0	1	1.0	1	1.3	3	5.0	8	1.4
12	Dealer Loyalty Strategy	62	75.6	32	34.4	58	52.7	35	87.5	82	82.0	68	85.0	56	93.3	393	69.6
13	Corporate Image Strategy	48	58.5	44	47.3	56	50.9	29	72.5	66	66.0	50	62.5	43	71.7	336	59.5
14	Improve Weaker Products Sales Strategy	23	28.0	11	11.8	13	11.8	1	2.5	4	4.0	7	8.8	3	5.0	62	11.0
15	Discourage Price Wars Strategy	5	6.1			2	1.8			5	5.0			3	5.0	16	2.8
16	Beat Competition Strategy	18	22.0	1	1.1	9	8.2	2	5.0	12	12.0	4	5.0	6	10.0	52	9.2
17	Carve A Niche Strategy	42	51.2	34	36.6	29	26.4	12	30.0	39	39.0	26	32.5	20	33.3	202	35.8
18	Market Penetration Strategy	58	70.7	70	75.3	63	57.3	22	55.0	80	80.0	61	96.3	45	75.0	399	70.6
19	Create Consumer Acceptance Strategy	66	80.5	89	95.7	85	77.3	38	95.0	95	95.0	77	96.3	60	100.0	510	90.3
20	Maintain Competitive Parity Strategy	42	51.2	16	17.2	8	7.3	18	45.0	37	37.0	20	25.0	14	23.3	155	27.4
21	Value For Money Strategy	5	6.1	11	11.8	10	9.1	5	12.5	19	19.0	12	15.0	22	36.7	84	14.9
22	Special Price Strategy			2	2.2	17	15.5			4	4.0	4	5.0	12	20.0	39	6.9
23	Differential Price Strategy	5	6.1	40	43.0	23	20.9	28	70.0	76	76.0	71	88.8	57	95.0	300	53.1
24	Fixed Cost Strategy	9	11.0	41	44.1	8	7.3	3	7.5	2	2.0	2	2.5	1	1.7	1	1.7
25	Variable Cost Strategy	1	1.2	8	8.6	27	24.5	10	25.0	55	55.0	52	65.0	45	75.0	45	35.0
26	Consumer Perceptions And Demand Intensity Strategy	3	3.7	11	11.8	12	10.9	1	2.5	24	24.0	17	21.3	34	56.7	34	17.5
27	Perceived Value Pricing			1	1.1	4	3.6			2	2.0	1	1.3	2	3.3	2	2.3
28	Demand Differential Strategy	3	3.7	9	9.7	28	25.5	1	2.5	1	1.0	1	1.3	1	1.7	1	7.8
29	Marginally Different Product Pricing			59	63.4	48	43.6	15	37.5	44	44.0	32	40.0	11	18.3	11	37.0
30	Different Place Strategy	6	7.3	7	7.5	42	38.2	13	32.5	24	24.0	17	21.3	6	10.0	6	20.4
31	Different Time Strategy	5	6.1	1	1.1	17	15.5	9	22.5	39	39.0	45	56.3	26	43.3	26	25.1
32	Maintain Market Share Strategy	7	8.5	6	6.5	11	10.0			2	2.0	2	2.5	4	6.7	4	5.7
	N	82	14.5	93	16.5	110	19.5	40	7.1	100	17.7	80	14.2	60	10.6	565	100.0

Table 6.9
Pricing Strategies By New Product Categories
(Chi-Square Values)

Code	Pricing Strategies	Strategy Followed	Co. Dep.		Car Fin.		Airlines		B/W TV		Colour TV		M. Syst.		W. Mach.		Chi-Square (d.f. = 6)	Significance
			Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.		
1	Maximise Short Run Profits	Yes	44	40.1	50	45.4	65	53.7	28	19.5	38	48.8	31	39.1	20	29.3	27.194	0.000
		No	38	41.9	43	47.6	45	56.3	12	20.5	62	51.2	49	40.9	40	30.7		
2	Maximise Long Run Profits	Yes	78	62.0	89	70.3	79	83.1	19	30.2	57	75.6	45	60.5	60	45.3	109.565	0.000
		No	4	20.0	4	22.7	31	26.9	21	9.8	43	24.4	35	19.5	0	14.7		
3	Maximise Market Share	Yes	38	36.6	51	41.5	37	49.1	16	17.8	43	44.6	38	35.7	29	26.8	10.454	0.106
		No	44	45.4	42	51.5	73	60.9	24	22.2	57	55.4	42	44.3	31	33.2		
4	Maximise Sales Reference	Yes	68	60.5	77	68.6	76	81.2	28	29.5	64	73.8	53	59.0	51	44.3	20.205	0.002
		No	14	21.5	16	24.4	34	28.8	12	10.5	36	26.2	27	21.0	9	15.7		
5	Rapid Skimming Strategy	Yes	6	22.6	4	25.7	6	30.4	4	11.0	47	27.6	41	22.1	48	16.6	198.969	0.000
		No	76	59.4	89	67.3	104	79.6	36	29.0	53	72.4	39	57.9	12	43.4		
6	Penetration Strategy	Yes	0	2.8	2	3.1	13	3.7	1	1.3	0	3.4	1	2.7	2	2.9	32.144	0.000
		No	82	79.2	91	89.9	97	106.3	39	38.3	100	96.6	79	77.3	58	58.0		
7	Rate Of Return Strategy	Yes	73	72.4	89	82.1	81	97.2	39	35.3	85	88.3	75	70.7	57	53.0	37.153	0.000
		No	9	9.6	4	10.9	29	12.8	1	4.7	15	11.7	5	9.3	3	7.0		
8	Promote A Line Strategy	Yes	2	3.6	4	4.1	6	4.9	3	1.8	3	4.4	5	3.5	2	2.7	3.217	0.781
		No	80	78.4	89	88.9	104	105.1	37	38.2	97	95.6	75	76.5	58	57.3		
9	Maintain Price Leadership	Yes	1	8.9	2	10.0	0	11.9	6	4.3	22	10.8	17	8.6	13	6.5	58.546	0.000
		No	81	73.1	91	83.0	110	98.1	34	35.7	78	89.2	63	71.4	47	53.5		
10	High Price Strategy	Yes	1	6.5	0	7.4	0	8.8	1	3.2	14	8.0	11	6.4	18	4.8	72.652	0.000
		No	81	75.5	93	85.6	110	101.2	39	36.8	86	92.0	69	73.6	42	55.2		
11	Low Price Strategy	Yes	0	1.2	0	1.3	1	1.6	2	0.6	1	1.4	1	1.1	3	0.8	12.058	0.060
		No	82	80.8	93	91.7	109	108.4	38	39.4	99	98.6	79	78.9	57	59.2		
12	Dealer Loyalty Strategy	Yes	62	57.0	32	647.0	58	76.5	35	27.8	82	69.6	68	55.6	56	41.7	108.813	0.000
		No	20	25.0	61	28.3	52	33.5	5	12.2	18	30.4	12	24.4	4	18.3		
13	Corporate Image Strategy	Yes	48	48.8	44	55.3	56	65.4	29	23.8	66	59.5	50	47.6	43	35.7	17.672	0.007
		No	34	33.2	49	37.7	54	44.6	11	16.2	34	40.5	30	32.4	17	24.3		
14	Improve Weaker Products Sales Strategy	Yes	23	9.0	11	10.2	13	12.1	1	4.4	4	11.0	7	8.8	3	6.6	35.136	0.000
		No	59	73.0	82	82.8	97	97.9	39	35.6	96	89.0	73	71.2	57	53.4		
15	Discourage Price Wars	Yes	5	2.3	0	2.6	2	3.1	1	1.1	5	2.8	0	2.3	3	1.7	11.380	0.077
		No	77	79.7	93	90.4	108	106.9	39	38.9	95	97.2	80	77.7	57	58.3		
16	Beat Competition	Yes	18	7.5	1	8.6	9	10.1	2	3.7	12	9.2	4	7.4	6	5.5	26.955	0.000
		No	64	74.5	92	84.4	101	99.9	38	36.3	88	90.8	76	72.6	54	54.5		
17	Curve A Niche	Yes	42	29.3	34	33.2	29	39.3	12	14.3	39	35.8	26	28.6	20	21.5	14.344	0.026
		No	40	52.7	59	59.8	81	70.7	28	25.7	61	64.2	54	51.4	40	38.5		
18	Market Penetration	Yes	58	57.9	70	65.7	63	77.7	22	28.7	80	70.6	61	56.5	45	42.4	21.135	0.001
		No	24	24.1	23	27.3	47	32.3	18	11.8	20	29.4	19	23.5	15	17.6		

Table 6.9 Continued..

Code	Pricing Strategies	Strategy Followed	Co. Dep.		Car Fin.		Airlines		B/W IV		Colour TV		M. Syst.		W. Mach.		Total	Chi-Square (d.f. = 6)	Significance
			Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.			
19	Create Consumer Acceptance	Yes	66	74.0	89	83.9	85	99.3	38	36.1	95	90.3	77	72.2	60	54.2	510	46.482	0.000
		No	16	8.0	4	9.1	25	10.7	2	3.9	5	9.7	3	7.8	0	5.8	55		
20	Maintain Competitive Parity	Yes	42	22.5	16	25.5	8	30.2	18	11.0	37	27.4	20	21.9	14	16.5	155	62.193	0.000
		No	40	59.5	77	67.5	2	79.8	22	29.0	63	72.6	60	58.1	46	43.5	410		
21	Value For Money	Yes	5	12.2	11	13.8	10	16.4	5	5.9	19	14.9	12	11.9	2238	8.9	84	32.616	0.000
		No	77	69.8	82	79.2	100	93.6	35	34.1	81	85.1	68	68.1	12	51.1	481		
22	Special Price Strategy	Yes	0	5.7	2	6.4	17	7.6	0	2.8	4	6.9	4	5.5	48	4.1	39	42.610	0.000
		No	82	76.3	91	86.6	93	102.4	40	37.2	76	74.5	76	74.5	57	55.9	526		
23	Differential Price Strategy	Yes	5	43.5	40	49.4	23	58.4	28	21.2	96	53.1	71	42.5	3	31.9	300	231.081	0.000
		No	77	38.5	53	43.6	87	51.6	2	18.8	24	46.9	9	37.5	1	28.1	265		
24	Fixed Cost Strategy	Yes	9	9.6	41	10.9	8	12.8	3	4.7	2	11.7	2	9.3	59	7.0	66	118.900	0.000
		No	73	72.4	52	82.1	102	97.2	37	35.3	98	88.3	78	70.7	53	53.0	499		
25	Variable Cost Strategy	Yes	1	28.7	8	32.6	27	38.5	10	14.0	55	35.0	52	28.0	45	21.0	198	167.990	0.000
		No	81	53.3	85	60.4	83	71.5	30	26.0	45	65.0	28	52.0	15	39.0	367		
26	Consumer Perceptions & Demand Intesit	Yes	3	1.9	1	2.1	4	2.5	0	0.9	2	2.3	1	1.8	2	1.4	13	3.826	0.700
		No	79	80.1	92	90.9	106	107.5	40	39.1	98	97.7	79	78.2	58	58.6	552		
27	Perceived Value Pricing	Yes	0	14.4	11	16.3	12	19.3	1	7.0	24	17.5	17	14.0	34	10.5	99	96.371	0.000
		No	82	67.6	82	76.7	98	90.7	39	33.0	76	82.5	63	66.0	26	49.5	466		
28	Demand Differential Strategy	Yes	3	6.4	9	7.2	28	8.6	1	3.1	1	7.8	1	6.2	1	4.7	44	66.084	0.000
		No	79	75.6	84	85.8	82	101.4	39	36.9	99	92.2	79	73.8	59	55.3	521		
29	Marginal Pricing	Yes	0	30.3	59	34.4	48	40.7	15	14.8	44	37.0	32	29.6	11	22.2	209	89.522	0.000
		No	82	51.7	34	58.6	62	69.3	25	25.2	56	63.0	48	50.4	49	37.8	356		
30	Different Place Strategy	Yes	6	16.7	7	18.9	42	22.4	13	8.1	24	20.4	17	16.3	6	12.2	115	48.069	0.000
		No	76	65.3	86	74.1	68	87.6	27	31.9	76	79.6	63	63.7	54	47.8	450		
31	Different Time Strategy	Yes	5	20.6	1	23.4	17	27.6	9	10.1	39	25.1	45	20.1	26	15.1	142	111.970	0.000
		No	77	61.4	92	69.4	93	82.4	31	29.9	61	74.9	35	59.9	34	44.9	423		
32	Maintain Market Share Strategy	Yes	7	4.6	6	5.3	11	6.2	0	2.3	2	5.7	2	4.5	4	3.4	32	11.771	0.067
		No	75	77.4	87	87.7	99	103.8	40	37.7	98	94.3	78	75.5	56	56.6	533		

Table 6.11
Distribution Activities Undertaken By Respondents (%)

Code	Distribution Related Activities	Co. Dep.		Car Fin.		Airlines		B/W TV		C TV		M. Syst.		W. Mach.		Total	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	Brokers Tgs.	28	34.1	6	6.5	8	7.3									42	7.4
2	Cop. Goals/Tgs	4	4.9	81	87.1	69	62.7	39	97.5	87	87.0	77	96.3	58	96.7	415	73.5
3	Reg. Goals/Tgs.	52	63.4	80	86.0	76	69.1	8	20.0	11	11.0	10	12.5	2	3.3	239	42.3
4	Pr. Goals/Tgs	64	78.0	82	88.2	78	70.9	32	80.0	68	68.0	62	77.5	45	75.0	431	76.3
5	Volume/Value of Business	3	3.7	2	2.2											5	0.9
6	Agents	9	11.0	2	2.2	3	2.7									14	2.5
7	Clients	5	6.1													5	0.9
8	Sub-Brokers	11	13.4	2	2.2											13	2.3
9	Dealer Tgs.	3	3.7					40	100.0	100	100.0	80	100.0	60	100.0	283	50.1
10	Prod. Designed at the Co	1	1.2													1	0.2
11	Local Advertising	3	3.7			9	8.2									12	2.1
12	Direct Marketing	3	3.7	2	2.2	1	0.9									6	1.1
13	Outdoor Display	3	3.7			1	0.9									4	0.7
14	Meets organised	1	1.2	1	1.1											2	0.4
15	Mailers			1	1.1											1	0.2
16	Sales Tgs.					35	31.8									35	6.2
17	Agents Tgs.					43	39.1									43	7.6
18	Brochures					11	10.0									11	1.9
19	GSA Tgs					19	17.3									19	3.4
20	National Tgs.					34	30.9									34	6.0
21	New Stations					1	0.9									1	0.2
22	New Sectors					1	0.9									1	0.2
23	Distributors Tgs.							27	67.5	73	73.0	55	68.8	60	100.0	215	38.1
24	Agencies	82	14.5	93	16.5	110	19.5	40	7.1	100	17.7	80	14.2	60	10.6	565	100.0

Table 6.12
New Product Positions On Intermediaries Used

Code	Distribution Related Activities	New Product Positions					
1	Brokers	Car Fin	Co. Dep				
2	Sub-Brokers	Car Fin	Co. Dep.				
3	Agents	Car Fin.	Co. Dep				
4	Clients References	Car Fin					
5	Branch Office	Co. Dep.					
6	Dealers	C TV	M. Syst.	W. Mach	B/W TV	Car Fin.	Co. Dep.
7	Distributors	W. Mach	C TV	B/W TV	C TV		
8	Travel Agents	Airlines					
9	Sub-Dealers	B/W TV	W. Mach.	M. Syst.	C TV		

Table 6.13
Intermediaries Used By Respondents (%)

Code	Intermediaries Used	Co. Dep.		Car Fin.		Airlines		B/W TV		C TV		M. Syst.		W. Mach.		Total	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	Brokers	80	97.6	91	97.8											171	30.3
2	Sub-Brokers	38	46.3	65	69.9											103	18.2
3	Agents	39	47.6	65	69.9											104	18.4
4	Clients			3	3.2											3	0.5
5	Branch Office	1	1.2													1	0.2
6	Dealers	4	4.9	12	12.9			40	100.0	100	100.0	80	100.0	60	100.0	296	52.4
7	Distributors							28	70.0	80	80.0	54	67.5	53	88.3	215	38.1
8	Travel Agents					110	100.0	6	15.0	7	7.0	7	8.8	7	11.7	110	19.5
9	Sub-Dealers							40	7.1	100	17.7	80	14.2	60	10.6	27	4.8
	N	82	14.5	93	16.5	110	19.5	40	7.1	100	17.7	80	14.2	60	10.6	565	100.0

Table 6.14
New Product Positions on Promo-Tools

Code	Promo-Tools	New Product Positions									
		W Mach	Co. Dep	Airlines	M Syst	C TV	Car Fin	Airlines	Co. Dep	B/W TV	B/W TV
1	Advertising	Car Fin	W Mach	Co. Dep	Airlines	M Syst	C TV	Car Fin	Airlines	B/W TV	B/W TV
2	Hoardings	Co. Dep	Co. Dep	Co. Dep	Co. Dep	C TV	M Syst	Airlines	M Syst		
3	Posters	Co. Dep	Co. Dep	Co. Dep	Co. Dep	C TV	W. Mach.	Airlines	W. Mach.		
4	Banners	Co. Dep	Co. Dep	Co. Dep	Co. Dep	B/W TV	C TV	M. Syst	C TV		
5	Glow Signs	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
6	Brokers Meet	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
7	Clients References	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
8	Newspapers/Magazines	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
9	Leaflets	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
10	Incentives to Intermediaries	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
11	Branch Meet	Co. Dep	Co. Dep	Co. Dep	Co. Dep						Car Fin.
12	Sales Camps	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
13	Trade Fairs	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
14	Exhibitions	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
15	Sales Meet	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
16	Annual Meet	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
17	Direct Mailers	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
18	Special Schemes	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
19	Point-of-Purchase Displays	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
20	Logo	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
21	Displays	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
22	Sub-brokers Meet	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
23	Gift Schemes	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
24	Improving Service Standards	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
25	Agents Meet	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
26	Clients List	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
27	Print-outs	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
28	Free-coupons	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
29	Billboards	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
30	Publicity	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
31	Sales Promotion	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
32	Telemarketing	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
33	Stickers	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
34	Branch Network	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
35	Custom Made Services	Co. Dep	Co. Dep	Co. Dep	Co. Dep						
36	Handouts	Co. Dep	Co. Dep	Co. Dep	Co. Dep						

Table 6.14 Continued..

Code	Promo-Tools	New Product Positions					
		Co Dep.	Airlines	B/W TV	Car Fin	W Mach	Co. Dep
37	Non-Financial Incentives	Co Dep.	Airlines		Car Fin		
38	Customer-Feedback	Co Dep	C TV		Car Fin		Co. Dep
39	Hand-outs	M Syst	Airlines				
40	Rebates	Co Dep	Airlines				
41	Premium	Co Dep					
42	Regional Meet	Car Fin	Co Dep.				
43	Annual Report	Co Dep					
44	Outdoor Display	Co Dep					
45	Word-of-Mouth						
46	Contests	Car Fin	B/W TV				
47	Sales Targets	C TV		Airlines	M Syst.		Car Fin
48	Agents Targets	Airlines					
49	Discounts	B/W TV	W. Mach.				
50	Service	Airlines	M. Syst		W. Mach		C TV
51	Response Time	Airlines	C TV		M Syst		
52	Travel Agents Relations	Airlines					
53	Special Offers	Airlines	B/W TV				Airlines
54	Direct Marketing (Agents)	W Mach			M. Syst		
55	Retail Advertising	Airlines					
56	Sales Promoters	B/W TV	C TV				
57	Local Ads	C TV	W. Mach				
58	Dealer Support	B/W TV	C TV				
59	Buy-back Schemes	W. Mach	B/W TV				
60	Sign Boards	B/W TV	C TV				
61	Credit	B/W TV	M. Syst				
62	Catalogues	B/W TV					
63	Global Ads	M Syst.	C TV				
64	Demos	C TV	B/W TV				
65	Dealer-Customer Relation	W Mach	B/W TV				
66	Teasers	M Syst	B/W TV				
67	Competitive Ads	C TV	C TV				
68	Institutional Selling	C TV	C TV				
69	Event Marketing	C TV	M. Syst				
70	Sales Canvassing	W Mach.	C TV				
71	Price	W Mach.	C TV				
72	Price offers	B/W TV	W. Mach.				

Table 6.15
Promotools Used By Respondents (%)

Code	Promotools	Co. Dep.		Car Fin.		Airlines		B/W TV		C TV		M. Syst.		W. Mach.		Total	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	Ads	66	80.5	67	72.0	85	77.3	28	70.0	73	73.0	60	75.0	60	100.0	439	77.7
2	Hoardings	37	45.1	71	76.3	29	26.4	5	12.5	36	36.0	25	31.3	33	55.0	236	41.8
3	Posters	18	22.0	19	20.4	1	0.9	1	2.5			2	2.5	1	1.7	42	7.4
4	Banners	27	32.9	41	44.1			4	10.0	4	4.0	2	2.5	13	21.7	91	16.1
5	Glow-Signs	3	3.7													3	0.5
6	Brokers Meet	59	72.0	73	78.5											132	23.4
7	Client Ref.	4	4.9	4	4.3											8	1.4
8	Np/Mag	46	56.1	63	67.7	28	25.5									137	24.2
10	Leaflets	9	11.0	32	34.4			11	27.5	52	52.0	45	56.3	30	50.0	179	31.7
11	Incentives To Intermediaries	19	23.2	6	6.5	23	20.9	24	60.0	56	56.0	45	56.3	56	93.3	229	40.5
12	Branch Meet	13	15.9	38	40.9											51	9.0
13	Sales Camp	1	1.2	1	1.1											2	0.4
14	Trade Fairs	2	2.4													2	0.4
15	Exhibitions	1	1.2													1	0.2
16	Sales Meet	12	14.6	26	28.0	1	0.9									39	6.9
17	Annual Meet	12	14.6	56	60.2					1	1.0	1	1.3	1	1.7	71	12.6
18	Direct Mailers	39	47.6	84	90.3	17	15.5									140	24.8
19	Special Schemes	2	2.4			26	23.6	28	70.0	55	55.0	44	55.0	54	90.0	209	37.0
20	P-O-P Displays	6	7.3	2	2.2	4	3.6	6	15.0	29	29.0	30	37.5	8	13.3	85	15.0
21	Logo	1	1.2			1	0.9					1	1.3			3	0.5
22	Displays	3	3.7			6	5.5	15	37.5	53	53.0	48	60.0	37	61.7	162	28.7
23	Sub-Brokers Meet	4	4.9													4	0.7
24	Gift-Schemes	3	3.7			20	18.2	2	5.0	13	13.0	7	8.8	13	21.7	58	10.3
25	Improving Service Stds	1	1.2													1	0.2
26	Agents Meet	2	2.4	3	3.2											5	0.9
27	Clients List	2	2.4	2	2.2							1	1.3			6	1.1
28	Print Outs About Np	1	1.2			44	40.0	5	12.5	38	38.0	28	35.0	29	48.3	145	25.7
29	Free Coupons/Tickets	1	1.2			4	3.6									5	0.9
30	Billboards	6	7.3	1	1.1	4	3.6	11	27.5	51	51.0	30	37.5	51	85.0	154	27.3
31	Publicity	5	6.1	1	1.1					1	1.0					7	1.2
32	Sales Promotions	3	3.7					1	2.5	1	1.0			1	1.7	6	1.1
33	Tele Mktg.	6	7.3	27	29.0	12	10.9									45	8.0
34	Stickers	1	1.2													1	0.2
35	Branch Network	1	1.2													1	0.2
36	Tailor Made Services	2	2.4													2	0.4
37	Handouts	2	2.4	1	1.1											3	0.5
38	Non-Financial Intermediary Incentives	6	7.3	4	4.3	6	5.5	2	5.0							18	3.2
39	Customer Feedback	3	3.7													3	0.5
40	Handouts & Related Promo-Material	1	1.2	4	4.3	10	9.1			11	11.0	13	16.3	1	1.7	40	7.1
41	Rebates	1	1.2			1	0.9									2	0.4
42	Premium	1	1.2													1	0.2
43	Regional Meet	1	1.2	2	2.2											3	0.5
44	Annual Report	1	1.2													1	0.2
45	Outdoor Displays	1	1.2													1	0.2
47	Word-Of-Mouth			3	3.2											3	0.5
48	Contests			1	1.1	2	1.8	3	7.5	10	10.0	1	1.3			17	3.0
49	Sales Tgs					2	1.8									2	0.4
50	Agents Tgs.					5	4.5							1	1.7	6	1.1
51	Discounts					9	8.2	7	17.5	4	4.0	7	8.8	3	5.0	30	5.3
52	Service					7	6.4			3	3.0	1	1.3	1	1.7	12	2.1
53	Prompt Response Time					1	0.9									1	0.2
54	Relations With Travel Agents					1	0.9									1	0.2
55	Special Offers					1	0.9	1	2.5	2	2.0	1	1.3	2	3.3	7	1.2

Table 6.15 Continued..

Code	Promotools	Co. Dep.		Car Fin.		Airlines		B/W TV		C TV		M. Syst.		W. Mach.		Total	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
56	Direct Mktg To Agents					4	3.6									4	0.7
57	Retail Advtg							4	10.0	3	3.0			1	1.7	8	1.4
58	Sales Promoters							3	7.5	11	11.0	3	3.8	5	8.3	22	3.9
59	Local Ads							15	37.5	30	30.0	3	3.8	4	6.7	52	9.2
60	Dealer Support							13	32.5	20	20.0	12	15.0	21	35.0	66	11.7
61	Buy-Back Service Schemes							7	17.5	1	1.0					8	1.4
62	Sign-Boards							2	5.0			2	2.5	1	1.7	5	0.9
63	Credit							3	7.5							3	0.5
64	Catalogues							1	2.5	4	4.0	6	7.5	1	1.7	12	2.1
65	Global Ads							2	5.0	7	7.0	1	1.3			10	1.8
66	Demonstrations							3	7.5	6	6.0	6	7.5	5	8.3	20	3.5
67	Dealer Customer Relations							2	5.0	1	1.0	8	10.0			11	1.9
68	Teasers									1	1.0					1	0.2
69	Competitive Ads									1	1.0					1	0.2
70	Institutional Selling									2	2.0	1	1.3			3	0.5
71	Event Marketing									2	2.0	1	1.3	6	10.0	9	1.6
72	Sales Canvassing									3	3.0			2	3.3	5	0.9
73	Price Offers							2	5.0	2	2.0	2	2.5	2	3.3	8	1.4
	N	82	14.5	93	16.5	110	19.5	40	7.1	100	17.7	80	14.2	60	10.6	565	100.0

Table 6.16
New Product Positions On Competitive Marketing Strategies

Code	Competitive Marketing Strategies	New Product Positions						
		W Mach	Car Fin.	M Syst	C TV	B/W TV	Co Dep.	Airlines
A.1	Attract Non-User/New Users Strategy	W Mach	Car Fin.	M Syst	C TV	B/W TV	Co Dep.	Airlines
A.2	Promote New Uses Strategy	Airlines	Co. Dep	C TV	M Syst	Car Fin	B/W TV	W Mach
A.3	Use More Often Strategy	Car Fin.	Airlines	Co Dep	C TV	M. Syst.	W. Mach.	
B.1	Innovation Strategy	W Mach.	B/W TV	C TV	M Syst	Airlines	Co. Dep	Car Fin
B.2	Fortification Strategy	B/W TV	C TV	M. Syst	W. Mach.	Airlines	Co. Dep.	Car Fin
B.3	Confrontation Strategy	B/W TV	Airlines	M. Syst	C TV	Car Fin.	Co. Dep.	W. Mach.
B.4	Harrasment Strategy	B/W TV	W. Mach	M. Syst	C TV	Airlines	Co. Dep	Car Fin
B.5	Quality Strategy	W. Mach	C TV	B/W TV	Airlines	M. Syst.	Co Dep	Car Fin
B.6	Product Flanking Strategy	Airlines	C TV	M. Syst.	Car Fin.	Co. Dep.	W. Mach.	Car Fin
B.7	Product Specilisation Strategy	W Mach.	M Syst.	C TV	Car Fin	B/W TV	Co. Dep.	Airlines
B.8	Multi-Brand Strategy	Car Fin	W Mach.	M. Syst	C TV	B/W TV	Co. Dep	Airlines
B.9	Brand Extension Strategy	W. Mach	M Syst.	Car Fin.	C TV	Co. Dep.	B/W TV	Airlines
B.10	Heavy Advertising Strategy	W. Mach.	C TV	Co. Dep.	M. Syst.	Airlines	Co. Dep	Airlines
B.11	Aggressive Salesforce Strategy	W Mach	C TV	M. Syst	Co. Dep.	Airlines	B/W TV	Car Fin
B.12	Effective Sales Promotion Strategy	Arlines	W Mach.	B/W TV	Co. Dep.	C TV	M. Syst.	Car Fin
B.13	Manufacturing Efficiency Strategy	Airlines	Co. Dep.	B/W TV	M. Syst.	W. Mach	C TV	Car Fin.
B.14	Premium Product Strategy	Airlines	Co Dep.	Car Fin.	W. Mach.	C TV	M. Syst.	B/W TV
B.15	Extensive/Efficient Dealership Strategy	W. Mach.	B/W TV	M. Syst.	Car Fin	C TV	Co. Dep.	Airlines
B.16	Supertor Service Strategy	Co Dep	Airlines	C TV	Car Fin.	W. Mach	M. Syst	B/W TV
26.2.1	Direct Attack/Head-On Strategy	Airlines	B/W TV	C TV	Co. Dep	W. Mach.	Car Fin	
26.2.2	Back-Door Strategy	B/W TV	C TV	M. Syst	Co. Dep.			
26.2.3	Guppy Strategy	B/W TV	M Syst	C TV				
26.2.4	Price Discount Strategy	B/W TV	M Syst.	C TV	W. Mach	Airlines	Co. Dep	Car Fin.
26.2.5	Cheaper Goods Strategy	Co. Dep.	W Mach	M. Syst.	Car Fin	C TV		
26.2.6	Prestige/Premium Goods Strategy	W Mach.	Car Fin.	Airlines	C TV	Co Dep.	B/W TV	W. Mach.
26.2.7	Product Proliferation Strategy	B/W TV	C TV	Car Fin.	W. Mach.	M. Syst.	Airlines	Co Dep
26.2.8	Product Innovation Strategy	W. Mach.	B/W TV	Airlines	C TV	M Syst.	Car Fin.	Co Dep
26.2.9	Improve Services Strategy	B/W TV	Airlines	C TV	W Mach.	M Syst.	Co. Dep.	Car Fin.
26.2.10	Distribution Innovation Strategy	Car Fin	B/W TV	W Mach.	Co. Dep.	C TV	Airlines	M Syst
26.2.11	Cost Reduction Strategy	Co Dep	B/W TV	W Mach	M. Syst.	Airlines	C TV	Car Fin
26.2.12	Intensive Advertising Strategy	W Mach.	C TV	M. Syst	Airlines	B/W TV	Co. Dep.	Car Fin.
26.3.1	Target Market Strategy	M. Syst	Car Fin.	C TV	B/W TV	W Mach.	Airlines	Co. Dep
26.3.2	New Markets Strategy	Car Fin	W. Mach	M Syst	B/W TV	C TV	Co. Dep.	Airlines
26.3.3	Efficiency Strategy	Arlines	Co Dep.	C TV	B/W TV	W Mach.	M. Syst.	Car Fin.
26.4.1	Specific Type Strategy	Car Fin	Co. Dep.	M. Syst	W. Mach.	Airlnes	B/W TV	C TV
26.4.2	Customer-Size Strategy	Co Dep.	Car Fin.	C TV	Airlines	B/W TV	W. Mach	M. Syst.
26.4.3	Geographic Strategy	Airlines	Car Fin.	Co Dep				

Table 6.17
Competitive Marketing Strategies By New Product Categories
(Respondents - %)

Code	Co. Dep.		Car Fin.		Airlines		BAW TV		C-TV		M. Syst.		W. Mach.		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
A.1	72	87.8	92	98.9	71	76.4	38	95.0	98	98.0	79	98.8	60	100.0	523	92.6
A.2	22	26.8	8	8.6	25	27.3	2	5.0	16	16.0	7	8.8	1	1.7	86	15.2
A.3	31	37.8	65	69.9	43	46.4			14	14.0	9	11.3	2	3.3	172	30.4
B.1	45	54.9	49	52.7	60	64.5	35	87.5	78	78.0	57	71.3	56	93.3	391	69.2
B.2	8	9.8	8	8.6	16	17.3	36	90.0	44	44.0	28	35.0	11	18.3	154	27.3
B.3	2	2.4	6	6.5	22	23.6	13	32.5	20	20.0	17	21.3	1	1.7	85	15.0
B.4	40	48.8	42	45.2	56	60.0	40	100.0	78	78.0	65	81.3	54	90.0	385	68.1
B.5	39	47.6	39	41.9	62	66.4	27	67.5	71	71.0	51	63.8	49	81.7	349	61.8
B.6	15	18.3	29	31.2	6	6.4	17	42.5	36	36.0	26	32.5	9	15.0	139	24.6
B.7	17	20.7	31	33.3	19	20.0	9	22.5	37	37.0	39	48.8	36	60.0	191	33.8
B.8	13	15.9	37	39.8	3	2.7	10	25.0	26	26.0	27	33.8	22	36.7	138	24.4
B.9	32	39.0	63	67.7	15	16.4	14	35.0	66	66.0	57	71.3	49	81.7	299	52.9
B.10	34	41.5	28	30.1	30	32.7	12	30.0	65	65.0	46	57.5	55	91.7	276	48.8
B.11	40	48.8	26	28.0	40	42.7	14	35.0	52	52.0	40	50.0	42	70.0	261	46.2
B.12	37	45.1	25	26.9	56	60.0	20	50.0	37	37.0	28	35.0	36	60.0	249	44.1
B.13	16	19.5	6	6.5	22	23.6	6	15.0	8	8.0	8	10.0	6	10.0	76	13.5
B.14	30	36.6	33	35.5	39	41.8	1	2.5	9	9.0	6	7.5	7	11.7	132	23.4
B.15	34	41.5	77	82.8	35	37.3	36	90.0	83	83.0	70	87.5	59	98.3	400	70.8
B.16	25	30.5	13	14.0	25	26.4	4	10.0	16	16.0	9	11.3	8	13.3	104	18.4
26.2.1	4	4.9	1	1.1	21	22.7	5	12.5	8	8.0			1	1.7	44	7.8
26.2.2			1	1.1			10	25.0	11	11.0	7	8.8			29	5.1
26.2.3							3	7.5	1	1.0	1	1.3			5	0.9
26.2.4	6	7.3	3	3.2	16	17.3	22	55.0	23	23.0	37	46.3	13	21.7	123	21.8
26.2.5	3	3.7	1	1.1					1	1.0	2	2.5	2	3.3	9	1.6
26.2.6	35	42.7	59	63.4	55	59.1	18	45.0	47	47.0	33	41.3	40	66.7	297	52.6
26.2.7	10	12.2	49	52.7	14	15.5	27	67.5	54	54.0	34	42.5	26	43.3	217	38.4
26.2.8	26	31.7	48	51.6	68	73.6	30	75.0	68	68.0	52	65.0	55	91.7	360	63.7
26.2.9	17	20.7	19	20.4	54	58.2	24	60.0	43	43.0	30	37.5	22	36.7	219	38.8
26.2.10	54	65.9	73	78.5	42	45.5	29	72.5	47	47.0	34	42.5	40	66.7	327	57.9
26.2.11	11	13.4	3	3.2	7	7.3	4	10.0	6	6.0	7	8.8	6	10.0	45	8.0
26.2.12	9	11.0	6	6.5	12	12.7	5	12.5	25	25.0	16	20.0	27	45.0	102	18.1
26.3.1	28	34.1	68	73.1	42	45.5	25	62.5	63	63.0	62	77.5	35	58.3	331	58.6
26.3.2	57	69.5	88	94.6	53	57.3	31	77.5	72	72.0	67	83.8	56	93.3	434	76.8
26.3.3	19	23.2	4	4.3	27	29.1	4	10.0	13	13.0	5	6.3	6	10.0	83	14.7
26.4.1	28	34.1	32	34.4	19	20.0	8	20.0	20	20.0	23	28.8	13	21.7	146	25.8
26.4.2	25	30.5	14	15.1	6	6.4	2	5.0	7	7.0	2	2.5	2	3.3	59	10.4
26.4.3	4	4.9	5	5.4	13	13.6									24	4.2
26.4.4																
N	82	14.5	93	16.5	110	19.5	40	7.1	100	17.7	80	14.2	60	10.6	565	100.0

Table 6.18
Competitive Marketing Strategies By New Product Categories
(Chi-Square Values)

Code	Competitive Marketing Strategies	Strategy Followed	Co. Dep.		Car Fin.		Airlines		B/W TV		Colour TV		M. Syst.		W. Mach.		Chi-Square (d.f. = 6)	Significance
			Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.		
A.1	Attract Non-User/New Users Strategy	Yes	72	75.9	92	86.1	84	101.8	38	37.0	98	92.6	79	74.1	60	55.5	64 032	0.000
		No	10	6.1	1	6.9	26	8.2	2	3.0	2	7.4	1	5.9	0	4.5	42	
A 2	Promote New Uses Strategy	Yes	22	12.5	8	14.2	30	16.7	2	6.1	16	15.2	7	12.2	1	9.1	38.524	0.000
		No	60	69.5	85	78.8	80	93.3	38	33.9	84	84.8	73	67.8	59	50.9	479	
A 3	Use More Often Strategy	Yes	31	25.0	65	28.3	51	33.5	0	12.2	14	30.4	9	24.4	2	18.3	148.633	0.000
		No	51	57.0	28	64.7	59	76.5	40	27.8	86	69.6	71	55.6	58	41.7	393	
B.1	Innovation Strategy	Yes	45	56.7	49	64.4	71	76.1	35	27.7	78	69.2	57	55.4	56	41.5	47.380	0.000
		No	37	25.3	44	28.6	39	33.9	5	12.3	22	30.8	23	24.6	4	18.5	174	
B.2	Fortification Strategy	Yes	8	22.4	8	25.3	19	30.0	36	10.9	44	27.3	28	21.8	11	16.4	132.906	0.000
		No	74	59.6	85	67.7	91	80.0	4	29.1	56	72.7	52	58.2	49	43.6	411	
B.3	Confrontation Strategy	Yes	2	12.3	6	14.0	26	16.5	13	6.0	20	15.0	17	12.0	1	9.0	85	0.000
		No	80	69.7	87	79.0	84	93.5	27	34.0	80	85.0	63	68.0	59	51.0	480	
B.4	Harrassment Strategy	Yes	40	55.9	42	63.4	66	75.0	40	27.3	78	68.1	65	54.5	54	40.9	385	0.000
		No	42	26.1	51	29.6	44	35.0	0	12.7	22	31.9	51	25.5	6	19.1	180	
B 5	Quality Strategy	Yes	39	50.7	39	57.4	73	67.9	27	24.7	71	61.8	29	49.4	49	37.1	349	0.000
		No	43	31.3	54	35.6	37	42.1	13	15.3	29	38.2	26	30.6	11	22.9	216	
B 6	Product Flanking Strategy	Yes	15	20.2	29	22.9	7	27.1	17	9.8	36	24.6	54	19.7	9	14.8	139	0.000
		No	67	61.8	64	70.1	103	82.9	23	30.2	64	75.4	39	60.3	51	45.2	426	
B 7	Product Specialisation Strategy	Yes	17	27.7	31	31.4	22	37.2	9	13.5	37	33.8	41	27.0	36	20.3	191	0.000
		No	65	54.3	62	61.6	88	72.8	31	26.5	63	66.2	27	53.0	24	39.7	374	
B 8	Multi-Brand Strategy	Yes	13	20.0	37	22.7	3	26.9	10	9.8	26	24.4	53	19.5	22	14.7	138	0.000
		No	69	62.0	56	70.3	107	83.1	30	30.2	74	75.6	57	60.5	38	45.3	427	
B 9	Brand Extension Strategy	Yes	32	43.4	63	49.2	18	58.2	14	21.2	66	52.9	23	42.3	49	31.8	299	0.000
		No	50	38.6	30	43.8	92	51.8	26	18.8	34	47.1	46	37.7	11	28.2	266	
B.10	Heavy Advertising Strategy	Yes	34	40.1	28	45.4	36	53.7	12	19.5	65	48.8	34	39.1	55	29.3	276	0.000
		No	48	41.9	65	47.6	74	56.3	28	20.5	35	51.2	40	40.9	5	30.7	289	
B.11	Aggressive Salesforce Strategy	Yes	40	37.9	26	43.0	47	50.8	14	18.5	52	46.2	40	37.0	42	27.7	261	0.000
		No	42	44.1	67	50.0	63	59.2	26	21.5	48	53.8	28	43.0	18	32.3	304	
B.12	Effective Sales Promotion Strategy	Yes	37	36.1	25	41.0	66	48.5	2020	17.6	37	44.1	52	35.3	36	26.4	249	0.000
		No	45	45.9	68	52.0	44	61.5	6	22.4	63	55.9	8	44.7	24	33.6	316	
B.13	Manufacturing Efficiency Strategy	Yes	16	11.0	6	12.5	26	14.8	34	5.4	8	13.5	72	10.8	6	8.1	76	0.002
		No	66	71.0	87	80.5	84	95.2	1	34.6	92	86.5	6	69.2	54	51.9	489	
B.14	Premium Product Strategy	Yes	30	19.2	33	21.7	46	25.7	39	9.3	9	23.4	74	18.7	7	14.0	132	0.000
		No	52	62.8	60	71.3	64	84.3	36	30.7	91	76.6	70	61.3	53	46.0	433	
B 15	Extensive/Efficient Dealership Strategy	Yes	34	58.1	77	65.8	41	77.9	4	28.3	83	70.8	10	56.6	59	42.5	400	0.000
		No	48	23.9	16	27.2	69	32.1	4	11.7	17	29.2	9	23.4	1	17.5	165	
B.16	Superior Service Strategy	Yes	25	15.1	13	17.1	29	20.2	36	7.4	16	18.4	71	14.7	8	11.0	104	0.002
		No	57	66.9	80	75.9	81	89.8	5	32.6	84	81.6	0	65.3	52	49.0	461	

Table 6.18 Continued..

Code	Competitive Marketing Strategies	Strategy Followed	Co. Dep.		Car. Fin.		Airlines		B/W TV		Colour TV		M. Syst.		W. Mach.		Chi-Square (d.f. = 6)	Significance	
			Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.			Total
26.2.1	Direct Attack/Head-On Strategy	Yes	4	6.4	1	7.2	25	8.6	35	31	8	7.8	80	6.2	1	4.7	44	52.119	0.000
26.2.2	Back-Door Strategy	No	78	75.6	92	85.8	85	101.4	10	36.9	92	92.2	7	73.8	59	55.3	521	588.422	0.000
26.2.3	Guppy Strategy	No	82	77.8	92	88.2	100	104.4	3	37.9	89	94.9	1	75.9	60	56.9	536	23.172	0.000
26.2.4	Price Discount Strategy	No	82	81.3	93	92.2	110	109.0	22	39.6	99	99.1	37	79.3	60	59.5	560	84.317	0.000
26.2.5	Cheaper Goods Strategy	No	76	64.1	90	72.8	91	86.1	0	31.3	77	78.2	2	62.6	47	46.9	442	6.622	0.000
26.2.6	Prestige/Premium Goods Strategy	No	79	80.7	92	91.5	110	108.2	39.4	39.4	99	98.4	33	78.7	58	59.0	556	20.555	0.002
26.2.7	Product Proliferation Strategy	No	47	17.5	34	12.7	45	16.8	22	8.2	53	15.8	47	17.5	20	7.5	268	82.102	0.000
26.2.8	Product Innovation Strategy	No	72	50.5	44	57.3	93	67.8	13	24.6	46	61.6	46	49.3	34	37.0	348	70.245	0.000
26.2.9	Improve Services Strategy	No	56	29.8	45	33.7	29	39.9	10	14.5	32	36.3	28	29.0	5	21.8	205	50.395	0.000
26.2.10	Distribution Innovation Strategy	No	65	50.2	74	57.0	46	67.4	16	24.5	47	61.2	50	49.0	38	36.7	346	43.339	0.000
26.2.11	Cost Reduction Strategy	No	28	34.5	20	39.2	60	46.3	11	16.8	53	42.1	46	33.7	20	25.3	238	7.402	0.000
26.2.12	Intensive Advertising Strategy	No	71	75.5	90	85.6	102	101.2	36	36.8	94	92.0	73	73.6	54	55.2	520	47.097	0.000
26.3.1	Target Market Strategy	No	73	67.2	87	76.2	96	90.1	35	32.8	75	81.9	64	65.6	33	49.2	463	48.951	0.000
26.3.2	New Markets Strategy	No	54	34.0	25	38.5	60	45.6	15	16.6	37	41.4	18	33.1	25	24.8	234	55.268	0.000
26.3.3	Efficiency Strategy	No	25	19.0	5	21.6	47	25.5	9	9.3	28	23.2	13	18.5	4	13.9	31	37.448	0.000
26.4.1	Specific Type Strategy	No	63	70.0	89	79.3	78	93.8	36	34.1	87	85.3	75	68.2	54	51.2	482	11.863	0.065
26.4.2	Customer-Size Strategy	No	54	60.8	61	69.0	88	81.6	32	29.7	80	74.2	57	59.3	47	44.5	419	50.476	0.000
26.4.3	Geographic Strategy	No	78	78.5	88	89.0	95	105.3	40	38.3	100	95.8	80	76.6	60	57.5	541	36.631	0.000

Table 6.19
New Product Positions On Company Growth Strategies

Code	Company Growth Strategies	New Product Positions						
		Car Fin	Airlines	Co Dep.	W Mach.	M Syst	C TV	B/W TV
1.1.a	Motivate Current Customers To Buy More	W. Mach	Airlines	C TV	W Mach.	M Syst	Car Fin	B/W TV
1.1.b	Attract Competitors Customers	C TV	Airlines	M Syst	W Mach	Co Dep	Car Fin	Airlines
1.1.c	Attract Non-Users	Car Fin	Car Fin	W. Mach	B/W TV	B/W TV	Airlines	Co Dep.
1.2.a	Move Into Additional Markets	B/W TV	M Syst	M Syst	B/W TV	Co Dep	Airlines	C TV
1.2.b	Attract New Segments Distribution Channels, Media Etc	W. Mach.	Car Fin	M Syst	W Mach	Airlines	Co Dep	Car Fin
1.3.a	Modify Existing Features	B/W TV	B/W TV	C TV	M Syst	W Mach	Co. Dep.	Airlines
1.3.b	Create Different Versions	B/W TV	Car Fin	C TV	M Syst	W Mach	Car Fin.	Co Dep
1.3.c	Develop Additional Models Sizes Etc	B/W TV	C TV	M Syst	Airlines	W Mach	Car Fin.	Co Dep
2.1	Seek Greater Control Over Suppliers	W Mach.	C TV	M Syst	B/W TV	Airlines	Co Dep	Car Fin
2.2	Seek Greater Control Over Distributors, Dealers Etc	W Mach.	M Syst	C TV	B/W TV	Co Dep	Co Dep	Airlines
2.3	Seek Greater Control Over Competitors	W Mach.	B/W TV	C TV	M Syst	Co Dep.	Co Dep.	Car Fin
3.1	Add New Products That Tend With Product Line	W Mach	Car Fin.	C TV	M Syst	B/W TV	Co Dep	Car Fin
3.2	Add New Products That Do Not Tend With Product Line	Car Fin.	B/W TV	Co. Dep	M Syst	Co Dep	Airlines	W Mach
3.3	Add New Products Totally New To Company Technology, Markets, Products, Etc	Car Fin	B/W TV	Airlines	M Syst	C TV	Co Dep	-

Table 6.20
Company Growth Strategies By New Product Categories
(Respondents - %)

Code	Co. Dep.		Car Fin.		Airlines		B/W TV		C TV		M. Syst.		W. Mach.		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1.1.a	53	64.6	80	86.0	84	76.5	4	10.0	41	41.0	33	41.3	26	43.3	320	56.6
1.1.b	37	45.1	36	38.7	34	30.9	34	85.0	71	71.0	73	91.3	30	50.0	315	55.8
1.1.c	50	61.0	86	92.5	69	62.7	34	85.0	91	91.0	79	98.8	52	86.7	461	81.6
1.2.a	66	80.5	84	90.3	87	79.1	33	82.5	78	78.0	69	86.3	50	83.3	467	82.7
1.2.b	57	69.5	82	88.2	80	72.7	36	90.0	79	79.0	70	87.5	49	81.7	453	80.2
1.3.a	46	56.1	21	22.6	81	73.6	34	85.0	80	80.0	62	77.5	56	93.3	380	67.3
1.3.b	12	14.6	50	53.8	16	14.5	31	77.5	51	51.0	39	48.8	13	21.7	212	37.5
1.3.c	5	6.1	6	6.5	33	30.0	25	62.5	45	45.0	32	40.0	12	20.0	158	28.0
2.1	1	1.2	1	1.1	3	2.7	4	10.0	29	29.0	16	20.0	20	33.3	74	13.1
2.2	30	36.6	45	48.4	19	17.3	30	75.0	75	75.0	60	75.0	56	93.3	315	55.8
2.3	2	2.4	1	1.1	3	2.7	11	27.5	26	26.0	18	22.5	18	30.0	79	14.0
3.1	9	11.0	63	67.7	11	10.0	13	32.5	56	56.0	35	43.8	53	88.3	240	42.5
3.2	13	15.9	65	69.9	2	1.8	8	20.0	4	4.0	7	8.8	1	1.7	100	17.7
3.3	3	3.7	57	61.3	11	10.0	8	20.0	5	5.0	8	10.0			92	16.3
N	82	14.5	93	16.5	110	19.5	40	7.1	100	17.7	80	14.2	60	10.6	565	100.0

Table 6.21
Company Growth Strategies By New Product Categories
(Chi-Square Values)

Code	Company Growth Strategies	Strategy	Co. Dep.		Car. Fin.		Airlines		B/W IV		Colour IV		M. Syst.		W. Mach.		Chi-Square (d.f. = 6)	Signi ificance
			Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.	Obs. Val.	Exp. Val.		
1.1.a	Motivate Current Customers To Buy More	Yes	53	46.4	80	52.7	83	62.3	4	22.7	41	56.6	33	45.3	26	34.0	108.108	0.000
		No	29	35.6	13	40.3	27	47.7	36	17.3	59	43.4	47	34.7	34	26.0	245	
1.1.b	Attract Competitors Customers	Yes	37	45.7	36	51.8	34	61.3	34	22.3	71	55.8	73	44.6	30	33.5	107.189	0.000
		No	45	36.3	57	41.2	76	48.7	6	17.7	29	44.2	7	35.4	30	26.5	250	
1.1.c	Attract Non-Users	Yes	50	66.9	86	75.9	69	89.8	34	32.6	91	81.6	79	65.3	52	49.0	79.515	0.000
		No	32	15.1	7	17.1	41	20.2	6	7.4	9	18.4	1	14.7	8	11.0	104	
1.2.a	More To Additional Markets	Yes	66	67.8	84	76.9	87	90.9	33	33.1	78	82.7	69	66.1	50	49.6	467	0.293
		No	16	14.2	9	16.1	23	19.1	7	6.9	22	17.3	11	13.9	10	10.4	98	
1.2.b	Attract New Segments	Yes	57	65.7	82	74.6	80	88.2	36	32.1	79	80.2	70	64.1	49	48.1	453	0.004
		No	25	16.3	11	18.4	30	21.8	4	7.9	21	19.8	10	15.9	11	11.9	112	
1.3.a	Modify Existing Features	Yes	46	55.2	21	62.5	81	74.0	34	26.9	80	67.3	62	53.8	56	40.4	380	0.000
		No	36	26.8	72	30.5	29	36.0	6	13.1	20	32.7	18	26.2	4	19.6	185	
1.3.b	Create Different Versions	Yes	12	30.8	50	34.9	16	41.3	31	15.0	51	37.5	39	30.0	13	22.5	212	0.000
		No	70	51.2	43	58.1	94	68.7	9	25.0	49	62.5	41	50.0	47	37.5	353	
1.3.c	Develop Additional Models, Sizes	Yes	5	22.9	6	26.0	33	30.8	25	11.2	45	28.0	32	22.4	12	16.8	158	0.000
		No	77	59.1	87	67.0	77	79.2	15	28.8	55	72.0	48	57.6	48	43.2	407	
2.1	Seek Greater Control Over Suppliers	Yes	1	10.7	1	12.2	3	14.4	4	5.2	29	13.1	16	10.5	20	7.9	74	0.000
		No	81	71.3	92	80.8	107	95.6	36	34.8	71	86.9	64	69.5	40	52.1	491	
2.2	Seek Greater Control Over Intermediaries	Yes	30	45.7	45	51.8	19	61.3	30	22.3	75	55.8	60	44.6	56	33.5	315	0.000
		No	52	36.3	48	41.2	91	48.7	10	17.7	25	44.2	20	35.4	4	26.5	250	
2.3	Seek Greater Control Over Competitors	Yes	2	11.5	1	13.0	3	15.4	11	5.6	26	14.0	18	11.2	18	8.4	79	0.000
		No	80	70.5	92	80.0	107	94.6	29	34.4	74	86.0	62	68.8	42	51.6	486	
3.1	Add New Products Blending With Prod. Line	Yes	9	34.8	63	39.5	11	46.7	13	17.0	56	42.5	35	34.0	53	25.5	240	0.000
		No	73	47.2	30	53.5	99	63.3	27	23.0	44	57.5	45	46.0	7	34.5	325	
3.2	Add New Products Not Blending With Prod. Line	Yes	13	14.5	65	16.5	2	19.5	8	7.1	4	17.7	7	14.2	1	10.6	100	0.000
		No	69	67.5	28	76.5	108	90.5	32	32.9	96	82.3	73	65.8	59	49.4	465	
3.3	Add New Products Totally New To Co. Dep.	Yes	3	13.4	57	15.1	11	17.9	8	6.5	5	16.3	8	13.0	0	9.8	92	0.000
		No	79	68.6	36	77.9	99	92.1	32	33.5	95	83.7	72	67.0	60	50.2	473	

Table 7.1
Company Positions - Target Strategies
(Company Deposits)

Code	Target Strategies	Strategy Followed	1		2		3		4		5		6	
			Alipc Fin.		Anagram Fin.		Apple Fin.		Ashok Ley. Fin		Gardan Fin.		GLFL	
			No	%	No	%	No	%	No	%	No	%	No	%
I.1	Expected Market	Yes	5	100.0	10	100.0	11	100.0	2	40.0			8	80.0
	Potential	No							3	60.0	5	100.0	2	20.0
2	Actual Market	Yes			7	70.0	9	81.8	3	60.0	4	80.0	9	90.0
	Potential	No	5	100.0	3	30.0	2	18.2	2	40.0	1	20.0	1	10.0
3	Fixed Percentage	Yes			7	70.0	11	100.0	1	20.0			10	100.0
	Increase	No	5	100.0	3	30.0			4	80.0	5	100.0		
4	Competitive Parity	Yes					1	9.1	4	80.0	5	100.0	2	20.0
		No	5	100.0	3	30.0								
II.1	Irespective Of	Yes												
	Branch Potential	No												
2	Depending On	Yes			10	100.0	11	100.0	4	80.0	5	100.0	9	90.0
	Branch Potential	No	5	100.0					1	20.0			1	10.0
3	Equal Targets	Yes	5	100.0										
		No			10	100.0	11	100.0	5	100.0	5	100.0	10	100.0
III.1	Data-Base With	Yes	5	100.0	9	90.0	11	100.0	4	80.0			9	90.0
	The Company	No			1	10.0			1	20.0	5	100.0	1	10.0
2	Data-Base . In-House	Yes											3	30.0
	Research	No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	7	70.0
3	Data-Base :	Yes											1	10.0
	Comm. Research	No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	9	90.0
4	Data-Base :	Yes	5	100.0	1	10.0	10	90.9	3	60.0	5	100.0	10	100.0
	Intermediaries	No			9	90.0	1	9.1	2	40.0				
IV	Intermediaries Used													
	1 Brokers	Yes	5	100.0	10	100.0	10	90.9	4	80.0	5	100.0	10	100.0
2	Sub-Brokers	No					1	9.1	1	20.0				
		Yes	5	100.0	3	30.0	9	81.8	4	80.0	4	80.0		
3	Agents	No	0		7	70.0	2	18.2	1	20.0	1	20.0		
		Yes	5	100.0	2	20.0	9	81.8	4	80.0	3	60.0	8	80.0
4	Chients Reference	No	0		8	80.0	2	18.2	1	20.0	2	40.0	2	20.0
		Yes	5	100.0	1	10.0	1	9.1					1	10.0
5	Database With Co.	No	0		9	90.0	10	90.9					9	90.0
		Yes	4	80.0										
6	Depositors	No	1	20.0										
		Yes	1	20.0										
7	Branch Office	No	4	80.0										
		Yes			1	10.0	2	18.2						
8	Direct Marketing	No			9	90.0	9	81.8						
		Yes									2	40.0		
9	Co-Operative Advertising	No									3	60.0		
		Yes									1	20.0		
10	Dealers	No									4	80.0		
		Yes												
11	Distributors	No												
		Yes												
12	References	No												
		Yes												
		No												
N			5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0

Table 7.1 Continued

Code	Target Strategies	Strategy Followed	8		9		10		11		12		13	
			JCCM		Kotak Sec.		Lloyds Fin.		Mafatal Fin.		Sundram Fin.		Tata Fin.	
			No	%	No	%	No	%	No	%	No	%	No	%
I 1	Expected Market Potential	Yes			2	40.0	5	50.0					4	100.0
		No	3	100.0	3	60.0	5	50.0	3	100.0	1	100.0		
2	Actual Market Potential	Yes	3	100.0	4	80.0	10	100.0	3	100.0			4	100.0
		No			1	20.0					1	100.0		
3	Fixed Percentage Increase	Yes			3	60.0	5	50.0					1	25.0
		No	3	100.0	2	40.0	5	50.0	3	100.0	1	100.0	3	75.0
4	Competitive Parity	Yes												
		No	3	100.0	5	100.0	5	50.0	3	100.0	1	100.0	3	75.0
II 1	Irrespective Of Branch Potential	Yes												
		No												
2	Depending On Branch Potential	Yes	2	66.7	5	100.0	10	100.0	3	100.0			4	100.0
		No	1	33.3							1	100.0		
3	Equal Targets	Yes												
		No	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
III 1	Data-Base With The Company	Yes			2	40.0	7	70.0			1	100.0	1	25.0
		No	3	100.0	3	60.0	3	30.0	3	100.0			3	75.0
2	Data-Base . In-House Research	Yes											3	75.0
		No	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	1	25.0
3	Data-Base : Comm Research	Yes												
		No	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
4	Data-Base : Intermediaries	Yes	3	100.0	5	100.0	10	100.0	3	100.0			4	100.0
		No									1	100.0		
IV	Intermediaries Used													
1	Brokers	Yes	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
		No												
2	Sub-Brokers	Yes			1	20.0					1	100.0		
		No			4	80.0					0			
3	Agents	Yes					1	10.0					4	100.0
		No					9	90.0					0	
4	Clients Reference	Yes											2	50.0
		No											2	50.0
5	Database With Co.	Yes												
		No												
6	Depositors	Yes												
		No												
7	Branch Office	Yes												
		No												
8	Direct Marketing	Yes												
		No												
9	Co-Operative Advertising	Yes												
		No												
10	Dealers	Yes	3	100.0									2	50.0
		No	0										2	50.0
11	Distributors	Yes											3	75.0
		No											1	25.0
12	References	Yes											4	100.0
		No											0	
N			3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0

Table 7.1 Continued....

Code	Target Strategies	Strategy Followed	14		15		16		Total		Chi-Square (d.f. = 14)	Significance
			Transpck Fin.		TCF		TCK		No	%		
			No	%	No	%	No	%				
I.1	Expected Market	Yes			1	25.0			48	58.5	52.129	0.000
	Potential	No	3	100.0					34	41.5		
2	Actual Market	Yes	3	100.0	4	100.0	3	100.0	66	80.5	34.650	0.001
	Potential	No							16	19.5		
3	Fixed Percentage	Yes			1	25.0			39	47.6	49.522	0.001
	Increase	No	3	100.0	3	75.0	3	100.0	43	52.4		
4	Competitive Parity	Yes									42.874	0.000
		No	3	100.0	3	75.0	3	100.0	49	59.8		
II.1	Irespective Of	Yes									57.779	0.000
	Branch Potential	No										
2	Depending On	Yes	3	100.0	4	100.0	3	100.0	73	89.0	81.999	0.000
	Branch Potential	No							9	11.0		
3	Equal Targets	Yes							5	6.1	77.93.9	0.000
		No	3	100.0	4	100.0	3	100.0	77	93.9		
III.1	Data-Base With	Yes							49	59.8	54.347	0.000
	The Company	No	3	100.0	4	100.0	3	100.0	33	40.2		
2	Data-Base In-House	Yes							6	7.3	39.975	0.000
	Research	No	3	100.0	4	100.0	3	100.0	76	92.7		
3	Data-Base	Yes							1	1.2	7.289	0.000
	Comm Research	No	3	100.0	4	100.0	3	100.0	81	98.8		
4	Data-Base	Yes	3	100.0	4	100.0	3	100.0	69	84.1	59.443	0.000
	Intermediaries	No							13	15.9		
IV	Intermediaries Used											
	1 Brokers	Yes	3	100.0	4	100.0	3	100.0	80	97.6		
2	Sub-Brokers	No							2	2.4	28.34.1	
		Yes	1	33.3					17	20.7		
3	Agents	No	2	66.7					36	43.9	24.29.3	
		Yes							24	29.3		
4	Chents Reference	Yes							10	12.2	30.36.6	
		No							30	36.6		
5	Database With Co	Yes							4	4.9	1.1.2	
		No							1	1.2		
6	Depositors	Yes							1	1.2	4.4.9	
		No							4	4.9		
7	Branch Office	Yes							3	3.7	18.22.0	
		No							18	22.0		
8	Direct Marketing	Yes							2	2.4	3.3.7	
		No							3	3.7		
9	Co-Operative Advertising	Yes							1	1.2	4.4.9	
		No							4	4.9		
10	Dealers	Yes					3	100.0	8	9.8	2.2.4	
		No					0		2	2.4		
11	Distributors	Yes							3	3.7	1.1.2	
		No							1	1.2		
12	References	Yes							4	4.9	0	
		No							0			
N			3	100.0	4	100.0	3	100.0	82	100.0		

Table 7.2
Company Positions - Target Strategies
(Car Finance)

Code	Target Strategies	Strategy Followed	2		3		4		5		6		7	
			Anagram Fin.		Apple Fin.		Ashok Ley. Fin.		Gardan Fin.		GLFL		HDFC	
			No	%	No	%	No	%	No	%	No	%	No	%
I.1	Expected Market	Yes	10	100.0	7	70.0	9	75.0			1	10.0	1	50.0
	Potential	No			3	30.0	3	25.0	5	100.0	9	90.0	1	50.0
2	Actual Market	Yes	4	40.0	2	20.0	8	66.7	3	60.0	10	100.0	2	100.0
	Potential	No	6	60.0	8	80.0	4	33.3	2	40.0				
3	Fixed Percentage	Yes			3	30.0	1	8.3						
	Increase	No	10	100.0	7	70.0	11	91.7	5	100.0	10	100.0	2	100.0
4	Competitive Parity	Yes												
		No	10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0
II.1	Irespective Of	Yes			6	60.0	2	16.7						
	Branch Potential	No	10	100.0	4	40.0	10	83.3	5	100.0	10	100.0	2	100.0
2	Depending On	Yes	10	100.0	4	40.0	9	75.0	3	60.0	10	100.0	2	100.0
	Branch Potential	No			6	60.0	3	25.0	2	40.0				
3	Equal Targets	Yes												
		No	10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0
III.1	Data-Base With	Yes	10	100.0	7	70.0	2	16.7			1	10.0	2	100.0
	The Company	No			3	30.0	10	83.3	5	100.0	9	90.0		
2	Data-Base In-House	Yes												
	Research	No	10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0
3	Data-Base	Yes												
	Comm Research	No	10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0
4	Data-Base	Yes			10	100.0	12	100.0	5	100.0	10	100.0	2	100.0
	Intermediaries	No	10	100.0										
IV	Intermediaries Used													
	1 Brokers		10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0
2	Sub-Brokers		3	30.0	2	20.0	8	66.7	2	40.0	10	100.0	2	100.0
	3 Agents		3	30.0	2	20.0	8	66.7	1	20.0	10	100.0	2	100.0
4	Clients								1	20.0	2	20.0		
	5 Dealers						1	8.3	3	60.0	9	90.0	1	50.0
6	Word-of-Mouth								2	40.0				
	7 Acquaintances													
N			10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0

Table 7.2 Continued..

Code	Target Strategies	Strategy Followed	8		9		10		11		12		13	
			JCCM		Kotak Sec.		Lloyds Fin.		Mafatlal Fin.		Sundram Fin.		Tata Fin.	
			No	%	No	%	No	%	No	%	No	%	No	%
I 1	Expected Market	Yes	3	75.0	5	50.0	3	30.0	1	100.0			2	25.0
	Potential	No	1	25.0	5	50.0	7	70.0			1	100.0	6	75.0
2	Actual Market	Yes	3	75.0	10	100.0	10	100.0	1	100.0	1	100.0		
	Potential	No	1	25.0									8	100.0
3	Fixed Percentage	Yes			4	40.0	1	10.0					7	87.5
	Increase	No	4	100.0	6	60.0	9	90.0	1	100.0	1	100.0	1	12.5
4	Competitive Parity	Yes			2	20.0								
		No	4	100.0	8	80.0	10	100.0	1	100.0	1	100.0	8	100.0
II 1	Irespective Of	Yes											8	100.0
	Branch Potential	No	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0		
2	Depending On	Yes	3	75.0	10	100.0	10	100.0	1	100.0	1	100.0		
	Branch Potential	No	1	25.0									8	100.0
3	Equal Targets	Yes												
		No	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
III.1	Data-Base With	Yes	3	75.0	10	100.0	10	100.0			1	100.0	8	100.0
	The Company	No	1	25.0					1	100.0				
2	Data-Base In-House	Yes			6	60.0	2	20.0					4	50.0
	Research	No	4	100.0	4	40.0	8	80.0	1	100.0	1	100.0	4	50.0
3	Data-Base	Yes			5	50.0							1	12.5
	Comm Research	No	4	100.0	5	50.0	10	100.0	1	100.0	1	100.0	7	87.5
4	Data-Base :	Yes	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
	Intermediaries	No												
IV	Intermediaries Used													
1	Brokers		3	75.0	10	100.0	10	100.0	1	100.0			8	100.0
	Sub-Brokers		3	75.0	9	90.0	10	100.0	1	100.0			8	100.0
3	Agents		4	100.0	9	90.0	10	100.0	1	100.0			8	100.0
	Clients													
5	Dealers													
	Word-of-Mouth													
6	Acquaintances													
											1	100.0		
N			4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0

Table 7.2 Continued..

Code	Target Strategies	Strategy Followed	14		15		16		Total		Chi-Square (d.f. = 14)	Significance
			Transpeck Fin.		TCF		TCK		No	%		
			No	%	No	%	No	%				
I.1	Expected Market Potential	Yes			1	25.0			43	46.2	39.295	0.000
		No	3	100.0	3	75.0	3	100.0	50	53.8		
2	Actual Market Potential	Yes							54	58.1	57.612	0.000
		No	3	100.0	4	100.0	3	100.0	39	41.9		
3	Fixed Percentage Increase	Yes	3	100.0	3	75.0	3	100.0	25	26.9	52.595	0.000
		No			1	25.0			68	73.1		
4	Competitive Parity	Yes							2	2.2	16.964	0.258
		No	3	100.0	4	100.0	3	100.0	91	97.8		
II.1	Irespective Of Branch Potential	Yes	3	100.0	4	100.0	3	100.0	26	28.0	72.809	0.000
		No							67	72.0		
2	Depending On Branch Potential	Yes							63	67.7	62.797	0.000
		No	3	100.0	4	100.0	3	100.0	30	32.3		
3	Equal Targets	Yes										
		No	3	100.0	4	100.0	3	100.0	93	100.0		
III.1	Data-Base With The Company	Yes	2	66.7	4	100.0	3	100.0	63	67.7	65.161	0.000
		No	1	33.3					30	32.3		
2	Data-Base In-House Research	Yes							12	12.9	39.611	0.000
		No	3	100.0	4	100.0	3	100.0	81	87.1		
3	Data-Base . Comm Research	Yes							6	6.5	37.079	0.000
		No	3	100.0	4	100.0	3	100.0	87	93.5		
4	Data-Base : Intermediaries	Yes	3	100.0	4	100.0	3	100.0	83	89.2		
		No							10	10.8		
IV	Intermediaries Used											
	1 Brokers		3	100.0	4	100.0	3	100.0	91	97.8		
	2 Sub-Brokers		3	100.0	4	100.0	3	100.0	68	73.1		
	3 Agents		3	100.0	4	100.0	3	100.0	68	73.1		
	4 Clents								3	3.2		
	5 Dealers								14	15.1		
	6 Word-of-Mouth								2	2.2		
7 Acquaintances								1	1.1			
N			3	100.0	4	100.0	3	100.0	93	100.0		

Table 7.3
Company Positions - Target Strategies
(Airlines)

Code	Target Strategies	Strategy Followed	1		2		3		4		5		6	
			Air Canada		Air India		Air Sychelles		Biman Bangladesh		British Airways		Delta Airlines	
			No	%	No	%	No	%	No	%	No	%	No	%
I.1	Expected Market	Yes												
	Potential	No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
	2 Actual Market	Yes	5	100.0	6	100.0	5	100.0	5	100.0			9	90.0
	Potential	No									7	100.0	1	10.0
3	Fixed Percentage	Yes	1	20.0					1	20.0	7	100.0	1	10.0
	Increase	No	4	80.0	6	100.0	5	100.0	4	80.0			9	90.0
4	Competitive Parity	Yes												
		No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
II.1	Irespective Of	Yes												
	Branch Potential	No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
	2 Depending On	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
3	Branch Potential	No												
	Equal Targets	Yes												
		No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
III.1	Data-Base With	Yes			6	100.0			4	80.0			10	100.0
	The Company	No	5	100.0			5	100.0	1	20.0	7	100.0		
	2 Data-Base : In-House	Yes												
	Research	No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
3	Data-Base	Yes												
	Comm. Research	No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
4	Data-Base :	Yes	5	100.0			5	100.0	5	100.0	7	100.0		
	Intermediaries	No			6	100.0							10	100.0
IV	Intermediaries Used													
	1 Travel Agents		5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
2	Corporate Clients													
	N		5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0

Table 7.3 Continued..

Code	Target Strategies	Strategy Followed	7		8		9		10		11		12	
			France Air		Gulf Air		Jet Airways		KLM		Kuwait Airlines		Lufthansa	
			No	%	No	%	No	%	No	%	No	%	No	%
I.1	Expected Market	Yes					10	90.9						
	Potential	No	5	100.0	6	100.0	1	9.1	10	100.0	5	100.0	10	100.0
	2 Actual Market	Yes			6	100.0			10	100.0	5	100.0	10	100.0
	Potential	No	5	100.0			11	100.0						
3	Fixed Percentage	Yes	5	100.0	6	100.0	9	81.8			5	100.0		
	Increase	No					2	18.2	10	100.0			10	100.0
4	Competitive Parity	Yes												
		No	5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0
II.1	Irespective Of	Yes												
	Branch Potential	No	5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0
	2 Depending On	Yes	5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0
3	Branch Potential	No												
	Equal Targets	Yes												
		No	5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0
III.1	Data-Base With	Yes									5	100.0	1	10.0
	The Company	No	5	100.0	6	100.0	11	100.0	10	100.0			9	90.0
	2 Data-Base : In-House	Yes	4	80.0			1	9.1						
	Research	No	1	20.0	6	100.0	10	90.9	10	100.0	5	100.0	10	100.0
3	Data-Base .	Yes					1	9.1						
	Comm Research	No	5	100.0	6	100.0	10	90.9	10	100.0	5	100.0	10	100.0
4	Data-Base .	Yes	2	40.0	4	66.7	10	90.9	10	100.0			10	100.0
	Intermediaries	No	3	60.0	2	33.3	1	9.1			5	100.0		
IV	Intermediaries Used													
	1 Travel Agents		5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0
2	Corporate Clients													
	N		5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0

Table 7.3 Continued..

Code	Target Strategies	Strategy Followed	13		14		15		16		Total		Chi-Square (d.f. = 15)	Significance
			NEPC		Royal Jordanian		Singapore Airlines		United Airways		No	%		
			No	%	No	%	No	%	No	%				
I.1	Expected Market Potential	Yes	1	10.0			2	40.0			13	11.8	81.126	0.000
		No	9	90.0	5	100.0	3	60.0	5	100.0	97	88.2		
2	Actual Market Potential	Yes	8	80.0	5	100.0	1	20.0			30	27.3	93.362	0.000
		No	2	20.0			4	80.0	5	100.0	80	72.7		
3	Fixed Percentage Increase	Yes					5	100.0			40	36.4	92.125	0.000
		No	10	100.0	5	100.0			5	100.0	70	63.6		
4	Competitive Parity	Yes												0.258
		No	10	100.0	5	100.0	5	100.0	5	100.0	110	100.0		
II.1	Irrespective Of Branch Potential	Yes	1	10.0							1	0.9		0.000
		No	9	90.0	5	100.0	5	100.0	5	100.0	109	99.1		
2	Depending On Branch Potential	Yes	9	90.0	5	100.0	5	100.0	5	100.0	109	99.1		0.000
		No	1	10.0							1	0.9		
3	Equal Targets	Yes												
		No	10	100.0	5	100.0	5	100.0	5	100.0	110	100.0		
III.1	Data-Base With The Company	Yes					1	20.0			27	24.5	96.501	0.000
		No	10	100.0	5	100.0	4	80.0	5	100.0	83	75.5		
2	Data-Base : In-House Research	Yes					1	20.0			6	5.5	61.346	0.000
		No	10	100.0	5	100.0	4	80.0	5	100.0	104	94.5		
3	Data-Base Comm Research	Yes	1	10.0							2	1.8	8.650	0.000
		No	9	90.0	5	100.0	5	100.0	5	100.0	108	98.2		
4	Data-Base Intermediaries	Yes	9	90.0	5	100.0	3	60.0	2	40.0	77	70.0	90.000	0.000
		No	1	10.0			2	40.0	3	60.0	33	30.0		
IV	Intermediaries Used													
1	Travel Agents		10	100.0	5	100.0	5	100.0	5	100.0	110	100.0		
2	Corporate Clients		2	20.0							2	1.8		
	N		10	100.0	5	100.0	5	100.0	5	100.0	110	100.0		

Table 7.4
Company Positions : Target Strategies
(B/W TV)

Code	Target Strategies	Strategy Followed	1		2		3		4		Total		Chi-Square (d.f. = 3)	Significance
			Onida		Philips		Sharp		Videocon		No	%		
			No	%	No	%	No	%	No	%				
I.1	Expected Market Potential	Yes					8	80.0			8	20.0	30.000	0.000
		No	10	100.0	10	100.0	2	20.0	10	100.0	32	80.0		
2	Actual Market Potential	Yes	10	100.0	8	80.0	10	100.0	10	100.0	38	95.0	6.315	0.097
		No			2	20.0					2	5.0		
3	Fixed Percentage Increase	Yes			2	20.0					2	5.0	6.315	0.097
		No	10	100.0	8	80.0	10	100.0	10	100.0	38	95.0		
4	Competitive Parity	Yes									0	0.0		
		No	10	100.0	10	100.0	10	100.0	10	100.0	40	100.0		
II.1	Irrespective Of Branch Potential	Yes					1	10.0			1	2.5	3.076	0.379
		No	10	100.0	10	100.0	9	90.0	10	100.0	39	97.5		
2	Depending On Branch Potential	Yes	6	60.0	1	10.0	10	100.0	10	100.0	27	67.5	24.957	0.000
		No	4	40.0	9	90.0					13	32.5		
3	Equal Targets	Yes	6	60.0	10	100.0					16	40.0	30.000	0.000
		No	4	40.0			10	41.7	10	41.7	24	60.0		
III.1	Data-Base With The Company	Yes	8	80.0	9	90.0	10	100.0	1	10.0	28	70.0	23.809	0.000
		No	2	20.0	1	10.0			9	90.0	12	30.0		
2	Data-Base : In-House Research	Yes					1	10.0			1	2.5	3.076	0.379
		No	10	100.0	10	100.0	9	90.0	10	100.0	39	97.5		
3	Data-Base Comm Research	Yes					1	10.0			1	2.5		
		No	10	100.0	10	100.0	9	90.0	10	100.0	39	97.5		
4	Data-Base Intermediaries	Yes	10	100.0	10	100.0	10	100.0	10	100.0	40	100.0		
		No												
IV	Intermediaries Used													
	1 Dealers		10	100.0	10	100.0	10	100.0	10	100.0	40	100.0		
	2 Distributors		10	100.0	10	100.0			10	100.0	30	75.0		
	3 Direct Distributors								1	10.0	1	2.5		
4 Sub Dealers								10	100.0	10	25.0			
	Total		10	100.0	10	100.0	10	100.0	10	100.0	40	100.0		

Table 7.5
Company Positions : Target Strategies
(Colour TV)

Code	Target Strategies	Strategy Followed	1 Akai		2 BPL		3 Daewoo		4 Onida		5 Panasonic		6 Philips		7 Samsung		8 Sharp		9 Sony		10 Videocon		Chi-Square (d.f. = 9)	Significance		
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%			Total No	Total %
I.1	Expected Market Potential	Yes	10	100.0	10	100.0	7	70.0	10	100.0	11	100.0	10	100.0	6	60.0	10	100.0	5	55.6	38	38.0	71.467	0.000		
2	Actual Market Potential	No	10	100.0	10	100.0	3	30.0	10	100.0	11	100.0	10	100.0	4	40.0	10	100.0	4	44.4	62	62.0	89.011	0.000		
3	Fixed Percentage Increase	Yes	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	1	10.0	10	100.0	10	100.0	9	90.0	9	9.0	70.238	0.000		
4	Competitive Parity	No	6	60.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0	10	100.0	2	20.0	9	100.0	8	84.0				
II.1	Inspecting Of Branch Potential	Yes	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0	10	100.0	10	100.0	9	100.0	10	100.0	100	100.0		
2	Depending On Branch Potential	No	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0	10	100.0	10	100.0	9	100.0	10	100.0	100	100.0	90.806	0.000
3	Equal Targets	Yes	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0	10	100.0	10	100.0	9	100.0	11	11.0	82.142	0.000		
III.1	Data-Base With The Company	No	10	100.0	10	100.0	8	80.0	4	40.0	11	100.0	4	40.0	5	50.0	10	100.0	9	100.0	1	10.0	46.321	0.000		
2	Data-Base : In-House Research	Yes	10	100.0	6	60.0	4	40.0	3	30.0	4	36.4	10	100.0	5	50.0	10	100.0	9	100.0	9	90.0	43.727	0.000		
3	Data-Base : Comm. Research	No	7	70.0	2	20.0	2	20.0	7	70.0	7	63.6	1	9.1	5	50.0	1	10.0	3	33.3	11	11.0	53.333	0.000		
4	Data-Base : Intermediaries Used	Yes	3	30.0	8	80.0	10	100.0	2	20.0	10	90.9	10	100.0	2	20.0	10	100.0	6	66.7	30	30.0				
IV	Dealers	No	8	80.0	7	70.0	8	80.0	10	100.0	11	100.0	10	100.0	10	100.0	1	10.0	3	33.3	70	70.0				
1	Distributors	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	9	100.0	99	99.0				
2	Direct Distributors	No	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0	10	100.0	10	100.0	9	100.0	100	100.0				
3	Sub Dealers		2	20.0	10	100.0	9	90.0	10	100.0	11	100.0	10	100.0	10	100.0	10	100.0	1	10.0	1	1.0				
4	Total		10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0	10	100.0	10	100.0	9	100.0	100	100.0				

Table 7.6
Company Positions : Target Strategies
(Music System)

Code	Target Strategies	Strategy Followed	1 Akai		2 BPL		3 Panasonic		4 Philips		5 Samsung		6 Sharp		7 Sony		8 Videocon		Total	Chi-Square (d.f. = 14)	Significance		
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%				No	%
I.1	Expected Market Potential	Yes	9	90.0	10	100.0	10	100.0	10	100.0	6	54.5	4	40.0	10	100.0	10	100.0	10	100.0	19	23.8	0.000
		No	1	10.0	10	100.0	10	100.0	2	20.0	4	36.4	6	60.0	10	100.0	10	100.0	10	100.0	61	76.3	0.000
2	Actual Market Potential	Yes	10	100.0	10	100.0	10	100.0	8	80.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	72	90.0	0.000
		No	7	70.0	10	100.0	10	100.0	2	20.0	8	80.0	10	100.0	10	100.0	10	100.0	10	100.0	8	10.0	0.000
3	Fixed Percentage Increase	Yes	3	30.0	10	100.0	10	100.0	2	20.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	65	81.3	0.000
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0	0.000
II.1	Irrespective Of Branch Potential	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0	0.000
		No	9	90.0	10	100.0	10	100.0	2	20.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	71	88.8	0.000
2	Depending On Branch Potential	Yes	1	10.0	10	100.0	10	100.0	8	80.0	8	80.0	10	100.0	10	100.0	10	100.0	10	100.0	9	11.3	0.000
		No	10	100.0	10	100.0	10	100.0	2	20.0	8	80.0	10	100.0	10	100.0	10	100.0	10	100.0	8	10.0	0.000
3	Equal Targets	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	72	90.0	0.000
		No	10	100.0	6	60.0	3	30.0	9	90.0	5	45.5	10	100.0	10	100.0	9	90.0	1	10.0	53	66.3	0.000
III.1	Data-Base With The Company	Yes	8	80.0	2	20.0	1	10.0	10	100.0	10	90.9	1	10.0	1	10.0	1	10.0	1	10.0	13	16.3	0.000
		No	2	20.0	8	80.0	9	90.0	10	100.0	10	90.9	9	90.0	9	90.0	9	90.0	10	100.0	67	83.8	0.000
2	Data-Base · In-House Research	Yes	1	10.0	3	30.0	7	70.0	10	100.0	10	90.9	1	10.0	1	10.0	1	10.0	1	10.0	21	26.3	0.000
		No	9	90.0	7	70.0	10	100.0	9	90.0	1	9.1	3	30.0	10	100.0	10	100.0	10	100.0	59	73.8	0.000
3	Comm. Research	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	78	97.5	0.000
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	2	2.5	0.000
IV	Intermediaries Used	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0	0.000
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	59	73.8	0.000
1	Dealers	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	1	1.3	0.000
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	10	12.5	0.000
2	Distributors	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	0.000
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	0.000
3	Direct Distributors	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	0.000
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	0.000
4	Sub Dealers	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	0.000
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	0.000
Total		Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0	0.000
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0	0.000

Table 7.7
Company Positions : Target Strategies
(Washing Machine)

Code	Target Strategies	Strategy Followed	1		2		3		4		5		6		Total	Chi-Square (d.f. = 5)	Significance	
			BPL		Daewoo		Godrej		IFB		Videocon		Whirlpool					
			No	%	No	%	No	%	No	%	No	%	No	%				No
I.1	Expected Market Potential	Yes	10	100.0	7	70.0	5	50.0	5	50.0	5	50.0	3	30.0	20	33.3	18.600 0.000	
2	Actual Market Potential	No	10	100.0	3	30.0	5	50.0	5	50.0	10	100.0	7	70.0	40	66.7		
3	Fixed Percentage Increase	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
4	Competitive Parity	No	10	100.0	10	100.0	2	20.0	8	80.0	10	100.0	10	100.0	2	3.3		
II.1	Irespective Of Branch Potential	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	58	96.7		
2	Depending On Branch Potential	No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
3	Equal Targets	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
III.1	Data-Base With The Company	No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
2	Data-Base : In-House Research	Yes	6	60.0	8	80.0	8	80.0	2	20.0	1	10.0	2	20.0	27	45.0		
3	Data-Base : Comm. Research	No	4	40.0	2	20.0	2	20.0	8	80.0	9	90.0	8	80.0	33	55.0		
4	Data-Base : Intermediaries Used	Yes	2	20.0	10	100.0	6	60.0	10	100.0	10	100.0	10	100.0	54	90.0		
IV.1	Dealers	No	3	30.0	2	20.0	6	60.0	10	100.0	10	100.0	7	70.0	28	46.7		
2	Distributors	Yes	7	70.0	8	80.0	4	40.0	4	40.0	10	100.0	3	30.0	32	53.3		
3	Direct Distributors	No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
4	Sub Dealers	Yes	10	100.0	9	90.0	10	100.0	10	100.0	10	100.0	10	100.0	59	98.3		
N			10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	16.7		60

Table 7.8
Company Positions : Product Strategies
(Company Deposits)

Code	Product Strategies	Strategy Followed	1		2		3		4		5		6		8		9		10	
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	New Product In Existing Market	Yes	5	100.0	10	100.0	11	100.0	4	80.0	5	100.0	9	90.0	2	66.7	5	100.0	10	100.0
		No							1	20.0			1	10.0	1	33.3				
2	New Product In New Market	Yes	2	40.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0
3	New Product In New Segment	Yes	1	20.0	10	100.0	10	90.9	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0
4	New Product With New Technology	Yes	4	80.0	10	100.0	10	90.9	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0
5	New Applications	Yes	5	100.0	10	100.0	10	90.9	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0
		No							1	20.0			1	10.0	1	33.3				
6	New Functions	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0	2	66.7	5	100.0	10	100.0
		No							1	20.0			1	10.0						
7	Improved/Modified Product	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0
		No							1	20.0			1	10.0						
8	Restyled Product	Yes	5	100.0	10	100.0	8	72.7	5	100.0	5	100.0	2	20.0	3	100.0	5	100.0	10	100.0
		No							3	27.3			8	80.0						
9	Repackaged Product	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0
		No							1	20.0			1	10.0						
10	Repositioned Product	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0
		No							1	20.0			1	10.0						
11	Me-Too Product	Yes	5	100.0	10	100.0	10	90.9	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0
		No							1	20.0			1	10.0						
12	Product Line Extension	Yes	4	80.0	8	80.0	3	27.3	5	100.0	5	100.0	1	10.0	3	100.0	2	40.0	4	40.0
		No							1	20.0			1	10.0						
13	New Product Line	Yes	5	100.0	10	100.0	10	90.9	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0
		No							1	20.0			1	10.0						
14	Item Addition	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0
		No							1	20.0			1	10.0						
15	Product Line Modification	Yes	4	80.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0
		No							1	20.0			1	10.0						
16	Line Stretching Product	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0
		No							1	20.0			1	10.0						
17	Complementary Product	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0
		No							1	20.0			1	10.0						

Table 7.8 Continued..

Code	Product Strategies	Strategy Followed	11		12		13		14		15		16		Chi-Square (d.f. = 14)	Significance
			No	%	No	%	No	%	No	%	No	%	No	%		
1	New Product In Existing Market	Yes	3	100.0	1	100.0	3	75.0	3	100.0	4	100.0	3	100.0	69	84.1
		No			1	25.0									13	15.9
2	New Product In New Market	Yes	3	100.0	1	100.0	4	100.0	3	100.0	4	100.0	3	100.0	80	97.6
		No			1	25.0									2	2.4
3	New Product In New Segment	Yes	3	100.0	1	100.0	3	75.0	3	100.0	4	100.0	3	100.0	79	96.3
		No			1	25.0									2	2.4
4	New Product With New Technology	Yes	3	100.0	1	100.0	3	75.0	3	100.0	4	100.0	3	100.0	80	97.6
		No			1	100.0									2	2.4
5	New Applications	Yes	3	100.0	1	100.0	4	100.0	3	100.0	4	100.0	3	100.0	80	97.6
		No			1	100.0									2	2.4
6	New Functions	Yes	3	100.0	1	100.0	4	100.0	3	100.0	4	100.0	3	100.0	81	98.8
		No			1	25.0									12	14.6
7	Improved/Modified Product	Yes	3	100.0	1	100.0	3	75.0	3	100.0	4	100.0	3	100.0	70	85.4
		No			1	100.0									3	3.7
8	Restyled Product	Yes	3	100.0	1	100.0	4	100.0	3	100.0	4	100.0	3	100.0	79	96.3
		No			1	100.0									3	3.7
9	Repackaged Product	Yes	3	100.0	1	100.0	4	100.0	3	100.0	4	100.0	3	100.0	82	100.0
		No			1	100.0									3	3.7
10	Repositioned Product	Yes	3	100.0	1	100.0	4	100.0	3	100.0	4	100.0	2	66.7	79	96.3
		No			2	50.0									48	58.5
11	Me-Too Product	Yes	2	66.7	1	100.0	2	50.0	3	100.0	4	100.0	2	66.7	34	41.5
		No	1	33.3	2	50.0									4	4.9
12	Product Line Extension	Yes	3	100.0	1	100.0	4	100.0	3	100.0	4	100.0	3	100.0	78	95.1
		No			1	100.0									4	4.9
13	New Product Line	Yes	3	100.0	1	100.0	4	100.0	3	100.0	4	100.0	3	100.0	82	100.0
		No			1	100.0									3	3.7
14	Item Addition	Yes	3	100.0	1	100.0	4	100.0	3	100.0	4	100.0	2	66.7	80	97.6
		No			1	100.0									2	2.4
15	Product Line Modification	Yes	3	100.0	1	100.0	4	100.0	3	100.0	4	100.0	2	66.7	80	97.6
		No			1	100.0									2	2.4
16	Line Stretching Product	Yes	3	100.0	1	100.0	4	100.0	3	100.0	4	100.0	1	33.3	80	97.6
		No			1	100.0									1	1.2
17	Complementary Product	Yes	3	100.0	1	100.0	4	100.0	3	100.0	4	100.0	2	66.7	81	98.8
		No			1	100.0									1	1.2
															81	98.8

Table 7.9
Company Positions : Product Strategies
(Car Finance)

Code	Product Strategies	Strategy Followed	2		3		4		5		6		7		8		9		10		11	
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	New Product In Existing Market	Yes	10	100.0	10	100.0	12	100.0	2	40.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
		No	10	100.0					3	60.0	10	100.0					3	30.0				
2	New Product In New Market	Yes					1	8.3	5	100.0	10	100.0	1	50.0	4	100.0	7	70.0	10	100.0	1	100.0
		No	10	100.0	10	100.0	11	91.7	2	40.0	1	10.0	1	50.0	4	100.0	7	70.0	10	100.0	3	30.0
3	New Product In New Segment	Yes					7	58.3	2	40.0	1	10.0	2	100.0	4	100.0	10	100.0	3	30.0	7	70.0
		No	10	100.0	10	100.0	5	41.7	3	60.0	9	90.0			4	100.0			7	70.0		
4	New Product With New Technology	Yes							5	100.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
		No	10	100.0	10	100.0	12	100.0	5	100.0	1	10.0	1	50.0	4	100.0	4	40.0	10	100.0	4	40.0
5	New Applications	Yes							5	100.0	9	90.0	1	50.0	4	100.0	6	60.0	10	100.0	1	100.0
		No	10	100.0	10	100.0	12	100.0	5	100.0	9	90.0	1	50.0	4	100.0	6	60.0	10	100.0	1	100.0
6	New Functions	Yes							5	100.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
		No	10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
7	Improved/Modified Product	Yes							5	100.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
		No	10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
8	Restyled Product	Yes							5	100.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
		No	10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
9	Repackaged Product	Yes							5	100.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
		No	10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
10	Repositioned Product	Yes							4	80.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
		No	10	100.0	10	100.0	12	100.0	4	80.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
11	Me-Too Product	Yes	2	20.0	10	100.0	8	66.7	3	60.0	3	30.0	1	50.0	3	75.0	8	80.0	9	90.0	1	100.0
		No	8	80.0	10	100.0	4	33.3	2	40.0	7	70.0	1	50.0	1	25.0	2	20.0	1	10.0	1	100.0
12	Product Line Extension	Yes							4	80.0	3	30.0	2	100.0	4	100.0	10	100.0	3	30.0	7	70.0
		No	10	100.0	10	100.0	10	83.3	2	40.0	7	70.0	2	100.0	4	100.0	9	90.0	2	20.0	8	80.0
13	New Product Line	Yes							2	40.0	10	100.0	2	100.0	3	75.0	1	10.0	9	90.0	2	20.0
		No	10	100.0	10	100.0	2	16.7	3	60.0	10	100.0	2	100.0	1	25.0	9	90.0	8	80.0	2	20.0
14	Item Addition	Yes							5	100.0	10	100.0	2	100.0	4	100.0	1	10.0	9	90.0	1	100.0
		No	10	100.0	10	100.0	12	100.0	1	20.0	10	100.0	2	100.0	4	100.0	1	10.0	8	80.0	1	100.0
15	Product Line Modification	Yes							4	80.0	10	100.0	2	100.0	4	100.0	7	70.0	9	90.0	1	100.0
		No	10	100.0	10	100.0	12	100.0	4	80.0	10	100.0	2	100.0	4	100.0	4	40.0	4	40.0	1	100.0
16	Line Stretching Product	Yes							5	100.0	10	100.0	2	100.0	4	100.0	6	60.0	10	100.0	1	100.0
		No	10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0	4	100.0	2	20.0	10	100.0	1	100.0
17	Complementary Product	Yes							5	100.0	10	100.0	2	100.0	4	100.0	8	80.0	10	100.0	1	100.0
		No	10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0	4	100.0	8	80.0	10	100.0	1	100.0

Table 7.9 Continued..

Code	Product Strategies	Strategy Followed	12		13		14		15		16		Total		Chi-Square (d.f. = 14)	Significance
			No	%	No	%	No	%	No	%	No	%	No	%		
1	New Product In Existing Market	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	90	96.8	54.560	0.000
		No											3	3.2		
2	New Product In New Market	Yes			7	87.5							13	14.0	7.500	0.000
		No	1	100.0	1	12.5	3	100.0	4	100.0	3	100.0	80	86.0		
3	New Product In New Segment	Yes			8	100.0							40	43.0	63.960	0.000
		No	1	100.0			3	100.0	4	100.0	3	100.0	53	57.0		
4	New Product With New Technology	Yes														
		No	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	93	100.0		
5	New Applications	Yes													7.500	0.000
		No	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	86	92.5		
6	New Functions	Yes														
		No	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	93	100.0		
7	Improved/Modified Product	Yes														
		No	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	93	100.0		
8	Restyled Product	Yes														
		No	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	92	98.9		
9	Repackaged Product	Yes														
		No	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	92	98.9		
10	Repositioned Product	Yes														
		No	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	92	98.9		
11	Me-Too Product	Yes														
		No	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	56	60.2		
12	Product Line Extension	Yes														
		No	1	100.0	6	75.0	1	33.3	4	100.0	3	100.0	30	32.3		
13	New Product Line	Yes														
		No	1	100.0	2	25.0	2	66.7	4	100.0	1	33.3	63	67.7		
14	Item Addition	Yes														
		No	1	100.0	5	62.5	1	33.3	4	100.0	2	66.7	41	44.1		
15	Product Line Modification	Yes														
		No	1	100.0	3	37.5	1	33.3	4	100.0	3	100.0	16	17.2		
16	Line Stretching Product	Yes														
		No	1	100.0	7	87.5	2	66.7	4	100.0	2	66.7	7	7.5		
17	Complementary Product	Yes														
		No	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	88	94.6		
		Yes	1	100.0			3	100.0	4	100.0	3	100.0	3	3.2		
		No			8	100.0							90	96.8		

Table 7.10
Company Positions : Product Strategies
(Airlines)

Code	Product Strategies	Strategy Followed	1		2		3		4		5		6		7		8		9	
			Air Canada	Air India	Air Sychelles	Biman Bangladesh	British Airways	Delta Airlines	France Air	Gulf Air	Jet Airways	No	%	No	%	No	%	No	%	No
1	New Product In Existing Market	Yes	5	100.0	6	100.0	5	100.0	4	80.0	7	100.0	9	90.0	5	100.0	2	33.3	11	100.0
2	New Product In New Market	No						1	20.0				1	10.0			4	66.7		
3	New Product In New Segment	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	9	90.0	5	100.0	6	100.0	11	100.0
4	New Product With New Technology	No	5	100.0	6	100.0	5	100.0	5	100.0	2	28.6	1	10.0	5	100.0	6	100.0	1	9.1
5	New Applications	Yes	5	100.0	6	100.0	5	100.0	5	100.0	5	71.4	9	90.0	5	100.0	6	100.0	10	90.9
6	New Functions	No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	2	18.2
7	Improved/Modified Product	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	1	16.7	9	81.8
8	Restyled Product	No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	1	10.0	5	100.0	5	83.3	9	81.8
9	Repackaged Product	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	9	90.0	5	100.0	6	100.0	3	27.3
10	Repositioned Product	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	3	50.0	7	63.6
11	Me-Too Product	No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	3	50.0	4	36.4
12	Product Line Extension	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	7	63.6
13	New Product Line	No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	4	36.4
14	Item Addition	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	8	72.7
15	Product Line Modification	No	5	100.0	6	100.0	5	100.0	5	100.0	3	42.9	10	100.0	5	100.0	6	100.0	3	27.3
16	Line Stretching Product	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	11	100.0
17	Complementary Product	No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	11	100.0

Table 7.10 Continued.

Code	Product Strategies	Strategy Followed	10 KLM		11 Kuwait Airlines		12 Lufthansa		13 NEPC		14 Royal Jordanian		15 Singapore Airlines		16 United Airways		Total No	Total %	Chi-Square (d.f. = 14)	Significance
			No	%	No	%	No	%	No	%	No	%	No	%	No	%				
1	New Product In Existing Market	Yes	10	100.0	5	100.0	9	90.0	10	100.0	5	100.0	5	100.0	5	100.0	66	60.0	93.610	0.000
2	New Product In New Market	No	10	100.0	5	100.0	1	10.0	10	100.0	5	100.0	5	100.0	5	100.0	44	40.0		
3	New Product In New Segment	Yes	7	70.0	5	100.0	9	90.0	10	100.0	5	100.0	5	100.0	5	100.0	108	98.2	42.420	0.000
4	New Product With New Technology	No	3	30.0	5	100.0	2	20.0	10	100.0	5	100.0	5	100.0	5	100.0	13	11.8		
5	New Applications	Yes	10	100.0	5	100.0	8	80.0	10	100.0	5	100.0	5	100.0	5	100.0	97	88.2		
6	New Functions	No	5	50.0	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	108	98.2	68.300	0.000
7	Improved/Modified Product	Yes	5	50.0	5	100.0	5	50.0	10	100.0	5	100.0	5	100.0	5	100.0	30	27.3		
8	Restyled Product	No	10	100.0	5	100.0	4	40.0	10	100.0	5	100.0	5	100.0	5	100.0	80	72.7		
9	Repackaged Product	Yes	10	100.0	5	100.0	6	60.0	10	100.0	5	100.0	5	100.0	5	100.0	58	52.7	65.953	0.000
10	Repositioned Product	No	10	100.0	5	100.0	6	60.0	6	60.0	5	100.0	5	100.0	5	100.0	52	47.3		
11	Me-Too Product	Yes	10	100.0	5	100.0	4	40.0	4	40.0	5	100.0	5	100.0	5	100.0	58	52.7	71.150	0.000
12	Product Line Extension	No	10	100.0	5	100.0	8	80.0	10	100.0	5	100.0	5	100.0	5	100.0	20	18.2		
13	New Product Line	Yes	1	10.0	5	100.0	2	20.0	10	100.0	5	100.0	5	100.0	5	100.0	90	81.8	83.680	0.000
14	Item Addition	No	9	90.0	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	20	18.2		
15	Product Line Modification	Yes	10	100.0	5	100.0	9	90.0	4	40.0	5	100.0	5	100.0	5	100.0	90	81.8	75.010	0.000
16	Line Stretching Product	No	10	100.0	5	100.0	1	10.0	6	60.0	5	100.0	5	100.0	5	100.0	26	23.6		
17	Complementary Product	Yes	10	100.0	5	100.0	2	20.0	2	20.0	5	100.0	5	100.0	5	100.0	84	76.4	36.490	0.000
		No	6	60.0	5	100.0	10	100.0	8	80.0	5	100.0	5	100.0	5	100.0	102	92.7	74.900	0.000
		Yes	4	40.0	5	100.0	10	100.0	9	90.0	5	100.0	5	100.0	5	100.0	19	17.3		
		No	10	100.0	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	91	82.7		
		Yes	10	100.0	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	4	3.6		
		No	10	100.0	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	106	96.4		
		Yes	10	100.0	5	100.0	10	100.0	5	50.0	5	100.0	5	100.0	5	100.0	8	7.3		
		No	10	100.0	5	100.0	10	100.0	5	50.0	5	100.0	5	100.0	5	100.0	102	92.7		
		Yes	10	100.0	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	1	0.9		
		No	10	100.0	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	109	99.1		
		Yes	10	100.0	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	1	0.9		
		No	10	100.0	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	109	99.1		
		Yes	10	100.0	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	109	99.1		
		No	10	100.0	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	110	100.0		

Table 7.11
Company Positions : Product Strategies
(B/W TV)

Code	Product Strategies	Strategy Followed	1		2		3		4		Total		Chi-Square (d.f. = 3)	Signi ficance	
			Onida		Philips		Sharp		Videocon		No	%			
			No	%	No	%	No	%	No	%					
1	New Product In Existing Market	Yes	10	100.0	10	100.0	3	30.0	8	80.0	31	77.5	18.780	0.000	
		No				7	70.0	2	20.0	9	22.5				
2	New Product In New Market	Yes								1	2.5	39	97.5		
		No	10	100.0	10	100.0	10	100.0	9	90.0	37				92.5
3	New Product In New Segment	Yes							3	30.0	3	7.5	37	92.5	
		No	10	100.0	10	100.0	10	100.0	7	70.0	36	90.0			
4	New Product With New Technology	Yes	1	10.0	1	10.0			2	20.0	4	10.0	36	90.0	2.220
		No	9	90.0	9	90.0	10	100.0	8	80.0	33	82.5			
5	New Applications	Yes	1	10.0	1	10.0			5	50.0	7	17.5	33	82.5	10.216
		No	9	90.0	9	90.0	10	100.0	5	50.0	15	37.5			
6	New Functions	Yes	7	70.0	2	20.0			6	60.0	15	37.5	25	62.5	13.973
		No	3	30.0	8	80.0	10	100.0	4	40.0	35	87.5			
7	Improved/Modified Product	Yes	10	100.0	9	90.0	6	60.0	10	100.0	35	87.5	5	12.5	9.820
		No			1	10.0	4	40.0			10	25.0			
8	Restyled Product	Yes	4	40.0	6	60.0					10	25.0	30	75.0	14.400
		No	6	60.0	4	40.0	10	100.0	10	100.0	7	17.5			
9	Repackaged Product	Yes	3	30.0	3	30.0			1	10.0	7	17.5	33	82.5	4.670
		No	7	70.0	7	70.0	10	100.0	9	90.0	8	20.0			
10	Repositioned Product	Yes			4	40.0			4	40.0	8	20.0	32	80.0	10.010
		No	10	100.0	6	60.0	10	100.0	6	60.0	18	45.0			
11	Me-Too Product	Yes	2	20.0	7	70.0	2	20.0	7	70.0	18	45.0	22	55.0	10.010
		No	8	80.0	3	30.0	8	80.0	3	30.0	20	50.0			
12	Product Line Extension	Yes	6	60.0	7	70.0			7	70.0	20	50.0	20	50.0	13.600
		No	4	40.0	3	30.0	10	100.0	3	30.0	40	100.0			
13	New Product Line	Yes											40	100.0	
		No	10	100.0	10	100.0	10	100.0	10	100.0	40	100.0			
14	Item Addition	Yes											40	100.0	
		No	10	100.0	10	100.0	10	100.0	10	100.0	40	100.0			
15	Product Line Modification	Yes											40	100.0	
		No	10	100.0	10	100.0	10	100.0	10	100.0	40	100.0			
16	Line Stretching Product	Yes									1	2.5	39	97.5	
		No	10	100.0	10	100.0	10	100.0	10	100.0	40	100.0			
17	Complementary Product	Yes											40	100.0	
		No	10	100.0	10	100.0	10	100.0	10	100.0	40	100.0			

**Table 7.12
Company Positions : Product Strategies
(Colour TV)**

Code	Product Strategies	Strategy Followed	1 Akai		2 BPL		3 Daewoo		4 Onida		5 Panasonic		6 Philips		7 Samsung		8 Sharp		9 Sony		10 Videocon		Chi-Square (d.f. = 9)	Significance		
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%			No	%
1	New Product In Existing Market	Yes	10	100.0	6	60.0	10	100.0	8	80.0	3	27.3	10	100.0	10	100.0	5	50.0	4	44.4	10	100.0	76	76.0	40.210	0.000
2	New Product In New Market	No			4	40.0			2	20.0	8	72.7							5	55.6			24	24.0		
3	New Product In New Segment	Yes	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	9	90.0	10	100.0	10	100.0	9	100.0	10	100.0	99	99.0		
4	New Product With New Technology	No	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	97	97.0		
5	New Applications	Yes	10	100.0	9	90.0	10	100.0	8	80.0	11	100.0	6	60.0	10	100.0	5	50.0	6	66.7	7	70.0	87	87.0	20.420	0.000
6	New Functions	No	10	100.0	5	50.0	5	50.0	3	30.0	10	90.9	8	80.0	5	50.0	10	100.0	9	100.0	5	50.0	30	30.0	30.430	0.000
7	Improved/Modified Product	Yes	10	100.0	6	60.0	4	40.0	6	60.0	5	50.0	2	20.0	4	40.0	6	60.0	9	90.0	9	90.0	37	37.0	30.340	0.000
8	Restyled Product	No	3	30.0	10	100.0	6	60.0	10	100.0	11	100.0	10	100.0	10	100.0	10	100.0	9	90.0	10	100.0	88	88.0	48.860	0.000
9	Repackaged Product	Yes	7	70.0	7	70.0	3	30.0	4	40.0	7	63.6	7	70.0	4	40.0	4	40.0	5	55.6	4	44.4	39	39.0	30.300	0.000
10	Repositioned Product	No	10	100.0	8	80.0	10	100.0	9	90.0	4	36.4	3	30.0	6	60.0	10	100.0	4	44.4	10	100.0	61	61.0	69.740	0.000
11	Me-Too Product	Yes	10	100.0	2	20.0	2	20.0	1	10.0	9	81.8	2	20.0	1	10.0	1	10.0	9	100.0	9	90.0	53	53.0	25.100	0.000
12	Product Line Extension	No	10	100.0	8	80.0	5	50.0	7	70.0	10	90.9	5	50.0	6	60.0	4	40.0	9	100.0	9	100.0	26	26.0		
13	New Product Line	Yes	7	70.0	10	100.0	2	20.0	2	20.0	11	100.0	10	100.0	10	100.0	10	100.0	8	80.0	3	30.0	40	40.0	62.500	0.000
14	Item Addition	Yes	1	10.0	7	70.0	1	10.0	8	80.0	4	36.4	9	90.0	9	90.0	10	100.0	1	11.1	4	44.4	42	42.0	45.530	0.000
15	Product Line Modification	No	9	90.0	3	30.0	9	90.0	2	20.0	7	63.6	1	10.0	1	10.0	10	100.0	8	88.9	10	100.0	58	58.0		
16	Line Stretching Product	Yes	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0	10	100.0	10	100.0	4	44.4	5	55.6	96	96.0		
17	Complementary Product	No	10	100.0	9	90.0	10	100.0	10	100.0	11	100.0	10	100.0	10	100.0	10	100.0	9	100.0	9	90.0	99	99.0		

Table 7.13
Company Positions : Product Strategies
(Music System)

Code	Product Strategies	Strategy Followed	1 Alkai		2 BPL		3 Panasonic		4 Philips		5 Samsung		6 Sharp		7 Sony		8 Videocon		Total No	Total %	Chi-Square (d.f. = 7)	Significance	
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%					
1	New Product In Existing Market	Yes	10	100.0	6	60.0	2	20.0	10	100.0	10	100.0	9	90.0	5	50.0	10	100.0	62	77.5	37.560	0.000	
		No			4	40.0	8	80.0	1	10.0			1	10.0	5	50.0			18	22.5			
2	New Product In New Market	Yes	10	100.0	10	100.0	10	100.0	9	90.0	1	10.0	10	100.0	4	40.0	10	100.0	73	91.2			
		No												6	60.0	2	20.0	10	12.5	7	8.8		
3	New Product In New Segment	Yes	10	100.0	10	100.0	9	90.0	9	90.0	10	100.0	10	100.0	4	40.0	8	80.0	70	87.5	26.970	0.000	
		No			1	10.0								6	60.0	3	30.0	10	12.5	10	12.5		
4	New Product With New Technology	Yes	10	100.0	9	90.0	10	100.0	10	100.0	10	100.0	10	100.0	4	40.0	7	70.0	70	87.5			
		No			5	50.0	1	10.0	6	60.0	5	50.0	5	50.0	5	50.0	5	50.0	27	33.8	20.517	0.000	
5	New Applications	Yes	10	100.0	5	50.0	9	90.0	4	40.0	5	50.0	10	100.0	5	50.0	8	80.0	53	66.2			
		No			6	60.0	9	90.0	4	40.0	4	40.0	6	60.0	7	70.0	8	80.0	38	47.5	32.680	0.000	
6	New Functions	Yes	10	100.0	4	40.0	1	10.0	6	60.0	10	100.0	10	100.0	3	30.0	2	20.0	42	52.5			
		No			10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	8	80.0	10	100.0	58	72.5	71.970	0.000	
7	Improved/Modified Product	Yes	10	100.0	7	70.0	6	60.0	7	70.0	6	60.0	4	40.0	4	40.0	4	40.0	28	35.0	29.890	0.000	
		No			3	30.0	4	40.0	3	30.0	6	60.0	10	100.0	6	60.0	10	100.0	52	65.0			
8	Restyled Product	Yes	10	100.0	8	80.0	2	20.0	6	60.0	6	60.0	9	90.0	3	30.0	7	70.0	29	36.3	38.890	0.000	
		No			2	20.0	8	80.0	4	40.0	1	10.0	1	10.0	7	70.0	9	90.0	51	63.8			
9	Repackaged Product	Yes	10	100.0	8	80.0	9	90.0	4	40.0	6	60.0	6	60.0	1	10.0	4	40.0	20	25.0	23.460	0.000	
		No			10	100.0	10	100.0	10	100.0	10	100.0	4	40.0	9	90.0	6	60.0	60	75.0			
10	Repositioned Product	Yes	10	100.0	7	70.0	3	30.0	8	80.0	7	70.0	10	100.0	3	30.0	4	40.0	48	60.0	55.830	0.000	
		No			3	30.0	7	70.0	2	20.0	2	20.0	10	100.0	8	80.0	2	20.0	32	40.0			
11	Me-Too Product	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	2	20.0	9	90.0	29	36.2	44.080	0.000	
		No			7	70.0	3	30.0	8	80.0	7	70.0	10	100.0	8	80.0	1	10.0	51	63.8			
12	Product Line Extension	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0			
		No			3	30.0	7	70.0	2	20.0	2	20.0	10	100.0	8	80.0	1	10.0	80	100.0			
13	New Product Line	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0			
		No			10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0			
14	Item Addition	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0			
		No			10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0			
15	Product Line Modification	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0			
		No			10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0			
16	Line Stretching Product	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	79	98.8			
		No			1	10.0													1	1.2			
17	Complementary Product	Yes	10	100.0	9	90.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	79	98.8			
		No			9	90.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	79	98.8			

Table 7.14
Company Positions : Product Strategies
(Washing Machine)

Code	Product Strategies	Strategy Followed	1		2		3		4		5		6		Total No	Total %	Chi-Square (d.f. = 5)	Significance
			BPL No	%	Daewoo No	%	Godrej No	%	IFB No	%	Videocon No	%	Whirlpool No	%				
1	New Product in Existing Market	Yes	6	60.0	10	100.0	9	90.0	10	100.0	10	100.0	10	100.0	55	91.7		
2	New Product in New Market	No	4	40.0			1	10.0						5	8.3			
3	New Product in New Segment	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
4	New Product With New Technology	No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	3	5.0	6.660	0.240
5	New Applications	Yes	9	90.0	10	100.0	1	10.0	9	90.0	7	70.0	3	30.0	57	95.0		
6	New Functions	No	5	50.0	5	50.0	2	20.0	5	50.0	5	50.0	6	60.0	28	46.7	3.750	0.580
7	Improved/Modified Product	Yes	6	60.0	4	40.0	6	60.0	2	20.0	8	80.0	4	40.0	32	53.3		
8	Restyled Product	No	4	40.0	6	60.0	4	40.0	8	80.0	2	20.0	6	60.0	30	50.0	8.800	0.110
9	Repackaged Product	Yes	10	100.0	7	70.0	10	100.0	10	100.0	10	100.0	10	100.0	57	95.0	15.780	0.000
10	Repositioned Product	No	7	70.0	3	30.0	6	60.0	10	100.0	3	30.0	8	80.0	37	61.7	16.420	0.000
11	Me-Too Product	Yes	3	30.0	7	70.0	4	40.0	4	40.0	7	70.0	2	20.0	23	38.3	15.000	0.010
12	Product Line Extension	No	8	80.0	10	100.0	10	100.0	8	80.0	4	40.0	8	80.0	48	80.0		
13	New Product Line	Yes	2	20.0	5	50.0	8	80.0	2	20.0	6	60.0	2	20.0	12	20.0	16.800	0.000
14	Item Addition	No	8	80.0	5	50.0	2	20.0	4	40.0	6	60.0	4	40.0	35	58.3		
15	Product Line Modification	Yes	10	100.0	2	20.0	4	40.0	1	10.0	9	90.0	1	10.0	25	41.7	36.380	0.000
16	Line Stretching Product	No	7	70.0	1	10.0	8	80.0	9	90.0	1	10.0	10	100.0	34	56.7		
17	Complementary Product	Yes	3	30.0	9	90.0	2	20.0	9	90.0	10	100.0	8	80.0	29	48.3	31.560	0.000
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
		Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
		Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
		Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
		Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		

Table 7.15
Company Positions : Pricing Strategies (Company Deposits)

Code	Pricing Strategies	Strategy Followed	1		2		3		4		5		6	
			Alipc Fin.		Anagram Fin.		Apple Fin.		Ashok Ley. Fin.		Gardan Fin.		GLFL	
			No	%	No	%	No	%	No	%	No	%	No	%
1	Maximise Shortrun Profits Strategy	Yes	2	40.0	10	100.0	10	90.9			4	80.0	6	60.0
		No	3	60.0			1	9.1	5	100.0	1	20.0	4	40.0
2	Maximise Longrun Profits Strategy	Yes	5	100.0	10	100.0	10	90.9	4	80.0	4	80.0	9	90.0
		No					1	9.1	1	20.0	1	20.0	1	10.0
3	Maximise Market Share Strategy	Yes			7	70.0	10	90.9			4	80.0	8	80.0
		No	5	100.0	3	30.0	1	9.1	5	100.0	1	20.0	2	20.0
4	Maximise Current Sales Revenue Strategy	Yes			7	70.0	10	90.9	2	40.0	4	80.0	10	100.0
		No	5	100.0	3	30.0	1	9.1	3	60.0	1	20.0		
5	Rapid Skimming Strategy	Yes					3	27.3			2	40.0		
		No	5	100.0	10	100.0	8	72.7	5	100.0	3	60.0	10	100.0
6	Penetration Strategy	Yes												
		No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0
7	Rate Of Return Strategy	Yes			9	90.0	10	90.9	3	60.0	5	100.0	10	100.0
		No	5	100.0	1	10.0	1	9.1	2	40.0				
8	Promote A Line Strategy	Yes												
		No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0
9	Maintain Price Leadership Strategy	Yes												
		No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0
10	Discourage Potential Entrants (High Price)	Yes												
		No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0
11	Discourage Potential Entrants (Low Price)	Yes												
		No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0
12	Intermediary Loyalty Strategy	Yes	5	100.0	6	60.0	9	81.8	2	40.0	3	60.0	8	80.0
		No			4	40.0	2	18.2	3	60.0	2	40.0	2	20.0
13	Maintain/Improve Corporate Image Strategy	Yes	1	20.0	5	50.0	7	63.6	1	20.0	3	60.0	8	80.0
		No	4	80.0	5	50.0	4	36.4	4	80.0	2	40.0	2	20.0
14	Improve Weaken Products Sales Strategy	Yes					4	36.4			3	60.0	6	60.0
		No	5	100.0	10	100.0	7	63.6	5	100.0	2	40.0	4	40.0
15	Discourage Price Wars Strategy	Yes	1	20.0							1	20.0	2	20.0
		No	4	80.0	10	100.0	11	100.0	5	100.0	4	80.0	8	80.0
16	Beat Copetition Strategy	Yes	4	80.0	1	10.0					1	20.0	5	50.0
		No	1	20.0	9	90.0	11	100.0	5	100.0	4	80.0	5	50.0
17	Carve A Niche Strategy	Yes			3	30.0	8	72.7	1	20.0	2	40.0	7	70.0
		No	5	100.0	7	70.0	3	27.3	4	80.0	3	60.0	3	30.0
18	Market Penetration Strategy	Yes			7	70.0	10	90.9	1	20.0	4	80.0	10	100.0
		No	5	100.0	3	30.0	1	9.1	4	80.0	1	20.0		
19	Create Consumer Acceptance Strategy	Yes			10	100.0	9	81.8	3	60.0	4	80.0	9	90.0
		No	5	100.0			2	18.2	2	40.0	1	20.0	1	10.0
20	Maintain Competitive Parity Strategy	Yes					2	18.2			3	60.0	10	100.0
		No	5	100.0	10	100.0	9	81.8	5	100.0	2	40.0		
21	Value For Money Strategy	Yes											3	30.0
		No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	7	70.0
22	Special Price Strategy	Yes												
		No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0
23	Differential Price (Models/Options) Strategy	Yes	1	20.0										
		No	4	80.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0
24	Fixed Cost Pricing Strategy	Yes	4	80.0										
		No	1	20.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0
25	Variable Cost Pricing Strategy	Yes					1	9.1						
		No	5	100.0	10	100.0	10	90.9	5	100.0	5	100.0	10	100.0
26	Consumer Perception And Demand Intensity Strategy	Yes					1	9.1						
		No	5	100.0	10	100.0	10	90.9	5	100.0	5	100.0	10	100.0
27	Perceived Value Pricing Strategy	Yes												
		No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0
28	Demand Differential Pricing Strategy	Yes											2	20.0
		No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	8	80.0
29	Marginal Difference Pricing	Yes												
		No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0
30	Different Place Strategy	Yes			4	40.0							1	10.0
		No	5	100.0	6	60.0	11	100.0	5	100.0	5	100.0	9	90.0
31	Different Time Strategy	Yes											5	50.0
		No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	5	50.0
32	Maintain Market Share Strategy	Yes									1	20.0	2	20.0
		No	5	100.0	10	100.0	11	100.0	5	100.0	4	80.0	8	80.0
	Total		5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0

Table 7.15 Continued..

Code	Pricing Strategies	Strategy Followed	8		9		10		11		12		13	
			JCCM		Kotak Sec.		Lloyds Fin.		Mafatlal Fin.		Sundram Fin.		Tata Fin.	
			No	%	No	%	No	%	No	%	No	%	No	%
1	Maximise Shortrun Profits Strategy	Yes					6	60.0	2	66.7	1	100.0		
		No	3	100.0	5	100.0	4	40.0	1	33.3			4	100.0
2	Maximise Longrun Profits Strategy	Yes	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
		No												
3	Maximise Market Share Strategy	Yes			3	60.0	5	50.0						
		No	3	100.0	2	40.0	5	50.0	3	100.0	1	100.0	4	100.0
4	Maximise Current Sales Revenue Strategy	Yes	3	100.0	4	80.0	10	100.0	3	100.0	1	100.0	4	100.0
		No			1	20.0								
5	Rapid Skimming Strategy	Yes					1	10.0						
		No	3	100.0	5	100.0	9	90.0	3	100.0	1	100.0	4	100.0
6	Penetration Strategy	Yes												
		No	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
7	Rate Of Return Strategy	Yes	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
		No												
8	Promote A Line Strategy	Yes											2	50.0
		No	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	2	50.0
9	Maintain Price Leadership Strategy	Yes			1	20.0								
		No	3	100.0	4	80.0	10	100.0	3	100.0	1	100.0	4	100.0
10	Discourage Potential Entrants (High Price)	Yes			1	20.0								
		No	3	100.0	4	80.0	10	100.0	3	100.0	1	100.0	4	100.0
11	Discourage Potential Entrants (Low Price)	Yes												
		No	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
12	Intermediary Loyalty Strategy	Yes	2	66.7	5	100.0	9	90.0	3	100.0			4	100.0
		No	1	33.3			1	10.0			1	100.0		
13	Maintain/Improve Corporate Image Strategy	Yes	3	100.0	5	100.0	8	80.0						
		No					2	20.0	3	100.0	1	100.0	4	100.0
14	Improve Weaken Products Sales Strategy	Yes	3	100.0	2	40.0	3	30.0						
		No			3	60.0	7	70.0	3	100.0	1	100.0	4	100.0
15	Discourage Price Wars Strategy	Yes									1	100.0		
		No	3	100.0	5	100.0	10	100.0	3	100.0			4	100.0
16	Beat Copetition Strategy	Yes	1	33.3	3	60.0	1	10.0						
		No	2	66.7	2	40.0	9	90.0	3	100.0	1	100.0	4	100.0
17	Carve A Niche Strategy	Yes	3	100.0	4	80.0	6	60.0			1	100.0	1	25.0
		No			1	20.0	4	40.0	3	100.0			3	75.0
18	Market Penetration Strategy	Yes	2	66.7	5	100.0	9	90.0			1	100.0	4	100.0
		No	1	33.3			1	10.0	3	100.0				
19	Create Consumer Acceptance Strategy	Yes	3	100.0	5	100.0	10	100.0	2	66.7	1	100.0	2	50.0
		No							1	33.3			2	50.0
20	Maintain Competitive Parly Strategy	Yes	2	66.7	4	80.0	10	100.0	2	66.7			3	75.0
		No	1	33.3	1	20.0			1	33.3	1	100.0	1	25.0
21	Value For Money Strategy	Yes	2	66.7										
		No	1	33.3	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
22	Special Price Strategy	Yes												
		No	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
23	Differential Price (Models/Options) Strategy	Yes											1	25.0
		No	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	3	75.0
24	Fixed Cost Pricing Strategy	Yes	1	33.3									1	25.0
		No	2	66.7	5	100.0	10	100.0	3	100.0	1	100.0	3	75.0
25	Variable Cost Pricing Strategy	Yes												
		No	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
26	Consumer Perception And Demand Intensity Strategy	Yes	1	33.3									1	25.0
		No	2	66.7	5	100.0	10	100.0	3	100.0	1	100.0	3	75.0
27	Perceived Value Pricing Strategy	Yes												
		No	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
28	Demand Differential Pricing Strategy	Yes	1	33.3										
		No	2	66.7	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
29	Marginal Difference Pricing	Yes												
		No	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
30	Different Place Strategy	Yes	1	33.3										
		No	2	66.7	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
31	Different Time Strategy	Yes												
		No	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
32	Maintain Market Share Strategy	Yes											1	25.0
		No	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	3	75.0
	Total		3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0

Table 7.15 Continued..

Code	Pricing Strategies	Strategy Followed	14		15		16		Total		Chi-Square (d.f. = 14)	Significance
			Transpeck Fin.		TCF		TCK		No	%		
			No	%	No	%	No	%				
1	Maximise Shortrun Profits Strategy	Yes			2	50.0	1	33.3	44	53.7	41.614	0.000
		No	3	100.0	2	50.0	2	66.7	38	46.3		
2	Maximise Longrun Profits Strategy	Yes	3	100.0	4	100.0	3	100.0	78	95.1	8.520	0.859
		No							4	4.9		
3	Maximise Market Share Strategy	Yes			1	25.0			38	46.3	42.351	0.000
		No	3	100.0	3	75.0	3	100.0	44	53.7		
4	Maximise Current Sales Revenue Strategy	Yes	3	100.0	4	100.0	3	100.0	68	82.9	40.970	0.000
		No							14	17.1		
5	Rapid Skimming Strategy	Yes							6	7.3	18.861	0.170
		No	3	100.0	4	100.0	3	100.0	76	92.7		
6	Penetration Strategy	Yes							0			
		No	3	100.0	4	100.0	3	100.0	82	100.0		
7	Rate Of Return Strategy	Yes	3	100.0	4	100.0	3	100.0	73	89.0	51.203	0.000
		No							9	11.0		
8	Promote A Line Strategy	Yes							2	2.4		
		No	3	100.0	4	100.0	3	100.0	80	97.6		
9	Maintain Price Leadership Strategy	Yes							1	1.2	6.534	0.951
		No	3	100.0	4	100.0	3	100.0	81	98.8		
10	Discourage Potential Entrants (High Price)	Yes							1	1.2	6.534	0.951
		No	3	100.0	4	100.0	3	100.0	81	98.8		
11	Discourage Potential Entrants (Low Price)	Yes							0			
		No	3	100.0	4	100.0	3	100.0	82	100.0		
12	Intermediary Loyalty Strategy	Yes	1	33.3	4	100.0	1	33.3	62	75.6	22.696	0.065
		No	2	66.7			2	66.7	20	24.4		
13	Maintain/Improve Corporate Image Strategy	Yes	1	33.3	3	75.0	3	100.0	48	58.5	30.654	0.006
		No	2	66.7	1	25.0			34	41.5		
14	Improve Weaken Products Sales Strategy	Yes			1	25.0	1	33.3	23	28.0	28.177	0.013
		No	3	100.0	3	75.0	2	66.7	59	72.0		
15	Discourage Price Wars Strategy	Yes							5	6.1	26.110	0.025
		No	3	100.0	4	100.0	3	100.0	77	93.9		
16	Beat Copetition Strategy	Yes							2	66.7	32.770	0.000
		No	3	100.0	4	100.0	1	33.3	64	78.0		
17	Carve A Niche Strategy	Yes	3	100.0	2	50.0	1	33.3	42	51.2	25.972	0.020
		No			2	50.0	2	66.7	40	48.8		
18	Market Penetration Strategy	Yes	1	33.3	3	75.0	1	33.3	58	70.7	42.104	0.000
		No	2	66.7	1	25.0	2	66.7	24	29.3		
19	Create Consumer Acceptance Strategy	Yes	2	66.7	3	75.0	3	100.0	66	80.5	33.480	0.002
		No	1	33.3	1	25.0			16	19.5		
20	Maintain Competitive Parly Strategy	Yes			3	75.0	3	100.0	42	51.2	56.105	0.000
		No	3	100.0	1	25.0			40	48.8		
21	Value For Money Strategy	Yes							5	6.1	33.680	0.002
		No	3	100.0	4	100.0	3	100.0	77	93.9		
22	Special Price Strategy	Yes							0			
		No	3	100.0	4	100.0	3	100.0	82	100.0		
23	Differential Price (Models/Options) Strategy	Yes							5	6.1	54.929	0.000
		No	3	100.0	4	100.0			77	93.9		
24	Fixed Cost Pricing Strategy	Yes							9	11.0	59.310	0.000
		No	3	100.0	4	100.0			73	89.0		
25	Variable Cost Pricing Strategy	Yes							1	1.2	6.534	0.951
		No	3	100.0	4	100.0	3	100.0	81	98.8		
26	Consumer Perception And Demand Intensity Strategy	Yes							3	3.7	16.015	0.312
		No	3	100.0	4	100.0	3	100.0	79	96.3		
27	Perceived Value Pricing Strategy	Yes							0			
		No	3	100.0	4	100.0	3	100.0	82	100.0		
28	Demand Differential Pricing Strategy	Yes							3	3.7	17.691	0.222
		No	3	100.0	4	100.0	3	100.0	79	96.3		
29	Marginal Difference Pricing	Yes							0			
		No	3	100.0	4	100.0	3	100.0	82	100.0		
30	Different Place Strategy	Yes							6	7.3	23.509	0.052
		No	3	100.0	4	100.0	3	100.0	76	92.7		
31	Different Time Strategy	Yes							5	6.1	26.110	0.025
		No	3	100.0	4	100.0	3	100.0	77	93.9		
32	Maintain Market Share Strategy	Yes							7	8.5	41.656	0.000
		No	3	100.0	4	100.0			75	91.5		
	Total		3	100.0	4	100.0	3	100.0	82	100.0		

Table 7.16
Company Positions : (Car Finance)

Code	Pricing Strategies	Strategy Followed	2		3		4		5		6		7	
			Anagram Fin.		Apple Fin.		Ashok Ley. Fin.		Gardan Fin.		GLFL		HDFC	
			No	%	No	%	No	%	No	%	No	%	No	%
1	Maximise Shortrun Profits Strategy	Yes			10	100.0			1	20.0	9	90.0	2	100.0
		No	10	100.0			12	100.0	4	80.0	1	10.0		
2	Maximise Longrun Profits Strategy	Yes	10	100.0	10	100.0	12	100.0	2	40.0	9	90.0	2	100.0
		No							3	60.0	1	10.0		
3	Maximise Market Share Strategy	Yes	1	10.0	6	60.0	1	8.3	1	20.0	6	60.0	2	100.0
		No	9	90.0	4	40.0	11	91.7	4	80.0	4	40.0		
4	Maximise Current Sales Revenue Strategy	Yes	5	50.0	10	100.0	4	33.3	5	100.0	10	100.0	2	100.0
		No	5	50.0			8	66.7						
5	Rapid Skimming Strategy	Yes												
		No	10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0
6	Penetration Strategy	Yes					1	8.3						
		No	10	100.0	10	100.0	11	91.7	5	100.0	10	100.0	2	100.0
7	Rate Of Return Strategy	Yes	10	100.0	10	100.0	10	83.3	4	80.0	10	100.0	2	100.0
		No					2	16.7	1	20.0				
8	Promote A Line Strategy	Yes					1	8.3						
		No	10	100.0			11	91.7	5	100.0	10	100.0	2	100.0
9	Maintain Price Leadership Strategy	Yes			10	100.0					2	20.0		
		No	10	100.0			12	100.0	5	100.0	8	80.0	2	100.0
10	Discourage Potential Entrants (High Price)	Yes			10	100.0								
		No	10	100.0			12	100.0	5	100.0	10	100.0	2	100.0
11	Discourage Potential Entrants (Low Price)	Yes			10	100.0								
		No	10	100.0			12	100.0	5	100.0	10	100.0	2	100.0
12	Intermediary Loyalty Strategy	Yes	1	10.0	10	100.0	1	8.3	4	80.0	10	100.0	2	100.0
		No	9	90.0			11	91.7	1	20.0				
13	Maintain/Improve Corporate Image Strategy	Yes	10	100.0	10	100.0	3	25.0			8	80.0	2	100.0
		No			2	20.0	9	75.0	5	100.0	2	20.0		
14	Improve Weaken Products Sales Strategy	Yes			8	80.0	1	8.3			2	20.0	1	50.0
		No	10	100.0			11	91.7	5	100.0	8	80.0	1	50.0
15	Discourage Price Wars Strategy	Yes			10	100.0								
		No	10	100.0			12	100.0	5	100.0	10	100.0	2	100.0
16	Beat Competition Strategy	Yes			10	100.0								
		No	10	100.0			12	100.0	5	100.0	10	100.0	2	100.0
17	Carve A Niche Strategy	Yes	2	20.0	10	100.0					9	90.0	2	100.0
		No	8	80.0	3	30.0	12	100.0	5	100.0	1	10.0		
18	Market Penetration Strategy	Yes	7	70.0	7	70.0	8	66.7	1	20.0	9	90.0	2	100.0
		No	3	30.0			4	33.3	4	80.0	1	10.0		
19	Create Consumer Acceptance Strategy	Yes	10	100.0	10	100.0	11	91.7	2	40.0	10	100.0	2	100.0
		No					1	8.3	3	60.0				
20	Maintain Competitive Parity Strategy	Yes					4	33.3	2	40.0	6	60.0	1	50.0
		No	10	100.0	10	100.0	8	66.7	3	60.0	4	40.0	1	50.0
21	Value For Money Strategy	Yes	2	20.0	1	10.0					2	20.0	1	50.0
		No	8	80.0	9	90.0	12	100.0	5	100.0	8	80.0	1	50.0
22	Special Price Strategy	Yes									1	10.0		
		No	10	100.0	10	100.0	12	100.0	5	100.0	9	90.0	2	100.0
23	Differential Price (Models/Options) Strategy	Yes	4	40.0	2	20.0	9	75.0			4	40.0	1	50.0
		No	6	60.0	8	80.0	3	25.0	5	100.0	6	60.0	1	50.0
24	Fixed Cost Pricing Strategy	Yes	1	10.0	1	10.0	9	75.0			7	70.0	2	100.0
		No	9	90.0	9	90.0	3	25.0	5	100.0	3	30.0		
25	Variable Cost Pricing Strategy	Yes	3	30.0	2	20.0	2	16.7						
		No	7	70.0	8	80.0	10	83.3	5	100.0	10	100.0	2	100.0
26	Consumer Perception And Demand Intensity Strategy	Yes					1	8.3						
		No	10	100.0	10	100.0	11	91.7	5	100.0	10	100.0	2	100.0
27	Perceived Value Pricing Strategy	Yes	1	10.0			2	16.7	2	40.0	4	40.0	2	100.0
		No	9	90.0	10	100.0	10	83.3	3	60.0	6	60.0		
28	Demand Differential Pricing Strategy	Yes	3	30.0			3	25.0			1	10.0		
		No	7	70.0	10	100.0	9	75.0	5	100.0	9	90.0	2	100.0
29	Marginal Difference Pricing	Yes	5	50.0	8	80.0	9	75.0	2	40.0	5	50.0	2	100.0
		No	5	50.0	2	20.0	3	25.0	3	60.0	5	50.0		
30	Different Place Strategy	Yes	1	10.0					1	20.0	2	20.0		
		No	9	90.0	10	100.0	12	100.0	4	80.0	8	80.0	2	100.0
31	Different Time Strategy	Yes					1	8.3						
		No	10	100.0	10	100.0	11	91.7	5	100.0	10	100.0	2	100.0
32	Maintain Market Share Strategy	Yes					1	8.3	1	20.0	3	30.0		
		No	10	100.0	10	100.0	11	91.7	4	80.0	7	70.0	2	100.0
	Total		10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0

Table 7.16 Continued..

Code	Pricing Strategies	Strategy Followed	8		9		10		11		12		13	
			JCCM		Kotak Sec.		Lloyds Fin.		Mafatlal Fin.		Sundram Fin.		Tata Fin.	
			No	%	No	%	No	%	No	%	No	%	No	%
1	Maximise Shortrun Profits Strategy	Yes	4	100.0	7	70.0	10	100.0					2	25.0
		No			3	30.0			1	100.0	1	100.0	6	75.0
2	Maximise Longrun Profits Strategy	Yes	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
		No												
3	Maximise Market Share Strategy	Yes	4	100.0	9	90.0	8	80.0	1	100.0			8	100.0
		No			1	10.0	2	20.0			1	100.0		
4	Maximise Current Sales Revenue Strategy	Yes	4	100.0	10	100.0	10	100.0	1	100.0			7	87.5
		No								1	100.0	1	12.5	
5	Rapid Skimming Strategy	Yes	1	25.0	3	30.0								
		No	3	75.0	7	70.0	10	100.0	1	100.0	1	100.0	8	100.0
6	Penetration Strategy	Yes			1	10.0								
		No	4	100.0	9	90.0	10	100.0	1	100.0	1	100.0	8	100.0
7	Rate Of Return Strategy	Yes	4	100.0	9	90.0	10	100.0	1	100.0	1	100.0	8	100.0
		No			1	10.0								
8	Promote A Line Strategy	Yes			3	30.0								
		No	4	100.0	7	70.0	10	100.0	1	100.0	1	100.0	8	100.0
9	Maintain Price Leadership Strategy	Yes												
		No	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
10	Discourage Potential Entrants (High Price)	Yes												
		No	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
11	Discourage Potential Entrants (Low Price)	Yes												
		No	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
12	Intermediary Loyalty Strategy	Yes	3	75.0	8	80.0	2	20.0	1	100.0	1	100.0	7	87.5
		No	1	25.0	2	20.0	8	80.0	1	100.0	1	100.0	2	25.0
13	Maintain/Improve Corporate Image Strategy	Yes			10	100.0	5	50.0	1	100.0	1	100.0	2	25.0
		No	4	100.0			5	50.0					6	75.0
14	Improve Weaken Products Sales Strategy	Yes			6	60.0	1	10.0						
		No	4	100.0	4	40.0	9	90.0	1	100.0	1	100.0	8	100.0
15	Discourage Price Wars Strategy	Yes												
		No	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
16	Beat Copetition Strategy	Yes					1	10.0						
		No	4	100.0	10	100.0	9	90.0	1	100.0	1	100.0	8	100.0
17	Carve A Niche Strategy	Yes			10	100.0	2	20.0			1	100.0	5	62.5
		No	4	100.0			8	80.0	1	100.0			3	37.5
18	Market Penetration Strategy	Yes	4	100.0	10	100.0	10	100.0	1	100.0			8	100.0
		No								1	100.0			
19	Create Consumer Acceptance Strategy	Yes	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
		No												
20	Maintain Competitive Parily Strategy	Yes			1	10.0	1	10.0						
		No	4	100.0	9	90.0	9	90.0	1	100.0	1	100.0	8	100.0
21	Value For Money Strategy	Yes			4	40.0	1	10.0						
		No	4	100.0	6	60.0	9	90.0	1	100.0	1	100.0	8	100.0
22	Special Price Strategy	Yes												
		No	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
23	Differential Price (Models/Options) Strategy	Yes	4	100.0	9	90.0			1	100.0			3	37.5
		No			1	10.0	10	100.0			1	100.0	5	62.5
24	Fixed Cost Pricing Strategy	Yes	3	75.0	10	100.0	1	10.0			1	100.0	4	50.0
		No	1	25.0			9	90.0	1	100.0			4	50.0
25	Variable Cost Pricing Strategy	Yes												
		No	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
26	Consumer Perception And Demand Intensity Strategy	Yes												
		No	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
27	Perceived Value Pricing Strategy	Yes												
		No	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
28	Demand Differential Pricing Strategy	Yes			1	10.0							1	12.5
		No	4	100.0	9	90.0	10	100.0	1	100.0	1	100.0	7	87.5
29	Marginal Difference Pricing	Yes	4	100.0	9	90.0	4	40.0	1	100.0			6	75.0
		No			1	10.0	6	60.0			1	100.0	2	25.0
30	Different Place Strategy	Yes			3	30.0								
		No	4	100.0	7	70.0	10	100.0	1	100.0	1	100.0	8	100.0
31	Different Time Strategy	Yes												
		No	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
32	Maintain Market Share Strategy	Yes												
		No	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0
Total			4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0

Table 7.16 Continued..

Code	Pricing Strategies	Strategy Followed	14		15		16		Total		Chi-Square (d.f. = 14)	Significance
			Transpeck Fin.		TCF		TCK					
			No	%	No	%	No	%	No	%		
1	Maximise Shortrun Profits Strategy	Yes	2	66.7	1	25.0	2	66.7	50	53.8	63.298	0.000
		No	1	33.3	3	75.0	1	33.3	43	46.2		
2	Maximise Longrun Profits Strategy	Yes	3	100.0	4	100.0	3	100.0	89	95.7	41.980	0.000
		No							4	4.3		
3	Maximise Market Share Strategy	Yes	1	33.3	1	25.0	2	66.7	51	54.8	44.546	0.000
		No	2	66.7	3	75.0	1	33.3	42	45.2		
4	Maximise Current Sales Revenue Strategy	Yes	3	100.0	3	75.0	3	100.0	77	82.8	45.320	0.000
		No			1	25.0			16	17.2		
5	Rapid Skimming Strategy	Yes							4	4.3	23.759	0.048
		No	3	100.0	4	100.0	3	100.0	89	95.7		
6	Penetration Strategy	Yes							2	2.2	6.668	0.946
		No	3	100.0	4	100.0	3	100.0	91	97.8		
7	Rate Of Return Strategy	Yes	3	100.0	4	100.0	3	100.0	89	95.7	11.207	0.666
		No							4	4.3		
8	Promote A Line Strategy	Yes							4	4.3	19.710	0.139
		No	3	100.0	4	100.0	3	100.0	89	95.7		
9	Maintain Price Leadership Strategy	Yes							2	2.2		
		No	3	100.0	4	100.0	3	100.0	91	97.8		
10	Discourage Potential Entrants (High Price)	Yes										
		No	3	100.0	4	100.0	3	100.0	93	100.0		
11	Discourage Potential Entrants (Low Price)	Yes										
		No	3	100.0	4	100.0	3	100.0	93	100.0		
12	Intermediary Loyalty Strategy	Yes							32	34.4	60.027	0.000
		No	3	100.0	4	100.0	3	100.0	61	65.6		
13	Maintain/Improve Corporate Image Strategy	Yes							44	47.3	55.090	0.000
		No	3	100.0	4	100.0	3	100.0	49	52.7		
14	Improve Weaken Products Sales Strategy	Yes							11	11.8	32.431	0.000
		No	3	100.0	4	100.0	3	100.0	82	88.2		
15	Discourage Price Wars Strategy	Yes										
		No	3	100.0	4	100.0	3	100.0	93	100.0		
16	Beat Competition Strategy	Yes							1	1.1		
		No	3	100.0	4	100.0	3	100.0	92	98.9		
17	Carve A Niche Strategy	Yes							34	36.6	58.184	0.000
		No	3	100.0	4	100.0	3	100.0	59	63.4		
18	Market Penetration Strategy	Yes	3	100.0	4	100.0	3	100.0	70	75.3	58.260	0.000
		No							23	24.7		
19	Create Consumer Acceptance Strategy	Yes	3	100.0	4	100.0	3	100.0	89	95.7	41.575	0.000
		No							4	4.3		
20	Maintain Competitive Parity Strategy	Yes			1	25.0			16	17.2	27.594	0.016
		No	3	100.0	3	75.0	3	100.0	77	82.8		
21	Value For Money Strategy	Yes							11	11.8	17.249	0.243
		No	3	100.0	4	100.0	3	100.0	82	88.2		
22	Special Price Strategy	Yes			1	25.0			2	2.2	14.588	0.406
		No	3	100.0	3	75.0	3	100.0	91	97.8		
23	Differential Price (Models/Options) Strategy	Yes	2	66.7	1	25.0			40	43.0	38.569	0.000
		No	1	33.3	3	75.0	3	100.0	53	57.0		
24	Fixed Cost Pricing Strategy	Yes	2	66.7					41	44.1	50.539	0.000
		No	1	33.3	4	100.0	3	100.0	52	55.9		
25	Variable Cost Pricing Strategy	Yes			1	25.0			8	8.6	15.201	0.364
		No	3	100.0	3	75.0	3	100.0	85	91.4		
26	Consumer Perception And Demand Intensity Strategy	Yes							1	1.1		
		No	3	100.0	4	100.0	3	100.0	92	98.9		
27	Perceived Value Pricing Strategy	Yes							11	11.8	33.869	0.000
		No	3	100.0	4	100.0	3	100.0	82	88.2		
28	Demand Differential Pricing Strategy	Yes							9	9.7	12.630	0.555
		No	3	100.0	4	100.0	3	100.0	84	90.3		
29	Marginal Difference Pricing	Yes	2	66.7	2	50.0			59	63.4	21.787	0.083
		No	1	33.3	2	50.0	3	100.0	34	36.6		
30	Different Place Strategy	Yes							7	7.5	15.417	0.350
		No	3	100.0	4	100.0	3	100.0	86	92.5		
31	Different Time Strategy	Yes							1	1.1		
		No	3	100.0	4	100.0	3	100.0	82	88.2		
32	Maintain Market Share Strategy	Yes							6	6.5	29.761	0.000
		No	3	100.0	4	100.0	3	100.0	87	93.5		
	Total		3	100.0	4	100.0	3	100.0	93	100.0		

Table 7.17
Company Positions : Pricing Strategies (Airlines)

Code	Pricing Strategies	Strategy	1		2		3		4		5		6	
			Air Canada		Air India		Air Sychelles		Siman Banglades		British Airways		Delta Airlines	
			No	%	No	%	No	%	No	%	No	%	No	%
1	Maximise Shortrun Profits Strategy	Yes	5	100.0	6	100.0	5	100.0	3	60.0			10	100.0
		No							2	40.0	7	100.0		
2	Maximise Longrun Profits Strategy	Yes	5	100.0	6	100.0	5	100.0	3	60.0			10	100.0
		No							2	40.0	7	100.0		
3	Maximise Market Share Strategy	Yes	1	20.0	1	16.7			2	40.0	2	28.6		
		No	4	80.0	5	83.3	5	100.0	3	60.0	5	71.4	10	100.0
4	Maximise Current Sales Revenue Strategy	Yes	3	60.0	5	83.3	4	80.0	3	60.0	4	57.1	4	40.0
		No	2	40.0	1	16.7	1	20.0	2	40.0	3	42.9	6	60.0
5	Rapid Skimming Strategy	Yes							1	20.0				
		No	5	100.0	6	100.0	5	100.0	4	80.0	7	100.0	10	100.0
6	Penetration Strategy	Yes					1	20.0	2	40.0				
		No	5	100.0	6	100.0	4	80.0	3	60.0	7	100.0	10	100.0
7	Rate Of Return Strategy	Yes	5	100.0	6	100.0	4	80.0	4	80.0	4	57.1	10	100.0
		No					1	20.0	1	20.0	3	42.9		
8	Promote A Line Strategy	Yes							1	20.0				
		No	5	100.0	6	100.0	5	100.0	4	80.0	7	100.0	10	100.0
9	Maintain Price Leadership Strategy	Yes												
		No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
10	Discourage Potential Entrants (High Price)	Yes												
		No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
11	Discourage Potential Entrants (Low Price)	Yes												
		No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
12	Intermediary Loyalty Strategy	Yes	4	80.0	4	66.7	1	20.0	5	100.0	5	71.4		
		No	1	20.0	2	33.3	4	80.0			2	28.6	10	100.0
13	Maintain/Improve Corporate Image Strategy	Yes	3	60.0	5	83.3			3	60.0	2	28.6	1	10.0
		No	2	40.0	1	16.7	5	100.0	2	40.0	5	71.4	9	90.0
14	Improve Weaken Products Sales Strategy	Yes			3	50.0			1	20.0				
		No	5	100.0	3	50.0	5	100.0	4	80.0	7	100.0	10	100.0
15	Discourage Price Wars Strategy	Yes												
		No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
16	Beat Copetition Strategy	Yes												
		No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
17	Carve A Niche Strategy	Yes	1	20.0	1	16.7	2	40.0	1	20.0	1	14.3	2	20.0
		No	4	80.0	5	83.3	3	60.0	4	80.0	6	85.7	8	80.0
18	Market Penetration Strategy	Yes	1	20.0	3	50.0	2	40.0	5	100.0			9	90.0
		No	4	80.0	3	50.0	3	60.0			7	100.0	1	10.0
19	Create Consumer Acceptance Strategy	Yes	5	100.0	6	100.0	3	60.0	4	80.0	6	85.7	10	100.0
		No					2	40.0	1	20.0	1	14.3		
20	Maintain Competitive Parily Strategy	Yes												
		No	5	100.0	6	100.0	5	100.0	4	80.0	7	100.0	10	100.0
21	Value For Money Strategy	Yes												
		No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
22	Special Price Strategy	Yes					1	20.0	1	20.0	1	14.3	1	10.0
		No	5	100.0	6	100.0	4	80.0	4	80.0	6	85.7	9	90.0
23	Differential Price (Models/Options) Strategy	Yes	4	80.0			2	40.0	3	60.0			2	20.0
		No	1	20.0	6	100.0	3	60.0	2	40.0	7	100.0	8	80.0
24	Fixed Cost Pricing Strategy	Yes					1	20.0	2	40.0				
		No	5	100.0	6	100.0	4	80.0	3	60.0	7	100.0	10	100.0
25	Variable Cost Pricing Strategy	Yes			2	33.3	1	20.0			1	14.3	5	50.0
		No	5	100.0	4	66.7	4	80.0	5	100.0	6	85.7	5	50.0
26	Consumer Perception And Demand Intensity Strategy	Yes							1	20.0				
		No	5	100.0	6	100.0	5	100.0	4	80.0	7	100.0	10	100.0
27	Perceived Value Pricing Strategy	Yes			2	33.3					6	85.7	1	10.0
		No	5	100.0	4	66.7	5	100.0	5	100.0	1	14.3	9	90.0
28	Demand Differential Pricing Strategy	Yes	2	40.0	4	66.7			2	40.0	1	14.3	5	50.0
		No	3	60.0	2	33.3	5	100.0	3	60.0	6	85.7	5	50.0
29	Marginal Difference Pricing	Yes	5	100.0	4	66.7	2	40.0	4	80.0	1	14.3	6	60.0
		No			2	33.3	3	60.0	1	20.0	6	85.7	4	40.0
30	Different Place Strategy	Yes	1	20.0	3	50.0	1	20.0	3	60.0			6	60.0
		No	4	80.0	3	50.0	4	80.0	2	40.0	7	100.0	4	40.0
31	Different Time Strategy	Yes							1	20.0			2	20.0
		No	5	100.0	6	100.0	5	100.0	4	80.0	7	100.0	8	80.0
32	Maintain Market Share Strategy	Yes												
		No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
Total			5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0

Table 7.17 Continued..

Code	Pricing Strategies	Strategy Followed	7		8		9		10		11		12		13	
			France Air		Gulf Air		Jet Airways		KLM		Kuwait Airlines		Lufthansa		NEPC	
			No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	Maximise Shortrun Profits Strategy	Yes	1	20.0	4	66.7	8	72.7			1	20.0	10	100.0	1	10.0
		No	4	80.0	2	33.3	3	27.3	10	100.0	4	80.0			9	90.0
2	Maximise Longrun Profits Strategy	Yes	1	20.0	4	66.7	10	90.9			4	80.0	10	100.0	8	80.0
		No	4	80.0	2	33.3	1	9.1	10	100.0	1	20.0			2	20.0
3	Maximise Market Share Strategy	Yes	2	40.0	4	66.7			10	100.0	4	80.0			9	90.0
		No	3	60.0	2	33.3	11	100.0			1	20.0	10	100.0	1	10.0
4	Maximise Current Sales Revenue Strategy	Yes	4	80.0	3	50.0	11	100.0	4	40.0	2	40.0	9	90.0	9	90.0
		No	1	20.0	3	50.0			6	60.0	3	60.0	1	10.0	1	10.0
5	Rapid Skimming Strategy	Yes			2	33.3								2	20.0	
		No	5	100.0	4	66.7	11	100.0	10	100.0	5	100.0	10	100.0	8	80.0
6	Penetration Strategy	Yes			3	50.0					3	60.0			1	10.0
		No	5	100.0	3	50.0	11	100.0	10	100.0	2	40.0	10	100.0	9	90.0
7	Rate Of Return Strategy	Yes	5	100.0	3	50.0	10	90.9	4	40.0	3	60.0	10	100.0	1	10.0
		No			3	50.0	1	9.1	6	60.0	2	40.0			9	90.0
8	Promote A Line Strategy	Yes			3	50.0								1	10.0	
		No	5	100.0	3	50.0	11	100.0	10	100.0	5	100.0	10	100.0	9	90.0
9	Maintain Price Leadership Strategy	Yes														
		No	5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0	10	100.0
10	Discourage Potential Entrants (High Price)	Yes														
		No	5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0	10	100.0
11	Discourage Potential Entrants (Low Price)	Yes														
		No	5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0	9	90.0
12	Intermediary Loyalty Strategy	Yes			4	66.7	7	63.6	9	90.0	1	20.0	9	90.0	3	30.0
		No	5	100.0	2	33.3	4	36.4	1	10.0	4	80.0	1	10.0	7	70.0
13	Maintain/Improve Corporate Image Strategy	Yes			3	50.0	9	81.8	7	70.0			10	100.0	10	100.0
		No	5	100.0	3	50.0	2	18.2	3	30.0	5	100.0				
14	Improve Weaken Products Sales Strategy	Yes			3	50.0									5	50.0
		No	5	100.0	3	50.0	11	100.0	10	100.0	5	100.0	10	100.0	5	50.0
15	Discourage Price Wars Strategy	Yes														
		No	5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0	10	100.0
16	Beat Copetition Strategy	Yes	2	40.0			1	9.1			5	100.0			1	10.0
		No	3	60.0	6	100.0	10	90.9	10	100.0			10	100.0	9	90.0
17	Carve A Niche Strategy	Yes			1	16.7	4	36.4			2	40.0	10	100.0		
		No	5	100.0	5	83.3	7	63.6	10	100.0	3	60.0			10	100.0
18	Market Penetration Strategy	Yes	3	60.0	6	100.0	7	63.6	2	20.0	2	40.0	9	90.0	8	80.0
		No	2	40.0			4	36.4	8	80.0	3	60.0	1	10.0	2	20.0
19	Create Consumer Acceptance Strategy	Yes	1	20.0	2	33.3	10	90.9	8	80.0	1	20.0	9	90.0	9	90.0
		No	4	80.0	4	66.7	1	9.1	2	20.0	4	80.0	1	10.0	1	10.0
20	Maintain Competitive Parily Strategy	Yes			3	50.0							1	10.0	1	10.0
		No	5	100.0	3	50.0	11	100.0	10	100.0	5	100.0	9	90.0	9	90.0
21	Value For Money Strategy	Yes	5	100.0			1	9.1					1	10.0	1	10.0
		No			6	100.0	10	90.9	10	100.0	5	100.0	9	90.0	9	90.0
22	Special Price Strategy	Yes	5	100.0	3	50.0			3	30.0			1	10.0		
		No			3	50.0	11	100.0	7	70.0	5	100.0	9	90.0	10	100.0
23	Differential Price (Models/Options) Strategy	Yes			1	16.7			4	40.0			4	40.0		
		No	5	100.0	5	83.3	11	100.0	6	60.0	5	100.0	6	60.0	10	100.0
24	Fixed Cost Pricing Strategy	Yes			1	16.7	2	18.2	1	10.0						
		No	5	100.0	5	83.3	9	81.8	9	90.0	5	100.0	10	100.0	10	100.0
25	Variable Cost Pricing Strategy	Yes			2	33.3	1	9.1	4	40.0			7	70.0	1	10.0
		No	5	100.0	4	66.7	10	90.9	6	60.0	5	100.0	3	30.0	9	90.0
26	Consumer Perception And Demand Intensity Strategy	Yes			3	50.0										
		No	5	100.0	3	50.0	11	100.0	10	100.0	5	100.0	10	100.0	10	100.0
27	Perceived Value Pricing Strategy	Yes														
		No	5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0	10	100.0
28	Demand Differential Pricing Strategy	Yes			3	50.0							6	60.0		
		No	5	100.0	3	50.0	11	100.0	10	100.0	5	100.0	4	40.0	10	100.0
29	Marginal Difference Pricing	Yes			5	83.3			6	60.0			9	90.0		
		No	5	100.0	1	16.7	11	100.0	4	40.0	5	100.0	1	10.0	10	100.0
30	Different Place Strategy	Yes			3	50.0	9	81.8	8	80.0			5	50.0	1	10.0
		No	5	100.0	3	50.0	2	18.2	2	20.0	5	100.0	5	50.0	9	90.0
31	Different Time Strategy	Yes			2	33.3			8	80.0			1	10.0	1	10.0
		No	5	100.0	4	66.7	11	100.0	2	20.0	5	100.0	9	90.0	9	90.0
32	Maintain Market Share Strategy	Yes					1	9.1							8	80.0
		No	5	100.0	6	100.0	10	90.9	10	100.0	5	100.0	10	100.0	2	20.0
Total			5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0	10	100.0

Table 7.17 Continued..

Code	Pricing Strategies	Strategy Followed	14		15		16		Total		Chi-Square (d.f. = 15)	Significance
			Royal Jordanian		Singapore Airlines		United Airways		No	%		
			No	%	No	%	No	%				
1	Maximise Shortrun Profits Strategy	Yes	5	100.0	1	20.0	5	100.0	65	59.1	76.840	0.000
		No			4	80.0			45	40.9		
2	Maximise Longrun Profits Strategy	Yes	5	100.0	3	60.0	5	100.0	79	71.8	71.250	0.000
		No			2	40.0			31	28.2		
3	Maximise Market Share Strategy	Yes			1	20.0	1	20.0	37	33.6	64.770	0.000
		No	5	100.0	4	80.0	4	80.0	73	66.4		
4	Maximise Current Sales Revenue Strategy	Yes	4	80.0	3	60.0	4	80.0	76	69.1	22.670	0.091
		No	1	20.0	2	40.0	1	20.0	34	30.9		
5	Rapid Skimming Strategy	Yes	1	20.0					6	5.5	22.090	0.105
		No	4	80.0	5	100.0	5	100.0	104	94.5		
6	Penetration Strategy	Yes			3	60.0			13	11.8	44.750	0.000
		No	5	100.0	2	40.0	5	100.0	97	88.2		
7	Rate Of Return Strategy	Yes	4	80.0	3	60.0	5	100.0	81	73.6	47.035	0.000
		No	1	20.0	2	40.0			29	26.4		
8	Promote A Line Strategy	Yes	1	20.0					6	5.5	32.435	0.005
		No	4	80.0	5	100.0	5	100.0	104	94.5		
9	Maintain Price Leadership Strategy	Yes			5	100.0	5	100.0	110	100.0		
		No	5	100.0								
10	Discourage Potential Entrants (High Price)	Yes			5	100.0	5	100.0	110	100.0		
		No	5	100.0								
11	Discourage Potential Entrants (Low Price)	Yes			5	100.0	5	100.0	1	0.9		
		No	5	100.0	5	100.0	5	100.0	109	99.1		
12	Intermediary Loyalty Strategy	Yes	1	20.0	2	40.0	3	60.0	58	52.7	45.240	0.000
		No	4	80.0	3	60.0	2	40.0	52	47.3		
13	Maintain/Improve Corporate Image Strategy	Yes			3	60.0			56	50.9	61.999	0.000
		No	5	100.0	2	40.0	5	100.0	54	49.1		
14	Improve Weaken Products Sales Strategy	Yes			1	20.0			13	11.8	41.871	0.000
		No	5	100.0	4	80.0	5	100.0	97	88.2		
15	Discourage Price Wars Strategy	Yes			2	40.0			2	1.8	42.777	0.000
		No	5	100.0	3	60.0	5	100.0	108	98.2		
16	Beat Copetition Strategy	Yes			5	100.0	5	100.0	9	8.2	69.944	0.000
		No	5	100.0	5	100.0	5	100.0	101	91.8		
17	Carve A Niche Strategy	Yes			1	20.0	3	60.0	29	26.4	44.738	0.000
		No	5	100.0	4	80.0	2	40.0	81	73.6		
18	Market Penetration Strategy	Yes	3	60.0	2	40.0	1	20.0	63	57.3	41.979	0.000
		No	2	40.0	3	60.0	4	80.0	47	42.7		
19	Create Consumer Acceptance Strategy	Yes	3	60.0	3	60.0	5	100.0	85	77.3	38.826	0.000
		No	2	40.0	2	40.0			25	22.7		
20	Maintain Competitive Parity Strategy	Yes			2	40.0			8	7.3	31.409	0.007
		No	5	100.0	3	60.0	5	100.0	102	92.7		
21	Value For Money Strategy	Yes			2	40.0			10	9.1	62.700	0.000
		No	5	100.0	3	60.0	5	100.0	100	90.9		
22	Special Price Strategy	Yes	1	20.0					17	15.5	43.743	0.000
		No	4	80.0	5	100.0	5	100.0	93	84.5		
23	Differential Price (Models/Options) Strategy	Yes	3	60.0					23	20.9	39.653	0.000
		No	2	40.0	5	100.0	5	100.0	87	79.1		
24	Fixed Cost Pricing Strategy	Yes			1	20.0			8	7.3	18.513	0.236
		No	5	100.0	4	80.0	5	100.0	102	92.7		
25	Variable Cost Pricing Strategy	Yes	1	20.0	2	40.0			27	24.5	28.291	0.019
		No	4	80.0	3	60.0	5	100.0	83	75.5		
26	Consumer Perception And Demand Intensity Strategy	Yes							4	3.6	44.363	0.000
		No	5	100.0	5	100.0	5	100.0	106	96.4		
27	Perceived Value Pricing Strategy	Yes			3	60.0			12	10.9	65.854	0.000
		No	5	100.0	2	40.0	5	100.0	98	89.1		
28	Demand Differential Pricing Strategy	Yes			2	40.0	3	60.0	28	25.5	39.431	0.000
		No	5	100.0	3	60.0	2	40.0	82	74.5		
29	Marginal Difference Pricing	Yes	3	60.0			3	60.0	48	43.6	56.640	0.000
		No	2	40.0	5	100.0	2	40.0	62	56.4		
30	Different Place Strategy	Yes	2	40.0					42	38.2	42.058	0.000
		No	3	60.0	5	100.0	5	100.0	68	61.8		
31	Different Time Strategy	Yes			2	40.0			17	15.5	46.221	0.000
		No	5	100.0	3	60.0	5	100.0	93	84.5		
32	Maintain Market Share Strategy	Yes			2	40.0			11	10.0	68.787	0.000
		No	5	100.0	3	60.0	5	100.0	99	90.0		
	Total		5	100.0	5	100.0	5	100.0	110	100.0		

Table 7.18
Company Positions : Pricing Strategies (B/W TV)

Code	Pricing Strategies	Strategy Followed	1		2		3		4		Total		Chi-Square (d.f. = 3)	Significance
			Onida		Philips		Sharp		Videocon					
			No	%	No	%	No	%	No	%	No	%		
1	Maximise Shortrun Profits Strategy	Yes	10	100.0	8	80.0			10	100.0	28	70.0	32.380	0.000
		No			2	20.0	10	100.0			12	30.0		
2	Maximise Longrun Profits Strategy	Yes	5	50.0	7	70.0			7	70.0	19	47.5	13.130	0.004
		No	5	50.0	3	30.0	10	100.0	3	30.0	21	52.5		
3	Maximise Market Share Strategy	Yes	5	50.0	5	50.0	1	10.0	5	50.0	16	40.0	5.000	0.171
		No	5	50.0	5	50.0	9	90.0	5	50.0	24	60.0		
4	Maximise Current Sales Revenue Strategy	Yes	10	100.0	9	90.0	2	20.0	7	70.0	28	70.0	18.090	0.000
		No			1	10.0	8	80.0	3	30.0	12	30.0		
5	Rapid Skimming Strategy	Yes			2	20.0			2	20.0	4	10.0	4.444	0.217
		No	10	100.0	8	80.0	10	100.0	8	80.0	36	90.0		
6	Penetration Strategy	Yes							1	10.0	1	2.5	3.070	0.379
		No	10	100.0	10	100.0	10	100.0	9	90.0	39	97.5		
7	Rate Of Return Strategy	Yes	10	100.0	10	100.0	10	100.0	9	90.0	39	97.5	3.076	0.379
		No							1	10.0	1	2.5		
8	Promote A Line Strategy	Yes	1	10.0	2	20.0					3	7.5	3.963	0.265
		No	9	90.0	8	80.0	10	100.0	10	100.0	37	92.5		
9	Maintain Price Leadership Strategy	Yes	1	10.0	4	40.0			1	10.0	6	15.0	7.050	0.070
		No	9	90.0	6	60.0	10	100.0	9	90.0	34	85.0		
10	Discourage Potential Entrants (High Price)	Yes			1	10.0					1	2.5		
		No	10	100.0	9	90.0	10	100.0	10	100.0	39	97.5		
11	Discourage Potential Entrants (Low Price)	Yes							2	20.0	2	5.0		
		No	10	100.0	10	100.0	10	100.0	8	80.0	38	95.0		
12	Intermediary Loyalty Strategy	Yes	10	100.0	7	70.0	8	80.0	10	100.0	35	87.5	6.170	0.100
		No			3	30.0	2	20.0			5	12.5		
13	Maintain/Improve Corporate Image Strategy	Yes	10	100.0	10	100.0			9	90.0	29	72.5	35.480	0.000
		No					10	100.0	1	10.0	11	27.5		
14	Improve Weaken Products Sales Strategy	Yes			1	10.0					1	2.5		
		No	10	100.0	9	90.0	10	100.0	10	100.0	39	97.5		
15	Discourage Price Wars Strategy	Yes	1	10.0							1	2.5		
		No	9	90.0	10	100.0	10	100.0	10	100.0	39	97.5		
16	Beat Copetition Strategy	Yes	1	10.0					1	10.0	2	5.0	2.100	0.550
		No	9	90.0	10	100.0	10	100.0	9	90.0	38	95.0		
17	Carve A Niche Strategy	Yes	4	40.0			8	80.0			12	30.0	20.952	0.000
		No	6	60.0	10	100.0	2	20.0	10	100.0	28	70.0		
18	Market Penetration Strategy	Yes	6	60.0			9	90.0	7	70.0	22	55.0	18.181	0.000
		No	4	40.0	10	100.0	1	10.0	3	30.0	18	45.0		
19	Create Consumer Acceptance Strategy	Yes	9	90.0	10	100.0	10	100.0	9	90.0	38	95.0	2.105	0.550
		No	1	10.0					1	10.0	2	5.0		
20	Maintain Competitive Parity Strategy	Yes	3	30.0	1	10.0	10	100.0	4	40.0	18	45.0	18.181	0.000
		No	7	70.0	9	90.0			6	60.0	22	55.0		
21	Value For Money Strategy	Yes	1	10.0					4	40.0	5	12.5	9.828	0.020
		No	9	90.0	10	100.0	10	100.0	6	60.0	35	87.5		
22	Special Price Strategy	Yes												
		No	10	100.0	10	100.0	10	100.0	10	100.0	40	100.0		
23	Differential Price (Models/Options) Strategy	Yes	7	70.0	9	90.0	7	70.0	5	50.0	28	70.0	3.809	0.282
		No	3	30.0	1	10.0	3	30.0	5	50.0	12	30.0		
24	Fixed Cost Pricing Strategy	Yes			3	30.0					3	7.5		
		No	10	100.0	7	70.0	10	100.0	10	100.0	37	92.5		
25	Variable Cost Pricing Strategy	Yes	3	30.0	1	10.0			6	60.0	10	25.0	11.200	0.010
		No	7	70.0	9	90.0	10	100.0	4	40.0	30	75.0		
26	Consumer Perception And Demand Intensity Strategy	Yes												
		No	10	100.0	10	100.0	10	100.0	10	100.0	40	100.0		
27	Perceived Value Pricing Strategy	Yes							1	10.0	1	2.5		
		No	10	100.0	10	100.0	10	100.0	9	90.0	39	97.5		
28	Demand Differential Pricing Strategy	Yes					1	10.0			1	2.5		
		No	10	100.0	10	100.0	9	90.0	10	100.0	39	97.5		
29	Marginal Difference Pricing	Yes					9	90.0	6	60.0	15	37.5	25.920	0.000
		No	10	100.0	10	100.0	1	10.0	4	40.0	25	62.5		
30	Different Place Strategy	Yes					9	90.0	4	40.0	13	32.5	24.957	0.000
		No	10	100.0	10	100.0	1	10.0	6	60.0	27	67.5		
31	Different Time Strategy	Yes							9	90.0	9	22.5		
		No	10	100.0	10	100.0	10	100.0	1	10.0	31	77.5		
32	Maintain Market Share Strategy	Yes												
		No	10	100.0	10	100.0	0		10	100.0	40	100.0		
	Total		10	100.0	10	100.0	10	100.0	10	100.0	40	100.0		

Table 7.19
Company Positions : Pricing Strategies (Colour TV)

Code	Pricing Strategies	Strategy Followed	1		2		3		4		5		6	
			Akai		BPL		Daewoo		Onida		Panasonic		Philips	
			No	%	No	%	No	%	No	%	No	%	No	%
1	Maximise Shortrun Profits Strategy	Yes			10	100.0			6	60.0	2	18.2	9	90.0
		No	10	100.0			10	100.0	4	40.0	9	81.8	1	10.0
2	Maximise Longrun Profits Strategy	Yes			10	100.0			7	70.0	1	9.1	9	90.0
		No	10	100.0					3	30.0	10	90.9	1	10.0
3	Maximise Market Share Strategy	Yes			7	70.0	2	20.0	9	90.0	1	9.1	9	90.0
		No	10	100.0	3	30.0	8	80.0	1	10.0	10	90.9	1	10.0
4	Maximise Current Sales Revenue Strategy	Yes	2	20.0	10	100.0	4	40.0	9	90.0	9	81.8	10	100.0
		No	8	80.0			6	60.0	1	10.0	2	18.2		
5	Rapid Skimming Strategy	Yes			9	90.0	10	100.0			6	54.5	3	30.0
		No	10	100.0	1	10.0			10	100.0	5	45.5	7	70.0
6	Penetration Strategy	Yes												
		No	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0
7	Rate Of Return Strategy	Yes	9	90.0	10	100.0	7	70.0	10	100.0	10	90.9	10	100.0
		No	1	10.0			3	30.0			1	9.1		
8	Promote A Line Strategy	Yes							2	20.0				
		No	10	100.0	10	100.0	10	100.0	8	80.0			10	100.0
9	Maintain Price Leadership Strategy	Yes			1	10.0	4	40.0	2	20.0	11	100.0	4	40.0
		No	10	100.0	9	90.0	6	60.0	8	80.0	1	9.1	6	60.0
10	Discourage Potential Entrants (High Price)	Yes			3	30.0	5	50.0			10	90.9		
		No	10	100.0	7	70.0	5	50.0	10	100.0	2	18.2	10	100.0
11	Discourage Potential Entrants (Low Price)	Yes									9	81.8		
		No	10	100.0	10	100.0	10	100.0	10	100.0			10	100.0
12	Intermediary Loyalty Strategy	Yes	4	40.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0
		No	6	60.0							10	90.9		
13	Maintain/Improve Corporate Image Strategy	Yes			10	100.0	6	60.0	9	90.0	1	9.1	10	100.0
		No	10	100.0			4	40.0	1	10.0	11	100.0		
14	Improve Weaken Products Sales Strategy	Yes					2	20.0					1	10.0
		No	10	100.0	10	100.0	8	80.0	10	100.0			9	90.0
15	Discourage Price Wars Strategy	Yes					2	20.0	3	30.0	11	100.0		
		No	10	100.0	10	100.0	8	80.0	7	70.0			10	100.0
16	Beat Copetition Strategy	Yes					3	30.0	6	60.0	11	100.0		
		No	10	100.0	10	100.0	7	70.0	4	40.0			10	100.0
17	Carve A Niche Strategy	Yes	2	20.0	5	50.0	4	40.0	10	100.0	11	100.0	6	60.0
		No	8	80.0	5	50.0	6	60.0			1	9.1	4	40.0
18	Market Penetration Strategy	Yes	8	80.0	10	100.0	8	80.0	10	100.0	10	90.9	10	100.0
		No	2	20.0			2	20.0			1	9.1		
19	Create Consumer Acceptance Strategy	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0
		No									11	100.0		
20	Maintain Competitive Parity Strategy	Yes			3	30.0	4	40.0	6	60.0			4	40.0
		No	10	100.0	7	70.0	6	60.0	4	40.0	1	9.1	6	60.0
21	Value For Money Strategy	Yes			1	10.0	2	20.0			10	90.9		
		No	10	100.0	9	90.0	8	80.0	8	80.0			10	100.0
22	Special Price Strategy	Yes					2	20.0			11	100.0	1	10.0
		No	10	100.0	10	100.0	8	80.0	10	100.0			9	90.0
23	Differential Price (Models/Options) Strategy	Yes	5	50.0	9	90.0	10	100.0	7	70.0	11	100.0	10	100.0
		No	5	50.0	1	10.0			3	30.0				
24	Fixed Cost Pricing Strategy	Yes											1	10.0
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	90.9	9	90.0
25	Variable Cost Pricing Strategy	Yes	3	30.0	10	100.0	7	70.0	9	90.0	1	9.1	4	40.0
		No	7	70.0			3	30.0	1	10.0	10	90.9	6	60.0
26	Consumer Perception And Demand Intensity Strategy	Yes			10	100.0	1	10.0					1	10.0
		No	10	100.0			9	90.0	10	100.0	11	100.0	9	90.0
27	Perceived Value Pricing Strategy	Yes			6	60.0	7	70.0						
		No	10	100.0	4	40.0	3	30.0	10	100.0	11	100.0	10	100.0
28	Demand Differential Pricing Strategy	Yes											1	10.0
		No	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	9	90.0
29	Marginal Difference Pricing	Yes	8	80.0	4	40.0			3	30.0	3	27.3	4	40.0
		No	2	20.0	6	60.0	10	100.0	7	70.0	8	72.7	6	60.0
30	Different Place Strategy	Yes	2	20.0							1	9.1		
		No	8	80.0	10	100.0	10	100.0	10	100.0	10	90.9	10	100.0
31	Different Time Strategy	Yes	4	40.0	10	100.0	1	10.0	1	10.0	5	45.5	6	60.0
		No	6	60.0			9	90.0	9	90.0	6	54.5	4	40.0
32	Maintain Market Share Strategy	Yes									2	18.2		
		No	10	100.0	10	100.0	10	100.0	10	100.0	9	81.8	10	100.0
	Total		10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0

Table 7.19 Continued..

Code	Pricing Strategies	Strategy Followed	7		8		9		10		Total		Chi-Square (d.f. = 9)	Significance
			Samsung		Sharp		Sony		Videocon		No	%		
			No	%	No	%	No	%	No	%	No	%		
1	Maximise Shortrun Profits Strategy	Yes					1	11.1	10	100.0	38	38.0	75.274	5.000
		No	10	100.0	10	100.0	8	88.9			62	62.0		
2	Maximise Longrun Profits Strategy	Yes	10	100.0			3	33.3	7	70.0	57	57.0	67.323	0.000
		No			10	100.0	6	66.7	3	30.0	43	43.0		
3	Maximise Market Share Strategy	Yes	5	50.0			5	55.6	5	50.0	43	43.0	44.384	0.000
		No	5	50.0	10	100.0	4	44.4	5	50.0	57	57.0		
4	Maximise Current Sales Revenue Strategy	Yes	9	90.0			4	44.4	7	70.0	64	64.0	48.964	0.000
		No	1	10.0	10	100.0	5	55.6	3	30.0	36	36.0		
5	Rapid Skimming Strategy	Yes	10	100.0			6	66.7	3	30.0	47	47.0	60.548	0.000
		No			10	100.0	3	33.3	7	70.0	53	53.0		
6	Penetration Strategy	Yes												
		No	10	100.0	10	100.0	9	100.0	10	100.0	100	100.0		
7	Rate Of Return Strategy	Yes	10	100.0	4	40.0	6	66.7	9	90.0	85	85.0	27.771	0.000
		No			6	60.0	3	33.3	1	10.0	15	15.0		
8	Promote A Line Strategy	Yes	1	10.0							3	3.0	14.089	0.119
		No	9	90.0	10	100.0	9	100.0	10	100.0	97	97.0		
9	Maintain Price Leadership Strategy	Yes	3	30.0			5	55.6	2	20.0	22	22.0	17.649	0.039
		No	7	70.0	10	100.0	4	44.4	8	80.0	78	78.0		
10	Discourage Potential Entrants (High Price)	Yes	3	30.0			1	11.1			14	14.0	23.378	0.005
		No	7	70.0	10	100.0	8	88.9	10	100.0	86	86.0		
11	Discourage Potential Entrants (Low Price)	Yes							1	10.0	1	1.0		
		No	10	100.0	10	100.0	9	100.0	9	90.0	99	99.0		
12	Intermediary Loyalty Strategy	Yes	9	90.0	2	20.0	8	88.9	9	90.0	82	82.0	48.523	0.000
		No	1	10.0	8	80.0	1	11.1	1	10.0	18	18.0		
13	Maintain/Improve Corporate Image Strategy	Yes	2	20.0			9	100.0	9	90.0	66	66.0	74.153	0.000
		No	8	80.0	10	100.0			1	10.0	34	34.0		
14	Improve Weaken Products Sales Strategy	Yes	1	10.0							4	4.0	11.458	0.245
		No	9	90.0	10	100.0	9	100.0	10	100.0	96	96.0		
15	Discourage Price Wars Strategy	Yes									5	5.0	22.105	0.000
		No	10	100.0	10	100.0	9	100.0	10	100.0	95	95.0		
16	Beat Copetition Strategy	Yes	1	10.0			1	11.1	1	10.0	12	12.0	31.923	0.000
		No	9	90.0	10	100.0	8	88.9	9	90.0	88	88.0		
17	Carve A Niche Strategy	Yes	3	30.0			7	77.8	1	10.0	39	39.0	39.618	0.000
		No	7	70.0	10	100.0	2	22.2	9	90.0	61	61.0		
18	Market Penetration Strategy	Yes	10	100.0	10	100.0	6	66.7	7	70.0	80	80.0	48.693	0.000
		No					3	33.3	3	30.0	20	20.0		
19	Create Consumer Acceptance Strategy	Yes	9	90.0	7	70.0	8	88.9	10	100.0	95	95.0	18.128	0.033
		No	1	10.0	3	30.0	1	11.1			5	5.0		
20	Maintain Competitive Parity Strategy	Yes			10	100.0	5	55.6	4	40.0	37	37.0	36.373	0.000
		No	10	100.0			4	44.4	6	60.0	63	63.0		
21	Value For Money Strategy	Yes	7	70.0			3	33.3	4	40.0	19	19.0	31.124	0.000
		No	3	30.0	10	100.0	6	66.7	6	60.0	81	81.0		
22	Special Price Strategy	Yes	1	10.0							4	4.0	11.458	0.245
		No	9	90.0	10	100.0	9	100.0	10	100.0	96	96.0		
23	Differential Price (Models/Options) Strategy	Yes	10	100.0	1	10.0	7	77.8	6	60.0	76	76.0	43.222	0.000
		No			9	90.0	2	22.2	4	40.0	24	24.0		
24	Fixed Cost Pricing Strategy	Yes	1	10.0							2	2.0	8.163	0.517
		No	9	90.0	10	100.0	9	100.0	10	100.0	98	98.0		
25	Variable Cost Pricing Strategy	Yes	7	70.0	1	10.0	6	66.7	7	70.0	55	55.0	37.337	0.000
		No	3	30.0	9	90.0	3	33.3	3	30.0	45	45.0		
26	Consumer Perception And Demand Intensity Strategy	Yes									2	2.0	8.163	0.517
		No	10	100.0	10	100.0	9	100.0	10	100.0	98	98.0		
27	Perceived Value Pricing Strategy	Yes	10	100.0					1	10.0	24	24.0	70.394	0.000
		No			10	100.0	9	100.0	9	90.0	76	76.0		
28	Demand Differential Pricing Strategy	Yes									1	1.0		
		No	10	100.0	10	100.0	9	100.0	10	100.0	99	99.0		
29	Marginal Difference Pricing	Yes			9	90.0	7	77.8	6	60.0	44	44.0	36.942	0.000
		No	10	100.0	1	10.0	2	22.2	4	40.0	56	56.0		
30	Different Place Strategy	Yes			10	100.0	7	77.8	4	40.0	24	24.0	64.557	0.000
		No	10	100.0			2	22.2	6	60.0	76	76.0		
31	Different Time Strategy	Yes	2	20.0	1	10.0			9	90.0	39	39.0	46.501	0.000
		No	8	80.0	9	90.0	9	100.0	1	10.0	61	61.0		
32	Maintain Market Share Strategy	Yes									2	2.0	16.512	0.056
		No	10	100.0	10	100.0	9	100.0	10	100.0	98	98.0		
	Total		10	100.0	10	100.0	9	100.0	10	100.0	100	100.0		

Table 7.20 Continued..

Code	Pricing Strategies	Strategy Followed	7		8		Total		Chi-Square (d.f. = 7)	Significance
			Sony		Videocon		No	%		
			No	%	No	%				
1	Maximise Shortrun Profits Strategy	Yes	1	10.0	10	100.0	31	38.8	62.725	0.000
		No	9	90.0			49	61.2		
2	Maximise Longrun Profits Strategy	Yes	8	80.0	7	70.0	45	56.2	57.650	0.000
		No	2	20.0	3	30.0	35	43.8		
3	Maximise Market Share Strategy	Yes	7	70.0	5	50.0	38	47.5	23.057	0.000
		No	3	30.0	5	50.0	42	52.5		
4	Maximise Current Sales Revenue Strategy	Yes	8	80.0	7	70.0	53	66.2	40.195	0.000
		No	2	20.0	3	30.0	27	33.8		
5	Rapid Skimming Strategy	Yes	4	40.0	4	40.0	41	51.2	41.175	0.000
		No	6	60.0	6	60.0	39	48.8		
6	Penetration Strategy	Yes	1	10.0			1	1.2		
		No	9	90.0	10	100.0	79	98.8		
7	Rate Of Return Strategy	Yes	8	80.0	9	90.0	75	93.8	6.613	0.470
		No	2	20.0	1	10.0	5	6.2		
8	Promote A Line Strategy	Yes	2	20.0			5	6.2	10.026	0.187
		No	8	80.0	10	100.0	75	93.8		
9	Maintain Price Leadership Strategy	Yes	7	70.0	2	20.0	17	21.2	22.035	0.002
		No	3	30.0	8	80.0	63	78.8		
10	Discourage Potential Entrants (High Price)	Yes	3	30.0			11	13.8	13.386	0.063
		No	7	70.0	10	100.0	69	86.2		
11	Discourage Potential Entrants (Low Price)	Yes			1	10.0	1	1.2		
		No	10	100.0	9	90.0	79	98.8		
12	Intermediary Loyalty Strategy	Yes	10	100.0	10	100.0	68	85.0	21.960	0.002
		No					12	15.0		
13	Maintain/Improve Corporate Image Strategy	Yes	9	90.0	9	90.0	50	62.5	57.813	0.000
		No	1	10.0	1	10.0	30	37.5		
14	Improve Weaken Products Sales Strategy	Yes					7	8.8	18.630	0.009
		No	10	100.0	10	100.0	73	91.2		
15	Discourage Price Wars Strategy	Yes								
		No	10	100.0	10	100.0	80	100.0		
16	Beat Copetition Strategy	Yes			1	10.0	4	5.0	8.421	0.296
		No	10	100.0	9	90.0	76	95.0		
17	Carve A Niche Strategy	Yes							10.712	0.152
		No	8	80.0	8	80.0	54	67.5		
18	Market Penetration Strategy	Yes	4	40.0	8	80.0	61	76.2	52.942	0.000
		No	6	60.0	2	20.0	19	23.8		
19	Create Consumer Acceptance Strategy	Yes	9	90.0	9	90.0	77	96.3	5.194	0.636
		No	1	10.0	1	10.0	3	3.8		
20	Maintain Competitive Parity Strategy	Yes			4	40.0	20	25.0	42.666	0.000
		No	10	100.0	6	60.0	60	75.0		
21	Value For Money Strategy	Yes			4	40.0	12	15.0	37.647	0.000
		No	10	100.0	6	60.0	68	85.0		
22	Special Price Strategy	Yes			2	20.0	4	5.0	8.421	0.296
		No	10	100.0	8	80.0	76	95.0		
23	Differential Price (Models/Options) Strategy	Yes	7	70.0	9	90.0	71	88.8	6.885	0.440
		No	3	30.0	1	10.0	9	11.2		
24	Fixed Cost Pricing Strategy	Yes					2	2.5	6.153	0.521
		No	10	100.0	10	100.0	78	97.5		
25	Variable Cost Pricing Strategy	Yes	6	60.0	9	90.0	52	65.0	34.285	0.000
		No	4	40.0	1	10.0	28	35.0		
26	Consumer Perception And Demand Intensity Strategy	Yes	1	10.0			1	1.2	7.088	0.419
		No	9	90.0	10	100.0	79	98.8		
27	Perceived Value Pricing Strategy	Yes			1	10.0	17	21.2	60.280	0.000
		No	10	100.0	9	90.0	63	78.8		
28	Demand Differential Pricing Strategy	Yes					1	1.2		
		No	10	100.0	10	100.0	79	98.8		
29	Marginal Difference Pricing	Yes	2	20.0	6	60.0	32	40.0	24.166	0.001
		No	8	80.0	4	40.0	48	60.0		
30	Different Place Strategy	Yes	4	40.0	4	40.0	17	21.2	45.938	0.000
		No	6	60.0	6	60.0	63	78.8		
31	Different Time Strategy	Yes	2	20.0	9	90.0	45	56.2	44.647	0.000
		No	8	80.0	1	10.0	35	43.8		
32	Maintain Market Share Strategy	Yes					2	2.5		
		No	10	100.0	10	100.0	98	122.5		
	Total		10	100.0	10	100.0	80	100.0		

Table 7.21
Company Positions : Pricing Strategies (Washing Machine)

Code	Pricing Strategies	Strategy Followed	1		2		3		4		5		6		Total		Chi-Square (d.f. = 5)	Significance
			BPL		Daewoo		Godrej		IFB		Videocon		Whirlpool		No	%		
			No	%	No	%	No	%	No	%	No	%	No	%				
1	Maximise Shortrun Profits Strategy	Yes	10	100.0											20	33.3	60.000	0.000
		No			10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	40	66.7		
2	Maximise Longrun Profits Strategy	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0	7.541	0.183
		No																
3	Maximise Market Share Strategy	Yes	7	70.0	2	20.0	7	70.0	4	40.0	5	50.0	4	40.0	29	48.3	21.560	0.000
		No	3	30.0	8	80.0	3	30.0	6	60.0	5	50.0	6	60.0	31	51.7		
4	Maximise Current Sales Revenue Strategy	Yes	10	100.0	4	40.0	10	100.0	9	90.0	10	100.0	8	80.0	51	85.0	37.500	0.000
		No			6	60.0			1	10.0			2	20.0	9	15.0		
5	Rapid Skimming Strategy	Yes	9	90.0	10	100.0	9	90.0	9	90.0	1	10.0	10	100.0	48	80.0	10.340	0.066
		No	1	10.0			1	10.0	1	10.0	9	90.0			12	20.0		
6	Penetration Strategy	Yes									2	20.0			2	3.3	15.780	0.007
		No	10	100.0	10	100.0	10	100.0	10	100.0	8	80.0	10	100.0	58	96.7		
7	Rate Of Return Strategy	Yes	10	100.0	7	70.0	10	100.0	10	100.0	10	100.0	10	100.0	57	95.0	4.137	0.529
		No			3	30.0								3	5.0			
8	Promote A Line Strategy	Yes					1	10.0			1	10.0			2	3.3	4.026	0.545
		No	10	100.0	10	100.0	9	90.0	10	100.0	9	90.0	10	100.0	58	96.7		
9	Maintain Price Leadership Strategy	Yes	1	10.0	4	40.0	3	30.0	1	10.0	2	20.0	2	20.0	13	21.7	4.760	0.445
		No	9	90.0	6	60.0	7	70.0	9	90.0	8	80.0	8	80.0	47	78.3		
10	Discourage Potential Entrants (High Price)	Yes	3	30.0	5	50.0	3	30.0	2	20.0	1	10.0	4	40.0	18	30.0	15.789	0.007
		No	7	70.0	5	50.0	7	70.0	8	80.0	9	90.0	6	60.0	42	70.0		
11	Discourage Potential Entrants (Low Price)	Yes									3	30.0			3	5.0	11.785	0.037
		No	10	100.0	10	100.0	10	100.0	10	100.0	7	70.0	10	100.0	57	95.0		
12	Intermediary Loyalty Strategy	Yes	10	100.0	10	100.0	10	100.0	7	70.0	10	100.0	9	90.0	56	93.3	11.244	0.046
		No							3	30.0			1	10.0	4	6.7		
13	Maintain/Improve Corporate Image Strategy	Yes	10	100.0	6	60.0	5	50.0	5	50.0	8	80.0	9	90.0	43	71.7	7.368	0.194
		No			4	40.0	5	50.0	5	50.0	2	20.0	1	10.0	17	28.3		
14	Improve Weaken Products Sales Strategy	Yes			2	20.0							1	10.0	3	5.0	7.368	0.194
		No	10	100.0	8	80.0	10	100.0	10	100.0	10	100.0	9	90.0	57	95.0		
15	Discourage Price Wars Strategy	Yes			2	20.0					1	10.0			3	5.0	57.950	0.020
		No	10	100.0	8	80.0	10	100.0	10	100.0	9	90.0	10	100.0	57	95.0		
16	Beat Copetition Strategy	Yes			3	30.0					3	30.0			6	10.0	12.300	0.030
		No	10	100.0	7	70.0	10	100.0	10	100.0	7	70.0	10	100.0	54	90.0		
17	Carve A Niche Strategy	Yes	5	50.0	4	40.0	4	40.0			1	10.0	6	60.0	20	33.3	15.730	0.007
		No	5	50.0			6	60.0	10	100.0	9	90.0	4	40.0	40	66.7		
18	Market Penetration Strategy	Yes	10	100.0	8	80.0	7	70.0	3	30.0	8	80.0	9	90.0	45	75.0	15.730	0.007
		No			2	20.0	3	30.0	7	70.0	2	20.0	1	10.0	15	25.0		
19	Create Consumer Acceptance Strategy	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0	9.680	0.084
		No																
20	Maintain Competitive Parily Strategy	Yes	3	30.0	4	40.0	3	30.0			4	40.0			14	23.3	7.460	0.188
		No	7	70.0	6	60.0	7	70.0	10	100.0	6	60.0	10	100.0	46	76.7		
21	Value For Money Strategy	Yes	1	10.0	2	20.0	6	60.0	4	40.0	4	40.0	5	50.0	22	36.7	13.750	0.010
		No	9	90.0	8	80.0	4	40.0	6	60.0	6	60.0	5	50.0	38	63.3		
22	Special Price Strategy	Yes			2	20.0	4	40.0			5	50.0	1	10.0	12	20.0	3.157	0.670
		No	10	100.0	8	80.0	6	60.0	10	100.0	5	50.0	9	90.0	48	80.0		
23	Differential Price (Models/Options) Strategy	Yes	9	90.0	10	100.0	10	100.0	10	100.0	9	90.0	9	90.0	57	95.0	1.7	
		No	1	10.0							1	10.0	1	10.0	3	5.0		
24	Fixed Cost Pricing Strategy	Yes									1	10.0			1	1.7	5.060	0.407
		No	10	100.0	10	100.0	10	100.0	10	100.0	9	90.0	10	100.0	59	98.3		
25	Variable Cost Pricing Strategy	Yes	10	100.0	7	70.0	7	70.0	6	60.0	7	70.0	8	80.0	45	75.0	4.137	0.529
		No			3	30.0	3	30.0	4	40.0	3	30.0	2	20.0	15	25.0		
26	Consumer Perception And Demand Intensity Strategy	Yes			1	10.0					1	10.0			2	3.3	7.873	0.163
		No	10	100.0	9	90.0	10	100.0	10	100.0	9	90.0	10	100.0	58	96.7		
27	Perceived Value Pricing Strategy	Yes	6	60.0	7	70.0	5	50.0	7	70.0	2	20.0	7	70.0	34	56.7	21.929	0.000
		No	4	40.0	3	30.0	5	50.0	3	30.0	8	80.0	3	30.0	26	43.3		
28	Demand Differential Pricing Strategy	Yes									1	10.0			1	1.7	22.222	0.000
		No	10	100.0	10	100.0	10	100.0	10	100.0	9	90.0	10	100.0	59	98.3		
29	Marginal Difference Pricing	Yes	4	40.0							6	60.0	1	10.0	11	18.3	33.936	0.000
		No	6	60.0	10	100.0	10	100.0	10	100.0	4	40.0	9	90.0	49	81.7		
30	Different Place Strategy	Yes					1	10.0			5	50.0			6	10.0	11.785	0.037
		No	10	100.0	10	100.0	9	90.0	10	100.0	5	50.0	10	100.0	54	90.0		
31	Different Time Strategy	Yes	10	100.0	1	10.0	2	20.0	3	30.0	9	90.0	1	10.0	26	43.3	11.785	0.037
		No			9	90.0	8	80.0	7	70.0	1	10.0	9	90.0	34	56.7		
32	Maintain Market Share Strategy	Yes									4	40.0			4	6.7	11.785	0.037
		No	10	100.0	10	100.0	10	100.0	10	100.0	6	60.0	10	100.0	56	93.3		
Total			10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0		

Table 7.22
Distribution Activities
(Company Deposits)

Code	Distribuo Activities	1		2		3		4		5		6		8		9	
		Alipc Fin.		Anagram Fin.		Apple Fin.		Ashok Ley. Fin.		Gardan Fin.		GLFL		JCCM		Kotak Sec.	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	Brokers Tgs	5	100.0	9	90.0	9	81.8	1	20.0	1	20.0			2	66.7		
2	Corp Goals/Tgs.			2	20.2	2	18.2										
3	Reg Goals/Tgs			1	10.0	6	54.5	4	80.0	3	60.0	9	90.0			5	100.0
4	Br Goals/Tgs.			8	80.0	10	90.9	4	80.0	4	80.0	10	100.0			5	100.0
5	Volume/Value of Business			1	10.0												
6	Agents			5	50.0	4	36.4										
7	Chents			3	30.0	1	9.1	1	20.0								
8	Sub-Brokers			5	50.0	6	54.5										
9	Dealer Tgs					1	9.1			1	20.0			1	33.3		
10	Prod. Designed at the Co									1	20.0			2	66.7		
11	Local Advertising											1	10.0				
12	Direct Marketing																
13	Outdoor Display																
14	Meets organised																
15	Mailers																
	Total	5		10		11		5		5		10		3		5	

Table 7.22 Continued..

Code	Distribuo Activities	10		11		12		13		14		15		16		Total	
		Lloyds Fin.		Mafatal Fin.		Sundram Fin.		Tata Fin.		Transpeck Fin.		TCF		TCK		No	%
		No	%	No	%	No	%	No	%	No	%	No	%	No	%		
1	Brokers Tgs							1	25.0							28	34.1
2	Corp. Goals/Tgs															4	4.9
3	Reg Goals/Tgs.	10	100.0	3	100.0	1	100.0	4	100.0			4	100.0	2	66.7	52	63.4
4	Br. Goals/Tgs	10	100.0	3	100.0	1	100.0	3	75.0			4	100.0	2	66.7	64	78.0
5	Volume/Value of Business	1	10.0											1	33.3	3	3.7
6	Agents															9	11.0
7	Chents															5	6.1
8	Sub-Brokers															11	13.4
9	Dealer Tgs.															3	3.7
10	Prod. Designed at the Co.															3	3.7
11	Local Advertising															1	1.2
12	Direct Marketing															3	3.7
13	Outdoor Display									2	66.7			1	33.3	3	3.7
14	Meets organised									2	66.7			1	33.3	3	3.7
15	Mailers																
	Total	10		3		1		4		3		4		3		82	

Table 7.23
Distribution Activities
(Car Finance)

Code	Distribuon Activities	2		3		4		5		6		7		8		9	
		Anagram Fin.		Apple Fin.		Ashok Ley. Fin.		Gardan Fin.		GLFL		HDFC		JCCM		Kotak Sec.	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	Brokers Tgs					2	16.7	1		1	10.0						
2	Corp. Goals/Tgs	9	90.0	10	100.0	10	83.3	3		9	90.0	2.0	100.0	3	75.0	8	80.0
3	Reg. Goals/Tgs	9	90.0	10	100.0	12	100.0	3	60.0	10	100.0	2.0	100.0	2	50.0	7	70.0
4	Br. Goals/Tgs	9	90.0	10	100.0	12	100.0	4	80.0	10	100.0	2.0	100.0	1	25.0	7	70.0
5	Volume/Value of Business													1	25.0		
6	Agents																
8	Sub-Brokers																
9	Dealer Tgs	1	10.0														
13	Outdoor Display							1	20.0								
15	Mailers	1	10.0														
16	Sales Tgs																
	Total	10		10		12		5		10		2		4		10	

Table 7.23 Continued..

Code	Distribuon Activities	10		11		12		13		14		15		16		Total	
		Lloyds Fin.		Mafatlal Fin.		Sundram Fin.		Tata Fin.		Transpeck Fin.		TCF		TCK			
		No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	Brokers Tgs									2	66.7					6	6.5
2	Corp. Goals/Tgs	10	100.0	1	100.0			7	87.5	2	66.7	4	100.0	3	100.0	81	87.1
3	Reg. Goals/Tgs	10	100.0	1	100.0			7	87.5			4	100.0	3	100.0	80	86.0
4	Br. Goals/Tgs	10	100.0	1	100.0			7	87.5	2	66.7	4	100.0	3	100.0	82	88.2
5	Volume/Value of Business							1	12.5							2	2.2
6	Agents									2	66.7					2	2.2
8	Sub-Brokers									2	66.7					2	2.2
9	Dealer Tgs															1	1.1
13	Outdoor Display					1	100.0									2	2.2
15	Mailers															1	1.1
16	Sales Tgs					1	100.0									1	1.1
	Total	10		1		1		8		3		4		3		93	

Table 7.24
Distribution Activities
(Airlines)

Code	Distributon Activities	1		2		3		4		5		6	
		Air Canada		Air India		Air Sychelles		Biman Bangladesh		British Airways		Delta Airlines	
		No	%	No	%	No	%	No	%	No	%	No	%
1	Brokers Tgs					3	60.0					3	30.0
2	Corp. Goals/Tgs	5	100.0	6	100.0	2	40.0			5	71.4	6	60.0
3	Reg. Goals/Tgs.	5	100.0	6	100.0	4	80.0			4	57.1	4	40.0
4	Br. Goals/Tgs	5	100.0	6	100.0	5	100.0			2	28.6	7	70.0
6	Agents									3	42.9		
12	Direct Marketing							5	100.0				
13	Outdoor Display												
14	Meets organised												
17	Agents Tgs.					1	20.0	5	100.0				
18	Brochures					1	20.0	5	100.0	2	28.6		
19	GSA Tgs.							5	100.0				
20	National Tgs											10	100.0
21	New Stations											10	100.0
23	Distributors Tgs.												
24	Agencies												
	Total	5		6		5		5		7		10	

Table 7.24 Continued..

Code	Distributon Activities	7		8		9		10		11		12	
		France Air		Gulf Air		Jet Airways		KLM		Kuwait Airlines		Lufthansa	
		No	%	No	%	No	%	No	%	No	%	No	%
1	Brokers Tgs			2	33.3								
2	Corp. Goals/Tgs.	3	60.0			9	81.8	1	10.0			10	100.0
3	Reg. Goals/Tgs.	2	40.0	2	33.3	9	81.8	10	100.0			10	100.0
4	Br. Goals/Tgs.	5	100.0	3	50.0	9	81.8	8	80.0			10	100.0
6	Agents												
12	Direct Marketing			4	66.7								
13	Outdoor Display					1	9.1						
14	Meets organised							1	10.0				
17	Agents Tgs.	4	80.0	6	100.0	9	81.8						
18	Brochures	2	40.0	6	100.0	10	90.9	1	10.0	5	100.0		
19	GSA Tgs			4	66.7			2	20.0				
20	National Tgs.							9	90.0				
21	New Stations							10	100.0			9	90.0
23	Distributors Tgs.												
24	Agencies												
	Total	5		6		11		10		5		10	

Table 7.24 Continued..

Code	Distributon Activities	13		14		15		16		Total	
		NEPC		Royal Jordanian		Singapore Airlines		United Airways			
		No	%	No	%	No	%	No	%	No	%
1	Brokers Tgs.									8	7.3
2	Corp Goals/Tgs	8	80.0	5	100.0	4	80.0	5	100.0	69	62.7
3	Reg. Goals/Tgs.	7	70.0	5	100.0	3	60.0	5	100.0	76	69.1
4	Br. Goals/Tgs.	5	50.0	5	100.0	3	60.0	5	100.0	78	70.9
6	Agents									3	2.7
12	Direct Marketing									9	8.2
13	Outdoor Display									1	0.9
14	Meets organised									1	0.9
17	Agents Tgs.	1	10.0	5	100.0	4	80.0			35	31.8
18	Brochures	1	10.0	5	100.0	5	100.0			43	39.1
19	GSA Tgs.									11	10.0
20	National Tgs.									19	17.3
21	New Stations							5	100.0	34	30.9
23	Distributors Tgs.	1	10.0							1	0.9
24	Agencies	1	10.0							1	0.9
	Total	10		5		5		5		110	

**Table 7.29
Intermediaries Used
(Company Deposits)**

Code	Intermediaries Used	1		2		3		4		5		6	
		Alipc Fin.		Anagram Fin.		Apple Fin.		Ashok Ley. Fin.		Gardan Fin.		GLFL	
		No	%	No	%	No	%	No	%	No	%	No	%
1	Brokers	5	100.0	10	100.0	11	100.0	4	80.0	5	100.0	10	100.0
2	Sub-Brokers			3	30.0	6	54.5	2	40.0	3	60.0	9	90.0
3	Agents			3	30.0	7	63.6	2	40.0	2	40.0	7	70.0
8	Branch Office												
9	No Response												
10	Registered Office												
15	Dealers												
	Total	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0

Table 7.29 Continued..

Code	Intermediaries Used	8		9		10		11		12		13	
		JCCM		Kotak Sec.		Lloyds Fin.		Mafatal Fin.		Sundram Fin.		Tata Fin.	
		No	%	No	%	No	%	No	%	No	%	No	%
1	Brokers	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0
2	Sub-Brokers					5	50.0	3	100.0			2	50.0
3	Agents	3	100.0			5	50.0	3	100.0			4	100.0
8	Branch Office									1	100.0		
9	No Response												
10	Registered Office									1	100.0		
15	Dealers											1	25.0
	Total	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0	4	100.0

Table 7.29 Continued..

Code	Intermediaries Used	14		15		16		Total	
		Transpeck Fin.		TCF		TCK			
		No	%	No	%	No	%	No	%
1	Brokers	2	66.7	4	100.0	3	100.0	80	97.6
2	Sub-Brokers	2	66.7	3	75.0			38	46.3
3	Agents			3	75.0			39	47.6
8	Branch Office							1	1.2
9	No Response	1	33.3					1	1.2
10	Registered Office							1	1.2
15	Dealers					3	100.0	4	4.9
	Total	3	100.0	4	100.0	3	100.0	82	100.0

**Table 7.30
Intermediaries Used
(Car Finance)**

Code	Intermediaries Used	2		3		4		5		6		7	
		Anagram Fin.		Apple Fin.		Ashok Ley. Fin.		Gardan Fin.		GLFL		HDFC	
		No	%	No	%	No	%	No	%	No	%	No	%
1	Brokers	10	100.0	9	90.0	12	100.0	5	100.0	10	100.0	2	100.0
2	Sub-Brokers	2	20.0	4	40.0	4	33.3	2	40.0	10	100.0	1	50.0
3	Agents	2	20.0	4	40.0	3	25.0	2	40.0	10	100.0	1	50.0
4	Clients							1	20.0	1	10.0		
15	Dealers					1	8.3	2	40.0	8	80.0	1	50.0
19	Acquaintances												
	Total	10	100.0	10	100.0	12	100.0	5	100.0	10	100.0	2	100.0

Table 7.30 Continued..

Code	Intermediaries Used	8		9		10		11		12		13	
		JCCM		Kotak Sec.		Lloyds Fin.		Mafatlal Fin.		Sundram Fin.		Tata Fin.	
		No	%	No	%	No	%	No	%	No	%	No	%
1	Brokers	4	100.0	10	100.0	10	100.0	1	100.0			8	100.0
2	Sub-Brokers	4	100.0	9	90.0	10	100.0	1	100.0			8	100.0
3	Agents	4	100.0	10	100.0	10	100.0	1	100.0			8	100.0
4	Clients			1	10.0								
15	Dealers												
19	Acquaintances									1	100.0		
	Total	4	100.0	10	100.0	10	100.0	1	100.0	1	100.0	8	100.0

Table 7.30 Continued..

Code	Intermediaries Used	14		15		16		Total	
		Transpeck Fin.		TCF		TCK		No	%
		No	%	No	%	No	%	No	%
1	Brokers	3	100.0	4	100.0	3	100.0	91	97.8
2	Sub-Brokers	3	100.0	4	100.0	3	100.0	65	69.9
3	Agents	3	100.0	4	100.0	3	100.0	65	69.9
4	Clients							3	3.2
15	Dealers							12	12.9
19	Acquaintances							1	1.1
	Total	3	100.0	4	100.0	3	100.0	93	100.0

**Table 7.31
Intermediaries Used
(Airlines)**

Code	Intermediaries Used	1		2		3		4		5		6	
		Air Canada		Air India		Air Sychelles		Biman Bangladesh		British Airways		Delta Airlines	
		No	%	No	%	No	%	No	%	No	%	No	%
20	Travel Agents	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0
	Total	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0

Table 7.31 Continued..

Code	Intermediaries Used	7		8		9		10		11		12	
		France Air		Gulf Air		Jet Airways		KLM		Kuwait Airlines		Lufthansa	
		No	%	No	%	No	%	No	%	No	%	No	%
20	Travel Agents	5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0
	Total	5	100.0	6	100.0	11	100.0	10	100.0	5	100.0	10	100.0

Table 7.31 Continued..

Code	Intermediaries Used	13		14		15		16		Total	
		NEPC		Royal Jordanian		Singapore Airlines		United Airways		No	%
		No	%	No	%	No	%	No	%	No	%
20	Travel Agents	10	100.0	5	100.0	5	100.0	5	100.0	110	100
	Total	10	100.0	5	100.0	5	100.0	5	100.0	110	100

Table 7.32
Intermediaries Used
(B/W TV)

Code	Intermediaries Used	1		2		3		4		Total	
		Onida		Philips		Sharp		Videocon		No	%
		No	%	No	%	No	%	No	%		
15	Dealers	10	100.0	10	100.0	10	100.0	10	100.0	40	100.0
16	Distributors	10	100.0	10	100.0			8	80.0	28	70.0
21	Corporate Clients							6	60.0	6	15.0
	Total	10	100.0	10	100.0	10	100.0	10	100.0	40	100.0

Table 7.33
Intermediaries Used
(Colour TV)

Code	Intermediaries Used	1		2		3		4		5		6	
		Akai		BPL		Daewoo		Onida		Panasonic		Philips	
		No	%	No	%	No	%	No	%	No	%	No	%
15	Dealers	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0
16	Distributors			10	100.0	10	100.0	10	100.0	11	100.0	10	100.0
21	Corporate Clients												
	Total	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0

Table 7.33 Continued..

Code	Intermediaries Used	7		8		9		10		Total	
		Samsung		Sharp		Sony		Videocon		No	%
		No	%	No	%	No	%	No	%		
15	Dealers	10	100.0	10	100.0	9	100.0	10	100.0	100	100.0
16	Distributors	10	100.0			9	100.0	10	100.0	80	80.0
21	Corporate Clients							7	70.0	7	70.0
	Total	10	100.0	10	100.0	9	100.0	10	100.0	100	100.0

Table 7.34
Intermediaries Used
(Music System)

Code	Intermediaries Used	1		2		3		4		5	
		Akai		BPL		Panasonic		Philips		Samsung	
		No	%	No	%	No	%	No	%	No	%
5	Data Base			1	100						
15	Dealers	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0
16	Distributors			6	60.0	10	100.0	10	100.0	10	100.0
21	Corporate Clients										
	Total	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0

Table 7.34 Continued..

Code	Intermediaries Used	6		7		8		Total	
		Sharp		Sony		Videocon			
		No	%	No	%	No	%	No	%
5	Data Base							1	1.3
15	Dealers	10	100.0	10	100.0	10	100.0	80	100.0
16	Distributors			10	100.0	8	80.0	54	67.5
21	Corporate Clients					7	70.0	7	8.8
	Total	10	100.0	10	100.0	10	100.0	80	100.0

Table 7.35
Intermediaries Used
(Washing Machine)

Code	Intermediaries Used	1		2		3		4		5		6		Total	
		BPL		Daewoo		Godrej		IFB		Videocon		Whirlpool			
		No	%	No	%	No	%	No	%	No	%	No	%	No	%
15	Dealers	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0
16	Distributors	6	60.0	9	90.0	10	100.0	10	100.0	8	80.0	10	100.0	53	88.3
21	Corporate Clients									7	70.0			7	11.7
	Total	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0

Table 7.36
Promotional Tools Used
(Company Deposits)

Code	Promotional Tools	1		2		3		4		5	
		Alipc Fin.		Anagram Fin.		Apple Fin.		Ashok Ley. Fin.		Gardan Fin.	
		No	%	No	%	No	%	No	%	No	%
1	Ads	5	100.0	8	80.0	9	81.8	2	40.0	4	80.0
2	Hoardings	5	100.0			1	9.1				
3	Posters	4	80.0			1	9.1	1	20.0	1	20.0
4	Banners	4	80.0			1	9.1	1	20.0	1	20.0
5	Glow-Signs	2	40.0	1	10.0						
6	Brokers Meet	3	60.0	8	80.0	9	81.8	3	60.0	4	80.0
7	Client Ref.	4	80.0								
8	Np/Mag	3	60.0	7	70.0	7	63.6	1	20.0		
10	Leaflets	1	20.0			2	18.2				
11	Incentives To Intermediaries			4	40.0	9	81.8			2	40.0
12	Branch Meet			8	80.0	3	27.3				
13	Sales Camp			1	10.0						
14	Trade Fairs			1	10.0			1	20.0		
15	Exhibitions			1	10.0						
16	Sales Meet			6	60.0	6	54.5				
17	Annual Meet			5	50.0	6	54.5	1	20.0		
18	Direct Mailers			2	20.0	6	54.5	2	40.0	3	60.0
19	Special Schemes			1	10.0						
20	P-O-P Displays					3	27.3				
21	Logo					1	9.1				
22	Displays					1	9.1				
23	Sub-Brokers Meet					1	9.1	1	20.0	1	20.0
24	Gift-Schemes					1	9.1				
25	Improving Service Stds.					1	9.1				
26	Agents Meet					2	18.2				
27	Clients List					1	9.1				
28	Print Outs About Np							1	20.0		
29	Free Coupons/Tickets									1	20.0
30	Billboards										
31	Publicity									2	40.0
32	Sales Promotions									2	40.0
33	Tele Mktg.									3	60.0
34	Stickers										
35	Branch Newwork										
36	Tailor Made Services										
37	Handouts										
38	Non-Financial Intermediary Incentives										
39	Customer Feedback										
40	Handouts & Related Promo-Material										
41	Rebates										
42	Premium										
43	Regional Meet										
44	Annual Report										
45	Outdoor Displays										
	Total	5		10		11		5		5	

Table 7.36 Continued..

Code	Promotional Tools	6		8		9		10		11		12	
		GLFL		JCCM		Kotak Sec.		Lloyds Fin.		Mafatal Fin.		Sundram Fin.	
		No	%	No	%	No	%	No	%	No	%	No	%
1	Ads	10	100.0			4	80.0	10	100.0	3	100.0		
2	Hoardings	10	100.0			4	80.0	10	100.0				
3	Posters	3	30.0			3	60.0	5	50.0				
4	Banners	6	60.0			5	100.0	9	90.0				
5	Glow-Signs												
6	Brokers Meet	9	90.0	2	66.7	5	100.0	5	50.0	3	100.0		
7	Client Ref												
8	Np/Mag	10	100.0			2	40.0	9	90.0				
10	Leaflets					5	100.0	1	10.0				
11	Incentives To Intermediaries							1	10.0				
12	Branch Meet												
13	Sales Camp												
14	Trade Fairs												
15	Exhibitions												
16	Sales Meet												
17	Annual Meet												
18	Direct Mailers	7	70.0			4	80.0	9	90.0	1	33.3	1	100.0
19	Special Schemes							1	10.0				
20	P-O-P Displays	1	10.0			2	40.0						
21	Logo												
22	Displays					2	40.0						
23	Sub-Brokers Meet	1	10.0										
24	Gift-Schemes												
25	Improving Service Stds												
26	Agents Meet												
27	Clients List			1	33.3								
28	Print Outs About Np												
29	Free Coupons/Tickets												
30	Billboards	2	20.0					1	10.0				
31	Publicity	2	20.0										
32	Sales Promotions	1	10.0										
33	Tele Mktg.												
34	Stickers	1	10.0										
35	Branch Network	1	10.0										
36	Tailor Made Services			2	66.7								
37	Handouts					1	20.0						
38	Non-Financial Intermediary Incentives							4	40.0			1	100.0
39	Customer Feedback												
40	Handouts & Related Promo-Material												
41	Rebates												
42	Premium												
43	Regional Meet												
44	Annual Report											1	100.0
45	Outdoor Displays												
	Total	10		3		5		10		3		1	

Table 7.36 Continued..

Code	Promotional Tools	13		14		15		16		Total	
		Tata Fin.		Transpeck Fin		TCF		TCK		No	%
		No	%	No	%	No	%	No	%		
1	Ads	4	100.0	2	75.0	3	75.0	2	66.7	66	80.5
2	Hoardings	3	75.0	1	75.0	1	25.0	2	66.7	37	45.1
3	Posters									18	22.0
4	Banners									27	32.9
5	Glow-Signs									3	3.7
6	Brokers Meet	4	100.0			3	75.0	1	33.3	59	72.0
7	Client Ref.									4	4.9
8	Np/Mag	3	75.0			2	50.0	2	66.7	46	56.1
10	Leaflets									9	11.0
11	Incentives To Intermediaries	3	75.0							19	23.2
12	Branch Meet			1	33.3			1	33.3	13	15.9
13	Sales Camp									1	1.2
14	Trade Fairs									2	2.4
15	Exhibitions									1	1.2
16	Sales Meet									12	14.6
17	Annual Meet									12	14.6
18	Direct Mailers			1	33.3	1	25.0	2	66.7	39	47.6
19	Special Schemes									2	2.4
20	P-O-P Displays									6	7.3
21	Logo									1	1.2
22	Displays									3	3.7
23	Sub-Brokers Meet									4	4.9
24	Gift-Schemes	2	50.0							3	3.7
25	Improving Service Stds.									1	1.2
26	Agents Meet									2	2.4
27	Chents List									2	2.4
28	Print Outs About Np									1	1.2
29	Free Coupons/Tickets									1	1.2
30	Billboards			1	33.3	1	25.0	1	33.3	6	7.3
31	Publicity							1	33.3	5	6.1
32	Sales Promotions									3	3.7
33	Tele Mktg.					3	75.0			6	7.3
34	Stickers									1	1.2
35	Branch Newwork									1	1.2
36	Tailor Made Services									2	2.4
37	Handouts							1	33.3	2	2.4
38	Non-Financial Intermediary Incentives	1	25.0							6	7.3
39	Customer Feedback	3	75.0							3	3.7
40	Handouts & Related Promo-Material							1	33.3	1	1.2
41	Rebates							1	33.3	1	1.2
42	Premium							1	33.3	1	1.2
43	Regional Meet					1	25.0			1	1.2
44	Annual Report									1	1.2
45	Outdoor Displays			1	33.3					1	1.2
	Total	4		3		4		3		82	

Table 7.37
Promotional Tools Used
(Car Finance)

Code	Promotional Tools	2		3		4		5		6		7	
		Anagram Fin.		Apple Fin.		Ashok Ley. Fin.		Gardan Fin.		GLFL		HDFC	
		No	%	No	%	No	%	No	%	No	%	No	%
1	Ads	10	100.0	10	100.0	11	91.7			10	100.0	2	100.0
2	Hoardings	6	60.0	9	90.0	8	66.7	1	20.0	10	100.0	2	100.0
3	Posters	1	10.0	1	10.0	1	8.3			8	80.0	1	50.0
4	Banners	1	10.0	2	20.0	4	33.3			5	50.0	1	50.0
6	Brokers Meet	9	90.0	10	100.0	12	100.0	3	60.0	10	100.0	2	100.0
7	Client Ref.							2	40.0				
8	Np/Mag	9	90.0	10	100.0	11	91.7			10	100.0	2	100.0
9	No Response							1	20.0				
10	Leaflets	3	30.0	2	20.0	1	8.3			4	40.0	1	50.0
11	Incentives To Intermediaries			1	10.0	1	8.3			2	20.0	1	50.0
12	Branch Meet	3	30.0	1	10.0								
13	Sales Camp	1	10.0										
16	Sales Meet	1	10.0										
17	Annual Meet	1	10.0	6	60.0	8	66.7					1	50.0
18	Direct Mailers	8	80.0	9	90.0	11	91.7	3	60.0	10	100.0	2	100.0
20	P-O-P Displays			2	20.0								
26	Agents Meet												
27	Clients List							1	20.0	1	10.0		
30	Billboards	1	10.0										
31	Publicity											1	50.0
33	Tele Mktg.	1	10.0					1	20.0				
37	Handouts									1	10.0		
38	Non-Financial Intermediary Incentives									2	20.0		
40	Handouts & Related Promo-Material												
43	Regional Meet												
47	Word-Of-Mouth							2	40.0			1	50.0
48	Contests					1	8.3						
	Total	10		10		12		5		10		2	

Table 7.37 Continued..

Code	Promotional Tools	8		9		10		11		12		13	
		JCCM		Kotak Sec.		Lloyds Fin.		Mafatal Fin.		Sundram Fin.		Tata Fin.	
		No	%	No	%	No	%	No	%	No	%	No	%
1	Ads			3	30.0	8	80.0	1	100.0			7	87.5
2	Hoardings	1	25.0	10	100.0	10	100.0	1	100.0			8	100.0
3	Posters			5	50.0	2	20.0						
4	Banners			10	100.0	10	100.0	1	100.0			7	87.5
6	Brokers Meet	3	75.0	10	100.0	3	30.0					6	75.0
7	Client Ref.	1	25.0	1	10.0								
8	Np/Mag	1	25.0	5	50.0	3	30.0	1	100.0			7	87.5
9	No Response												
10	Leaflets			10	100.0	10	100.0						
11	Incentives To Intermediaries												
12	Branch Meet			9	90.0	9	90.0	1	100.0			8	100.0
13	Sales Camp												
16	Sales Meet			4	40.0	6	60.0	1	100.0			4	50.0
17	Annual Meet	3	75.0	9	90.0	10	100.0	1	100.0			8	100.0
18	Direct Mailers	4	100.0	8	80.0	10	100.0	1	100.0	1	100.0	7	87.5
20	P-O-P Displays												
26	Agents Meet	3	75.0										
27	Clients List												
30	Billboards												
31	Publicity												
33	Tele Mktg.	4	100.0	10	100.0	8	80.0						
37	Handouts												
38	Non-Financial Intermediary Incentives											2	25.0
40	Handouts & Related Promo-Material			4	40.0								
43	Regional Meet												
47	Word-Of-Mouth												
48	Contests												
	Total	4		10		10		1		1		8	

Table 7.37 Continued..

Code	Promotional Tools	14		15		16		Total	
		Transpeck Fin.		TCF		TCK		No	%
		No	%	No	%	No	%		
1	Ads	2	66.7	2	50.0	1	33.3	67	72.0
2	Hoardings	2	66.7	2	50.0	1	33.3	71	76.3
3	Posters							19	20.4
4	Banners							41	44.1
6	Brokers Meet	2	66.7	3	75.0			73	78.5
7	Client Ref.							4	4.3
8	Np/Mag	1	33.3	3	75.0			63	67.7
9	No Response							1	1.1
10	Leaflets			1	25.0			32	34.4
11	Incentives To Intermediaries					1	33.3	6	6.5
12	Branch Meet	2	66.7	4	100.0	1	33.3	38	40.9
13	Sales Camp							1	1.1
16	Sales Meet	3	100.0	4	100.0	3	100.0	26	28.0
17	Annual Meet	2	66.7	4	100.0	3	100.0	56	60.2
18	Direct Mailers	3	100.0	4	100.0	3	100.0	84	90.3
20	P-O-P Displays							2	2.2
26	Agents Meet							3	3.2
27	Clients List							2	2.2
30	Billboards							1	1.1
31	Publicity							1	1.1
33	Tele Mktg.	3	100.0					27	29.0
37	Handouts							1	1.1
38	Non-Financial Intermediary Incentives							4	4.3
40	Handouts & Related Promo-Material							4	4.3
43	Regional Meet			1	25.0	1	33.3	2	2.2
47	Word-Of-Mouth							3	3.2
48	Contests							1	1.1
	Total	3		4		3		93	

Table 7.38
Promotional Tools Used
(Airlines)

Code	Promotional Tools	1		2		3		4		5	
		Air Canada		Air India		Air Sychelles		Biman Bangladesh		British Airways	
		No	%	No	%	No	%	No	%	No	%
1	Ads	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0
2	Hoardings			6	100.0	2	40.0				
3	Posters			1	16.7						
8	Np/Mag			6	100.0					5	71.4
9	No Response										
11	Incentives To Intermediaries			1	16.7			2	40.0		
16	Sales Meet										
18	Direct Mailers									7	100.0
19	Special Schemes			1	16.7						
20	P-O-P Displays										
21	Logo										
22	Displays									2	28.6
24	Gift-Schemes									2	28.6
28	Print Outs About Np	1	20.0	4	66.7			4	80.0	1	14.3
29	Free Coupons/Tickets										
30	Billboards			4	66.7						
33	Tele Mktg.							1	20.0		
38	Non-Financial Intermediary Incentives									2	28.6
40	Handouts & Related Promo-Material			1	16.7					6	85.7
41	Rebates										
48	Contests										
49	Sales Tgs							2	40.0		
50	Agents Tgs							2	40.0		
51	Discounts										
52	Service										
53	Prompt Response Time										
54	Relations With Travel Agents										
55	Special Offers										
56	Direct Marketing To Agents										
	Total	5		6		5		5		7	

Table 7.38 Continued..

Code	Promotional Tools	6		7		8		9		10	
		Delta Airlines		France Air		Gulf Air		Jet Airways		KLM	
		No	%	No	%	No	%	No	%	No	%
1	Ads			5	100.0	4	66.7	11	100.0	10	100.0
2	Hoardings					6	100.0	10	90.9		
3	Posters										
8	Np/Mag							1	9.1	7	70.0
9	No Response										
11	Incentives To Intermediaries	4	40.0							7	70.0
16	Sales Meet										
18	Direct Mailers	5	50.0								
19	Special Schemes	9	90.0							7	70.0
20	P-O-P Displays	1	10.0							3	30.0
21	Logo									1	10.0
22	Displays									4	40.0
24	Gift-Schemes	5	50.0							10	100.0
28	Print Outs About Np	9	90.0							10	100.0
29	Free Coupons/Tickets										
30	Billboards										
33	Tele Mktg.	1	10.0								
38	Non-Financial Intermediary Incentives	4	40.0								
40	Handouts & Related Promo-Material	1	10.0							2	20.0
41	Rebates									1	10.0
48	Contests										
49	Sales Tgs										
50	Agents Tgs										
51	Discounts	8	80.0								
52	Service	1	10.0							6	60.0
53	Prompt Response Time	1	10.0								
54	Relations With Travel Agents									1	10.0
55	Special Offers									1	10.0
56	Direct Marketing To Agents										
	Total	10		5		6		11		10	

Table 7.38 Continued..

Code	Promotional Tools	11		12		13		14		15	
		Kuwait Airlines		Lufthansa		NEPC		Royal Jordanian		Singapore Airlines	
		No	%	No	%	No	%	No	%	No	%
1	Ads			10	100.0	9	90.0	5	100.0	3	60.0
2	Hoardings							5	100.0		
3	Posters										
8	Np/Mag			8	80.0					1	20.0
9	No Response	5	100.0			1	10.0				
11	Incentives To Intermediaries			9	90.0						
16	Sales Meet									1	20.0
18	Direct Mailers										
19	Special Schemes			9	90.0						
20	P-O-P Displays										
21	Logo										
22	Displays										
24	Gift-Schemes									3	60.0
28	Print Outs About Np			9	90.0					1	20.0
29	Free Coupons/Tickets									4	
30	Billboards										
33	Tele Mktg					9	90.0	1	20.0		
38	Non-Financial Intermediary Incentives										
40	Handouts & Related Promo-Material										
41	Rebates										
48	Contests			1	10.0					1	20.0
49	Sales Tgs										
50	Agents Tgs					3	30.0				
51	Discounts			1	10.0						
52	Service										
53	Prompt Response Time										
54	Relations With Travel Agents										
55	Special Offers										
56	Direct Marketing To Agents					4	40.0				
	Total	5		10		10		5		5	

Table 7.38 Continued..

Code	Promotional Tools	16		Total	
		United Airways		No	%
		No	%	No	%
1	Ads			85	77.3
2	Hoardings			29	26.4
3	Posters			1	0.9
8	Np/Mag			28	25.5
9	No Response			6	5.5
11	Incentives To Intermediaries			23	20.9
16	Sales Meet			1	0.9
18	Direct Mailers	5	100.0	17	15.5
19	Special Schemes			26	23.6
20	P-O-P Displays			4	3.6
21	Logo			1	0.9
22	Displays			6	5.5
24	Gift-Schemes			20	18.2
28	Print Outs About Np	5	100.0	44	40.0
29	Free Coupons/Tickets			4	3.6
30	Billboards			4	3.6
33	Tele Mktg			12	10.9
38	Non-Financial Intermediary Incentives			6	5.5
40	Handouts & Related Promo-Material			10	9.1
41	Rebates			1	0.9
48	Contests			2	1.8
49	Sales Tgs			2	1.8
50	Agents Tgs			5	4.5
51	Discounts			9	8.2
52	Service			7	6.4
53	Prompt Response Time			1	0.9
54	Relations With Travel Agents			1	0.9
55	Special Offers			1	0.9
56	Direct Marketing To Agents			4	3.6
	Total	5		110	

Table 7.39
Promotional Tools Used
(B/W TV)

Code	Promotional Tools	1		2		3		4		Total	
		Onida		Philips		Sharp		Videocon		No	%
		No	%	No	%	No	%	No	%		
1	Ads	10	100.0	8	80.0			10	100.0	28	70.0
2	Hoardings	1	10.0	2	20.0			2	20.0	5	12.5
3	Posters			1	10					1	2.5
4	Banners			2	20			2	20	4	10
10	Leaflets	3	30.0	5	50.0			3	30.0	11	27.5
11	Incentives To Intermediaries	6	60.0	2	20.0	9	90.0	7	70.0	24	60.0
19	Special Schemes	6	60.0	3	30.0	9	90.0	10	100.0	28	70.0
20	P-O-P Displays			2	20			4	40	6	15
22	Displays			10	100	1	10	4	40	15	37.5
24	Gift-Schemes			1	10			1	10	2	5
28	Print Outs About Np	1	10.0	1	10.0			3	30.0	5	12.5
30	Billboards	3	30.0	1	10.0			7	70.0	11	27.5
32	Sales Promotions	1	10.0							1	2.5
38	Non-Financial Intermediary Incentives	2	20.0							2	5.0
48	Contests	3	30.0							3	7.5
51	Discounts			3	30			4	40	7	17.5
55	Special Offers							1	10	1	2.5
57	Retail Advtg	3	30.0	1	10.0					4	10.0
58	Sales Promoters	3	30.0							3	7.5
59	Local Ads (During Schemes)	2	20.0	4	40.0	9	90.0			15	37.5
60	Dealer Support			8	80			5	50	13	32.5
61	Buy Back Service Schemes			7	70					7	17.5
62	Sign Board			2	20					2	5
63	Credit			3	30					3	7.5
64	Catalogues			1	10					1	2.5
65	Global Ads			2	20					2	5
66	Demos			1	10			2	20	3	7.5
67	Dealer Customer Relations			1	10	1	10			2	5
73	Highlight Price							2	20	2	5
	Total	10		10		10		10		40	

Table 7.40
Promotional Tools Used
(Colour TV)

Code	Promotional Tools	1		2		3		4		5		6	
		Akai		BPL		Daewoo		Onida		Panasonic		Phillips	
		No	%	No	%	No	%	No	%	No	%	No	%
1	Ads	1	10.0	10	100.0	10	100.0	10	100.0	10	90.9	3	30.0
2	Hoardings			10	100.0	8	80.0			5	45.5	1	10.0
4	Banners					2	20.0					1	10.0
10	Leaflets	9	90.0	9	90.0	2	20.0	7	70.0	10	90.9	7	70.0
11	Incentives To Intermediaries			9	90.0	8	80.0	7	70.0			6	60.0
17	Annual Meet					1	10.0						
19	Special Schemes			9	90.0	8	80.0	8	80.0			5	50.0
20	P-O-P Displays	4	40.0	2	20.0	1	10.0	1	10.0	7	63.6	3	30.0
22	Displays	3	30.0	6	60.0	9	90.0	2	20.0	7	63.6	9	90.0
24	Gift-Schemes					6	60.0						
28	Print Outs About Np	10	100.0	9	90.0	1	10.0	4	40.0	1			
30	Billboards			10	100.0	10	100.0	6	60.0	4		1	10.0
31	Publicity			1	10.0								
32	Sales Promotions					1	10.0						
40	Handouts & Related Promo-Material					1	10.0			8	72.7		
48	Contests			1	10.0			8	80.0				
51	Discounts												
52	Service					2	20.0			1	9.1		
55	Special Offers					1	10.0						
57	Retail Advtg.					1	10.0					2	20.0
58	Sales Promoters					5	50.0	3	30.0				
59	Local Ads. (During Schemes)					5	50.0	7	70.0			7	70.0
60	Dealer Support			1	10.0	1	10.0			1	9.1	7	70.0
61	Buy Back Service Schemes											1	10.0
64	Catalogues	4	40.0										
65	Global Ads											7	70.0
66	Demos												
67	Dealer Customer Relations											1	10.0
68	Teasers									1	9.1		
69	Competitive Ads							1	10.0				
70	Institutional Selling											2	20.0
71	Event Marketing			2	20.0								
72	Sales Canvassing					3	30.0						
73	Highlight Price												
	Total	10		10		10		10		11		10	

Table 7.40 Continued..

Code	Promotional Tools	7		8		9		10		Total	
		Samsung		Sharp		Sony		Videocon		No	%
		No	%	No	%	No	%	No	%		
1	Ads	10	100.0	1	10.0	8	88.9	10	100.0	73	73.0
2	Hoardings	9	90.0					3	30.0	36	36.0
4	Banners							1	10.0	4	4.0
10	Leaflets			1	10.0	4	44.4	3	30.0	52	52.0
11	Incentives To Intermediaries	10	100.0	6	60.0	2	22.2	8	80.0	56	56.0
17	Annual Meet									1	1.0
19	Special Schemes	9	90.0	6	60.0			10	100.0	55	55.0
20	P-O-P Displays					8	88.9	3	30.0	29	29.0
22	Displays	8	80.0			5	55.6	4	40.0	53	53.0
24	Gift-Schemes	6	60.0					1	10.0	13	13.0
28	Print Outs About Np			3	30.0	7	77.8	3	30.0	38	38.0
30	Billboards	9	90.0			4	44.4	7	70.0	51	51.0
31	Publicity									1	1.0
32	Sales Promotions									1	1.0
40	Handouts & Related Promo-Material					2	22.2			11	11.0
48	Contests	1	10.0							10	10.0
51	Discounts	1	10.0					3	30.0	4	4.0
52	Service									3	3.0
55	Special Offers							1	10.0	2	2.0
57	Retail Advtg.									3	3.0
58	Sales Promoters	3	30.0							11	11.0
59	Local Ads (During Schemes)			10	100.0					30	30.0
60	Dealer Support	5	50.0					5	50.0	20	20.0
61	Buy Back Service Schemes									1	1.0
64	Catalogues									4	4.0
65	Global Ads									7	7.0
66	Demos	4	40.0					2	20.0	6	6.0
67	Dealer Customer Relations									1	1.0
68	Teasers									1	1.0
69	Competitive Ads									1	1.0
70	Institutional Selling									2	2.0
71	Event Marketing									2	2.0
72	Sales Canvassing									3	3.0
73	Highlight Price									2	2.0
	Total	10		10		9		10		100	

Table 7.41
Promotional Tools Used
(Music System)

Code	Promotional Tools	1		2		3		4		5	
		Akai		BPL		Panasonic		Philips		Samsung	
		No	%	No	%	No	%	No	%	No	%
1	Ads			10	100.0	10	100.0	10	100.0	10	100.0
2	Hoardings			6	60.0	5	50.0	2	20.0	9	90.0
3	Posters							2	20.0		
4	Banners							1	10.0		
10	Leaflets	10	100.0	9	90.0	9	90.0	4	40.0		
11	Incentives To Intermediaries			10	100.0			5	50.0	10	100.0
17	Annual Meet			1	10.0						
19	Special Schemes			10	100.0			5	50.0	9	90.0
20	P-O-P Displays	10	100.0	2	20.0	6	60.0	4	40.0		
21	Logo	1	10.0								
22	Displays	10	100.0	6	60.0	6	60.0	9	90.0	8	80.0
24	Gift-Schemes									6	60.0
26	Agents Meet										
28	Print Outs About Np	10	100.0	9	90.0			2	20.0		
30	Billboards			5	50.0	3	30.0	1	10.0	9	90.0
40	Handouts & Related Promo-Material					8	80.0				
48	Contests									1	10.0
51	Discounts							2	20.0	1	10.0
52	Service					1	10.0				
55	Special Offers										
58	Sales Promoters									3	30.0
59	Local Ads (During Schemes)										
60	Dealer Support			1	10.0	1	10.0	1	10.0	5	50.0
62	Sign Board										
64	Catalogues	1	10.0								
65	Global Ads							1	10.0		
66	Demos									4	40.0
67	Dealer Customer Relations							3	30.0		
70	Institutional Selling							1	10.0		
71	Event Marketing			1	10.0						
73	Highlight Price										
	Total	10		10		10		10		10	

Table 7.41 Continued..

Code	Promotional Tools	6		7		8		Total	
		Sharp		Sony		Videocon		No	%
		No	%	No	%	No	%		
1	Ads			10	100.0	10	100.0	60	75.0
2	Hoardings					3	30.0	25	31.3
3	Posters							2	2.5
4	Banners					1	10.0	2	2.5
10	Leaflets			10	100.0	3	30.0	45	56.3
11	Incentives To Intermediaries	10	100.0	2	20.0	8	80.0	45	56.3
17	Annual Meet							1	1.3
19	Special Schemes	10	100.0			10	100.0	44	55.0
20	P-O-P Displays			5	50.0	3	30.0	30	37.5
21	Logo							1	1.3
22	Displays			6	60.0	3	30.0	48	60.0
24	Gift-Schemes					1	10.0	7	8.8
26	Agents Meet					1	10.0	1	1.3
28	Print Outs About Np			4	40.0	3	30.0	28	35.0
30	Billboards			5	50.0	7	70.0	30	37.5
40	Handouts & Related Promo-Material			5	50.0			13	16.3
48	Contests							1	1.3
51	Discounts					4	40.0	7	8.8
52	Service							1	1.3
55	Special Offers					1	10.0	1	1.3
58	Sales Promoters							3	3.8
59	Local Ads (During Schemes)	3	30.0					3	3.8
60	Dealer Support					4	40.0	12	15.0
62	Sign Board			1	10.0	1	10.0	2	2.5
64	Catalogues			5	50.0			6	7.5
65	Global Ads							1	1.3
66	Demos					2	20.0	6	7.5
67	Dealer Customer Relations	5	50.0					8	10.0
70	Institutional Selling							1	1.3
71	Event Marketing							1	1.3
73	Highlight Price					2	20.0	2	2.5
	Total	10		10		10		80	

Table 7.43
Competitive Marketing Strategies
Company Deposits

Code	Competitive Marketing Strategies	Strategy Followed	1		2		3		4		5		6		8		9		10		11		12	
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
A.1	Attract Non-User/New Users Strategy	Yes	1	20.0	10	100.0	11	100.0	4	80.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0
		No	4	80.0					1	20.0									3	30.0				
A.2	Promote New Users Strategy	Yes	5	100.0	1	10.0	2	18.2	5	100.0	5	100.0	7	70.0	3	100.0	5	100.0	3	30.0	3	100.0	1	100.0
		No	9	90.0	9	90.0	4	36.4	5	100.0	1	20.0	8	80.0	3	100.0	5	100.0	7	70.0	8	80.0	3	100.0
A.3	Use More Often Strategy	Yes	5	100.0	9	90.0	7	63.6	5	100.0	4	80.0	2	20.0	3	100.0	2	40.0	5	50.0	3	100.0	2	200.0
		No	1	20.0	10	100.0	11	100.0	4	80.0	1	20.0	5	50.0	3	100.0	2	40.0	3	30.0	3	100.0	3	200.0
B.1	Innovation Strategy	Yes	1	20.0	10	100.0	11	100.0	4	80.0	1	20.0	5	50.0	3	100.0	2	40.0	3	30.0	3	100.0	1	100.0
		No	4	80.0	4	40.0	1	9.1	1	20.0	4	80.0	5	50.0	3	100.0	3	60.0	7	70.0	3	100.0	3	100.0
B.2	Fortification Strategy	Yes	5	100.0	6	60.0	10	90.9	5	100.0	5	100.0	5	100.0	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0
		No	1	10.0	1	10.0	1	10.0	5	100.0	5	100.0	1	10.0	3	100.0	5	100.0	10	100.0	3	100.0	3	100.0
B.3	Confrontation Strategy	Yes	5	100.0	9	90.0	11	100.0	5	100.0	5	100.0	5	100.0	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0
		No	1	20.0	4	40.0	6	54.5	3	60.0	2	40.0	6	60.0	3	100.0	5	100.0	1	10.0	1	10.0	3	100.0
B.4	Harassment Strategy	Yes	4	80.0	6	60.0	9	81.8	2	40.0	3	60.0	4	40.0	3	100.0	5	100.0	9	90.0	3	100.0	3	100.0
		No	5	100.0	10	100.0	2	18.2	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	6	60.0	6	60.0	4	40.0
B.5	Quality Strategy	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	5	100.0	3	100.0	5	100.0	6	60.0	4	40.0	3	100.0
		No	5	100.0	10	100.0	2	18.2	5	100.0	5	100.0	5	100.0	3	100.0	2	40.0	4	40.0	4	40.0	3	100.0
B.6	Product Flanking Strategy	Yes	3	27.3	10	100.0	6	54.5	5	100.0	2	40.0	5	50.0	3	100.0	2	40.0	1	10.0	2	20.0	2	20.0
		No	8	72.7	6	60.0	5	45.5	2	40.0	3	60.0	5	50.0	3	100.0	3	60.0	9	90.0	9	90.0	1	10.0
B.7	Product Specialisation Strategy	Yes	5	100.0	10	100.0	5	45.5	3	60.0	4	80.0	4	80.0	3	100.0	2	40.0	9	90.0	9	90.0	1	10.0
		No	5	100.0	10	100.0	4	36.4	3	60.0	4	80.0	10	100.0	3	100.0	2	40.0	1	10.0	1	10.0	3	33.3
B.8	Multi-Brand Strategy	Yes	5	100.0	10	100.0	7	63.6	5	100.0	5	100.0	3	30.0	3	100.0	2	40.0	9	90.0	1	10.0	3	33.3
		No	5	100.0	10	100.0	7	63.6	5	100.0	5	100.0	7	70.0	3	100.0	3	60.0	9	90.0	9	90.0	3	100.0
B.9	Brand Extension Strategy	Yes	5	100.0	1	10.0	9	81.8	1	20.0	1	20.0	5	50.0	3	100.0	2	40.0	3	30.0	5	50.0	2	20.0
		No	9	90.0	9	90.0	2	18.2	4	80.0	4	80.0	6	60.0	3	100.0	5	100.0	9	90.0	1	10.0	3	30.0
B.10	Heavy Advertising Strategy	Yes	3	30.0	7	70.0	8	72.7	2	40.0	2	40.0	4	40.0	3	100.0	5	100.0	9	90.0	9	90.0	3	100.0
		No	7	70.0	3	30.0	3	27.3	3	60.0	3	60.0	9	90.0	3	100.0	5	100.0	5	50.0	5	50.0	3	100.0
B.11	Aggressive Salesforce Strategy	Yes	9	90.0	9	90.0	9	81.8	1	20.0	2	40.0	8	80.0	3	100.0	5	100.0	8	80.0	2	20.0	3	30.0
		No	1	10.0	1	10.0	2	18.2	4	80.0	3	60.0	2	20.0	3	100.0	5	100.0	8	80.0	2	20.0	3	30.0
B.12	Effective Sales Promotion Strategy	Yes	1	10.0	1	10.0	8	72.7	1	20.0	1	20.0	8	80.0	3	100.0	5	100.0	8	80.0	6	60.0	3	100.0
		No	9	90.0	9	90.0	3	27.3	4	80.0	4	80.0	2	20.0	3	100.0	5	100.0	6	60.0	4	40.0	3	100.0
B.13	Manufacturing Efficiency Strategy	Yes	2	18.2	10	100.0	9	81.8	5	100.0	5	100.0	5	50.0	3	100.0	1	20.0	2	20.0	2	20.0	3	100.0
		No	9	81.8	8	80.0	2	18.2	5	100.0	5	100.0	5	50.0	3	100.0	4	80.0	4	40.0	8	80.0	3	100.0
B.14	Premium Product Strategy	Yes	2	20.0	2	20.0	9	81.8	5	100.0	3	60.0	5	50.0	3	100.0	5	100.0	3	30.0	7	70.0	3	100.0
		No	1	10.0	1	10.0	7	63.6	2	40.0	3	60.0	10	100.0	3	100.0	4	80.0	3	30.0	2	20.0	3	100.0
B.15	Extensive/Efficient Dealership Strategy	Yes	4	80.0	9	90.0	4	36.4	3	60.0	2	40.0	2	20.0	3	100.0	1	20.0	4	40.0	8	80.0	3	100.0
		No	1	20.0	10	100.0	9	81.8	5	100.0	5	100.0	9	90.0	3	100.0	2	40.0	1	20.0	1	10.0	3	100.0
B.16	Superior Service Strategy	Yes	1	20.0	10	100.0	9	81.8	2	40.0	2	40.0	5	50.0	3	100.0	1	20.0	3	30.0	8	80.0	3	100.0
		No	4	80.0	9	90.0	4	36.4	3	60.0	3	60.0	2	20.0	3	100.0	2	40.0	4	40.0	1	10.0	3	100.0
26.2.1	Direct Attack/Head-On Strategy	Yes	1	20.0	10	100.0	9	81.8	5	100.0	5	100.0	5	100.0	1	10.0	3	100.0	2	20.0	9	90.0	3	100.0
		No	4	80.0	10	100.0	10	90.9	1	20.0	1	20.0	10	100.0	1	10.0	3	100.0	2	20.0	9	90.0	3	100.0
26.2.2	Back-Door Strategy	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0	3	100.0
		No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0	3	100.0

Table 7.43 Continued..

Code	Competitive Marketing Strategies	Strategy Followed	1		2		3		4		5		6		8		9		10		11		12	
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
26.2.3	Guppy Strategy	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0
26.2.4	Price Discount Strategy	No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0
26.2.5	Cheaper Goods Strategy	Yes	2	20.0	2	20.0	1	9.1	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0
26.2.6	Prestige/Premium Goods Strategy	No	8	80.0	8	80.0	10	90.9	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0
26.2.7	Product Proliferation Strategy	Yes	8	80.0	8	80.0	6	54.5	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	6	60.0	3	100.0	1	100.0
26.2.8	Product Innovation Strategy	No	2	20.0	2	20.0	5	45.5	5	100.0	5	100.0	2	20.0	3	100.0	5	100.0	4	40.0	3	100.0	1	100.0
26.2.9	Product Innovation Strategy	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	8	80.0	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0
26.2.10	Improve Services Strategy	No	5	100.0	10	100.0	1	9.1	5	100.0	5	100.0	2	20.0	2	66.7	2	40.0	1	10.0	10	100.0	3	100.0
26.2.11	Distribution Innovation Strategy	Yes	10	100.0	10	100.0	10	90.9	5	100.0	5	100.0	8	80.0	1	33.3	5	100.0	9	90.0	3	100.0	1	100.0
26.2.12	Cost Reduction Strategy	No	10	100.0	10	100.0	1	9.1	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	5	50.0	3	100.0	1	100.0
26.3.1	Intensive Advertising Strategy	Yes	3	27.3	3	27.3	8	72.7	5	100.0	5	100.0	3	30.0	2	40.0	1	20.0	4	40.0	10	100.0	3	100.0
26.3.2	Target Market Strategy	No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	7	70.0	3	100.0	2	40.0	3	30.0	2	40.0	1	100.0
26.3.3	New Markets Strategy	Yes	10	100.0	10	100.0	10	90.9	5	100.0	5	100.0	8	80.0	3	100.0	4	80.0	7	70.0	3	100.0	1	100.0
26.4.1	Efficiency Strategy	No	3	60.0	3	60.0	1	9.1	3	60.0	3	60.0	3	30.0	3	60.0	3	60.0	3	30.0	3	60.0	2	66.7
26.4.2	Specific Type Strategy	Yes	10	100.0	10	100.0	2	18.2	4	80.0	2	40.0	9	90.0	3	100.0	2	40.0	1	10.0	5	50.0	1	33.3
26.4.3	Customer-Size Strategy	No	3	27.3	3	27.3	8	72.7	5	100.0	5	100.0	2	20.0	3	100.0	3	60.0	8	80.0	2	40.0	3	100.0
26.4.4	Geographic Strategy	Yes	2	18.2	2	18.2	3	27.3	4	80.0	2	40.0	10	100.0	3	100.0	3	60.0	2	20.0	3	100.0	1	100.0
26.4.5	Any Other	No	5	100.0	10	100.0	9	81.8	5	100.0	5	100.0	3	30.0	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0
26.4.6	Any Other	Yes	5	100.0	5	100.0	11	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0
26.4.7	Any Other	No	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0	3	100.0	5	100.0	10	100.0	3	100.0	1	100.0

Table 7.43 Continued..

Code	Competitive Marketing Strategies	Strategy Followed		13 Tata Fin.		14 Transpek Fin.		15 TCF		16 TCK		Total	Chi-Square (d.f. = 14)	Significance
		No	%	No	%	No	%	No	%	No	%			
A.1	Attract Non-User/New Users Strategy	4	100.0	3	100.0	4	100.0	3	100.0	72	87.3	67 057	0.000	
A.2	Promote New Users Strategy	4	100.0	1	33.3	2	50.0	2	66.7	10	12.2	35.799	0.001	
A.3	Use More Often Strategy	1	25.0	2	66.7	2	50.0	1	33.3	60	73.2	41.119	0.000	
B.1	Innovation Strategy	3	75.0	3	100.0	3	75.0	1	33.3	51	62.2	43.163	0.000	
B.2	Fortification Strategy	1	25.0	3	100.0	4	100.0	1	33.3	37	45.1	35.896	0.001	
B.3	Confrontation Strategy	3	75.0	3	100.0	4	100.0	3	100.0	8	9.8	6.355	0.957	
B.4	Harassment Strategy	4	100.0	3	100.0	4	100.0	3	100.0	2	2.4	43.377	0.000	
B.5	Quality Strategy	1	25.0	3	100.0	4	100.0	3	100.0	42	51.2	62.808	0.000	
B.6	Product Flanking Strategy	3	75.0	3	100.0	4	100.0	4	100.0	43	52.4	25.475	0.030	
B.7	Product Specialisation Strategy	4	100.0	3	100.0	2	50.0	2	50.0	15	18.3	31.835	0.004	
B.8	Multi-Brand Strategy	4	100.0	3	100.0	1	25.0	3	75.0	17	20.7	25.813	0.027	
B.9	Brand Extension Strategy	3	75.0	3	100.0	3	75.0	3	100.0	65	79.3	47.596	0.000	
B.10	Heavy Advertising Strategy	1	25.0	3	100.0	4	100.0	3	100.0	13	15.9	40.461	0.000	
B.11	Aggressive Salesforce Strategy	4	100.0	3	100.0	1	25.0	3	100.0	48	58.5	48.034	0.000	
B.12	Effective Sales Promotion Strategy	4	100.0	3	100.0	3	75.0	3	75.0	42	51.2	40.881	0.000	
B.13	Manufacturing Efficiency Strategy	3	75.0	3	100.0	3	75.0	3	100.0	37	45.1	29.237	0.010	
B.14	Premium Product Strategy	2	50.0	3	100.0	3	75.0	3	75.0	16	19.5	48.223	0.000	
B.15	Extensive/Efficient Dealership Strategy	4	100.0	3	100.0	4	100.0	4	100.0	30	36.6	44.937	0.000	
B.16	Superior Service Strategy	1	25.0	3	100.0	4	100.0	3	100.0	34	41.5	48.090	0.000	
26.2.1	Direct Attack/Head-On Strategy	3	75.0	3	100.0	1	25.0	3	75.0	48	58.5	62.408	0.000	
26.2.2	Back-Door Strategy	2	50.0	3	100.0	3	75.0	3	75.0	57	69.5			
		4	100.0	3	100.0	4	100.0	4	100.0	4	4.9			
		4	100.0	3	100.0	4	100.0	3	100.0	78	95.1			
		4	100.0	3	100.0	4	100.0	3	100.0	82	100.0			

Table 7.43 Continued..

Code	Competitive Marketing Strategies	Strategy Followed		13		14		15		16		Total		Chi-Square (d.f. = 14)	Significance
		No	%	No	%	No	%	No	%	No	%	No	%		
26.2.3	Guppy Strategy	4	100.0	3	100.0	4	100.0	3	100.0	0	0	82	100.0		
26.2.4	Price Discount Strategy	3	75.0	3	100.0	4	100.0	3	100.0	6	7.3	70.940	7.3	70.940	0.000
26.2.5	Cheaper Goods Strategy	1	25.0	3	100.0	4	100.0	3	100.0	76	92.7	10.813	3.7	10.813	0.701
26.2.6	Prestige/Premium Goods Strategy	4	100.0	3	100.0	4	100.0	3	100.0	79	96.3	54.502	35	54.502	0.000
26.2.7	Product Proliferation Strategy	4	100.0	3	100.0	4	100.0	3	100.0	47	57.3	50.714	10	50.714	0.000
26.2.8	Product Innovation Strategy	3	75.0	3	100.0	2	50.0	3	100.0	72	87.8	47.475	26	47.475	0.000
26.2.9	Improve Services Strategy	3	75.0	1	33.3	3	75.0	3	75.0	56	68.3	52.634	17	52.634	0.000
26.2.10	Distribution Innovation Strategy	1	25.0	3	100.0	4	100.0	3	75.0	65	79.3	59.946	54	59.946	0.000
26.2.11	Cost Reduction Strategy	2	50.0	3	100.0	1	25.0	3	75.0	28	34.1	16.294	11	16.294	0.296
26.2.12	Intensive Advertising Strategy	2	50.0	3	100.0	3	75.0	3	75.0	71	86.6	53.343	9	53.343	0.000
26.3.1	Target Market Strategy	4	100.0	3	100.0	4	100.0	3	100.0	73	89.0	54.609	28	54.609	0.000
26.3.2	New Markets Strategy	2	50.0	3	100.0	3	75.0	3	75.0	54	65.9	32.912	57	32.912	0.003
26.3.3	Efficiency Strategy	4	100.0	3	100.0	3	75.0	3	75.0	25	30.5	48.397	25	48.397	0.000
26.4.1	Specific Type Strategy	2	50.0	3	100.0	4	100.0	3	100.0	63	76.8	53.376	28	53.376	0.000
26.4.2	Customer-Size Strategy	4	100.0	3	100.0	2	50.0	2	50.0	54	65.9	42.213	25	42.213	0.000
26.4.3	Geographic Strategy	3	75.0	3	100.0	2	50.0	2	50.0	57	69.5	20.872	4	20.872	0.105
26.4.4	Any Other	1	25.0	3	100.0	2	50.0	4	100.0	78	95.1		4		
		4	100.0	3	100.0	4	100.0	3	100.0	82	100.0		82		

Table 7.44
Competitive Marketing Strategies
Car Finance

Code	Competitive Marketing Strategies	Strategy Followed	2		3		4		5		6		7		8		9		10		11	
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
A.1	Attract Non-User/New Users Strategy	Yes	10	100.0	10	100.0	12	100.0	4	80.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	10	100.0
A.2	Promote New Users Strategy	No	10	100.0	10	100.0	2	16.7	1	20.0	10	100.0	1	50.0	2	50.0	1	10.0	10	100.0	10	100.0
A.3	Use More Often Strategy	Yes	5	50.0	5	50.0	8	66.7	5	100.0	7	70.0	1	50.0	4	100.0	10	100.0	9	90.0	10	100.0
B.1	Innovation Strategy	Yes	10	100.0	2	20.0	4	33.3	5	100.0	3	30.0	1	50.0	1	25.0	10	100.0	10	100.0	6	60.0
B.2	Fortification Strategy	No	8	80.0	8	80.0	8	66.7	5	100.0	6	60.0	1	50.0	3	75.0	5	50.0	4	40.0	4	40.0
B.3	Confrontation Strategy	Yes	10	100.0	10	100.0	12	100.0	4	80.0	10	100.0	1	50.0	4	100.0	5	50.0	10	100.0	10	100.0
B.4	Harassment Strategy	No	10	100.0	10	100.0	12	100.0	4	80.0	10	100.0	1	50.0	4	100.0	5	50.0	10	100.0	10	100.0
B.5	Quality Strategy	Yes	2	20.0	8	80.0	12	100.0	4	80.0	2	20.0	2	100.0	2	50.0	10	100.0	6	60.0	4	40.0
B.6	Product Flanking Strategy	No	6	60.0	6	60.0	5	41.7	5	100.0	8	80.0	1	50.0	2	50.0	9	90.0	3	30.0	3	30.0
B.7	Product Specialisation Strategy	Yes	4	40.0	4	40.0	7	58.3	5	100.0	2	20.0	1	50.0	4	100.0	1	10.0	7	70.0	7	70.0
B.8	Multi-Brand Strategy	Yes	5	50.0	5	50.0	5	41.7	5	100.0	5	50.0	1	50.0	2	50.0	2	20.0	2	20.0	8	80.0
B.9	Brand Extension Strategy	No	3	30.0	7	70.0	2	16.7	5	100.0	5	50.0	1	50.0	4	100.0	9	90.0	1	10.0	8	80.0
B.10	Heavy Advertising Strategy	Yes	7	70.0	3	30.0	10	83.3	5	100.0	10	100.0	2	100.0	3	75.0	10	100.0	10	100.0	10	100.0
B.11	Aggressive Salesforce Strategy	No	2	20.0	6	60.0	6	50.0	5	100.0	1	10.0	2	100.0	4	100.0	9	90.0	5	50.0	5	50.0
B.12	Effective Sales Promotion Strategy	Yes	8	80.0	4	40.0	8	66.7	4	80.0	6	60.0	2	100.0	1	25.0	10	100.0	10	100.0	10	100.0
B.13	Manufacturing Efficiency Strategy	No	4	40.0	6	60.0	4	33.3	5	100.0	4	40.0	2	100.0	4	100.0	6	60.0	9	90.0	9	90.0
B.14	Premium Product Strategy	Yes	6	60.0	10	100.0	12	100.0	4	80.0	10	100.0	1	50.0	4	100.0	4	40.0	10	100.0	10	100.0
B.15	Extensive/Efficient Dealership Strategy	Yes	3	30.0	9	90.0	9	75.0	5	100.0	6	60.0	1	50.0	4	100.0	10	100.0	9	90.0	9	90.0
B.16	Superior Service Strategy	No	2	20.0	1	10.0	1	8.3	4	80.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	10	100.0
26.2.1	Direct Attack/Head-On Strategy	Yes	2	20.0	1	10.0	12	100.0	1	20.0	2	20.0	2	100.0	4	100.0	4	40.0	6	60.0	10	100.0
26.2.2	Back-Door Strategy	No	8	80.0	9	90.0	11	91.7	5	100.0	8	80.0	2	100.0	4	100.0	10	100.0	10	100.0	10	100.0

Table 7.44 Continued..

Code	Competitive Marketing Strategies	Strategy Followed	12 Sundram Fin.		13 Tata Fin.		14 Transpact Fin.		15 TCF		16 TCK		Total No	Total %	Chi-Square (d.f. = 14)	Significance
			No	%	No	%	No	%	No	%	No	%				
A.1	Attract Non-User/New Users Strategy	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	92	98.9	17.791	0.216
A.2	Promote New Uses Strategy	No											1	1.1		
A.2	Promote New Uses Strategy	Yes							2	50.0			8	8.6	28.556	0.012
A.3	Use More Often Strategy	No	1	100.0	8	100.0	3	100.0	2	50.0			85	91.4	29.043	0.010
A.3	Use More Often Strategy	Yes			7	87.5			3	75.0	2	66.7	65	69.9		
B.1	Innovation Strategy	No	1	100.0	1	12.5			1	25.0	1	33.3	28	30.1	48.103	0.000
B.1	Innovation Strategy	Yes			7	87.5			1	25.0	3	100.0	49	52.7		
B.2	Fortification Strategy	No	1	100.0	1	12.5	3	100.0	4	100.0			44	47.3	44.667	0.000
B.2	Fortification Strategy	Yes			8	100.0	3	100.0	4	100.0	3	100.0	8	8.6		
B.3	Confrontation Strategy	No											85	91.4	23.410	0.054
B.3	Confrontation Strategy	Yes			8	100.0	3	100.0	4	100.0	3	100.0	6	6.5		
B.4	Harrasment Strategy	No			8	100.0	3	100.0	4	100.0	3	100.0	87	93.5	50.434	0.000
B.4	Harrasment Strategy	Yes	1	100.0	1	12.5	1	33.3	4	100.0	3	100.0	42	45.2		
B.5	Quality Strategy	No	1	100.0	7	87.5	2	66.7	4	100.0	3	100.0	51	54.8	40.364	0.000
B.5	Quality Strategy	Yes			8	100.0	3	100.0	4	100.0	3	100.0	39	41.9		
B.6	Product Flanking Strategy	No											54	58.1	37.468	0.001
B.6	Product Flanking Strategy	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	29	31.2		
B.7	Product Specialisation Strategy	No											64	68.8	47.100	0.000
B.7	Product Specialisation Strategy	Yes	1	100.0	8	100.0	2	66.7	4	100.0	1	33.3	31	33.3		
B.8	Multi-Brand Strategy	No			8	100.0	1	33.3	4	100.0	2	66.7	62	66.7	42.109	0.000
B.8	Multi-Brand Strategy	Yes	1	100.0	5	62.5	2	66.7	1	25.0	3	100.0	37	39.8		
B.9	Brand Extension Strategy	No			3	37.5	1	33.3	3	75.0			56	60.2	37.361	0.001
B.9	Brand Extension Strategy	Yes	1	100.0	7	87.5	1	33.3	4	100.0	3	100.0	63	67.7		
B.10	Heavy Advertising Strategy	No			1	12.5	2	66.7					30	32.3	73.040	0.000
B.10	Heavy Advertising Strategy	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	28	30.1		
B.11	Aggressive Salesforce Strategy	No											65	69.9	70.161	0.000
B.11	Aggressive Salesforce Strategy	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	26	28.0		
B.12	Effective Sales Promotocn Strategy	No											67	72.0	65.017	0.000
B.12	Effective Sales Promotocn Strategy	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	25	26.9		
B.13	Manufacturing Efficiency Strategy	No											68	73.1	53.234	0.000
B.13	Manufacturing Efficiency Strategy	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	6	6.5		
B.14	Premnum Product Strategy	No											87	93.5	46.478	0.000
B.14	Premnum Product Strategy	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	33	35.5		
B.15	Extensive/Efficient Dealership Strategy	No											60	64.5	58.132	0.000
B.15	Extensive/Efficient Dealership Strategy	Yes	1	100.0	8	100.0	3	100.0	1	25.0	3	100.0	77	82.8		
B.16	Superior Service Strategy	No											16	17.2	32.290	0.004
B.16	Superior Service Strategy	Yes	1	100.0	8	100.0	3	100.0	3	75.0			13	14.0		
26.2.1	Direct Attack/Head-On Strategy	No											80	86.0	93.000	0.000
26.2.1	Direct Attack/Head-On Strategy	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	1	1.1		
26.2.2	Back-Door Strategy	No											92	98.9	6.823	0.941
26.2.2	Back-Door Strategy	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	1	1.1		
26.2.2	Back-Door Strategy	No											92	98.9		

Table 7.44 Continued..

Code	Competitive Marketing Strategies	Strategy Followed	12		13		14		15		16		Total		Chi-Square (d.f. = 14)	Significance
			Sundram Fin.	%	Tata Fin.	%	Transpock Fin.	%	TCF	%	TCK	%	No	%		
26.2.3	Guppy Strategy	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	93	100.0		
26.2.4	Price Discount Strategy	No											3	3.2	55.627	0.000
26.2.5	Cheaper Goods Strategy	Yes	1	100.0	8	100.0	3	100.0	4	100.0	1	33.3	90	96.8		
26.2.6	Prestige/Premium Goods Strategy	No			8	100.0	3	100.0	4	100.0	3	100.0	92	98.9		
26.2.7	Product Proliferation Strategy	Yes	1	100.0	5	62.5	3	100.0	4	100.0	2	66.7	59	63.4	33.762	0.002
26.2.8	Product Innovation Strategy	No	1	100.0	6	75.0	2	66.7	4	100.0	1	33.3	34	36.6		
26.2.9	Improve Services Strategy	Yes	1	100.0	3	37.5	1	33.3	4	100.0	3	100.0	49	52.7	37.344	0.001
26.2.10	Distribution Innovation Strategy	No	1	100.0	5	62.5	3	100.0	2	50.0	2	66.7	45	48.4	36.307	0.001
26.2.11	Cost Reduction Strategy	Yes	1	100.0	1	12.5	3	100.0	2	50.0	1	33.3	19	20.4	25.794	0.027
26.2.12	Intensive Advertising Strategy	No	1	100.0	7	87.5	3	100.0	4	100.0	3	100.0	74	79.6	32.081	0.004
26.3.1	Target Market Strategy	Yes	1	100.0	6	75.0	2	66.7	4	100.0	3	100.0	73	78.5		
26.3.2	New Markets Strategy	No	1	100.0	2	25.0	1	33.3	4	100.0	3	100.0	20	21.5	48.153	0.000
26.3.3	Efficiency Strategy	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	90	96.8	53.234	0.000
26.4.1	Specific Type Strategy	No	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	87	93.5		
26.4.2	Customer-Size Strategy	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	68	73.1	34.661	0.002
26.4.3	Geographic Strategy	No	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	25	26.9	24.201	0.043
26.4.4	Any Other	Yes	1	100.0	8	100.0	2	66.7	3	75.0	3	100.0	88	94.6	37.121	0.001
		No	1	100.0	8	100.0	3	100.0	4	100.0	4	133.3	5	5.4		
		Yes	1	100.0	8	100.0	2	66.7	1	25.0	2	66.7	89	95.7	26.094	0.025
		No	1	100.0	8	100.0	1	33.3	3	75.0	1	33.3	32	34.4		
		Yes	1	100.0	8	100.0	2	66.7	1	25.0	1	33.3	61	65.6	41.908	0.000
		No	1	100.0	8	100.0	1	33.3	3	75.0	3	100.0	14	15.1		
		Yes	1	100.0	8	100.0	1	33.3	3	75.0	3	100.0	49	52.7		
		No	1	100.0	8	100.0	2	66.7	3	75.0	3	100.0	5	5.4	50.410	0.000
		Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	88	94.6		
		No	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	93	100.0		

Table 7.45
Competitive Marketing Strategies
Air Lines

Code	Competitive Marketing Strategies	Strategy Followed	1		2		3		4		5		6		7		8		9		10	
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
A.1	Attract Non-User/New Users Strategy	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	1	9.1	10	100.0
A.2	Promote New Users Strategy	No	1	20.0	6	100.0			1	20.0			10	100.0			4	66.7	10	90.9		
A.3	Use More Often Strategy	Yes	4	80.0	5	100.0	5	100.0	4	80.0	7	100.0			5	100.0	2	33.3	11	100.0	10	100.0
B.1	Innovation Strategy	Yes	4	80.0	6	100.0	5	100.0	4	80.0	7	100.0	1	10.0	5	100.0	1	16.7	11	100.0	8	80.0
B.2	Fortification Strategy	No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	11	100.0	1	10.0
B.3	Confrontation Strategy	Yes	5	100.0	3	50.0	3	60.0	1	20.0	7	100.0	10	100.0	5	100.0	3	50.0	11	100.0	8	80.0
B.4	Harassment Strategy	No	1	20.0	6	100.0	5	100.0	3	60.0	7	100.0	10	100.0	5	100.0	4	66.7	11	100.0	2	20.0
B.5	Quality Strategy	Yes	3	60.0	6	100.0	3	60.0	5	100.0	7	100.0	4	40.0	5	100.0	5	83.3	10	90.9	10	100.0
B.6	Product Flanking Strategy	No	2	40.0	6	100.0	2	40.0	2	40.0	7	100.0	6	60.0	5	100.0	1	16.7	1	9.1	10	100.0
B.7	Product Specialisation Strategy	Yes	5	100.0	6	100.0	2	40.0	5	100.0	7	100.0	9	90.0	7	100.0	6	100.0	10	90.9	10	100.0
B.8	Multi-Brand Strategy	No	3	60.0	6	100.0	3	60.0	1	20.0	7	100.0	1	10.0	5	100.0	1	16.7	1	9.1	10	100.0
B.9	Brand Extension Strategy	Yes	5	100.0	6	100.0	5	100.0	4	80.0	7	100.0	10	100.0	5	100.0	4	66.7	11	100.0	10	100.0
B.10	Heavy Advertising Strategy	No	1	20.0	6	100.0	4	80.0	1	20.0	7	100.0	10	100.0	5	100.0	2	33.3	9	81.8	10	100.0
B.11	Aggressive Salesforce Strategy	Yes	4	80.0	6	100.0	1	20.0	3	60.0	7	100.0	10	100.0	5	100.0	4	66.7	2	18.2	10	100.0
B.12	Effective Sales Promotion Strategy	No	5	100.0	6	100.0	4	80.0	5	100.0	7	100.0	10	100.0	5	100.0	2	33.3	9	81.8	10	100.0
B.13	Manufacturing Efficiency Strategy	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	4	66.7	11	100.0	10	100.0
B.14	Premium Product Strategy	No	2	40.0	6	100.0	3	60.0	5	100.0	7	100.0	10	100.0	5	100.0	3	50.0	11	100.0	3	30.0
B.15	Extensive/Efficient Dealership Strategy	Yes	3	60.0	6	100.0	2	40.0	4	80.0	7	100.0	2	20.0	5	100.0	4	66.7	11	100.0	10	100.0
B.16	Superior Service Strategy	No	5	100.0	6	100.0	5	100.0	1	20.0	7	100.0	0		5	100.0	2	33.3	11	100.0	10	100.0
26.2.1	Direct Attack/Head-On Strategy	Yes	4	80.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	7	100.0	4	66.7	11	100.0	10	100.0
		No	1	20.0	6	100.0	5	100.0	2	40.0	7	100.0	10	100.0	5	100.0	2	33.3	9	81.8	10	100.0
		Yes	5	100.0	6	100.0	5	100.0	4	80.0	7	100.0	7	100.0	5	100.0	3	50.0	11	100.0	10	100.0
		No	1	20.0	6	100.0	5	100.0	1	20.0	7	100.0	10	100.0	5	100.0	4	66.7	11	100.0	10	100.0

Table 7.45 Continued..

Code	Competitive Marketing Strategies	Strategy Followed	1		2		3		4		5		6		7		8		9		10	
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
26.2.2	Back-Door Strategy	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	11	100.0	10	100.0
26.2.3	Guppy Strategy	No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	11	100.0	10	100.0
26.2.4	Price Discount Strategy	Yes	5	83.3	5	100.0	5	100.0	1	20.0	7	100.0	10	100.0	5	100.0	3	50.0	11	100.0	10	100.0
26.2.5	Cheaper Goods Strategy	No	5	100.0	1	16.7	5	100.0	4	80.0	7	100.0	10	100.0	5	100.0	3	50.0	11	100.0	10	100.0
26.2.6	Prestige/Premium Goods Strategy	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	11	100.0	10	100.0
26.2.7	Product Proliferation Strategy	No	5	100.0	1	16.7	4	80.0	5	100.0	7	100.0	8	80.0	5	100.0	5	83.3	11	100.0	10	100.0
26.2.8	Product Innovation Strategy	Yes	2	40.0	5	83.3	1	20.0	3	60.0	7	100.0	2	20.0	4	66.7	4	66.7	11	100.0	10	100.0
26.2.9	Improve Services Strategy	No	3	60.0	6	100.0	3	60.0	2	40.0	7	100.0	9	90.0	5	100.0	2	33.3	10	90.9	10	100.0
26.2.10	Distribution Innovation Strategy	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	8	80.0	5	100.0	6	100.0	1	9.1	11	100.0
26.2.11	Cost Reduction Strategy	No	5	100.0	1	16.7	5	100.0	5	100.0	7	100.0	1	10.0	4	80.0	5	83.3	11	100.0	10	100.0
26.2.12	Intensive Advertising Strategy	Yes	5	100.0	1	16.7	5	100.0	5	100.0	7	100.0	8	80.0	4	80.0	3	50.0	10	90.9	10	100.0
26.3.1	Target Market Strategy	No	3	60.0	5	83.3	1	20.0	4	80.0	7	100.0	10	100.0	5	100.0	3	50.0	11	100.0	10	100.0
26.3.2	New Markets Strategy	Yes	5	100.0	6	100.0	4	80.0	1	20.0	7	100.0	6	60.0	5	100.0	4	66.7	2	18.2	9	81.8
26.3.3	Efficiency Strategy	No	5	100.0	6	100.0	5	100.0	4	80.0	7	100.0	4	40.0	5	50.0	2	33.3	10	90.9	10	100.0
26.4.1	Specific Type Strategy	Yes	1	20.0	3	50.0	5	100.0	1	20.0	7	100.0	5	50.0	5	100.0	3	50.0	1	9.1	11	100.0
26.4.2	Customer-Size Strategy	No	4	80.0	3	50.0	5	100.0	4	80.0	7	100.0	6	60.0	5	100.0	3	50.0	10	90.9	10	100.0
26.4.3	Geographic Strategy	Yes	5	100.0	1	16.7	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	11	100.0	10	100.0
26.4.4	Any Other	No	5	100.0	3	50.0	4	80.0	1	20.0	7	100.0	10	100.0	5	100.0	6	100.0	11	100.0	10	100.0
		Yes	3	60.0	6	100.0	4	80.0	4	80.0	7	100.0	10	100.0	5	100.0	3	50.0	11	100.0	10	100.0
		No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	11	100.0	10	100.0

Table 7.45 Continued

Code	Competitive Marketing Strategies	Strategy Followed	11		12		13		14		15		16		Total		Chi-Square (d.f. = 15)	Significance
			No	%	No	%	No	%	No	%	No	%	No	%	No	%		
A.1	Attract Non-User/New Users Strategy	Yes	5	100.0	10	100.0	1	10.0	5	100.0	2	40.0	5	100.0	84	76.4	93.328	0.000
		No					9	90.0						26	23.6			
A.2	Promote New Users Strategy	Yes	5	100.0	1	10.0	10	100.0	5	100.0	2	40.0	5	100.0	30	27.3	84.623	0.000
		No					8	80.0	1	20.0	3	60.0	5	100.0	80	72.7		
A.3	Use More Often Strategy	Yes	5	100.0	10	100.0	2	20.0	4	80.0	2	40.0	4	80.0	71	64.5	75.685	0.000
		No					8	80.0	5	100.0	4	80.0	1	20.0	39	35.5		
B.1	Innovation Strategy	Yes	5	100.0	10	100.0	2	20.0	1	20.0	1	20.0	4	80.0	19	17.3	92.083	0.000
		No					1	10.0	5	100.0	4	80.0	5	100.0	91	82.7		
B.2	Fortification Strategy	Yes	5	100.0	10	100.0	9	90.0	5	100.0	3	60.0	3	60.0	26	23.6	70.809	0.000
		No					10	100.0	5	100.0	2	40.0	5	100.0	84	76.4		
B.3	Confrontation Strategy	Yes	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	66	60.0	84.884	0.000
		No					8	80.0	4	80.0	4	80.0	5	100.0	44	40.0		
B.4	Harassment Strategy	Yes	5	100.0	2	20.0	10	100.0	1	20.0	1	20.0	5	100.0	73	66.4	69.406	0.000
		No					10	100.0	3	60.0	5	100.0	5	100.0	37	33.6		
B.5	Quality Strategy	Yes	5	100.0	1	10.0	9	90.0	2	40.0	1	20.0	5	100.0	7	6.4	87.112	0.000
		No					1	10.0	2	40.0	4	80.0	5	100.0	103	93.6		
B.6	Product Flanking Strategy	Yes	5	100.0	9	90.0	10	100.0	5	100.0	4	80.0	4	80.0	22	20.0	27.614	0.024
		No					3	30.0	1	20.0	1	20.0	3	60.0	88	80.0		
B.7	Product Specialisation Strategy	Yes	5	100.0	7	70.0	10	100.0	4	80.0	5	100.0	2	40.0	3	2.7	52.234	0.000
		No					10	100.0	5	100.0	5	100.0	5	100.0	107	97.3		
B.8	Multi-Brand Strategy	Yes	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	18	16.4	29.584	0.014
		No					3	30.0	2	40.0	2	40.0	5	100.0	92	83.6		
B.9	Brand Extension Strategy	Yes	5	100.0	7	70.0	10	100.0	3	60.0	5	100.0	5	100.0	36	32.7	52.497	0.000
		No					9	90.0	9	90.0	2	40.0	5	100.0	74	67.3		
B.10	Heavy Advertising Strategy	Yes	5	100.0	1	10.0	1	10.0	5	100.0	3	60.0	3	60.0	47	42.7	75.783	0.000
		No					8	80.0	3	60.0	1	20.0	4	80.0	63	57.3		
B.11	Aggressive Salesforce Strategy	Yes	5	100.0	2	20.0	10	100.0	2	40.0	4	80.0	5	100.0	66	60.0	79.884	0.000
		No					8	80.0	4	80.0	5	100.0	5	100.0	44	40.0		
B.12	Effective Sales Promotion Strategy	Yes	5	100.0	2	20.0	10	100.0	1	20.0	4	80.0	4	80.0	26	23.6	94.444	0.000
		No					2	20.0	3	60.0	2	40.0	5	100.0	84	76.4		
B.13	Manufacturing Efficiency Strategy	Yes	5	100.0	1	10.0	10	100.0	2	40.0	1	20.0	4	80.0	46	41.8	72.326	0.000
		No					9	90.0	2	40.0	4	80.0	5	100.0	64	58.2		
B.14	Premium Product Strategy	Yes	5	100.0	2	20.0	10	100.0	3	60.0	1	20.0	4	80.0	41	37.3	79.859	0.000
		No					8	80.0	2	40.0	5	100.0	5	100.0	69	62.7		
B.15	Extensive/Efficient Dealership Strategy	Yes	5	100.0	2	20.0	10	100.0	1	20.0	3	60.0	3	60.0	29	26.4	93.396	0.000
		No					2	20.0	4	80.0	5	100.0	5	100.0	81	73.6		
B.16	Superior Service Strategy	Yes	5	100.0	1	10.0	1	10.0	5	100.0	2	40.0	2	40.0	25	22.7	79.859	0.000
		No					9	90.0	5	100.0	2	40.0	5	100.0	85	77.3		
26.2.1	Direct Attack/Head-On Strategy	Yes	5	100.0	10	100.0	9	90.0	1	10.0	3	60.0	3	60.0	68	64.7	68.947	0.000
		No					1	10.0	5	100.0	3	60.0	5	100.0	85	77.3		

Table 7.45 Continue..

Code	Competitive Marketing Strategies	Strategy Followed	11 Kuwait Airlines		12 Lufthansa		13 NEPC		14 Royal Jordanian		15 Singapore Airlines		16 United Airways		Total		Chi-Square (d.f. = 15)	Significance
			No	%	No	%	No	%	No	%	No	%	No	%	No	%		
26.2.2	Back-Door Strategy	Yes	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	0	0	84.945	0.000
26.2.3	Guppy Strategy	No	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	0	0		
26.2.4	Price Discount Strategy	Yes	5	100.0	10	100.0	10	100.0	1	20.0	2	40.0	2	40.0	19	17.3		
26.2.5	Cheaper Goods Strategy	No	10	100.0	10	100.0	10	100.0	4	80.0	3	60.0	3	60.0	91	82.7	65.677	0.000
26.2.6	Prestige/Premium Goods Strategy	Yes	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	0	0		
26.2.7	Product Proliferation Strategy	No	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	65	59.1		
26.2.8	Product Innovation Strategy	Yes	5	100.0	10	100.0	10	100.0	2	40.0	2	40.0	1	20.0	17	15.5	84.490	0.000
26.2.9	Improve Services Strategy	No	5	100.0	10	100.0	10	100.0	3	60.0	5	100.0	4	80.0	93	84.5	37.803	0.001
26.2.10	Distribution Innovation Strategy	Yes	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	4	80.0	81	73.6	84.712	0.000
26.2.11	Cost Reduction Strategy	No	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	4	80.0	64	58.2	86.435	0.000
26.2.12	Intensive Advertising Strategy	Yes	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	50	45.5	93.292	0.000
26.3.1	Target Market Strategy	No	5	100.0	10	100.0	10	100.0	3	60.0	3	60.0	3	60.0	8	7.3	45.743	0.000
26.3.2	New Markets Strategy	Yes	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	102	92.7	42.477	0.000
26.3.3	Efficiency Strategy	No	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	14	12.7		
26.4.1	Specific Type Strategy	Yes	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	96	87.3		
26.4.2	Customer-Size Strategy	No	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	60	54.5	81.888	0.000
26.4.3	Geographic Strategy	Yes	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	63	57.3	85.444	0.000
26.4.4	Any Other	No	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	32	29.1	60.024	0.000
		Yes	4	80.0	2	20.0	2	20.0	5	100.0	5	100.0	4	80.0	78	70.9		
		No	1	20.0	1	10.0	1	10.0	5	100.0	5	100.0	5	100.0	22	20.0		
		Yes	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	88	80.0	94.166	0.000
		No	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	7	6.4		
		Yes	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	103	93.6	37.836	0.001
		No	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	15	13.6		
		Yes	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	95	86.4	63.298	0.000
		No	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	0	0		
		Yes	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	110	100.0		
		No	5	100.0	10	100.0	10	100.0	5	100.0	5	100.0	5	100.0	0	0		

Table 7.47 Continued..

Code	Competitive Marketing Strategies	Strategy Followed	1		2		3		4		5		6		7		8		9		10		Total		Chi-Square (d.f. = 9)	Significance		
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%				
B.15	Extensive/Efficient Dealership Strategy	Yes	8	80.0	10	100.0	9	90.0	9	90.0	9	81.8	10	100.0	10	100.0	4	40.0	4	44.4	10	100.0	83	83.0	31.547	0.000		
B.16		Superior Service Strategy	No	2	20.0	1	10.0	1	10.0	1	10.0	2	18.2	1	10.0	2	20.0	6	60.0	5	55.6	3	30.0	17	17.0	20.221	0.017	
26.2.1	Direct Attack/Head-On Strategy	No	10	100.0	9	90.0	9	90.0	7	70.0	11	100.0	9	90.0	8	80.0	10	100.0	4	44.4	7	70.0	84	84.0	42.934	0.000		
26.2.2		Back-Door Strategy	Yes	10	100.0	10	100.0	9	90.0	4	40.0	11	100.0	9	90.0	10	100.0	10	100.0	9	100.0	10	100.0	92	92.0	62.206	0.000	
26.2.3	Guppy Strategy	No	10	100.0	10	100.0	10	100.0	7	70.0	11	100.0	10	100.0	10	100.0	2	20.0	2	20.0	9	100.0	89	89.0	9.090	0.429		
26.2.4		Price Discount Strategy	Yes	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0	10	100.0	9	90.0	9	100.0	10	100.0	99	99.0	46.306	0.000	
26.2.5	Cheaper Goods Strategy	No	6	60.0	10	100.0	8	80.0	7	70.0	10	90.9	8	80.0	10	100.0	9	90.0	9	100.0	9	100.0	27	27.0	9.090	0.429		
26.2.6		Prestige/Premium Goods Strategy	Yes	1	10.0	10	100.0	10	100.0	10	100.0	11	100.0	10	100.0	10	100.0	10	100.0	9	100.0	10	100.0	99	99.0	74.315	0.000	
26.2.7	Product Proliferation Strategy	No	10	100.0	8	80.0	1	10.0	3	30.0	10	90.9	1	10.0	5	50.0	9	90.0	1	11.1	7	77.8	3	30.0	54	54.0	48.209	0.000
26.2.8		Product Innovation Strategy	Yes	10	100.0	6	60.0	5	50.0	5	50.0	10	90.9	10	100.0	5	50.0	7	70.0	2	22.2	7	70.0	46	46.0	47.744	0.000	
26.2.9	Improve Services Strategy	No	10	100.0	4	40.0	5	50.0	2	20.0	8	72.7	3	30.0	2	20.0	3	30.0	3	33.3	1	11.1	3	32.0	44.475	0.000		
26.2.10		Distribution Innovation Strategy	Yes	9	90.0	6	60.0	8	80.0	1	10.0	10	90.9	9	90.0	4	40.0	10	100.0	6	66.7	8	80.0	43	43.0	42.155	0.000	
26.2.11	Cost Reduction Strategy	No	9	90.0	8	80.0	5	50.0	1	10.0	10	90.9	2	20.0	4	40.0	8	80.0	6	66.7	6	66.7	53	53.0	39.716	0.000		
26.2.12		Intensive Advertising Strategy	Yes	10	100.0	10	100.0	9	90.0	10	100.0	11	100.0	10	100.0	10	100.0	10	100.0	9	100.0	5	50.0	6	6.0	29.018	0.000	
26.3.1	Target Market Strategy	No	10	100.0	5	50.0	6	60.0	5	50.0	5	50.0	1	10.0	5	50.0	10	100.0	9	100.0	9	100.0	25	25.0	29.405	0.001		
26.3.2		New Markets Strategy	Yes	6	60.0	4	40.0	3	30.0	3	30.0	11	100.0	9	90.0	10	100.0	3	30.0	7	77.8	5	50.0	63	63.0	19.101	0.024	
26.3.3	Efficiency Strategy	No	4	40.0	6	60.0	7	70.0	5	50.0	5	50.0	1	10.0	9	90.0	1	10.0	5	50.0	2	22.2	5	50.0	13	13.0	26.613	0.002
26.4.1		Specific Type Strategy	Yes	3	30.0	8	80.0	7	70.0	3	30.0	10	90.9	9	90.0	1	10.0	5	50.0	6	66.7	6	60.0	72	72.0	32.512	0.000	
26.4.2	Customer-Size Strategy	No	7	70.0	2	20.0	3	30.0	2	20.0	1	10.0	1	10.0	4	40.0	6	60.0	3	33.3	3	33.3	4	40.0	80	80.0	18.586	0.029
26.4.3		Geographic Strategy	Yes	9	90.0	9	90.0	8	80.0	8	80.0	11	100.0	10	100.0	10	100.0	4	40.0	9	100.0	9	90.0	93	93.0			
26.4.4	Any Other	No	6	60.0	10	100.0	10	100.0	2	20.0	1	10.0	10	100.0	9	90.0	10	100.0	1	11.1	8	88.9	4	40.0	100	100.0		
		Yes	2	20.0	10	100.0	2	20.0	3	30.0	7	70.0	11	100.0	10	100.0	6	60.0	9	100.0	9	100.0	10	100.0	100	100.0		
		No	8	80.0	10	100.0	8	80.0	7	70.0	11	100.0	10	100.0	10	100.0	10	100.0	10	100.0	9	100.0	10	100.0	100	100.0		
		Yes	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	11	100.0	10	100.0	10	100.0	10	100.0	9	100.0	10	100.0	100	100.0		

Table 7.48.
Competitive Marketing Strategies
Music System

Code	Competitive Marketing Strategies	Strategy Followed	1 Akai		2 BPL		3 Panasonic		4 Philips		5 Samsung		6 Sharp		7 Sony		8 Videocon		Total	Chi-Square (d.f. = 7)	Significance	
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%				No
A.1	Attract Non-User/New Users Strategy	Yes	10	100.0	10	100.0	10	100.0	9	90.0	10	100.0	10	100.0	10	100.0	10	100.0	79	98.8	7.089	0.420
A.2	Promote New Users Strategy	No						1	10.0							4	40.0	1	1.3	7	8.8	0.001
A.3	Use More Often Strategy	Yes	10	100.0	10	100.0	10	100.0	7	70.0	10	100.0	10	100.0	6	60.0	6	60.0	73	91.3	23.639	0.000
B.1	Innovation Strategy	No	10	100.0	8	80.0	10	100.0	9	90.0	10	100.0	10	100.0	4	40.0	8	80.0	71	88.8	30.923	0.000
B.2	Fortification Strategy	Yes	10	100.0	10	100.0	3	30.0	10	100.0	10	100.0	10	100.0	2	20.0	2	20.0	23	28.8	50.221	0.000
B.3	Confrontation Strategy	No	10	100.0	8	80.0	10	100.0	1	10.0	10	100.0	8	80.0	1	10.0	9	90.0	28	35.0	50.989	0.000
B.4	Harassment Strategy	Yes	10	100.0	10	100.0	9	90.0	1	10.0	10	100.0	10	100.0	7	70.0	3	30.0	17	21.3	38.767	0.000
B.5	Quality Strategy	No	3	30.0	1	10.0	8	80.0	10	100.0	9	90.0	10	100.0	10	100.0	2	20.0	65	81.3	33.394	0.000
B.6	Product Flanking Strategy	Yes	10	100.0	10	100.0	5	50.0	9	90.0	10	100.0	10	100.0	10	100.0	10	100.0	51	63.8	56.200	0.000
B.7	Product Specialisation Strategy	No	10	100.0	7	70.0	9	90.0	2	20.0	10	100.0	10	100.0	5	50.0	5	50.0	26	32.5	25.299	0.001
B.8	Multi-Brand Strategy	Yes	6	60.0	7	70.0	5	50.0	10	100.0	10	100.0	10	100.0	7	70.0	3	30.0	39	48.8	41.976	0.000
B.9	Brand Extension Strategy	No	10	100.0	4	40.0	8	80.0	10	100.0	10	100.0	10	100.0	5	50.0	5	50.0	53	66.3	40.195	0.000
B.10	Heavy Advertising Strategy	Yes	1	10.0	10	100.0	2	20.0	9	90.0	2	20.0	7	70.0	1	10.0	4	40.0	23	28.8	22.883	0.002
B.11	Aggressive Salesforce Strategy	No	9	90.0	10	100.0	8	80.0	1	10.0	10	100.0	10	100.0	6	60.0	6	60.0	34	42.5	59.265	0.000
B.12	Effective Sales Promotion Strategy	Yes	3	30.0	7	70.0	9	90.0	6	60.0	6	60.0	10	100.0	3	30.0	5	50.0	40	50.0	40.000	0.000
B.13	Manufacturing Efficiency Strategy	No	9	90.0	3	30.0	9	90.0	8	80.0	3	30.0	10	100.0	7	70.0	3	30.0	28	35.0	28.131	0.000
B.14	Premium Product Strategy	Yes	4	40.0	10	100.0	2	20.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	8	10.0	26.666	0.000
B.15	Extensive/Efficient Dealership Strategy	No	6	60.0	1	10.0	10	100.0	10	100.0	10	100.0	10	100.0	5	50.0	5	50.0	72	90.0	30.991	0.001
B.16	Superior Service Strategy	Yes	10	100.0	9	90.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	6	60.0	6	7.5	26.971	0.000
		No																	9	11.3	14.898	0.037

Table 7.48 Continued..

Code	Competitive Marketing Strategies	Strategy Followed	1 Akai		2 BPL		3 Panasonic		4 Philips		5 Samsung		6 Sharp		7 Sony		8 Videcon		Total	Chi-Square (d.f. = 7)	Significance
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%			
26.2.1	Direct Attack/Head-On Strategy	No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0	
26.2.2	Back-Door Strategy	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	73	88	53.698
26.2.3	Guppy Strategy	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	79	98.8	7.088
26.2.4	Price Discount Strategy	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	37	46.3	0.420
26.2.5	Cheaper Goods Strategy	No	2	20.0	10	100.0	9	90.0	2	20.0	10	100.0	2	20.0	10	100.0	33	330.0	43	53.8	63.507
26.2.6	Prestige/Premium Goods Strategy	No	8	80.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	78	97.5	14.358
26.2.7	Product Proliferation Strategy	Yes	1	10.0	2	20.0	8	80.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	33	41.3	0.000
26.2.8	Product Innovation Strategy	Yes	9	90.0	6	60.0	10	100.0	2	20.0	10	100.0	2	20.0	10	100.0	7	70.0	46	57.5	24.347
26.2.9	Improve Services Strategy	No	10	100.0	4	40.0	8	80.0	10	100.0	6	60.0	4	40.0	1	10.0	3	30.0	28	35.0	42.197
26.2.10	Distribution Innovation Strategy	Yes	10	100.0	6	60.0	10	100.0	10	100.0	4	40.0	10	100.0	8	80.0	2	20.0	50	62.5	45.866
26.2.11	Cost Reduction Strategy	No	2	20.0	8	80.0	1	10.0	8	80.0	6	60.0	4	40.0	1	10.0	10	100.0	34	42.5	0.000
26.2.12	Intensive Advertising Strategy	Yes	10	100.0	10	100.0	10	100.0	8	80.0	2	20.0	10	100.0	10	100.0	5	50.0	46	57.5	33.350
26.3.1	Target Market Strategy	No	10	100.0	5	50.0	9	90.0	10	100.0	5	50.0	10	100.0	2	20.0	2	20.0	73	91.3	28.649
26.3.2	New Markets Strategy	Yes	10	100.0	2	20.0	10	100.0	9	90.0	5	50.0	10	100.0	8	80.0	8	80.0	64	80.0	17.500
26.3.3	Efficiency Strategy	No	10	100.0	8	80.0	1	10.0	10	100.0	10	100.0	4	40.0	9	90.0	5	50.0	62	77.5	0.014
26.4.1	Specific Type Strategy	Yes	10	100.0	10	100.0	9	90.0	10	100.0	10	100.0	10	100.0	10	100.0	5	50.0	18	22.5	0.000
26.4.2	Customer-Size Strategy	No	3	30.0	10	100.0	1	10.0	2	20.0	1	10.0	1	10.0	6	60.0	4	40.0	67	83.8	37.562
26.4.3	Geographic Strategy	Yes	7	70.0	10	100.0	9	90.0	9	90.0	4	40.0	10	100.0	10	100.0	1	10.0	5	6.3	13.134
26.4.4	Any Other	No	2	20.0	10	100.0	9	90.0	10	100.0	6	60.0	10	100.0	8	80.0	4	40.0	2	2.5	0.069
		Yes	8	80.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	78	97.5	13.440
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0	44.363
		Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	78	97.5	0.000
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	80	100.0	14.358

Table 7.49
Competitive Marketing Strategies
Washing Machine

Code	Competitive Marketing Strategies	Strategy Followed	1		2		3		4		5		6		Total	Chi-Square (d.f. = 5)	Significance
			BPL	%	Daewoo	%	Godrej	%	IFB	%	Videocon	%	Whirlpool	%			
A.1	Attract Non-User/New Users Strategy	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0	
A.2	Promote New Uses Strategy	No													1	1.7	0.406
A.3	Use More Often Strategy	No	10	100.0	9	90.0	10	100.0	10	100.0	10	100.0	10	100.0	59	98.3	0.066
B.1	Innovation Strategy	Yes	2	20.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	2	3.3	10.344
B.2	Fortification Strategy	No	8	80.0	10	100.0	10	100.0	10	100.0	6	60.0	10	100.0	58	96.7	0.001
B.3	Confrontation Strategy	Yes	10	100.0	10	100.0	10	100.0	10	100.0	4	40.0	4	40.0	56	93.3	21.428
B.4	Harassment Strategy	No	2	20.0	1	10.0	10	100.0	10	100.0	8	80.0	11	118.3	49	81.7	32.615
B.5	Quality Strategy	Yes	8	80.0	9	90.0	10	100.0	10	100.0	2	20.0	1	10.0	59	98.3	5.084
B.6	Product Flanking Strategy	No	10	100.0	10	100.0	10	100.0	10	100.0	9	90.0	10	100.0	54	90.0	2.222
B.7	Product Specialisation Strategy	Yes	9	90.0	8	80.0	9	90.0	9	90.0	10	100.0	9	90.0	54	90.0	0.818
B.8	Multi-Brand Strategy	No	1	10.0	2	20.0	1	10.0	1	10.0	1	10.0	1	10.0	6	10.0	0.000
B.9	Brand Extension Strategy	Yes	10	100.0	7	70.0	9	90.0	10	100.0	3	30.0	10	100.0	49	81.7	25.936
B.10	Heavy Advertising Strategy	No	3	30.0	3	30.0	1	10.0			7	70.0	11	118.3	11	18.3	0.000
B.11	Aggressive Salesforce Strategy	Yes	7	70.0	10	100.0	10	100.0	10	100.0	4	40.0	4	40.0	9	15.0	24.705
B.12	Effective Sales Promotion Strategy	No	1	10.0	4	40.0	9	90.0	10	100.0	2	20.0	10	100.0	36	60.0	35.833
B.13	Manufacturing Efficiency Strategy	Yes	9	90.0	6	60.0	1	10.0	1	10.0	8	80.0	24	40.0	24	40.0	22.105
B.14	Premium Product Strategy	No	6	60.0	1	10.0	2	20.0	1	10.0	9	90.0	3	30.0	22	36.7	0.001
B.15	Extensive/Efficient Dealership Strategy	Yes	4	40.0	9	90.0	8	80.0	9	90.0	1	10.0	7	70.0	38	63.3	0.001
B.16	Superior Service Strategy	No	10	100.0	2	20.0	10	100.0	4	40.0	5	50.0	10	100.0	49	81.7	16.586
		Yes	10	100.0	9	90.0	8	80.0	8	80.0	10	100.0	10	100.0	55	91.7	6.327
		No												5	8.3	0.276	
		Yes	10	100.0	5	50.0	5	50.0	4	40.0	8	80.0	10	100.0	42	70.0	17.142
		No												18	30.0	0.186	
		Yes	7	70.0	5	50.0	4	40.0	4	40.0	8	80.0	8	80.0	36	60.0	7.500
		No	3	30.0	5	50.0	6	60.0	6	60.0	2	20.0	2	20.0	24	40.0	15.555
		Yes	10	100.0	10	100.0	10	100.0	10	100.0	6	60.0	4	40.0	6	10.0	0.008
		No												54	90.0	0.739	
		Yes	1	10.0	1	10.0	1	10.0	10	100.0	2	20.0	2	20.0	7	11.7	2.749
		No	9	90.0	9	90.0	9	90.0	10	100.0	8	80.0	8	80.0	53	88.3	0.406
		Yes	10	100.0	9	90.0	10	100.0	10	100.0	10	100.0	10	100.0	59	98.3	0.406
		No												1	1.7		
		Yes	1	10.0	1	10.0					5	50.0	1	10.0	8	13.3	0.010
		No	9	90.0	9	90.0	10	100.0	10	100.0	5	50.0	9	90.0	52	86.7	

Table 7.49 Continued..

Code	Competitive Marketing Strategies	Strategy Followed	1 BPL		2 Daewoo		3 Godrej		4 IFB		5 Videocon		6 Whirlpool		Total	Chi-Square (d.f. = 5)	Significance		
			No	%	No	%	No	%	No	%	No	%	No	%				No	%
26.2.1	Direct Attack/Head-On Strategy	Yes	10	100.0	1	10.0	10	100.0	10	100.0	10	100.0	10	100.0	1	1.7	5.084	0.406	
		No	10	100.0	9	90.0	10	100.0	10	100.0	10	100.0	10	100.0	59	98.3			
26.2.2	Back-Door Strategy	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0			
26.2.3	Guppy Strategy	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0			
26.2.4	Price Discount Strategy	Yes	10	100.0	2	20.0	1	10.0	10	100.0	10	100.0	10	100.0	13	21.7	45.270	0.000	
		No	10	100.0	8	80.0	9	90.0	10	100.0	10	100.0	10	100.0	47	78.3			
26.2.5	Cheaper Goods Strategy	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	2	3.3	10.344	0.066	
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	58	96.7			
26.2.6	Prestige/Premium Goods Strategy	Yes	2	20.0	9	90.0	9	90.0	10	100.0	10	100.0	10	100.0	40	66.7	44.700	0.000	
		No	8	80.0	1	10.0	1	10.0	10	100.0	10	100.0	10	100.0	20	33.3			
26.2.7	Product Proliferation Strategy	Yes	4	40.0	4	40.0	3	30.0	1	10.0	9	90.0	5	50.0	26	43.3	14.389	0.013	
		No	6	60.0	6	60.0	7	70.0	9	90.0	9	90.0	5	50.0	34	56.7			
26.2.8	Product Innovation Strategy	Yes	10	100.0	6	60.0	10	100.0	9	90.0	9	90.0	10	100.0	55	91.7	16.800	0.005	
		No	4	40.0	4	40.0	4	40.0	1	10.0	1	10.0	4	40.0	5	8.3			
26.2.9	Improve Services Strategy	Yes	4	40.0	1	10.0	4	40.0	4	40.0	5	50.0	4	40.0	22	36.7	4.019	0.547	
		No	6	60.0	9	90.0	6	60.0	6	60.0	5	50.0	6	60.0	38	63.3			
26.2.10	Distribution Innovation Strategy	Yes	2	20.0	6	60.0	6	60.0	7	70.0	10	100.0	9	90.0	40	66.7	17.700	0.003	
		No	8	80.0	4	40.0	4	40.0	3	30.0	3	30.0	1	10.0	20	33.3			
26.2.11	Cost Reduction Strategy	Yes	10	100.0	10	100.0	9	90.0	10	100.0	10	100.0	10	100.0	6	10.0	22.222	0.000	
		No	5	50.0	7	70.0	3	30.0	3	30.0	8	80.0	1	10.0	54	90.0			
26.2.12	Intensive Advertising Strategy	Yes	5	50.0	3	30.0	7	70.0	7	70.0	7	70.0	2	20.0	33	55.0	14.343	0.014	
		No	5	50.0	3	30.0	7	70.0	7	70.0	7	70.0	2	20.0	33	55.0			
26.3.1	Target Market Strategy	Yes	2	20.0	2	20.0	10	100.0	9	90.0	9	90.0	2	20.0	35	58.3	36.548	0.000	
		No	8	80.0	8	80.0	10	100.0	1	10.0	1	10.0	8	80.0	25	41.7			
26.3.2	New Markets Strategy	Yes	10	100.0	8	80.0	10	100.0	10	100.0	10	100.0	8	80.0	56	93.3	8.571	0.127	
		No	2	20.0	2	20.0	1	10.0	1	10.0	1	10.0	2	20.0	4	6.7			
26.3.3	Efficiency Strategy	Yes	10	100.0	1	10.0	9	90.0	10	100.0	10	100.0	7	70.0	6	10.0	6.666	0.247	
		No	10	100.0	9	90.0	9	90.0	10	100.0	10	100.0	7	70.0	54	90.0			
26.4.1	Specific Type Strategy	Yes	10	100.0	1	10.0	5	50.0	2	20.0	4	40.0	1	10.0	13	21.7	11.096	0.050	
		No	10	100.0	9	90.0	5	50.0	8	80.0	6	60.0	9	90.0	47	78.3			
26.4.2	Customer-Size Strategy	Yes	10	100.0	1	10.0	10	100.0	10	100.0	10	100.0	10	100.0	2	3.3	4.137	0.530	
		No	10	100.0	9	90.0	10	100.0	10	100.0	10	100.0	10	100.0	58	96.7			
26.4.3	Geographic Strategy	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0			
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0			
26.4.4	Any Other	Yes	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0			
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0			

Table 7.50
Company Growth Strategies
(Company Deposits)

Code	Growth Strategies	Strategy Followed	1		2		3		4		5		6		8		9		10		11	
			Allpc Fin.	%	Anagram Fin.	%	Apple Fin.	%	Ashok Ley. Fin.	%	Gardan Fin.	%	GLFL	%	JCCM	%	Kotak Sec.	%	Lloyds Fin.	%	Mafadal Fin.	%
1.1.a	Motivate Current Customers To Buy More	Yes	5	100.0	10	100.0	11	100.0	1	20.0			10	100.0			4	80.0	8	80.0		
		No							4	80.0	5	100.0					1	20.0	2	20.0		
1.1.b	Attract Competitors Customers	Yes	5	100.0	10	100.0	10	90.9	1	20.0	2	40.0	8	80.0			3	60.0	7	70.0		
		No							4	80.0	3	60.0	2	20.0			2	40.0	3	30.0		
1.1.c	Attract Non-Users	Yes	5	100.0	10	100.0	11	100.0	2	40.0	5	100.0	10	100.0			4	80.0	10	100.0		
		No							3	60.0	5	100.0	8	80.0			1	20.0	5	100.0		
1.2.a	Move Into Additional Markets	Yes	5	100.0	10	100.0	11	100.0	4	80.0	5	100.0	2	20.0			5	100.0	10	100.0		
		No							1	20.0	4	80.0	10	100.0			4	80.0	10	100.0		
1.2.b	Attract New Segments Distribution Channels, Media Etc.	Yes	5	100.0			8	72.7	4	80.0	4	80.0	3	100.0			4	80.0	10	100.0		
		No					3	27.3	1	20.0	1	20.0	5	50.0			1	20.0	7	70.0		
1.3.a	Modify Existing Features	Yes	5	100.0	9	90.0	5	45.5	5	100.0	5	100.0	5	100.0			5	100.0	3	30.0		
		No			1	10.0	6	54.5	5	100.0	5	100.0	2	20.0			2	20.0	2	20.0		
1.3.b	Create Different Versions	Yes	5	100.0	9	90.0	10	90.9	5	100.0	5	100.0	8	80.0			5	100.0	10	100.0		
		No							5	100.0	5	100.0	2	20.0			5	100.0	10	100.0		
1.3.c	Develop Additional Models Sizes Etc	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0			5	100.0	10	100.0		
		No							5	100.0	5	100.0	5	100.0			5	100.0	10	100.0		
2.1	Seek Greater Control Over Suppliers	Yes	5	100.0	10	100.0	10	90.9	5	100.0	5	100.0	10	100.0			5	100.0	10	100.0		
		No							5	100.0	5	100.0	5	100.0			5	100.0	10	100.0		
2.2	Seek Greater Control Over Distributors, Dealers Etc	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	9	90.0			4	80.0	9	90.0		
		No							5	100.0	5	100.0	1	10.0			1	20.0	1	10.0		
2.3	Seek Greater Control Over Competitors	Yes	5	100.0	10	100.0	10	90.9	5	100.0	5	100.0	10	100.0			5	100.0	10	100.0		
		No							5	100.0	5	100.0	5	100.0			5	100.0	10	100.0		
3.1	Add New Products That Tend With Product Line	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0			5	100.0	10	100.0		
		No							5	100.0	5	100.0	5	100.0			5	100.0	10	100.0		
3.2	Add New Products That Do Not Tend With Product Line	Yes	5	100.0	10	100.0	10	90.9	5	100.0	5	100.0	10	100.0			5	100.0	10	100.0		
		No							5	100.0	5	100.0	5	100.0			5	100.0	10	100.0		
3.3	Add New Products Totally New To Company Technology, Markets, Products, Etc.	Yes	5	100.0	10	100.0	11	100.0	5	100.0	5	100.0	10	100.0			5	100.0	10	100.0		
		No							5	100.0	5	100.0	10	100.0			5	100.0	10	100.0		

Table 7.50 Continued..

Code	Growth Strategies	Strategy Followed		12		13		14		15		16		Total	Chi-Square (d.f. = 14)	Significance
		Sundram Fin. No	%	Tata Fin. No	%	Transpect. Fin. No	%	TCF No	%	TCF No	%	No	%			
1.1 a	Motivate Current Customers To Buy More	1	100.0	3	75.0	3	100.0	1	25.0	1	25.0	3	100.0	53	64.6	0.000
1.1 b	Attract Competitors Customers	1	100.0	3	75.0	3	100.0	3	75.0	3	75.0	3	100.0	29	35.4	0.000
1.1 c	Attract Non-Users	1	100.0	1	25.0	3	100.0	4	100.0	4	100.0	4	100.0	37	45.1	0.000
1.2 a	Move Into Additional Markets	1	100.0	3	75.0	2	66.7	1	33.3	4	100.0	3	100.0	50	61.0	0.000
1.2 b	Attract New Segments Distribution Channels, Media Etc	1	100.0	4	100.0	2	66.7	1	33.3	4	100.0	3	100.0	66	80.5	0.000
1.3 a	Modify Existing Features	1	100.0	3	75.0	3	100.0	3	100.0	2	50.0	3	100.0	57	69.5	0.000
1.3 b	Create Different Versions	1	100.0	1	25.0	3	100.0	2	50.0	2	50.0	3	100.0	25	30.5	0.000
1.3 c	Develop Additional Models Sizes Etc.	1	100.0	4	100.0	3	100.0	3	100.0	2	50.0	3	100.0	46	56.1	0.000
2.1	Seek Greater Control Over Suppliers	1	100.0	4	100.0	3	100.0	3	100.0	2	50.0	3	100.0	36	43.9	0.000
2.2	Seek Greater Control Over Distributors, Dealers Etc	1	100.0	3	75.0	3	100.0	2	50.0	2	50.0	3	100.0	12	14.6	0.000
2.3	Seek Greater Control Over Competitors	1	100.0	1	25.0	3	100.0	3	100.0	2	50.0	3	100.0	70	85.4	0.000
3.1	Add New Products That Tend With Product Line	1	100.0	4	100.0	4	100.0	3	100.0	4	100.0	3	100.0	5	6.1	0.000
3.2	Add New Products That Do Not Tend With Product Line	1	100.0	3	75.0	3	100.0	3	100.0	2	50.0	3	100.0	77	93.9	0.000
3.3	Add New Products Totally New To Company Technology, Markets, Products, Etc	1	100.0	4	100.0	3	100.0	3	100.0	4	100.0	3	100.0	1	1.2	0.000
		1	100.0	3	75.0	3	100.0	2	50.0	2	50.0	3	100.0	81	98.8	0.000
		1	100.0	3	75.0	3	100.0	2	50.0	2	50.0	3	100.0	30	36.6	0.000
		1	100.0	1	25.0	3	100.0	2	50.0	2	50.0	3	100.0	52	63.4	0.000
		1	100.0	4	100.0	3	100.0	4	100.0	4	100.0	1	33.3	2	2.4	0.327
		1	100.0	3	75.0	3	100.0	3	100.0	3	75.0	2	66.7	80	97.6	0.000
		1	100.0	1	25.0	3	100.0	1	25.0	2	50.0	3	100.0	9	11.0	0.000
		1	100.0	4	100.0	3	100.0	2	50.0	2	50.0	3	100.0	73	89.0	0.000
		1	100.0	1	25.0	3	100.0	3	100.0	2	50.0	2	50.0	13	15.9	0.000
		1	100.0	3	75.0	3	100.0	2	50.0	2	50.0	3	100.0	69	84.1	0.000
		1	100.0	3	75.0	3	100.0	2	50.0	2	50.0	3	100.0	3	3.7	0.003
		1	100.0	3	75.0	3	100.0	2	50.0	2	50.0	3	100.0	79	96.3	0.000

Table 7.51
Company Growth Strategies
(Car Finance)

Code	Growth Strategies	Strategy Followed	2		3		4		5		6		7		8		9		10		11	
			Anagram Fin. No	%	Apple Fin. No	%	Ashok Lev. Fin. No	%	Gardan Fin. No	%	GLFL No	%	HDFC No	%	JCCM No	%	Kotak Sec. No	%	Lloyds Fin. No	%	Mafadal Fin. No	%
1.1.a	Motivate Current Customers To Buy More	Yes	10	100.0	9	90.0	9	75.0	1	20.0	9	90.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
1.1.b	Attract Competitors Customers	No	1	10.0	1	10.0	3	25.0	4	80.0	1	10.0	1	10.0	2	50.0	7	70.0	3	30.0	3	30.0
1.1.c	Attract Non-Users	Yes	9	90.0	6	60.0	6	50.0	4	80.0	2	20.0	1	50.0	2	50.0	3	30.0	7	70.0	1	100.0
1.2.a	Move Into Additional Markets	No	8	80.0	9	90.0	12	100.0	4	80.0	9	90.0	1	50.0	4	100.0	10	100.0	10	100.0	1	100.0
1.2.b	Attract New Segments Distribution Channels, Media Etc	Yes	2	20.0	1	10.0	12	100.0	1	20.0	1	10.0	2	100.0	3	75.0	10	100.0	8	100.0	1	100.0
1.3.a	Modify Existing Features	No	9	90.0	9	90.0	11	91.7	3	40.0	10	100.0	2	100.0	1	25.0	10	100.0	2	20.0	10	100.0
1.3.b	Create Different Versions	Yes	3	30.0	1	10.0	1	8.3	2	40.0	4	40.0	1	50.0	2	50.0	4	100.0	6	60.0	1	100.0
1.3.c	Develop Additional Models Sizes Etc	No	5	50.0	2	20.0	9	75.0	5	100.0	6	60.0	2	100.0	4	100.0	4	100.0	4	100.0	10	100.0
2.1	Seek Greater Control Over Suppliers	Yes	5	50.0	8	80.0	5	41.7	5	100.0	8	80.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
2.2	Seek Greater Control Over Distributors, Dealers Etc.	No	2	20.0	2	20.0	1	8.3	5	100.0	1	10.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
2.3	Seek Greater Control Over Competitors	Yes	8	80.0	8	80.0	11	91.7	5	100.0	9	90.0	2	100.0	1	25.0	10	100.0	6	60.0	1	100.0
3.1	Add New Products That Tend With Product Line	No	10	100.0	10	100.0	12	100.0	4	80.0	10	100.0	2	100.0	4	100.0	10	100.0	10	100.0	1	100.0
3.2	Add New Products That Do Not Tend With Product Line	Yes	6	60.0	10	100.0	10	83.3	1	20.0	3	30.0	2	100.0	3	75.0	10	100.0	7	70.0	1	100.0
3.3	Add New Products Totally New To Company Technology, Markets, Products, Etc	No	4	40.0	8	80.0	11	91.7	4	80.0	4	40.0	2	20.0	2	50.0	10	100.0	3	30.0	7	70.0
		Yes	6	60.0	10	100.0	10	83.3	5	100.0	6	60.0	1	50.0	2	50.0	10	100.0	2	20.0	5	50.0
		No	4	40.0	2	20.0	2	16.7	5	100.0	8	80.0	1	50.0	2	50.0	1	100.0	2	20.0	5	50.0

Table 7.51 Continued..

Code	Growth Strategies	Strategy Followed	12 Sundram Fin.		13 Tata Fin.		14 Transpeak Fin.		15 ICF		16 TCK		Total No	Total %	Chi-Square (d.f. = 14)	Significance
			No	%	No	%	No	%	No	%	No	%				
1.1 a	Motivate Current Customers To Buy More	Yes	1	100.0	7	87.5	3	100.0	3	75.0	3	100.0	80	86.0	39.151	0.000
		No			1	12.5			1	25.0			13	14.0		
1.1 b	Attract Competitors Customers	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	36	38.7	32.305	0.003
		No			8	100.0	3	100.0	4	100.0	3	100.0	57	61.3		
1.1 c	Attract Non-Users	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	86	92.5	25.474	0.300
		No											7	7.5		
1.2 a	Move Into Additional Markets	Yes	1	100.0	8	100.0	2	66.7	4	100.0	3	100.0	84	90.3	24.166	0.430
		No			8	100.0	1	33.3	3	75.0	3	100.0	9	9.7		
1.2 b	Attract New Segments Distribution Channels, Media Etc	Yes	1	100.0	8	100.0	3	100.0	3	100.0	1	25.0	82	88.2	27.157	0.018
		No							1	25.0			11	11.8		
1.3 a	Modify Existing Features	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	21	22.6	40.087	0.002
		No			8	100.0	3	100.0	4	100.0	3	100.0	72	77.4		
1.3 b	Create Different Versions	Yes	1	100.0	4	50.0	1	33.3	1	25.0	2	66.7	50	53.8	41.910	0.001
		No			4	50.0	2	66.7	3	75.0	1	33.3	43	46.2		
1.3 c	Develop Additional Models Sizes Etc.	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	6	6.5	9.879	0.770
		No			8	100.0	3	100.0	4	100.0	3	100.0	87	93.5		
2.1	Seek Greater Control Over Suppliers	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	1	1.1		
		No			8	100.0	3	100.0	4	100.0	3	100.0	92	98.9		
2.2	Seek Greater Control Over Distributors, Dealers Etc	Yes	1	100.0	7	87.5	3	100.0	4	100.0	3	100.0	45	48.4	41.246	0.000
		No			7	87.5	3	100.0	4	100.0	3	100.0	48	51.6		
2.3	Seek Greater Control Over Competitors	Yes	1	100.0	8	100.0	3	100.0	4	100.0	3	100.0	1	1.1		
		No			8	100.0	3	100.0	4	100.0	3	100.0	92	98.9		
3.1	Add New Products That Tend With Product Line	Yes	1	100.0	7	87.5	3	100.0	1	25.0	2	66.7	63	67.7	37.589	0.000
		No			7	87.5	3	100.0	3	75.0	1	33.3	30	32.3		
3.2	Add New Products That Do Not Tend With Product Line	Yes	1	100.0	7	87.5	3	100.0	1	25.0	2	66.7	65	69.9	44.012	0.000
		No			7	87.5	3	100.0	3	75.0	1	33.3	28	30.1		
3.3	Add New Products Totally New To Company Technology, Markets, Products, Etc	Yes	1	100.0	7	87.5	3	100.0	1	25.0	2	66.7	57	61.3	42.596	0.000
		No			1	12.5	3	100.0	3	75.0	1	33.3	36	38.7		

Table 7.52
Company Growth Strategies
(Airlines)

Code	Growth Strategies	Strategy Followed	1		2		3		4		5		6		7		8		9		10	
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
1.1.a	Motivate Current Customers To Buy More	Yes	5	100.0	6	100.0	5	100.0	4	80.0	1	14.3	10	100.0	5	100.0	3	50.0	2	18.2	7	70.0
1.1.b	Attract Competitors Customers	No			3	50.0			1	20.0	6	85.7	9	90.0			3	50.0	9	81.8	3	30.0
1.1.c	Attract Non-Users	Yes	5	100.0	3	50.0	5	100.0	4	80.0	7	100.0	1	10.0	5	100.0	3	50.0	2	18.2	9	90.0
1.2.a	Move Into Additional Markets	No			6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	10	90.9	5	50.0
1.2.b	Attract New Segments Distribution Channels, Media Etc	Yes	4	80.0	5	83.3	5	100.0	5	100.0	2	28.6	10	100.0	5	100.0	6	100.0	11	100.0	9	90.0
1.3.a	Modify Existing Features	No	4	20.0	1	16.7	5	100.0	5	100.0	5	71.4	10	100.0	4	80.0	6	100.0	10	90.9	8	80.0
1.3.b	Create Different Versions	Yes	1	20.0	3	50.0	5	100.0	5	100.0	6	85.7	1	10.0	1	20.0	6	100.0	10	99.9	7	70.0
1.3.c	Develop Additional Models Sizes Etc	No	3	60.0	3	50.0	1	20.0	2	40.0	7	100.0	9	90.0	5	100.0	3	50.0	3	27.3	3	30.0
2.1	Seek Greater Control Over Suppliers	Yes	2	40.0	6	100.0	4	80.0	3	60.0	7	100.0	10	100.0	5	100.0	3	50.0	8	72.7	10	100.0
2.2	Seek Greater Control Over Distributors, Dealers Etc.	Yes	4	80.0	6	100.0	5	100.0	5	100.0	7	100.0	7	100.0	5	100.0	4	66.7	10	90.9	2	20.0
2.3	Seek Greater Control Over Competitors	No	1	20.0	6	100.0	6	100.0	6	100.0	7	100.0	10	100.0	5	100.0	2	33.3	1	9.1	8	80.0
3.1	Add New Products That Tend With Product Line	Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	11	100.0	10	100.0
3.2	Add New Products That Do Not Tend With Product Line	No	5	100.0	6	100.0	5	100.0	5	100.0	1	14.3	10	100.0	5	100.0	1	16.7	11	100.0	1	10.0
3.3	Add New Products Totally New To Company Technology, Markets, Products, Etc	Yes	5	100.0	6	100.0	5	100.0	5	100.0	6	85.7	10	100.0	5	100.0	5	83.3	10	90.9	9	90.0
		No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	5	83.3	11	100.0	10	100.0
		Yes	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	10	90.9	9	90.0
		No	5	100.0	6	100.0	5	100.0	5	100.0	7	100.0	10	100.0	5	100.0	6	100.0	10	90.9	1	10.0

Table 7.52 Continued..

Code	Growth Strategies	Strategy Followed	11 Kuwait Airlines		12 Lufthansa		13 NEPC		14 Royal Jordanian		15 Singapore Airlines		16 United Airways		Total		Chi-Square (d.f. = 15)	Significance
			No	%	No	%	No	%	No	%	No	%	No	%	No	%		
1.1 a	Motivate Current Customers To Buy More	Yes	5	100.0	10	100.0	9	90.0	5	100.0	1	20.0	5	100.0	83	75.5	63.600	0.000
		No					1	10.0			4	80.0			27	24.5		
1.1 b	Attract Competitors Customers	Yes	5	100.0	1	10.0	1	10.0	1	20.0	1	20.0			34	30.9	64.407	0.000
		No			9	90.0	10	100.0	4	80.0	4	80.0	5	100.0	76	69.1		
1.1 c	Attract Non-Users	Yes			10	100.0	1	10.0	5	100.0			5	100.0	69	62.7	91.569	
		No	5	100.0			9	90.0			5	100.0			41	37.3		
1.2.a	Move Into Additional Markets	Yes			10	100.0	9	90.0	5	100.0	1	20.0	5	100.0	87	79.1	75.762	0.000
		No	5	100.0			1	10.0			4	80.0			23	20.9		
1.2 b	Attract New Segments Distribution Channels, Media Etc	Yes			10	100.0	1	10.0	5	100.0	1	20.0	5	100.0	80	72.7	72.189	0.000
		No	5	100.0			9	90.0			4	80.0			30	27.3		
1.3 a	Modify Existing Features	Yes	5	100.0	4	40.0	9	90.0	5	100.0	4	80.0	5	100.0	81	73.6	61.017	0.000
		No			6	60.0	1	10.0			1	20.0			29	26.4		
1.3.b	Create Different Versions	Yes			1	10.0			2	40.0			1	20.0	16	14.5	31.303	0.008
		No	5	100.0	9	90.0	10	100.0	3	60.0	5	100.0	4	80.0	94	85.5		
1.3.c	Develop Additional Models Sizes Etc	Yes			10	100.0	10	100.0	2	40.0			5	100.0	33	30.0	82.178	0.000
		No	5	100.0	10	100.0	10	100.0	2	40.0			5	100.0	77	70.0		
2.1	Seek Greater Control Over Suppliers	Yes			10	100.0	1	10.0	5	100.0	2	40.0	5	100.0	3	2.7	30.841	0.009
		No	5	100.0	10	100.0	9	90.0			3	60.0	5	100.0	107	97.3		
2.2	Seek Greater Control Over Distributors, Dealers Etc.	Yes			10	100.0	8	80.0	5	100.0	1	20.0	5	100.0	19	17.3	93.204	0.000
		No	5	100.0	10	100.0	2	20.0			4	80.0	5	100.0	91	82.7		
2.3	Seek Greater Control Over Competitors	Yes			10	100.0	10	100.0	5	100.0	2	40.0	5	100.0	3	2.7	64.766	0.000
		No	5	100.0	10	100.0	10	100.0	5	100.0	2	40.0	5	100.0	107	97.3		
3.1	Add New Products That Tend With Product Line	Yes	4	80.0	10	100.0	1	10.0	5	100.0	1	20.0	5	100.0	11	10.0	34.449	0.002
		No	1	20.0	10	100.0	9	90.0	4	80.0	4	80.0	5	100.0	99	90.0	1.800	
3.2	Add New Products That Do Not Tend With Product Line	Yes			10	100.0	10	100.0	1	20.0			5	100.0	108	98.2	18.503	0.237
		No	5	100.0	10	100.0	10	100.0	4	80.0	5	100.0	5	100.0	11	10.0		
3.3	Add New Products Totally New To Company Technology, Markets, Products, Etc	Yes			10	100.0	10	100.0	5	100.0			5	100.0	99	90.0	81.010	0.000
		No	5	100.0	10	100.0	10	100.0	5	100.0	4	80.0	5	100.0	99	90.0		

Table 7.53
Company Growth Strategies
(B/W TV)

Code	Growth Strategies	Strategy Followed	1 Omida		2 Philips		3 Sharp		4 Videcon		Total		Chi-Square (d.f. = 3)	Significance
			No	%	No	%	No	%	No	%	No	%		
1.1 a	Motivate Current Customers To Buy More	Yes	2	20.0	2	20.0	10	100.0	10	100.0	4	10.0	4.444	0.217
		No	8	80.0	8	80.0	7	70.0	7	70.0	36	90.0		
1.1 b	Attract Competitors Customers	Yes	10	100.0	10	100.0	3	30.0	3	30.0	34	85.0	7.058	0.070
		No									6	15.0		
1.1.c	Attract Non-Users	Yes	5	50.0	9	90.0	10	100.0	10	100.0	34	85.0	13.333	0.003
		No	5	50.0	1	10.0					6	15.0		
1.2.a	Move Into Additional Markets	Yes	10	100.0	9	90.0	9	90.0	5	50.0	33	82.5	10.216	0.016
		No			1	10.0	1	10.0	5	50.0	7	17.5		
1.2 b	Attract New Segments Distribution Channels, Media Etc.	Yes	9	90.0	9	90.0	9	90.0	9	90.0	36	90.0		
		No	1	10.0	1	10.0	1	10.0	1	10.0	4	10.0		
1.3 a	Modify Existing Features	Yes	9	90.0	10	100.0	9	90.0	6	60.0	34	85.0	7.058	0.070
		No	1	10.0			1	10.0	4	40.0	6	15.0		
1.3 b	Create Different Versions	Yes	4	40.0	10	100.0	9	90.0	8	80.0	31	77.5	11.899	0.007
		No	6	60.0			1	10.0	2	20.0	9	22.5		
1.3.c	Develop Additional Models Sizes Etc	Yes	2	20.0	10	100.0	9	90.0	4	40.0	25	62.5	19.093	0.000
		No	8	80.0			1	10.0	6	60.0	15	37.5		
2.1	Seek Greater Control Over Suppliers	Yes	4	40.0	10	100.0	10	100.0	10	100.0	4	10.0		
		No	6	60.0							36	90.0		
2.2	Seek Greater Control Over Distributors, Dealers Etc	Yes	5	50.0	8	80.0	7	70.0	10	100.0	30	75.0	6.933	0.074
		No	5	50.0	2	20.0	3	30.0			10	25.0		
2.3	Seek Greater Control Over Competitors	Yes	4	40.0	7	70.0	10	100.0	10	100.0	11	27.5	17.429	0.000
		No	6	60.0	3	30.0					29	72.5		
3.1	Add New Products That Tend With Product Line	Yes	1	10.0	4	40.0	4	40.0	4	40.0	13	32.5	3.076	0.379
		No	9	90.0	6	60.0	6	60.0	6	60.0	27	67.5		
3.2	Add New Products That Do Not Tend With Product Line	Yes			4	40.0	4	40.0	4	40.0	8	20.0	10.000	0.018
		No	10	100.0	6	60.0	6	60.0	10	100.0	32	80.0		
3.3	Add New Products Totally New To Company Technology, Markets, Products, Etc.	Yes			2	20.0	3	30.0	3	30.0	8	20.0	3.750	0.289
		No	10	100.0	8	80.0	7	70.0	7	70.0	32	80.0		

Table 7.54
Company Growth Strategies
(Colour TV)

Code	Growth Strategies	Strategy Followed	1 Akai		2 BPL		3 Daewoo		4 Onida		5 Panasonic		6 Philips		7 Samsung		8 Sharp		9 Sony	
			No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
1.1 a	Motivate Current Customers To Buy More	Yes	2	20.0	8	80.0	4	40.0	9	90.0	3	27.3	9	90.0	1	10.0	10	100.0	5	55.6
1.1 b	Attract Competitors Customers	No	8	80.0	2	20.0	6	60.0	1	10.0	8	72.4	6	10.0	9	90.0	10	100.0	4	44.4
1.1 c	Attract Non-Users	Yes	9	90.0	10	100.0	3	30.0	9	90.0	10	90.9	10	100.0	10	100.0	10	100.0	5	55.6
1.2 a	Move Into Additional Markets	No	1	10.0	7	70.0	7	70.0	1	10.0	1	9.1	10	100.0	10	100.0	10	100.0	8	88.9
1.2 b	Attract New Segments Distribution Channels, Media Etc	Yes	2	20.0	10	100.0	8	80.0	3	30.0	9	81.8	10	100.0	10	100.0	5	50.0	1	11.1
1.3 a	Modify Existing Features	No	6	60.0	9	90.0	2	20.0	10	100.0	2	18.2	10	100.0	8	80.0	5	50.0	6	66.7
1.3 b	Create Different Versions	Yes	7	70.0	10	100.0	8	80.0	10	100.0	7	63.6	10	100.0	2	20.0	5	50.0	3	33.3
1.3 c	Develop Additional Models Sizes Etc	No	3	30.0	10	100.0	2	20.0	7	70.0	4	36.4	10	100.0	10	100.0	10	100.0	4	44.4
2.1	Seek Greater Control Over Suppliers	Yes	10	100.0	10	100.0	10	100.0	7	70.0	10	90.9	10	100.0	10	100.0	10	100.0	7	77.8
2.2	Seek Greater Control Over Distributors, Dealers Etc.	No	5	50.0	5	50.0	1	10.0	8	80.0	1	9.1	10	100.0	10	100.0	10	100.0	2	22.2
2.3	Seek Greater Control Over Competitors	Yes	10	100.0	5	50.0	9	90.0	2	20.0	9	81.8	10	100.0	10	100.0	10	100.0	7	77.8
3.1	Add New Products That Tend With Product Line	No	4	40.0	6	60.0	4	40.0	7	70.0	10	90.9	3	30.0	6	60.0	10	100.0	5	55.6
3.2	Add New Products That Do Not Tend With Product Line	Yes	1	10.0	9	90.0	6	60.0	4	40.0	10	90.9	7	70.0	4	40.0	10	100.0	4	44.4
3.3	Add New Products Totally New To Company Technology, Markets, Products, Etc.	No	9	90.0	1	10.0	10	100.0	4	40.0	4	36.4	6	60.0	10	100.0	8	80.0	2	20.0
		Yes	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	4	40.0	8	80.0	2	20.0	10	100.0
		No	10	100.0	10	100.0	10	100.0	10	100.0	7	63.6	6	60.0	6	60.0	10	100.0	3	33.3
		Yes	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	6	60.0	10	100.0	10	100.0	9	100.0
		No	10	100.0	10	100.0	10	100.0	10	100.0	11	100.0	8	80.0	10	100.0	10	100.0	9	100.0

Table 7.54 Continued.

Code	Growth Strategies	Strategy Followed		10 Videosecon		Total		Chi-Square (d.f. = 9)	Significance
		Yes	No	No	%	No	%		
1.1.a	Motivate Current Customers To Buy More	Yes	41	41.0	47	48.2	0.000		
		No	59	59.0					
1.1.b	Attract Competitors Customers	Yes	71	71.0	54	19.4	0.000		
		No	29	29.0					
1.1.c	Attract Non-Users	Yes	91	91.0	13	3.33	0.148		
		No	9	9.0					
1.2.a	Move Into Additional Markets	Yes	78	78.0	21	1.16	0.012		
		No	22	22.0					
1.2.b	Attract New Segments Distribution Channels, Media Etc	Yes	79	79.0	18	8.20	0.026		
		No	21	21.0					
1.3.a	Modify Existing Features	Yes	80	80.0	56	4.70	0.000		
		No	2	2.0					
1.3.b	Create Different Versions	Yes	51	51.0	60	8.16	0.000		
		No	49	49.0					
1.3.c	Develop Additional Models Sizes Etc	Yes	45	45.0	58	12.2	0.000		
		No	55	55.0					
2.1	Seek Greater Control Over Suppliers	Yes	29	29.0	27	9.68	0.000		
		No	71	71.0					
2.2	Seek Greater Control Over Distributors, Dealers Etc	Yes	75	75.0	37	9.50	0.000		
		No	25	25.0					
2.3	Seek Greater Control Over Competitors	Yes	26	26.0	43	0.58	0.000		
		No	74	74.0					
3.1	Add New Products That Tend With Product Line	Yes	56	56.0	39	3.44	0.000		
		No	44	44.0					
3.2	Add New Products That Do Not Tend With Product Line	Yes	4	4.0	37	5.00	0.000		
		No	96	96.0					
3.3	Add New Products Totally New To Company Technology, Markets, Products, Etc	Yes	5	5.0	22	10.5	0.008		
		No	95	95.0					

Table 7.55
Company Growth Strategies
(Music System)

Code	Growth Strategies	Strategy		1 Akai		2 BPL		3 Panasonic		4 Philips		5 Samsung		6 Sharp		7 Sony		8 Videocon		Total	Chi-Square (d.f. = 7)	Significance
		Followed	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No			
1.1.a	Motivate Current Customers To Buy More	Yes	1	10.0	8	80.0	2	20.0	10	100.0	1	10.0	9	90.0	2	20.0	9	90.0	33	41.3	49.052	0.000
1.1.b	Attract Competitors Customers	No	9	90.0	2	20.0	8	80.0	9	90.0	9	90.0	10	100.0	8	80.0	1	10.0	47	58.8	8.610	0.281
1.1.c	Attract Non-Users	Yes	10	100.0	10	100.0	1	10.0	1	10.0	10	100.0	10	100.0	1	10.0	10	100.0	7	8.8	7.088	0.419
1.2.a	Move Into Additional Markets	No	10	100.0	10	100.0	9	90.0	1	10.0	10	100.0	10	100.0	10	100.0	10	100.0	1	1.3	15.072	0.035
1.2.b	Attract New Segments Distribution Channels, Media Etc.	Yes	9	90.0	9	90.0	2	20.0	1	10.0	9	90.0	8	80.0	10	100.0	9	90.0	11	13.8	10.514	0.161
1.3.a	Modify Existing Features	No	1	10.0	10	100.0	4	40.0	1	10.0	10	100.0	2	20.0	9	90.0	1	10.0	10	12.5	38.709	0.000
1.3.b	Create Different Versions	Yes	9	90.0	1	10.0	9	90.0	1	10.0	10	100.0	10	100.0	9	90.0	7	70.0	18	22.5	37.973	0.000
1.3.c	Develop Additional Models Sizes Etc	No	9	90.0	5	50.0	9	90.0	2	20.0	8	80.0	10	100.0	1	10.0	3	30.0	39	48.8	39.166	0.000
2.1	Seek Greater Control Over Suppliers	Yes	10	100.0	5	50.0	5	50.0	8	80.0	2	20.0	10	100.0	9	90.0	6	60.0	48	60.0	23.750	0.001
2.2	Seek Greater Control Over Distributors, Dealers Etc.	No	10	100.0	4	40.0	10	100.0	2	20.0	3	30.0	6	60.0	1	10.0	4	40.0	16	20.0	17.066	0.016
2.3	Seek Greater Control Over Competitors	Yes	8	80.0	9	90.0	6	60.0	4	40.0	7	70.0	4	40.0	7	70.0	6	60.0	60	75.0	29.534	0.000
3.1	Add New Products That Tend With Product Line	No	2	20.0	1	10.0	4	40.0	6	60.0	3	30.0	8	80.0	3	30.0	4	40.0	20	25.0	33.269	0.000
3.2	Add New Products That Do Not Tend With Product Line	Yes	9	90.0	7	70.0	10	100.0	2	20.0	9	90.0	10	100.0	10	100.0	7	70.0	62	77.5	11.115	0.133
3.3	Add New Products Totally New To Company Technology, Markets, Products, Etc	No	10	100.0	10	100.0	10	100.0	9	90.0	10	100.0	10	100.0	7	70.0	8	80.0	73	91.3	15.555	0.029

Table 7.56
Company Growth Strategies
(Washing Machine)

Code	Growth Strategies	Strategy Followed	1 BPL		2 Daewoo		3 Godrej		4 IFB		5 Videocon		6 Whirlpool		Total	Chi-Square (d.f. = 5)	Significance
			No	%	No	%	No	%	No	%	No	%	No	%			
1.1 a	Motivate Current Customers To Buy More	Yes	8	80.0	4	40.0	6	60.0	4	40.0	10	100.0	4	40.0	26	43.3	0.013
1.1 b	Attract Competitors Customers	No	2	20.0	6	60.0	4	40.0	6	60.0	10	100.0	6	60.0	34	56.7	0.003
1.1.c	Attract Non-Users	Yes	10	100.0	3	30.0	2	20.0	3	30.0	6	60.0	4	40.0	30	50.0	0.080
1.2 a	Move Into Additional Markets	No	10	100.0	8	80.0	7	70.0	7	70.0	10	100.0	10	100.0	52	86.7	0.050
1.2.b	Attract New Segments Distribution Channels, Media Etc	Yes	9	90.0	2	20.0	3	30.0	3	30.0	5	50.0	9	90.0	50	83.3	0.027
1.3.a	Modify Existing Features	No	1	10.0	8	80.0	10	100.0	1	10.0	5	50.0	1	10.0	10	16.7	0.000
1.3 b	Create Different Versions	Yes	10	100.0	2	20.0	5	50.0	3	30.0	9	90.0	10	100.0	49	81.7	0.000
1.3 c	Develop Additional Models Sizes Etc.	No	2	20.0	10	100.0	10	100.0	10	100.0	6	60.0	6	60.0	56	93.3	0.000
2.1	Seek Greater Control Over Suppliers	Yes	10	100.0	1	10.0	10	100.0	1	10.0	4	40.0	4	40.0	4	6.7	0.012
2.2	Seek Greater Control Over Distributors, Dealers Etc	No	5	50.0	9	90.0	10	100.0	9	90.0	5	50.0	9	90.0	47	78.3	0.000
2.3	Seek Greater Control Over Competitors	Yes	5	50.0	1	10.0	10	100.0	10	100.0	6	60.0	10	100.0	12	20.0	0.000
3.1	Add New Products That Tend With Product Line	No	5	50.0	9	90.0	10	100.0	10	100.0	4	40.0	4	40.0	48	80.0	0.121
3.2	Add New Products That Do Not Tend With Product Line	Yes	4	40.0	4	40.0	3	30.0	3	30.0	10	100.0	9	90.0	20	33.3	0.373
3.3	Add New Products Totally New To Company Technology, Markets, Products, Etc	No	6	60.0	6	60.0	7	70.0	7	70.0	8	80.0	8	80.0	56	93.3	0.000
		Yes	1	10.0	10	100.0	10	100.0	2	20.0	2	20.0	1	10.0	4	6.7	0.000
		No	3	30.0	10	100.0	8	80.0	7	70.0	9	90.0	9	90.0	18	30.0	0.000
		Yes	7	70.0	9	90.0	9	90.0	8	80.0	8	80.0	9	90.0	42	70.0	0.970
		No	9	90.0	1	10.0	1	10.0	2	20.0	1	10.0	1	10.0	7	11.7	0.405
		Yes	1	10.0	10	100.0	10	100.0	10	100.0	9	90.0	9	90.0	59	98.3	
		No	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	10	100.0	60	100.0	

Table 8.1
Analysis By Nature Of Company

Code	All Strategies	Company Deposit										
		Pvt.		Pvt. Ltd.		Pub. Ltd.		Collab		NR		Total
		No.	%	No.	%	No.	%	No.	%	No.	%	
	Target Strategies											
Q10.1	Expected Market Potential					44	65.7	4	57.1			
2.0	Actual Market Potential			5	83.3	55	82.1	6	85.7			
3.0	Fixed Percentage Increase					34	50.7	5	71.4			
N		1		6		67		7		1		82
	Product Strategies											
Q12.1	NP In Existing Market					62	92.5	7	100.0			
2.0	NP In New Market					2	3.0					
3.0	NP In New Segment					3	4.5					
N		1		6		67		7		1		82
	Pricing Strategies											
Q15.1	Max Shortrun Profits	1	100.0	4	66.7	39	59.1					
2.0	Max Longrun Profits	1	100.0	5	83.3	65	98.5	7	100.0			
3.0	Max Market Share			4	66.7	31	47.0	3	42.9			
N		1		6		67		7		1		82
	Place-Activities											
Q17.1	Broker's Tgs.			1	16.7	28	41.8					
2.0	Corporate Tgs.					4	6.0					
3.0	Regional Tgs.	1	100.0	3	50.0	41	61.2					
N		1		6		67		7		1		82
	Place-Intermediaries											
Q18A.1	Broker's Tgs	1	100.0	6	100.0	66	98.5	7	100.0			
2.0	Corporate Tgs			3	50.0	35	52.2					
3.0	Regional Tgs.			2	33.3	37	55.2					
N		1		6		67		7		1		82
	Promote Strategies											
Q19.1	Advertising			4	66.7	56	83.6	6	85.7			
2.0	Hoardings					31	46.3	6	85.7			
3.0	Posters			1	16.7	13	19.4	4	57.1			
N		1		6		67		7		1		82
	Compt Mktg. Strategies											
Q26.1	Attract Non-Users	1	100.0	1	16.7	63	94.0	7	100.0			
2.0	Promote New Uses			1	16.7	20	29.9	1	14.3			
3.0	User More Often			2	33.3	22	32.8	7	100.0			
N		1		6		67		7		1		82
	Co. Growth Strategies											
Q27.1	Curr. Cust. Buy More					47	70.1	6	85.7			
2	Compt. Customers			3	50.0	29	43.3	5	71.4			
3	Attract Non-Users	1	100.0			43	64.2	6	85.7			
N		1		6		67		7		1		82

Table 8.1 Continued..

Code	All Strategies	Car Finance										
		Pvt.		Pvt. Ltd.		Pub. Ltd.		Collab		NR		Total
		No.	%	No.	%	No.	%	No.	%	No.	%	
	Target Strategies											
Q10.1	Expected Market Potential	3	100.0			40	48.8					
2.0	Actual Market Potential	2	66.7			52	63.4					
3.0	Fixed Percentage Increase			6	85.7	19	23.2					
N		3		7		82		-		1	93	
	Product Strategies											
Q12.1	NP In Existing Market	3	100.0	6	85.7	81	98.8					
2.0	NP In New Market					13	15.9					
3.0	NP In New Segment			6	85.7	34	41.5					
N		3		7		82		-		1	93	
	Pricing Strategies											
Q15.1	Max. Shortrun Profits	3	100.0	5	71.4	42	51.2					
2.0	Max. Longrun Profits	3	100.0	7	100.0	78	95.1			1	100.0	
3.0	Max. Market Share	3	100.0	4	57.1	44	53.7					
N		3		7		82		-		1	93	
	Place-Activities											
Q17.1	Broker's Tgs			3	42.9	3	3.7					
2.0	Corporate Tgs	2	66.7	5	71.4	99	121.0					
3.0	Regional Tgs	2	66.7	3	42.9	75	91.5					
N		3		7		82		-		1	93	
	Place-Intermediaries											
Q18A.1	Broker's Tgs.	3	100.0	7	100.0	80	97.6			1	100.0	
2.0	Corporate Tgs	3	100.0	6	85.7	56	68.3					
3.0	Regional Tgs.	3	100.0	6	85.7	56	68.3					
N		3		7		82		-		1	93	
	Promote Strategies											
Q19.1	Advertising			3	42.9	64	78.0					
2.0	Hoardings	1	33.3	3	42.9	-67	81.7					
3.0	Posters					19	23.2					
N		3		7		82		-		1	93	
	Compt Mktg. Strategies											
Q26.1	Attract Non-Users	3	100.0	7	100.0	82	100.0					
2.0	Promote New Uses	2	66.7			6	7.3					
3.0	User More Often	3	100.0	5	71.4	57	69.5					
N		3		7		82		-		1	93	
	Co. Growth Strategies											
Q27.1	Curr. Cust. Buy More	3	100.0	6	85.7	70	85.4					
2	Compt. Customers	2	66.7	3	42.9	30	36.6					
3	Attract Non-Users	3	100.0	7	100.0	76	92.7					
N		3		7		82		-		1	93	

Table 8.1 Continued..

Code	All Strategies	Airlines										
		Pvt.		Pvt. Ltd.		Pub. Ltd.		Collab		NR		Total
		No.	%	No.	%	No.	%	No.	%	No.	%	
	Target Strategies											
Q10.1	Expected Market Potential	11	18.0	1	5.0	1	4.2					
2.0	Actual Market Potential	47	77.0	10	50.0	18	75.0	5	100.0			
3.0	Fixed Percentage Increase	12	19.7	17	85.0	6	25.0	5	100.0			
N		61		20		24		5		-		110
	Product Strategies											
Q12.1	NP In Existing Market	46	75.4	6	30.0	14	58.3					
2.0	NP In New Market	1	1.6			1	4.2					
3.0	NP In New Segment	9	14.8	2	10.0	2	8.3					
N		61		20		24		5		-		110
	Pricing Strategies											
Q15.1	Max. Shortrun Profits	45	73.8	8	40.0	11	45.8	1	20.0			
2.0	Max. Longrun Profits	47	77.0	10	50.0	18	75.0	4	80.0			
3.0	Max. Market Share	16	26.2	7	35.0	10	41.7	4	80.0			
N		61		20		24		5		-		110
	Place-Activities											
Q17.1	Broker's Tgs.	6	9.8	2	10.0							
2.0	Corporate Tgs.	40	65.6	9	45.0	20	83.3					
3.0	Regional Tgs.	51	83.6	9	45.0	18	75.0					
N		61		20		24		5		-		110
	Place-Intermediaries											
Q18A.1	Broker's Tgs											
2.0	Corporate Tgs											
3.0	Regional Tgs											
N		61		20		24		5		-		110
	Promote Strategies											
Q19.1	Advertising	45	73.8	18	90.0	22	91.7					
2.0	Hoardings	24	39.3	5	25.0							
3.0	Posters	1	1.6									
N		61		20		24		5		-		110
	Compt Mktg. Strategies											
Q26.1	Attract Non-Users	50	82.0	19	95.0	10	41.7	5	100.0			
2.0	Promote New Uses	24	39.3	4	20.0	2	8.3					
3.0	User More Often	27	44.3	6	30.0	18	75.0					
N		61		20		24		5		-		110
	Co Growth Strategies											
Q27.1	Curr Cust Buy More	47	77.0	9	45.0	22	91.7	5	100.0			
2	Compt Customers	25	41.0	2	10.0	2	8.3	5	100.0			
3	Attract Non-Users	45	73.8	9	45.0	15	62.5					
N		61		20		24		5		-		110

Table 8.1 Continued..

Code	All Strategies	B/WTV										
		Pvt.		Pvt. Ltd.		Pub. Ltd.		Collab		NR		Total
		No.	%	No.	%	No.	%	No.	%	No.	%	
	Target Strategies											
Q10.1	Expected Market Potential			8	44.4							
2.0	Actual Market Potential	10	100.0	18	100.0					10	83.3	
3.0	Fixed Percentage Increase									2	16.7	
N		10		18		-		-		12		40
	Product Strategies											
Q12.1	NP In Existing Market	10	100.0			9	50.0			12	100.0	
2.0	NP In New Market					1	5.6					
3.0	NP In New Segment					3	16.7					
N		10		18		-		-		12		40
	Pricing Strategies											
Q15.1	Max. Shortrun Profits	10	100.0			8	44.4			10	83.3	
2.0	Max. Longrun Profits	5	50.0			5	27.8			9	75.0	
3.0	Max Market Share	5	50.0			4	22.2			7	58.3	
N		10		18		-		-		12		40
	Place-Activities											
Q17.1	Broker's Tgs.											
2.0	Corporate Tgs.	10	100.0			18	100.0			11	91.7	
3.0	Regional Tgs.					8	44.4					
N		10		18		-		-		12		40
	Place-Intermediaries											
Q18A.1	Broker's Tgs.											
2.0	Corporate Tgs.											
3.0	Regional Tgs.											
N		10		18		-		-		12		40
	Promote Strategies											
Q19.1	Advertising	10	100.0			8	44.4			10	83.3	
2.0	Hoardings	1	10.0			2	11.1			2	16.7	
3.0	Posters									1	8.3	
N		10		18		-		-		12		40
	Compt. Mktg. Strategies											
Q26.1	Attract Non-Users	10	100.0			17	94.4					
2.0	Promote New Uses					1	5.6					
3.0	User More Often											
N		10		18		-		-		12		40
	Co. Growth Strategies											
Q27.1	Curr. Cust Buy More	2	20.0									
2	Compt Customers	10	100.0			12	66.7					
3	Attract Non-Users	5	50.0			18	100.0					
N		10		18		-		-		12		40

Table 8.1 Continued..

Code	All Strategies	CTV										
		Pvt.		Pvt. Ltd.		Pub. Ltd.		Collab		NR		Total
		No.	%	No.	%	No.	%	No.	%	No.	%	
	Target Strategies											
Q10.1	Expected Market Potential			9	100.0	15	53.6			14	26.4	
2.0	Actual Market Potential	10	100.0	9	100.0	28	100.0			44	83.0	
3.0	Fixed Percentage Increase			3	33.3	2	7.1			11	20.8	
N		10		9		28		-		53		100
	Product Strategies											
Q12.1	NP In Existing Market	8	80.0	9	100.0	18	64.3			41	77.7	
2.0	NP In New Market									1	1.9	
3.0	NP In New Segment					2	7.1			1	1.9	
N		10		9		28		-		53		100
	Pricing Strategies											
Q15.1	Max Shortrun Profits	6	60.0			9	32.1			23	43.4	
2.0	Max Longrun Profits	7	70.0			8	28.6			42	79.2	
3.0	Max Market Share	9	90.0			8	28.6			26	49.1	
N		10		9		28		-		53		100
	Place-Activities											
Q17.1	Broker's Tgs.											
2.0	Corporate Tgs.	7	70.0	3	33.3	26	92.9			51	96.2	
3.0	Regional Tgs.			2	22.2	8	28.6			1	1.9	
N		10		9		28		-		53		100
	Place-Intermediaries											
Q18.1	Broker's Tgs											
2.0	Corporate Tgs.											
3.0	Regional Tgs											
N		10		9		28		-		53		100
	Promote Strategies											
Q19.1	Advertising	10	100.0	1	11.1	17	60.7			45	84.9	
2.0	Hoardings					2	7.1			34	64.2	
3.0	Posters											
N		10		9		28		-		53		100
	Compt. Mktg Strategies											
Q26.1	Attract Non-Users	10	100.0	9	100.0	28	100.0					
2.0	Promote New Uses	3	30.0			3	10.7					
3.0	User More Often	1	10.0	1	11.1	7	25.0					
N		10		9		28		-		53		100
	Co Growth Strategies											
Q27.1	Curr Cust. Buy More	9	90.0	2	22.2	6	21.4					
2	Compt Customers	9	90.0	8	88.9	9	32.1					
3	Attract Non-Users	7	70.0	7	77.8	27	96.4					
N		10		9		28		-		53		100

Table 8.1 Continued..

Code	All Strategies	Music System										
		Pvt.		Pvt. Ltd.		Pub. Ltd.		Collab		NR		Total
		No.	%	No.	%	No.	%	No.	%	No.	%	
	Target Strategies											
Q10 1	Expected Market Potential			9	90.0	4	13.8			6	14.6	
2.0	Actual Market Potential			10	100.0	29	100.0			33	80.5	
3.0	Fixed Percentage Increase			7	70.0					8	19.5	
N		10		-		29		-		41		80
	Product Strategies											
Q12.1	NP In Existing Market	10	100.0			22	75.9			30	73.2	
2.0	NP In New Market					6	20.7			1	2.4	
3.0	NP In New Segment					8	27.6			2	4.9	
N		10		-		29		-		41		80
	Pricing Strategies											
Q15 1	Max Shortrun Profits					9	31.0			22	53.7	
2.0	Max Longrun Profits					13	44.8			32	78.0	
3.0	Max. Market Share	5	50.0			10	34.5			23	56.1	
N		10		-		29		-		41		80
	Place-Activities											
Q17 1	Broker's Tgs											
2.0	Corporate Tgs					8	100.0			50	96.2	
3.0	Regional Tgs					2	25.0					
N		10		-		29		-		41		80
	Place-Intermediaries											
Q18A.1	Broker's Tgs											
2.0	Corporate Tgs											
3.0	Regional Tgs											
N		10		-		29		-		41		80
	Promote Strategies											
Q19 1	Advertising					19	65.5			41	100.0	
2.0	Hoardings					3	10.3			22	53.7	
3.0	Posters									2	4.9	
N		10		-		29		-		41		80
	Compt Mktg Strategies											
Q26 1	Attract Non-Users			10	100.0	29	100.0			40	97.6	
2.0	Promote New Uses					4	13.8			3	7.3	
3.0	User More Often					6	20.7			3	7.3	
N		10		-		29		-		41		80
	Co Growth Strategies											
Q27 1	Curr Cust Buy More	1	10.0			11	37.9					
2	Compt Customers	10	100.0			24	82.8					
3	Attract Non-Users	10	100.0			29	100.0					
N		10		-		29		-		41		80

Table 8.1 Continued..

Code	All Strategies	Washing Machine										
		Pvt.		Pvt. Ltd.		Pub. Ltd.		Collab		NR		Total
		No.	%	No.	%	No.	%	No.	%	No.	%	
	Target Strategies											
Q10.1	Expected Market Potential									20	38.5	
2 0	Actual Market Potential					8	100.0			52	100.0	
3 0	Fixed Percentage Increase									2	3.3	
N		-	-	-	-	8		52	-			60
	Product Strategies											
Q12.1	NP In Existing Market					8	100.0			47	90.4	
2 0	NP In New Market											
3 0	NP In New Segment					3	37.5					
N		-	-	-	-	8		52	-			60
	Pricing Strategies											
Q15.1	Max. Shortrun Profits					8	100.0			12	23.1	
2 0	Max. Longrun Profits					8	100.0			52	100.0	
3 0	Max. Market Share					3	37.5			26	50.0	
N		-	-	-	-	8		52	-			60
	Place-Activities											
Q17.1	Broker's Tgs											
2 0	Corporate Tgs			10	100.0	28	96.6			39	95.1	
3 0	Regional Tgs			8	80.0	2	6.9					
N		-	-	-	-	8		52	-			60
	Place-Intermediaries											
Q18A.1	Broker's Tgs											
2 0	Corporate Tgs.											
3 0	Regional Tgs											
N		-	-	-	-	8		52	-			60
	Promote Strategies											
Q19.1	Advertising					8	100.0					
2 0	Hoardings					2	25.0					
3 0	Posters											
N		-	-	-	-	8		52	-			60
	Compt Mktg Strategies											
Q26.1	Attract Non-Users					28	100.0					
2 0	Promote New Uses											
3 0	User More Often											
N		-	-	-	-	8		52	-			60
	Co Growth Strategies											
Q27.1	Curr Cust. Buy More											
2	Compt. Customers					4	50.0					
3	Attract Non-Users					8	100.0					
N		-	-	-	-	8		52	-			60

Table 8.2
Analysis By Company Positions

QII Code	Co. Dep.		Car. Fm.		Airlines		B/W TV		C. TV		M. Syst.		W. Mach.	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Q1II National Level														
1	5	61	1	1.1	24	21.8	13	32.5	9	9.0	7	8.8	25	41.7
2	46	56.1	71	76.3	80	72.7	22	55.0	50	50.0	48	60.0	49	81.7
3	20	24.4	10	10.8	31	28.2	10	25.0	27	27.0	30	37.5	5	8.3
4	2	2.4			11	10.0	3	7.5	13	13.0	17	21.3	2	3.3
Total	82		93		110		40		100		80		60	
Q1III Regional Level														
1	11	13.4			6	5.5	2	5.0	1	1.0	2	2.5	1	1.7
2	51	62.2	56	60.2	75	68.2	37	92.5	82	82.0	66	82.5	58	96.7
3	22	26.8	31	33.3	40	36.4	35	87.5	69	69.0	67	83.8	19	31.7
4	9	11.0			9	8.2	13	32.5	36	36.0	34	42.5	2	3.3
Total	82		93		110		40		100		80		60	
Q1IIII Local Level														
1	4	4.9	1	1.1	1	0.9	1	2.5			1	1.3		
2	20	24.4	42	45.2	21	19.1	35	87.5	78	78.0	62	77.5	58	96.7
3	6	7.3	36	38.7	8	7.3	29	72.5	62	62.0	61	76.3	13	21.7
4	7	8.5			1	0.9	11	27.5	34	34.0	32	40.0		
Total	82		93		110		40		100		80		60	

Table 8.2
Analysis By Company Positions

Code		Co. Dep.		Car Fin.		Airlines		B/W TV		C TV		M. Syst.		W. Mach.	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Q1II	National Level														
1	Largest Mkt Share	5	6.1	1	1.1	24	21.8	13	32.5	9	9.0	7	8.8	25	41.7
2	Expand Mkt Share	46	56.1	71	76.3	80	72.7	22	55.0	50	50.0	48	60.0	49	81.7
3	Maintain Mkt. Share	20	24.4	10	10.8	31	28.2	10	25.0	27	27.0	30	37.5	5	8.3
4	Serve Mkt. Segt.	2	2.4			11	10.0	3	7.5	13	13.0	17	21.3	2	3.3
	Total	82		93		110		40		100		80		60	
Q1III	Regional Level														
1	Largest Mkt Share	11	13.4			6	5.5	2	5.0	1	1.0	2	2.5	1	1.7
2	Expand Mkt Share	51	62.2	56	60.2	75	68.2	37	92.5	82	82.0	66	82.5	58	96.7
3	Maintain Mkt Share	22	26.8	31	33.3	40	36.4	35	87.5	69	69.0	67	83.8	19	31.7
4	Serve Mkt Segt.	9	11.0			9	8.2	13	32.5	36	36.0	34	42.5	2	3.3
	Total	82		93		110		40		100		80		60	
Q1IIII	Local Level														
1	Largest Mkt Share	4	4.9	1	1.1	1	0.9	1	2.5			1	1.3		
2	Expand Mkt Share	20	24.4	42	45.2	21	19.1	35	87.5	78	78.0	62	77.5	58	96.7
3	Maintain Mkt Share	6	7.3	36	38.7	8	7.3	29	72.5	62	62.0	61	76.3	13	21.7
4	Serve Mkt Segt.	7	8.5			1	0.9	11	27.5	34	34.0	32	40.0		
	Total	82		93		110		40		100		80		60	

Table 8.3
Analysis By Benefits Sought

(i) Product Benefits

Code	Product Benefits	Mean						
		Q13A2	Packaging etc	1.29	1.97	1.84	1.45	1.40
Q13A1	Core Benefit	0.90	1.08	1.34	1.63	1.62	1.67	1.85
Q13A3	Installation etc	0.20	2.73	2.02	2.80	2.77	2.86	2.65
	N	82	93	110	40	100	80	60

(ii) Place Benefits

Code	Place Benefits	Mean						
		Q18C1	Imp Cust Ser.	1.09	1.26	1.15	1.83	1.44
Q18C2	Reduce Dist. Cost	0.40	0.33	0.25	1.10	0.67	0.69	0.77
Q18C3	Prod. Avail.	1.09	1.68	1.67	1.87	1.75	1.79	1.82
Q18C4	Price Stability	0.13	0.11	0.22	0.35	0.51	0.11	0.88
Q18C5	After Sales Ser	0.67	2.67	0.53	2.35	1.88	2.01	2.88
Q18C6	Convenient/Norm	0.02						0.15
	N	82	93	110	40	100	80	60

(iii) Promotional Benefits

Q19C	Promotional Benefits	Co. Dep.		Car Fin.		Airlines		B/WTV		C TV		M. Syst.		W. Mach.	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	Inform Cons	15	18.3	2	2.2	61	55.5	10	25.0	60	60.0	50	62.5	39	65.0
2	Buss Volume	8	9.8	1	1.1									4	6.7
3	Promote Co Img	2	2.4			19	17.3	2	5.0	17	17.0	10	12.5	12	20.0
4	Promote Prod	3	3.7	2	2.2	10	9.1	8	20.0	8	8.0	8	10.0	7	11.7
5	Imove Sales	1	1.2							1	1.0	1	1.3	1	1.7
6	NP Reach	3	3.7			1	0.9								
7	Achieve Tgts	11	13.4	2	2.2	3	2.7	5	12.5	17	17.0	18	22.5	15	25.0
8	Exploit Mkt Poten	39	47.6	77	82.8					1	1.0	1	1.3	6	10.0
9	No Reponse	2	2.4	2	2.2	5	4.5								
10	Co New Name	1	1.2					1	2.5					2	3.3
11	Popularise Co Name	2	2.4			5	4.5			8	8.0	8	10.0	3	5.0
12	Pupularise Co Prod	1	1.2					2	5.0	1	1.0				
13	Improve Collec	2	2.4												
14	Eam Profit	8	9.8												
15	Tap Customers	5	6.1					1	2.5	2	2.0	2	2.5	1	1.7
16	Eam Returns	6	7.3	2	2.2	3	2.7								
17	Maximise Reach	12	14.6	1	1.1	2	1.8								
18	Wide Acceptance	1	1.2			1	0.9								
19	Feedback	1	1.2												
20	Segments	6	7.3	4	4.3			2	5.0					1	1.7
21	Profit Potential	17	20.7	67	72.0	1	0.9								
22	Reach Consumers	13	15.9	47	50.5	44	40.0			2	2.0				
23	Prod Avail	3	3.7	6	6.5										
24	Mkt Poten	10	12.2	26	28.0	21	19.1			1	1.0				
25	Generate Profit	1	1.2	3	3.2										
26	Maximise Coverage	2	2.4												
27	Promote Br Img	4	4.9			15	13.6	12	30.0	31	31.0	27	33.8	43	71.7
28	Repeat Business	1	1.2			3	2.7	1	2.5	1	1.0				
29	Chentele	10	12.2	2	2.2	2	1.8					1	1.3		
30	Buss Poten	3	3.7	3	3.2	1	0.9							1	1.7
31	Compt Ratings	2	2.4												
32	Co. Revenue	2	2.4												
33	Co Profits	1	1.2	1	1.1										
34	Chentele Base	3	3.7	1	1.1	5	4.5								
35	Tap Mkt	2	2.4	6	6.5										
36	Establish Co	2	2.4												
37	Cons Awareness	2	2.4			2	1.8			1	1.0				
38	Tgt Audience	1	1.2												
39	Niche	1	1.2												
40	Mkt Reqt	5	6.1											1	1.7
41	Good Will	2	2.4			1	0.9			2	2.0				
42	Mkt Penetration	1	1.2												
43	Growth & Debt (Co)	1	1.2												
44	Tap Bus			20	21.5										
45	Exploit Bus Oppt			7	7.5										
46	Generate Awareness			17	18.3	15	13.6	10	25.0	11	11.0	24	30.0	8	13.3
47	Generate Buss			22	23.7	4	3.6							1	1.7
48	Generate Sales			7	7.5	14	12.7	19	47.5	34	34.0	37	46.3	1	1.7
49	Generate Response			4	4.3										
50	Induce Trial			5	5.4	7	6.4	1	2.5	1	1.0	1	1.3	5	8.3

(iii) Promotional Benefits Continued..

Q19C	Promotional Benefits	Co. Dep.		Car Fin.		Airlines		B/WTV		CTV		M. Syst.		W. Mach.	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
51	Generate Interest			6	6.5	2	1.8			8	8.0	8	10.0	2	3.3
52	Contribute Co Sale			1	1.1			3	7.5	6	6.0	5	6.3	5	8.3
53	Repeat Purch			1	1.1	1	0.9	1	2.5	1	1.0	1	1.3	1	1.7
54	Serve Mkt Need			8	8.6	1	0.9			1	1.0	1	1.3		
55	Serve Mkt			3	3.2	1	0.9								
56	Repeat Use			1	1.1	4	3.6								
57	Clmch Deals			3	3.2			4	10.0	4	4.0	4	5.0	4	6.7
58	Generate Inquiry			1	1.1					19	19.0	18	22.5	12	20.0
59	Serve Segment			2	2.2										
60	Reassure Cust					1	0.9								
61	Inform Cons					13	11.8			1	1.0			1	1.7
62	NP Benefit					13	11.8			15	15.0	10	12.5	18	30.0
63	NP Comfort					5	4.5								
64	Provide Cust Sat					7	6.4								
65	Increase Spread					10	9.1	5	12.5	6	6.0	5	6.3	6	10.0
66	Decrease Cust Dissat					1	0.9								
67	Push Co Prod							17	42.5	22	22.0	12	15.0	2	3.3
68	NP Models							10	25.0	42	42.0	28	35.0	46	76.7
69	Enhanc Mkt Share							9	22.5	24	24.0	16	20.0	12	20.0
70	Supplement Advtg							2	5.0	1	1.0	1	1.3	3	5.0
71	Enhanc Sale							8	20.0	40	40.0	34	42.5	37	61.7
72	Focus NP Model							4	10.0	5	5.0	5	6.3	3	5.0
73	Maintain Deal Loyl							1	2.5	2	2.0	1	1.3		
74	Fav Opimon									7	7.0				
75	Brand Idnetity							2	5.0	6	6.0	2	2.5	4	6.7
76	Compt Advantage							1	2.5	1	1.0				
77	Concept Selling									1	1.0			1	1.7
78	Corp Img							7	17.5	24	24.0	23	28.8	30	50.0
79	NP Idnetity									1	1.0				
80	High Light Range											1	1.3		
81	Cust Deal Relans											2	2.5	1	1.7
82	Build NP Img							1	2.5	20	20.0	11	13.8	22	36.7
83	Motivate Cust									13	13.0	8	10.0	15	25.0
84	Induce Retail Visit									7	7.0	6	7.5	13	21.7
85	DD Pull									2	2.0			3	5.0
86	Tap Local Mkt									1	1.0	1	1.3		
87	Schemes													2	3.3
	Total	82		93		110		40		100		80		60	

Table 8.4
Analysis* By
Industry Stage - Company Competitive Position
Market Attractiveness - Company Competitive Position

(i) Company Deposits

Code	All Strategies	Industry Stage				Co. Competitive Position					
		2		3		1		2		3	
		Growth		Maturity		Dominant		Strong		Favourable	
		No	%	No	%	No	%	No	%	No	%
Target Strategies											
Q10.1	Expected Market Potential	37	56.1	10	62.5	12	85.7	35	60.3		
2	Actual Market Potential	57	86.4	9	56.3	10	71.4	48	82.8	8	80.0
3	Fixed Percentage Increase	35	53.0	4	25.0	9	64.3	30	51.7		
	Total	66	80.5	16	19.5	14	17.1	58	70.7	10	12.2
Product Strategies											
Q12.1	NP In Existing Market	58	87.9	11	68.8	14	100.0	52	89.7	3	30.0
2	NP In New Market	2	3.0					2	3.4		
3	NP In New Segment	3	4.5					3	5.2		
	Total	66	80.5	16	19.5	14	17.1	58	70.7	10	12.2
Pricing Strategies											
Q15.1	Max. Shortrun Profits	35	53.0	9	56.3	12	85.7	25	43.1	7	70.0
2	Max. Longrun Profits	64	97.0	14	87.5	14	100.0	55	94.8	9	90.0
3	Max Market Share	31	47.0	7	43.8	9	64.3	25	43.1	4	40.0
	Total	66	80.5	16	19.5	14	17.1	58	70.7	10	12.2
Place-Activities											
Q17.1	Broker's Tgs.	20	30.8	8	50.0	10	71.4	17	29.8	1	10.0
2	Corporate Tgs	2	3.1	2	12.5	3	21.4	1	1.8		
3	Regional Tgs	46	70.8	6	37.5	1	7.1	44	77.2	7	70.0
	Total	65	79.3	16	19.5	14	17.1	57	69.5	10	12.2
Place-Intermediaries											
Q18.1	Broker's Tgs.	62	95.4	16	100.0	13	92.9	56	98.2	9	90.0
2	Corporate Tgs	33	50.8	6	37.5	4	28.6	29	50.9	6	60.0
3	Regional Tgs	35	53.8	5	31.3	3	21.4	31	54.4	6	60.0
	Total	65	79.3	16	19.5	14	17.1	57	69.5	10	12.2
Promote Strategies											
Q19.1	Advertising	45	69.2	8	50.0	9	64.3	40	70.2	4	40.0
2	Hoardings	36	55.4	6	37.5	3	21.4	36	63.2	3	30.0
3	Posters	16	24.6	4	25.0			19	33.3	1	10.0
	Total	65	79.3	16	19.5	14	17.1	57	69.5	10	12.2
Compt. Mktg. Strategies											
Q26.1	Attract Non-Users	63	95.5	9	56.3	14	100.0	53	91.4	5	50.0
2	Promote New Uses	17	25.8	5	31.3	2	14.3	19	32.8	1	10.0
3	User More Often	28	42.4	3	18.8	2	14.3	27	46.6	2	20.0
	Total	66	80.5	16	19.5	14	17.1	58	70.7	10	12.2
Co. Growth Strategies											
Q27.1	Curr. Cust. Buy More	44	66.7	9	56.3	12	85.7	41	70.7		
2	Compt. Customers	33	50.0	4	25.0	2	14.3	32	55.2	3	30.0
3	Attract Non-Users	47	71.2	3	18.8	3	21.4	43	74.1	4	40.0
	Total	66	80.5	16	19.5	14	17.1	58	70.7	10	12.2

*N.B 1 Table indicates top three positions

2. Industry Stage . i) Embryonic ii) Growth iii) Maturity iv) Ageing/Decline

2 a. Co. Comp. Position : i) Dominant ii) Strong iii) Favourable iv) Temporary/Tentative v) Weak

3. Market Position : i) Highly Attractive ii) Medium Attractive iii) Weak Attractive

3 a. Co. Comp. Position : i) Strong ii) Average iii) Weak

Table 8.4 (Company Deposits Continued..)

Code	All Strategies	Market Condition				Co. Competitive Position			
		1		2		1		2	
		High. Attract.		Med Attract.		Strong		Average	
		No	%	No	%	No	%	No	%
Target Strategies									
Q10.1	Expected Market Potential	40	54.8	7	77.8	47	61.0		
2	Actual Market Potential	62	84.9	4	44.4	63	81.8	3	60.0
3	Fixed Percentage Increase	35	47.9	4	44.4	39	50.6		
	Total	73	89.0	9	11.0	77	93.9	5	6.1
Product Strategies									
Q12.1	NP In Existing Market	63	86.3	6	66.7	67	87.0	2	40.0
2	NP In New Market	2	2.7			2	2.6		
3	NP In New Segment	3	4.1			3	3.9		
	Total	73	89.0	9	11.0	77	93.9	5	6.1
Pricing Strategies									
Q15.1	Max. Shortrun Profits	38	52.1	6	66.7	42	54.5	2	40.0
2	Max. Longrun Profits	71	97.3	7	77.8	74	96.1	4	80.0
3	Max. Market Share	34	46.6	4	44.4	38	49.4		
	Total	73	89.0	9	11.0	77	93.9	5	6.1
Place-Activities									
Q17.1	Broker's Tgs.	23	31.9	5	55.6	28	36.8		
2	Corporate Tgs	3	4.2	1	11.1	4	5.3		
3	Regional Tgs	52	72.2			48	63.2	4	80.0
	Total	72	87.8	9	11.0	76	92.7	5	6.1
Place-Intermediaries									
Q18.1	Broker's Tgs	69	95.8	9	100.0	74	97.4	4	80.0
2	Corporate Tgs	38	52.8	1	11.1	37	48.7	2	40.0
3	Regional Tgs	39	54.2	1	11.1	37	48.7	3	60.0
	Total	72	87.8	9	11.0	76	92.7	5	6.1
Promote Strategies									
Q19.1	Advertising	49	68.1	4	44.4	51	67.1	2	40.0
2	Hoardings	41	56.9	1	11.1	40	52.6	2	40.0
3	Posters	20	27.8			20	26.3		
	Total	72	87.8	9	11.0	76	92.7	5	6.1
Compt. Mktg. Strategies									
Q26.1	Attract Non-Users	64	87.7	8	88.9	68	88.3	4	80.0
2	Promote New Uses	19	26.0	3	33.3	22	28.6		
3	User More Often	30	41.1	1	11.1	30	39.0	1	20.0
	Total	73	89.0	9	11.0	77	93.9	5	6.1
Co. Growth Strategies									
Q27.1	Curr Cust Buy More	46	63.0	7	77.8	53	68.8		
2	Compt. Customers	35	47.9	2	22.2	35	45.5	2	40.0
3	Attract Non-Users	49	67.1	1	11.1	47	61.0	3	60.0
	Total	73	89.0	9	11.0	77	93.9	5	6.1

Table 8.4 (Car Finance Continued..)

Code	All Strategies	Industry Stage				Co. Competitive Position							
		2		3		1		2		3		4	
		Growth		Maturity		Dominant		Strong		Favourable		Temporary	
		No	%	No	%	No	%	No	%	No	%	No	%
Target Strategies													
Q10 1	Expected Market Potential	42	46.2	1	50.0	3	42.9	32	50.8	8	36.4		
2	Actual Market Potential	54	59.3			4	57.1	43	68.3	7	31.8		
3	Fixed Percentage Increase	25	27.5			1	14.3	13	20.6	11	50.0		
	Total	91	97.8	2	2.2	7	7.5	63	67.7	22	23.7	1	1.1
Product Strategies													
Q12 1	NP In Existing Market	89	97.8	1	50.0	6	85.7	62	98.4	21	95.5	1	100.0
2	NP In New Market	13	14.3					10	15.9	2	9.1	1	100.0
3	NP In New Segment	40	44.0					27	42.9	12	54.5	1	100.0
	Total	91	97.8	2	2.2	7	7.5	63	67.7	22	23.7	1	1.1
Pricing Strategies													
Q15 1	Max. Shortrun Profits	50	54.9			4	57.1	36	57.1	10	45.5		
2	Max. Longrun Profits	87	95.6	2	100.0	6	85.7	60	95.2	22	100.0	1	100.0
3	Max. Market Share	51	56.0			3	42.9	36	57.1	12	54.5		
	Total	91	97.8	2	2.2	7	7.5	63	67.7	22	23.7	1	1.1
Place-Activities													
Q17.1	Broker's Tgs	6	6.6			1	14.3	3	4.8	2	9.1		
2	Corporate Tgs	81	89.0			5	71.4	57	90.5	18		1	
3	Regional Tgs	80	87.9			5	71.4	59	93.7	15	68.2	1	
	Total	91	97.8	2	2.2	7	7.5	63	67.7	22	23.7	1	1.1
Place-Intermediaries													
Q18.1	Broker's Tgs.	88	96.7	2	100.0	7	100.0	61	96.8	21	95.5	1	100.0
2	Corporate Tgs	66	72.5			4	57.1	46	73.0	16	72.7		
3	Regional Tgs	65	71.4			4	57.1	45	71.4	16	72.7		
	Total	91	97.8	2	2.2	7	7.5	63	67.7	22	23.7	1	1.1
Promote Strategies													
Q19.1	Advertisng	43	47.3	1	50.0	6	85.7	32	50.8	6	27.3		
2	Hoardings	76	83.5			4	57.1	60	95.2	12	54.5		
3	Posters	22	24.2			2	28.6	18	28.6	2	9.1		
	Total	91	97.8	2	2.2	7	7.5	63	67.7	22	23.7	1	1.1
Compt. Mktg. Strategies													
Q26 1	Attract Non-Users	91	100.0	1	50.0	7	100.0	63	100.0	21	95.5	1	100.0
2	Promote New Uses	8	8.8					1	1.6	6	27.3	1	100.0
3	User More Often	65	71.4			3	42.9	44	69.8	17	77.3	1	100.0
	Total	91	97.8	2	2.2	7	7.5	63	67.7	22	23.7	1	1.1
Co. Growth Strategies													
Q27 1	Curr Cust. Buy More	78	85.7	2	100.0	6	85.7	55	87.3	19	86.4		
2	Compt Customers	35	38.5	1	50.0	3	42.9	26	41.3	7	31.8		
3	Attract Non-Users	86	94.5			5	71.4	60	95.2	20	90.9	1	100.0
	Total	91	97.8	2	2.2	7	7.5	63	67.7	22	23.7	1	1.1

Table 8.4 (Car Finance Continued..)

Code	All Strategies	Market Condition				Co. Competitive Position					
		1		2		1		2		3	
		High. Attract.		Med Attract.		Strong		Average		Weak	
		No	%	No	%	No	%	No	%	No	%
Target Strategies											
Q10.1	Expected Market Potential	41	46.6	2	40.0	33	47.1	10	45.5		
2	Actual Market Potential	52	59.1	2	40.0	46	65.7	8	36.4		
3	Fixed Percentage Increase	24	27.3	1	20.0	15	21.4	10	45.5		
	Total	88	94.6	5	5.4	70	75.3	22	23.7	1	1.1
Product Strategies											
Q12.1	NP In Existing Market	87	98.9	3	60.0	68	97.1	21	95.5	1	100.0
2	NP In New Market	12	13.6	1	20.0	11	15.7	1	4.5	1	100.0
3	NP In New Segment	38	43.2	2	40.0	28	40.0	11	50.0	1	100.0
	Total	88	94.6	5	5.4	70	75.3	22	23.7	1	1.1
Pricing Strategies											
Q15.1	Max. Shortrun Profits	49	55.7	1	20.0	41	58.6	9	40.9		
2	Max. Longrun Profits	85	96.6	4	80.0	66	94.3	22	100.0	1	100.0
3	Max Market Share	50	56.8	1	20.0	42	60.0	9	40.9		
	Total	88	94.6	5	5.4	70	75.3	22	23.7	1	1.1
Place-Activities											
Q17.1	Broker's Tgs.	77	88.5			4	5.7	2			
2	Corporate Tgs.	76	87.4	3	60.0	61	87.1	19		1	
3	Regional Tgs	78	89.7	3		63	90.0	16	72.7	1	
	Total	87	93.5	5	5.4	70	75.3	22	23.7	1	1.1
Place-Intermediaries											
Q18.1	Broker's Tgs.	84	96.55172	5	100	67	95.7143	22	100	1	100
2	Corporate Tgs	63	72.41379	2	40	49	70	17	77.2727		
3	Regional Tgs	62	71.26437	2	40	48	68.5714	17	77.2727		
	Total	87	93.5	5	5.4	70	75.3	22	23.7	1	1.1
Promote Strategies											
Q19.1	Advertising	41	47.12644	2	40	36	51.4286	8	36.3636		
2	Hoardings	74	85.05747	1	20	64	91.4286	12	54.5455		
3	Posters	22	25.28736			22	31.4286				
	Total	87	93.5	5	5.4	70	75.3	22	23.7	1	1.1
Compt. Mktg. Strategies											
Q26.1	Attract Non-Users	88	100	4	80	70	100	21	95.4545	1	100
2	Promote New Uses	8	9.090909			2	2.85714	5	22.7273	1	100
3	User More Often	64	72.72727	1	20	46	65.7143	18	81.8182	1	100
	Total	88	94.6	5	5.4	70	75.3	22	23.7	1	1.1
Co. Growth Strategies											
Q27.1	Curr. Cust Buy More	76	86.36364	4	80	60	85.7143	20	90.9091		
2	Compt. Customers	35	39.77273	1	20	26	37.1429	10	45.4545		
3	Attract Non-Users	84	95.45455	2	40	64	91.4286	21	95.4545	1	100
	Total	88	94.6	5	5.4	70	75.3	22	23.7	1	1.1

Table 8.4 (Airlines Continued..)

Code	All Strategies	Industry Stage				Co. Competitive Position							
		2		3		1		2		3		4	
		Growth		Maturity		Dominant		Strong		Favourable		Temporary	
		No	%	No	%	No	%	No	%	No	%	No	%
Target Strategies													
Q10.1	Expected Market Potential	12	11.9	1	11.1	2	15.4	11	14.3				
2	Actual Market Potential	79	78.2	1	11.1			62	80.5	18	94.7		
3	Fixed Percentage Increase	33	32.7	7	77.8	11	84.6	23	29.9	6	31.6		
	Total	101	91.8	9	8.2	13	11.8	77	70.0	19	17.3	1	0.9
Product Strategies													
Q12.1	NP In Existing Market	66	65.3			5	38.5	49	63.6	12	63.2		
2	NP In New Market	2	2.0					2	2.6				
3	NP In New Segment	11	10.9	2	22.2	2	15.4	10	13.0	1	5.3		
	Total	101	91.8	9	8.2	13	11.8	77	70.0	19	17.3	1	0.9
Pricing Strategies													
Q15.1	Max. Shortrun Profits	64	63.4	1	11.1			50	64.9	14	73.7	1	100.0
2	Max Longrun Profits	77	76.2	2	22.2	1	7.7	60	77.9	18	94.7		
3	Max. Market Share	35	34.7	2	22.2	3	23.1	27	35.1	6	31.6	1	100.0
	Total	101	91.8	9	8.2	13	11.8	77	70.0	19	17.3	1	0.9
Place-Activities													
Q17.1	Broker's Tgs.	8	7.9					5	6.5	3	15.8		
2	Corporate Tgs.	64	63.4	5	55.6	8	61.5	49	63.6	11	57.9	1	100.0
3	Regional Tgs	72	71.3	5	55.6	6	46.2	57	74.0	13	68.4	1	100.0
	Total	101	91.8	9	8.2	13	11.8	77	70.0	19	17.3	1	0.9
Place-Intermediaries													
Q18.1	Broker's Tgs.												
2	Corporate Tgs.												
3	Regional Tgs.												
	Total	101	91.8	9	8.2	13	11.8	77	70.0	19	17.3	1	0.9
Promote Strategies													
Q19.1	Advertising	61	60.4	8	88.9	13	100.0	45	58.4	10	0.5	1	111.1
2	Hoardings	43	42.6					38	49.4	5	0.3		
3	Posters	3	3.0					2	2.6	1	0.1		
	Total	101	91.8	9	8.2	13	11.8	77	70.0	19	1.0	0.9	100.0
Compt. Mktg. Strategies													
Q26.1	Attract Non-Users	76	75.2	8	88.9	7	53.8	58	75.3	18	94.7	1	100.0
2	Promote New Uses	29	28.7	1	11.1			21	27.3	9	47.4		
3	User More Often	49	48.5	2	22.2	1	7.7	42	54.5	8	42.1		
	Total	101	91.8	9	8.2	13	11.8	77	70.0	19	17.3	1	0.9
Co. Growth Strategies													
Q27.1	Curr. Cust. Buy More	80	79.2	3	33.3	6	46.2	57	74.0	19	100.0	1	100.0
2	Compt. Customers	34	33.7			1	7.7	26	33.8	7	36.8		
3	Attract Non-Users	68	67.3	1	11.1	4	30.8	51	66.2	13	68.4	1	100.0
	Total	101	91.8	9	8.2	13	11.8	77	70.0	19	17.3	1	0.9

Table 8.4 (Airlines Continued..)

Code	All Strategies	Market Condition				Co. Competitive Position			
		1		2		1		2	
		High. Attract.		Med. Attract.		Strong		Average	
		No	%	No	%	No	%	No	%
Target Strategies									
Q10.1	Expected Market Potential	12	12.0	1	10.0	13	14.9		
2	Actual Market Potential	72	72.0	8	80.0	66	75.9	14	60.9
3	Fixed Percentage Increase	40	40.0			27	31.0	13	56.5
	Total	100	90.9	10	9.1	87	79.1	23	20.9
Product Strategies									
Q12.1	NP In Existing Market	66	66.0			57	65.5	9	39.1
2	NP In New Market	2	2.0			2	2.3		
3	NP In New Segment	8	8.0	5	50.0	11	12.6	2	8.7
	Total	100	90.9	10	9.1	87	79.1	23	20.9
Pricing Strategies									
Q15.1	Max. Shortrun Profits	64	64.0	1	10.0	54	62.1	11	47.8
2	Max. Longrun Profits	78	78.0	1	10.0	65	74.7	14	60.9
3	Max. Market Share	28	28.0	9	90.0	29	33.3	8	34.8
	Total	100	90.9	10	9.1	87	79.1	23	20.9
Place-Activities									
Q17.1	Broker's Tgs.	8	8.0			5	5.7	3	13.0
2	Corporate Tgs.	68	68.0	1	10.0	56	64.4	13	56.5
3	Regional Tgs.	68	68.0	9	90.0	63	72.4	14	60.9
	Total	100	90.9	10	9.1	87	79.1	23	20.9
Place-Intermediaries									
Q18.1	Broker's Tgs.								
2	Corporate Tgs.								
3	Regional Tgs.								
	Total	100	90.9	10	9.1	87	79.1	23	20.9
Promote Strategies									
Q19.1	Advertising	60	66.0	9	98.9	51	64.5	18	86.1
2	Hoardings	42	46.2	1	11.0	37	46.8	6	28.7
3	Posters	3	3.3			2	2.5	1	4.8
	Total	90.9	10.0	9.1	87.0	79.1	23.0	20.9	
Compt. Mktg. Strategies									
Q26.1	Attract Non-Users	75	75.0	9	90.0	62	71.3	22	95.7
2	Promote New Uses	30	30.0			25	28.7	5	21.7
3	User More Often	49	49.0	2	20.0	47	54.0	4	17.4
	Total	100	90.9	10	9.1	87	79.1	23	20.9
Co. Growth Strategies									
Q27.1	Curr. Cust. Buy More	76	76.0	7	70.0	66	75.9	17	73.9
2	Compt. Customers	33	33.0	1	10.0	26	29.9	8	34.8
3	Attract Non-Users	65	65.0	4	40.0	59	67.8	10	43.5
	Total	100	90.9	10	9.1	87	79.1	23	20.9

Table 8.4 (B/W TV Continued..

Code	All Strategies	Industry Stage				Co. Competitive Position					
		2		3		2		3		4	
		Growth		Maturity		Strong		Favourabl		Temporary	
		No	%	No	%	No	%	No	%	No	%
Target Strategies											
Q10.1	Expected Market Potential	8	25.8					6	22.2	2	20.0
2	Actual Market Potential	30	96.8	8	88.9	3	100.0	25	92.6	10.0	100.0
3	Fixed Percentage Increase	1	3.2	1	11.1			2	7.4		
	Total	31	77.5	9	22.5	3	7.5	27	67.5	10	25.0
Product Strategies											
Q12.1	NP In Existing Market	22	71.0	9	100.0	3	100.0	21	77.8	7	70.0
2	NP In New Market	1	3.2							1	10.0
3	NP In New Segment	3	9.7							3	30.0
	Total	31	77.5	9	22.5	3	7.5	27	67.5	10	25.0
Pricing Strategies											
Q15.1	Max Shortrun Profits	20	64.5	8	88.9	3	100.0	17	63.0	8	80.0
2	Max. Longrun Profits	12	38.7	7	77.8			12	44.4	7	70.0
3	Max. Market Share	11	35.5	5	55.6	1	33.3	10	37.0	5	50.0
	Total	31	77.5	9	22.5	3	7.5	27	67.5	10	25.0
Place-Activities											
Q17.1	Broker's Tgs										
2	Corporate Tgs	30	96.8	9	100.0	3	100.0	26	96.3	10	100.0
3	Regional Tgs	8	25.8					4	14.8	4	40.0
	Total	31	77.5	9	22.5	3	7.5	27	67.5	10	25.0
Place-Intermediaries											
Q18.1	Broker's Tgs										
2	Corporate Tgs										
3	Regional Tgs										
	Total	31	77.5	9	22.5	3	7.5	27	67.5	10	25.0
Promote Strategies											
Q19.1	Advertising	20	64.5	7	77.8	3	100.0	16	59.3	8	80.0
2	Hoardmgs	5	16.1	1	11.1	4	133.3	2	7.4	6	60.0
3	Posters			1	11.1			1	3.7		
	Total	31	77.5	9	22.5	3	7.5	27	67.5	10	25.0
Compt. Mktg. Strategies											
Q26.1	Attract Non-Users	30	96.8	8	88.9	3	100.0	25	92.6	10	100.0
2	Promote New Uses	1	3.2	1	11.1			2	7.4		
3	User More Often										
	Total	31	77.5	9	22.5	3	7.5	27	67.5	10	25.0
Co. Growth Strategies											
Q27.1	Curr. Cust. Buy More	3	9.7	1	11.1			4	14.8		
2	Compt Customers	25	80.6	9	100.0	3	100.0	24	88.9	7	70.0
3	Attract Non-Users	26	83.9	8	88.9	2	66.7	22	81.5	10	100.0
	Total	31		9		3		27		10	

Table 8.4 (B/W TV Continued..)

Code	All Strategies	Market Condition				Co. Competitive Position			
		1		2		1		2	
		High Attract.		Med. Attract.		Strong		Average	
		No	%	No	%	No	%	No	%
Target Strategies									
Q10 1	Expected Market Potential	1	16.7	7	20.6			8	21.6
2	Actual Market Potential	6	100.0	32	94.1	3	100.0	35	94.6
3	Fixed Percentage Increase			2	5.9			2	5.4
	Total	6	15.0	34	85.0	3	7.5	37	92.5
Product Strategies									
Q12 1	NP In Existing Market	5	83.3	26	76.5	3	100.0	28	75.7
2	NP In New Market			1	2.9			1	2.7
3	NP In New Segment			3	8.8			3	8.1
	Total	6	15.0	34	85.0	3	7.5	37	92.5
Pricing Strategies									
Q15.1	Max Shortrun Profits	5	83.3	23	67.6	3	100.0	25	67.6
2	Max Longrun Profits	1	16.7	18	52.9	1	33.3	18	48.6
3	Max Market Share	4	66.7	12	35.3	1	33.3	15	40.5
	Total	6	15.0	34	85.0	3	7.5	37	92.5
Place-Activities									
Q17 1	Broker's Tgs								
2	Corporate Tgs	6	100.0	33	97.1	3	100.0	36	97.3
3	Regional Tgs.	1	16.7	7	20.6			8	21.6
	Total	6	15.0	34	85.0	3	7.5	37	92.5
Place-Intermediaries									
Q18 1	Broker's Tgs								
2	Corporate Tgs.								
3	Regional Tgs.								
	Total	6	15.0	34	85.0	3	7.5	37	92.5
Promote Strategies									
Q19.1	Advertising	5	83.3	22	64.7	3	100.0	24	64.9
2	Hoardings			6	17.6			6	16.2
3	Posters			1	2.9			1	2.7
	Total	6	15.0	34	85.0	3	7.5	37	92.5
Compt. Mktg. Strategies									
Q26 1	Attract Non-Users	6	100.0	32	94.1	3	100.0	35	94.6
2	Promote New Uses			2	5.9			2	5.4
3	User More Often								
	Total	6	15.0	34	85.0	3	7.5	37	92.5
Co. Growth Strategies									
Q27 1	Curr Cust. Buy More			4	11.8			4	10.8
2	Compt Customers	5	83.3	29	85.3	3	100.0	31	83.8
3	Attract Non-Users	5	83.3	29	85.3	3	100.0	31	83.8
	Total	6		34		3		37	

Table 8.4 (Colour TV Continued..)

Code	All Strategies	Industry Stage				Co. Competitive Position					
		2		3		2		3		4	
		Growth		Maturity		Strong		Favourable		Temporary	
		No	%	No	%	No	%	No	%	No	%
Target Strategies											
Q10 1	Expected Market Potential	36	37.9	2	40.0	13	30.2	15	31.9	10	100.0
2	Actual Market Potential	86	90.5	5	100.0	43	100.0	38	80.9	10	100.0
3	Fixed Percentage Increase	14	14.7	2	40.0			12	25.5	4	40.0
	Total	95	95.0	5	5.0	43	43.0	47	47.0	10	10.0
Product Strategies											
Q12.1	NP In Existing Market	71	74.7	5	100.0	36	83.7	30	63.8	10	100.0
2	NP In New Market	1	1.1					1	2.1		
3	NP In New Segment	3	3.2					3	6.4		
	Total	95	95.0	5	5.0	43	43.0	47	47.0	10	10.0
Pricing Strategies											
Q15.1	Max Shortrun Profits	38	40.0			18	41.9	20	42.6		
2	Max Longrun Profits	57	60.0			37	86.0	20	42.6		
3	Max. Market Share	41	43.2	2	40.0	23	53.5	20	42.6		
	Total	95	95.0	5	5.0	43	43.0	47	47.0	10	10.0
Place-Activities											
Q17.1	Broker's Tgs.										
2	Corporate Tgs	84	88.4	3	60.0	38	88.4	45	95.7	4	40.0
3	Regional Tgs.	10	10.5	1	20.0			8	17.0	3	30.0
	Total	95	95.0	5	5.0	43	43.0	47	47.0	10	10.0
Place-Intermediaries											
Q18 1	Broker's Tgs										
2	Corporate Tgs										
3	Regional Tgs.										
	Total	95	95.0	5	5.0	43	43.0	47	47.0	10	10.0
Promote Strategies											
Q19 1	Advertising	65		2		43		23		1	
2	Hoardings	40				29		11			
3	Posters										
	Total	95	95.0	5	5.0	43	43.0	47	47.0	10	10.0
Compt. Mktg. Strategies											
Q26 1	Attract Non-Users	93	97.9	5	100.0	43	100.0	45	95.7	10	100.0
2	Promote New Uses	14	14.7	2	40.0	4	9.3	12	25.5		
3	User More Often	14	14.7			3	7.0	10	21.3	1	10.0
	Total	95	95.0	5	5.0	43	43.0	47	47.0	10	10.0
Co. Growth Strategies											
Q27 1	Curr Cust Buy More	38	40.0	3	60.0	21	48.8	18	38.3	2	20.0
2	Compt. Customers	68	71.6	3	60.0	35	81.4	27	57.4	9	90.0
3	Attract Non-Users	88	92.6	3	60.0	38	88.4	45	95.7	8	80.0
	Total	95	95.0	5	5.0	43	43.0	47	47.0	10	10.0

Table 8.4 (Colour TV Continued..)

Code	All Strategies	Market Condition				Co. Competitive Position					
		1		2		1		2		3	
		High. Attract.		Med. Attract.		Strong		Average		Weak	
		No	%	No	%	No	%	No	%	No	%
Target Strategies											
Q10.1	Expected Market Potential	26	37.7	12	38.7	13	39.4	15	26.3	10	100.0
2	Actual Market Potential	62	89.9	29	93.5	33	100.0	48	84.2	10	100.0
3	Fixed Percentage Increase	13	18.8	3	9.7			12	21.1	4	40.0
	Total	69	69.0	31	31.0	33	33.0	57	57.0	10	10.0
Product Strategies											
Q12.1	NP in Existing Market	55	79.7	21	67.7	28	84.8	38	66.7	10	100.0
2	NP in New Market	1	1.4					1	1.8		
3	NP in New Segment	1	1.4	2	6.5			3	5.3		
	Total	69	69.0	31	31.0	33	33.0	57	57.0	10	10.0
Pricing Strategies											
Q15.1	Max. Shortrun Profits	28	40.6	10	32.3	13	39.4	25	43.9		
2	Max. Longrun Profits	45	65.2	12	38.7	31	93.9	26	45.6		
3	Max Market Share	30	43.5	13	41.9	15	45.5	28	49.1		
	Total	69	69.0	31	31.0	33	33.0	57	57.0	10	10.0
Place-Activities											
Q17.1	Broker's Tgs.										
2	Corporate Tgs	57	82.6	30	96.8	29	90.6	53	93.0	4	40.0
3	Regional Tgs.	4	5.8	7	22.6			8	14.0	3	30.0
	Total	69	69.0	31	31.0	32	32.0	57	57.0	10	10.0
Place-Intermediaries											
Q18.1	Broker's Tgs										
2	Corporate Tgs										
3	Regional Tgs										
	Total	69	69.0	31	31.0	32	32.0	57	57.0	10	100.0
Promote Strategies											
Q19.1	Advertising	48		19		31		34		1	
2	Hoardings	29		11		26		13			
3	Posters										
	Total	69	69.0	31	31.0	32	32.0	57	57.0	10	10.0
Compt. Mktg. Strategies											
Q26.1	Attract Non-Users	67	97.1	31	100.0	33	100.0	55	96.5	10	100.0
2	Promote New Uses	13	18.8	3	9.7	1	3.0	15	26.3		
3	User More Often	12	17.4	2	6.5	3	9.1	10	17.5	1	10.0
	Total	69	69.0	31	31.0	33	33.0	57	57.0	10	10.0
Co. Growth Strategies											
Q27.1	Curr. Cust. Buy More	36	52.2	5	16.1	13	39.4	26	45.6	2	20.0
2	Compt. Customers	55	79.7	16	51.6	25	75.8	37	64.9	9	90.0
3	Attract Non-Users	62	89.9	29	93.5	31	93.9	52	91.2	8	80.0
	Total	69	69.0	31	31.0	33	33.0	57	57.0	10	10.0

Table 8.4 (Music System Continued..)

Code	All Strategies	Industry Stage				Co. Competitive Position					
		2		3		2		3		4	
		Growth		Maturity		Strong		Favourable		Temporary	
		No	%	No	%	No	%	No	%	No	%
Target Strategies											
Q10.1	Expected Market Potential	18	23.4	1	33.3	6	17.6	4	11.4	9	81.8
2	Actual Market Potential	71	92.2	1	33.3	34	100.0	27	77.1	11	100.0
3	Fixed Percentage Increase	13	16.9	2	66.7			8	22.9	7	63.6
	Total	77	96.3	3	3.8	34	42.5	35	43.8	11	13.8
Product Strategies											
Q12.1	NP In Existing Market	59	76.6	3	100.0	26	76.5	25	71.4	11	100.0
2	NP In New Market	6	7.8	1	33.3	5	14.7	2	5.7		
3	NP In New Segment	10	13.0			5	14.7	5	14.3		
	Total	77	96.3	3	3.8	34	42.5	35	43.8	11	13.8
Pricing Strategies											
Q15.1	Max. Shortrun Profits	29	37.7	2	66.7	13	38.2	17	48.6	1	9.1
2	Max. Longrun Profits	43	55.8	2	66.7	29	85.3	15	42.9	1	9.1
3	Max. Market Share	36	46.8	2	66.7	21	61.8	11	31.4	6	54.5
	Total	77	96.3	3	3.8	34	42.5	35	43.8	11	13.8
Place-Activities											
Q17.1	Broker's Tgs.										
2	Corporate Tgs.	75	97.4	3	100.0	33	97.1	33	94.3	11	100.0
3	Regional Tgs.	10	13.0					2	5.7	8	72.7
	Total	77	96.3	3	3.8	34	42.5	35	43.8	11	13.8
Place-Intermediaries											
Q18.1	Broker's Tgs.										
2	Corporate Tgs.										
3	Regional Tgs.										
	Total	77	96.3	3	3.8	34	42.5	35	43.8	11	13.8
Promote Strategies											
Q19.1	Advertising	58	75.3	2	66.7	34	100.0	25	71.4	1	9.1
2	Hoardings	24	31.2	1	33.3	18	52.9	6	17.1	1	9.1
3	Posters	1	1.3	1	33.3	1	2.9	1	2.9		
	Total	77	96.3	3	3.8	34	42.5	35	43.8	11	13.8
Compt. Mktg. Strategies											
Q26.1	Attract Non-Users	76	98.7	3	100.0	34	100.0	34	97.1	11	100.0
2	Promote New Uses	7	9.1			3	8.8	4	11.4		
3	User More Often	8	10.4	1	33.3	7	20.6	2	5.7		
	Total	77	96.3	3	3.8	34	42.5	35	43.8	11	13.8
Co. Growth Strategies											
Q27.1	Curr. Cust. Buy More	30	39.0	3	100.0	19	55.9	13	37.1	1	9.1
2	Compt. Customers	70	90.9	3	100.0	33	97.1	30	85.7	10	90.9
3	Attract Non-Users	76	98.7	3	100.0	34	100.0	34	97.1	11	100.0
	Total	77	96.3	3	3.8	34	42.5	35	43.8	11	13.8

Table 8.4 (Music System Continued..)

Code	All Strategies	Market Condition				Co. Competitive Position					
		1		2		1		2		3	
		High. Attract.		Med. Attract.		Strong		Average		Weak	
		No	%	No	%	No	%	No	%	No	%
Target Strategies											
Q10.1	Expected Market Potential	15	29.4	4	13.8	6	25.0	4	8.7	9	90.0
2	Actual Market Potential	48	94.1	24	82.8	24	100.0	38	82.6	10	100.0
3	Fixed Percentage Increase	10	19.6	5	17.2			8	17.4	7	70.0
	Total	51	63.8	29	36.3	24	30.0	46	57.5	10	12.5
Product Strategies											
Q12.1	NP In Existing Market	40	78.4	22	75.9	20	83.3	32	69.6	10	100.0
2	NP In New Market	6	11.8	1	3.4			7	15.2		
3	NP In New Segment	6	11.8	4	13.8			10	21.7		
	Total	51	63.8	29	36.3	24	30.0	46	57.5	10	12.5
Pricing Strategies											
Q15.1	Max. Shortrun Profits	17	33.3	14	48.3	13	54.2	18	39.1		
2	Max. Longrun Profits	32	62.7	13	44.8	21	87.5	24	52.2		
3	Max. Market Share	29	56.9	9	31.0	14	58.3	19	41.3	5	50.0
	Total	51	63.8	29	36.3	24	30.0	46	57.5	10	12.5
Place-Activities											
Q17.1	Broker's Tgs.										
2	Corporate Tgs.	50	98.0	27	93.1	22	95.7	44	95.7	10	100.0
3	Regional Tgs.	8	15.7	2	6.9			2	4.3	8	80.0
	Total	51	63.8	29	36.3	23	28.8	46	57.5	10	12.5
Place-Intermediaries											
Q18.1	Broker's Tgs.										
2	Corporate Tgs.										
3	Regional Tgs.										
	Total	51	63.8	29	36.3	23	28.8	46	57.5	10	12.5
Promote Strategies											
Q19.1	Advertising	41	80.4	19	65.5	23	100.0	36	78.3		
2	Hoardings	18	35.3	7	24.1	15	65.2	9	19.6		
3	Posters	1	2.0	1	3.4	1	4.3	1	2.2		
	Total	51	63.8	29	36.3	23	28.8	46	57.5	10	12.5
Compt. Mktg. Strategies											
Q26.1	Attract Non-Users	51	100.0	28	96.6	24	100.0	45	97.8	10	100.0
2	Promote New Uses	3	5.9	4	13.8			7	15.2		
3	User More Often	8	15.7	1	3.4	2	8.3	7	15.2		
	Total	51	63.8	29	36.3	24	30.0	46	57.5	10	12.5
Co. Growth Strategies											
Q27.1	Curr. Cust Buy More	25	49.0	8	27.6	10	41.7	22	47.8	1	10.0
2	Compt. Customers	48	94.1	25	86.2	24	100.0	39	84.8	10	100.0
3	Attract Non-Users	51	100.0	28	96.6	24	100.0	45	97.8	10	100.0
	Total	51	63.8	29	36.3	24	30.0	46	57.5	10	12.5

Table 8.4 (Washing Machine Continued..)

Code	All Strategies	Industry Stage		Co. Competitive Position			
		2		1		2	
		Growth		Dominant		Strong	
		No	%	No	%	No	%
Target Strategies							
Q10.1	Expected Market Potential	20	33.3	1	20.0	19	34.5
2	Actual Market Potential	60	100.0	5	100.0	55	100.0
3	Fixed Percentage Increase	2	3.3			2	3.6
	Total	60	100.0	5	8.3	55	91.7
Product Strategies							
Q12.1	NP In Existing Market	55	91.7	5	100.0	50	90.9
2	NP In New Market						
3	NP In New Segment	3	5.0	2	40.0	1	1.8
	Total	60	100.0	5	8.3	55	91.7
Pricing Strategies							
Q15.1	Max. Shortrun Profits	20	33.3	3	60.0	17	30.9
2	Max Longrun Profits	60	100.0	5	100.0	55	100.0
3	Max Market Share	29	48.3	2	40.0	27	49.1
	Total	60	100.0	5	8.3	55	91.7
Place-Activities							
Q17.1	Broker's Tgs						
2	Corporate Tgs	58	96.7	5	100.0	53	96.4
3	Regional Tgs.	2	3.3	1	20.0	1	1.8
	Total	60	100.0	5	8.3	55	91.7
Place-Intermediaries							
Q18.1	Broker's Tgs						
2	Corporate Tgs						
3	Regional Tgs.						
	Total	60	100.0	5	8.3	55	91.7
Promote Strategies							
Q19.1	Advertising	60	100.0	5	100.0	55	100.0
2	Hoardings	33	55.0	3	60.0	30	54.5
3	Posters	1	1.7			1	1.8
	Total	60	100.0	5	8.3	55	91.7
Compt. Mktg. Strategies							
Q26.1	Attract Non-Users	60	100.0	5	100.0	55	100.0
2	Promote New Uses	1	1.7			1	1.8
3	User More Often	2	3.3			2	3.6
	Total	60	100.0	5	8.3	55	91.7
Co. Growth Strategies							
Q27.1	Curr. Cust. Buy More	26	43.3			26	47.3
2	Compt Customers	30	50.0	3	60.0	27	49.1
3	Attract Non-Users	52	86.7	5	100.0	47	85.5
	Total	60	100.0	5	8.3	55	91.7

Table 8.4 (Washing Machine Continued..)

Code	All Strategies	Market Condition				Co. Competitive Position			
		1		2		1		2	
		High. Attract.		Med. Attract.		Strong		Average	
		No	%	No	%	No	%	No	%
Target Strategies									
Q10.1	Expected Market Potential	19	35.8	1	14.3	20	35.7		
2	Actual Market Potential	53	100.0	7	100.0	56	100.0	4	100.0
3	Fixed Percentage Increase	2	3.8			2	3.6		
	Total	53	88.3	7	11.7	56	93.3	4	6.7
Product Strategies									
Q12.1	NP In Existing Market	48	90.6	7	100.0	51	91.1	4	100.0
2	NP In New Market								
3	NP In New Segment	1	1.9	2	28.6	2	3.6	1	25.0
	Total	53	88.3	7	11.7	56	93.3	4	6.7
Pricing Strategies									
Q15.1	Max. Shortrun Profits	14	26.4	6	85.7	16	28.6	4	100.0
2	Max Longrun Profits	53	100.0	7	100.0	56	100.0	4	100.0
3	Max Market Share	24	45.3	5	71.4	27	48.2	2	50.0
	Total	53	88.3	7	11.7	56	93.3	4	6.7
Place-Activities									
Q17.1	Broker's Tgs.								
2	Corporate Tgs	52	98.1	6	85.7	54	96.4	4	100.0
3	Regional Tgs	1	1.9	1	14.3	1	1.8	1	25.0
	Total	53	88.3	7	11.7	56	93.3	4	6.7
Place-Intermediaries									
Q18.1	Broker's Tgs								
2	Corporate Tgs								
3	Regional Tgs								
	Total	53	88.3	7	11.7	56	93.3	4	6.7
Promote Strategies									
Q19.1	Advertising	53	100.0	7	100.0	56	100.0	4	100.0
2	Hoardings	30	56.6	3	42.9	32	57.1	1	25.0
3	Posters	1	1.9			1	1.8		
	Total	53	88.3	7	11.7	56	93.3	4	6.7
Compt. Mktg. Strategies									
Q26.1	Attract Non-Users	53	100.0	7	100.0	56	100.0	4	100.0
2	Promote New Uses	1	1.9			1	1.8		
3	User More Often	2	3.8			2	3.6		
	Total	53	88.3	7	11.7	56	93.3	4	6.7
Co. Growth Strategies									
Q27.1	Curr. Cust Buy More	26	49.1			26	46.4		
2	Compt. Customers	27	50.9	3	42.9	28	50.0	2	50.0
3	Attract Non-Users	45	84.9	7	100.0	48	85.7	4	100.0
	Total	53	88.3	7	11.7	56	93.3	4	6.7

Table 9.1
Analysis By Factors Influencing Marketing Mix
(Product Factors) Influencing Market Mix

Product Factors		Co. Dep.		Car Fin.		Airlines		B/W TV		CTV		M. Syst.		W. Mach.	
		Contri.	Inhibt.	Contri.	Inhibt.	Contri.	Inhibt.	Contri.	Inhibt.	Contri.	Inhibt.	Contri.	Inhibt.	Contri.	Inhibt.
		Factor	Factor	Factor	Factor	Factor	Factor	Factor	Factor	Factor	Factor	Factor	Factor	Factor	Factor
Product itself	No	55	1	80		103		25		97		79		60	
	%	67.1	1.2	86.0		93.6		62.5		97.0		98.8		100.0	
Image Of Co.	No	58		79		103	1	25		97		79		60	
	%	70.7		84.9		93.6	-0.9	62.5		97.0		98.8		100.0	
Promo Stat	No	58	1	80		99		24		84		48		56	
	%	70.7	1.2	86.0		90.0		60.0		84.0		60.0		93.3	
Np Launch	No	50	1	53		48	1	7	2	47	2	29	2	42	
	%	61.0	1.2	57.0		43.6	0.9	17.5	5.0	47.0	2.0	36.3	2.5	70.0	
Distn Network	No	56	1	78		101		23	1	94	1	76	1	60	
	%	68.3	1.2	83.9		91.8		57.5	2.5	94.0	1.0	95.0	1.3	100.0	
Price	No	14	1	55		81	19	11	14	84	14	65	14	50	
	%	17.1	1.2	59.1		73.6	17.3	27.5	35.0	84.0	14.0	81.3	17.5	83.3	
Margins	No	54	2	79		87	1	23	2	80	8	58	9	57	
	%	65.9	2.4	84.9		79.1	0.9	57.5	5.0	80.0	8.0	72.5	11.3	95.0	
Free Samples	No					12	4	2		8		8		11	
	%					10.9	3.6	5.0		8.0		10.0		18.3	
Demos	No	20		6		12	4	2		4		4		5	
	%	24.4		6.5		10.9	3.6	5.0		4.0		5.0		8.3	
Incentive Sche	No	50		76		95	1	25		79	7	59	7	56	
	%	61.0		81.7		86.4	0.9	62.5		79.0	7.0	73.8	8.8	93.3	
Flood Market	No			14			4		1	4	2	9	2	2	
	%			15.1			3.6		2.5	4.0	2.0	11.3	2.5	3.3	
	N	82		93		110		40		100		80		60	

Table 9.2
Pricing factors
Influencing Marketing- Mix.

VILQ16	Pricing Factor	Co. Dep.		Car Fin.		Airlines		B/WTV		C TV		M. Syst.		W. Mach.	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	Cost Cons	19	23.2	62	66.7	19	17.3	24	60.0	50	50.0	48	60.0	49	81.7
2	Dd Cons	35	42.7	60	64.5	39	35.5	18	45.0	40	40.0	34	42.5	45	75.0
3	Prod Attrc	41	50.0	66	71.0	76	69.1	33	82.5	74	74.0	62	77.5	60	100.0
4	Mkt Cond	57	69.5	87	93.5	50	45.5	35	87.5	61	61.0	52	65.0	40	66.7
5	Consu T&P	33	40.2	37	39.8	71	64.5	17	42.5	32	32.0	22	27.5	17	28.3
6	Compt Price	22	26.8	7	7.5	19	17.3	2	5.0	4	4.0	8	10.0	4	6.7
7	Substitute	12	14.6	1	1.1	7	6.4	1	2.5	3	3.0			4	6.7
8	Ss Prod	1	1.2	1	1.1	3	2.7			3	3.0	1	1.3	3	5.0
9	Intern	11	13.4	1	1.1	3	2.7							2	3.3
10	Promo Exp	6	7.3			3	2.7	1	2.5	3	3.0			2	3.3
11	Past Perf	7	8.5	2	2.2	5	4.5								
12	Indust Norms	58	70.7	88	94.6	21	19.1	13	32.5	41	41.0	40	50.0	27	45.0
13	Co Prd. Off	4	4.9	28	30.1	2	1.8	6	15.0	41	41.0	36	45.0	52	86.7
14						1	0.9	13	32.5	26	26.0	24	30.0	4	6.7
15								1	2.5						
	Total	82	100.0	93	100.0	110	100.0	40	100.0	100	100.0	80	100.0	60	100.0

Table 9.3
Factors Influencing Intermediaries Used

Q18BII	Intermediary Factor	Co. Dep.		Car Fin.		Airlines		B/WTV		C TV		M. Syst.		W. Mach.	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	Better Collec	1	1.2	1	1.1	1	0.9			1	1.0				
2	Co Known	1	1.2												
3	Volume	3	3.7	1	1.1										
4	Only Optcon	16	19.5	40	43.0	56	50.9			3	3.0	1	1.3		
5	Reach	18	22.0	2	2.2	65	59.1	29	72.5	69	69.0	66	82.5	45	75.0
6	Contactcs	18	22.0	77	82.8	6	5.5	1	2.5	8	8.0	8	10.0	20	33.3
7	Save Time	14	17.1	51	54.8					1	1.0	1	1.3	1	1.7
8	Improve Collec	1	1.2	1	1.1			1	2.5	6	6.0	1	1.3		
9	No Resp	4	4.9	1	1.1										
10	Familiar	2	2.4												
11	Mkt Potetnal	5	6.1							1	1.0				
12	Bus. Vol	6	7.3	4	4.3	1	0.9								
13	Recovery	1	1.2	2	2.2										
14	Known Clients	27	32.9	26	28.0					1	1.0			1	1.7
15	Time Comts.	1	1.2					1	2.5						
16	Profit Achieved	5	6.1	1	1.1										
17	Returns Achived	5	6.1	2	2.2					1	1.0				
18	Easy Returns	5	6.1												
19	Cust Knowledge	10	12.2	2	2.2										
20	Fast Coverage	1	1.2					1	2.5	1	1.0	1	1.3	1	1.7
	Total	82	100.0	93	100.0	110	100.0	40	100.0	100	100.0	80	100.0	60	100.0

Table 9.4
Promotion Factors Influencing Marketing - Mix

VIL20C	Promotional Factors	Co. Dep.		Car Fin.		Airlines		B/WTV		C TV		M. Syst.		W. Mach.	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	Prev Exp	42	51.2	52	55.9	11	10.0	3	7.5	22	22.0	13	16.3	38	63.3
2	Fixed %	51	62.2	53	57.0	49	44.5	4	10.0	3	3.0	1	1.3	2	3.3
3	% (Sales)	46	56.1	57	61.3	72	65.5	30	75.0	45	45.0	48	60.0	32	53.3
4	% (Mkt)	50	61.0	20	21.5	53	48.2	30	75.0	69	69.0	53	66.3	38	63.3
5	% (Exp Perf)	44	53.7			18	16.4	16	40.0	20	20.0	20	25.0	18	30.0
6	% (Prev Year)	44	53.7	33	35.5	40	36.4	27	67.5	56	56.0	53	66.3	40	66.7
7	Research (Co)	7	8.5	2	2.2	4	3.6	2	5.0	9	9.0	6	7.5	14	23.3
8	Research (Agen)			1	1.1	1	0.9			16	16.0	13	16.3	29	48.3
9	Co Policy	22	26.8	72	77.4	15	13.6	8	20.0	17	17.0	29	36.3	5	8.3
	Total	82	100.0	93	100.0	110	100.0	40	100.0	100	100.0	80	100.0	60	100.0

Table 9.5 Continued..

Q22A	New Product Success Factors	Co. Dep.		Car Fin.		Airlines		B/WTV		Colur TV		M. Syst.		W. Mach.	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%
68	Dist. Net							1	2.5						
69	Inade Publicty														
70	Risk			1	1.1										
71	Short Term Goals	1	1.2	1	1.1										
72	Reach			5	5.4	1	0.9								
73	Aware In Mkt			1	1.1										
74	Public Relations			2	2.2	1	0.9								
75	Repeat Buyers			1	1.1										
76	Options Avail			1	1.1					5	5.0	2	2.5	2	3.3
77	Co. Size/Nature					2	1.8								
78	Long Existence			1	1.1										
79	Promotion					1	0.9			1	1.0			3	5.0
80	Brand Name					57	51.8	24	60.0	49	49.0	44	55.0	9	15.0
81	Destination					63	57.3								
82	Prompt Response					4	3.6			2	2.0				
83	Schedule Mamtain					31	28.2								
84	Dyna Org. Resp.					4	3.6	1	2.5	2	2.0	2	2.5		
85	Govt Rules					1	0.9			1	1.0				
86	Trusted Name					3	2.7								
87	W-O-M (Consu)					1	0.9								
88	Intermed. Suppo	1	1.2	1	1.1					1	1.0	1	1.3	1	1.7
89	Easy Connections					12	10.9								
90	Meals					5	4.5	1	2.5						
91	No Liqu On Brd.					5	4.5								
92	Rela W T-Clie					3	2.7								
93	Rela W C-Clie					2	1.8								
94	Brand Identity							1	2.5	7	7.0				
95	Dealer Support							15	37.5	32	32.0	39	48.8	22	36.7
96	Disc (Cash Disc)							2	5.0	1	1.0	1	1.3	1	1.7
97	Range Of Models							14	35.0	28	28.0	32	40.0	8	13.3
98	Options Avail							14	35.0	15	15.0	14	17.5	5	8.3
99	Brand Image							1	2.5	16	16.0	12	15.0	7	11.7
100	Demand Pull							3	7.5	1	1.0				
101	Demand Push							2	5.0	4	4.0	13	16.3		
102	NP Perce Qual							21	52.5	44	44.0	35	43.8	27	45.0
103	Aesth Looks							4	10.0	3	3.0	3	3.8		
104	Spares Avail.							1	2.5	22	22.0	14	17.5	22	36.7
105	Exclu Dealership							1	2.5	2	2.0				
106	Concept Selling							1	2.5	1	1.0				
107	Insti Selling											1	1.3		
108	Rural Reach							1	2.5						
109	Co-Dealer Rela							3	7.5	5	5.0	3	3.8	1	1.7
110	Displays									2	2.0	1	1.3		
111	Purch. Power									3	3.0				
112	+ve Feedback							2	5.0	4	4.0	2	2.5	4	6.7
113	Dealer Serve									21	21.0	16	20.0	33	55.0
114	Repairs							3	7.5	19	19.0	13	16.3	23	38.3
115	Dealer Cust. Rela.							1	2.5	1	1.0	4	5.0	1	1.7
116	Track Rec									10	10.0	7	8.8	13	21.7
117	Mkt Cond.							1	2.5						
118	Retail Ads							1	2.5	4	4.0	4	5.0	1	1.7
119	Technology									3	3.0	3	3.8		
120	Gifts									5	5.0	5	6.3		
121	Credit							1	2.5	1	1.0	1	1.3	1	1.7
	Total	82		93		110		40		100		80		60	

Table 9.8 Continued..

Q22D	Measures NP Failure	Co. Dep.		Car Fin.		Airlines		B/W TV		Colour TV		M. Syst.		W. Mach.	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%
62	Brand Switching							3	7.5	7	7.0	6	7.5	5	8.3
63	Deal Support (Poor)									8	8.0			1	1.7
64	Pred Experience													14	23.3
65	Technology							5	12.5	14	14.0	6	7.5	17	28.3
66	Limited Option													1	1.7
67	Service Backup (Poor)									2	2.0			3	5.0
68	Poor Marketing							5	12.5	5	5.0	5	6.3	5	8.3
69	Co Responsiveness							1	2.5	1	1.0	1	1.3	1	1.7
70	Models Change							1	2.5	1	1.0	1	1.3	1	1.7
	Total	82		93		110		40		100		80		60	

Table 9.9
Reasons For Having NP

Q23A	New Produc Reasons	Co. Dep.		Car Fin.		Airlines		B/W TV		Color TV		M. Syst.		W. Mach.	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	Mkt. Poten	58	70.7	71	76.3	26	23.6	21	52.5	39	39.0	37	46.3	26	43.3
2	Launch NP	2	2.4	1	1.1										
3	Raise Funds	4	4.9												
4	Good Returns	5	6.1	2	2.2	1	0.9								
5	Mkt Penetra	1	1.2			2	1.8								
6	Earn Profits	8	9.8	2	2.2	8	7.3								
7	Awareness (Co.)			1	1.1										
8	Consu DD	10	12.2					1	2.5						
9	No Response	2	2.4												
10	Mkt Trend	15	18.3	1	1.1										
11	Earn Return	3	3.7												
12	Houmeed	4	4.9	43	46.2			3	7.5	14	14.0	11	13.8	5	8.3
13	Exploit Pr. Poten	20	24.4	52	55.9	9	8.2	1	2.5	1	1.0	1	1.3	1	1.7
14	Sustan DD	2	2.4												
15	Loyal Cust.	1	1.2											3	5.0
16	Indust. Poten	1	1.2	2	2.2										
17	Mobil Funds	1	1.2												
18	Segt. Mkt.	2	2.4	14	15.1	31	28.2	7	17.5	26	26.0	19	23.8	23	38.3
19	Contr (Profit)	6	7.3	2	2.2	4	3.6			2	2.0				
20	Gener Res	1	1.2												
21	Cheaper Fund	13	15.9							1	1.0				
22	Co Popularity	1	1.2												
23	Credibility	1	1.2	5	5.4										
24	Infrastructure	1	1.2												
25	Dist Network	1	1.2	1	1.1										
26	Co. Policy	2	2.4												
27	Mkt Opport.			1	1.1	3	2.7								
28	Buss. Opport			43	46.2	2	1.8	6	15.0	6	6.0	6	7.5	4	6.7
29	Enhance Sales			1	1.1			3	7.5	3	3.0	1	1.3	1	1.7
30	Buss Poten (Niche)			11	11.8	6	5.5			1	1.0	1	1.3		
31	Serve Segt			12	12.9	59	53.6	12	30.0	37	37.0	31	38.8	26	43.3
32	Compt Party			1	1.1					1	1.0				
33	Risk Divers			1	1.1										
34	Serve Sp Aud.					14	12.7			4	4.0	4	5.0	1	1.7
35	Cover Dest					7	6.4								
36	Expand Netwk					25	22.7							1	1.7
37	Connction					14	12.7			5	5.0			12	20.0
38	NP Feature							1	2.5	4	4.0			2	3.3
40	NP Models							5	12.5	4	4.0	4	5.0	3	5.0
41	Contribute (Co Sale)							3	7.5	8	8.0	5	6.3	7	11.7
42	Enhance Mkt Sh.							6	15.0	31	31.0	27	33.8	12	20.0
43	Enhance Co Sale							6	15.0	20	20.0	16	20.0	18	30.0
44	Identity							1	2.5	3	3.0	1	1.3	1	1.7
45	Push Co									1	1.0	1	1.3		
46	Serve Mkt											1	1.3		
47	Enhance Co Img.							7	17.5	22	22.0	20	25.0	19	31.7
48	Co Name									5	5.0	1	1.3	8	13.3
49	Enhance Br Img.									4	4.0	4	5.0	2	3.3
50	Facility									7	7.0	2	2.5	9	15.0
51	Better Prod.							5	12.5	9	9.0	9	11.3	14	23.3
52	Collaboration							1	2.5	1	1.0	1	1.3	1	1.7
	Total	82		93		110		40		100		80		60	

Table 9.10
NP Positioning Measures

Q23B	NP Positioning Measures	Co. Dep.		Car Fin.		Airlines		B/WTV		Colour TV		M. Syst.		W. Mach.	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	Slow Start	1	1.2												
2	Grad. Pick-Up	1	1.2												
3	Prem. Prod.			5	5.4										
4	Serve Consu			2	2.2	69	62.7	3	7.5	3	3.0	3	3.8	1	1.7
5	Qual Prod.			3	3.2	5	4.5	5	12.5	7	7.0	7	8.8	2	3.3
6	Compt Int. Rate			2	2.2										
7	Min. Wtg. Period			1	1.1										
8	Not Sure	27	32.9												
9	No Response	35	42.7	67	72.0	9	8.2								
10	Cust Oriented	12	14.6	2	2.2	2	1.8								
11	Co Ratings	1	1.2	2	2.2			1	2.5						
12	Co Img.	1	1.2	1	1.1	1	0.9			3	3.0	3	3.8	1	1.7
13	Co Prod	2	2.4	2	2.2					2	2.0				
14	Me Too Prod.	1	1.2			5	4.5								
15	Reg. Player	1	1.2												
16	Safety	1	1.2												
17	Br Name			3	3.2	42	38.2	21	52.5	53	53.0	53	66.3	21	35.0
18	Tgt. Audience	1	1.2	2	2.2	14	12.7	8	20.0	8	8.0	9	11.3	3	5.0
19	Destination			1	1.1	26	23.6								
20	Scheme					8	7.3								
21	Price/Sp Fares					3	2.7	18	45.0	48	48.0	36	45.0	29	48.3
22	Convenience					10	9.1							1	1.7
23	Connections					10	9.1								
24	Wide Spd. Ntwk.					6	5.5								
25	Sharing Facility					4	3.6								
26	Global Ptnership					7	6.4								
27	Glo. Connection					1	0.9								
28	Passen. Friendly					2	1.8								
29	NP Feature							15	37.5	50	50.0	33	41.3	47	78.3
30	NP Models							2	5.0	9	9.0	15	18.8	1	1.7
31	NP Option							3	7.5	2	2.0	1	1.3		
32	Qual Prod. (Indiv)							15	37.5	46	46.0	29	36.3	23	38.3
33	After Sale Serv.							7	17.5			10	12.5	7	11.7
34	Co-Dler-Cust Rel.							2	5.0						
35	Dler Cust. Rel.							3	7.5	2	2.0	1	1.3		
36	Co Name							4	10.0	30	30.0	16	20.0	28	46.7
37	Br Img									7	7.0	5	6.3	8	13.3
38	Function									8	8.0			8	13.3
39	Ease of Operation							1	2.5	3	3.0	2	2.5	4	6.7
40	Trusted Name									1	1.0	1	1.3	2	3.3
41	Aesthetics Name													1	1.7
42	High Tech														
	Total	82		93		110		40		100		80		60	

Table 9.11
New Product Differentiation Measures

Q23C	NP Differentiation Measures	Co. Dep.		Car Fin.		Airlines		B/WTV		Color TV		M. Syst.		W. Mach.	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	Incentive	3	3.7			5	4.5			1	1.0	1	1.3		
2	Upgrading	3	3.7	6	6.5	76	69.1			1	1.0				
3	Co Name	1	1.2	1	1.1					14	14.0	10	12.5	25	41.7
4	Sp Tgt. Aud.	1	1.2	4	4.3	11	10.0								
5	Niche. Prod.	1	1.2	4	4.3	48	43.6								
6	Speci. Segt Reg.	1	1.2	2	2.2	2	1.8			1	1.0				
7	Diff Answer	1	1.2												
8	Not Sure	27	32.9	1	1.1										
9	No Response	41	50.0	74	79.6	2	1.8								
10	Co Rating	3	3.7												
11	Co Image	3	3.7							5	5.0	6	7.5	3	5.0
12	Destnation	3	3.7			31	28.2								
13	Pri. Reasonable	2	2.4			9	8.2	28	70.0	50	50.0	42	52.5	27	45.0
14	Comfort	1	1.2			6	5.5	1	2.5	1	1.0	1	1.3	1	1.7
15	Promo. Schem.	2	2.4			8	7.3	6	15.0	9	9.0	8	10.0	7	11.7
16	Cust. Oriented					1	0.9	3	7.5						
17	Glob. Connec.					12	10.9								
18	European Carr.					8	7.3								
19	NP Feature							23	57.5	49	49.0	32	40.0	46	76.7
20	Range							7	17.5	9	9.0	13	16.3	2	3.3
21	After Sale Ser.							1	2.5	5	5.0	6	7.5		
22	Quality							11	27.5	36	36.0	17	21.3	13	21.7
23	Br Name							17	42.5	50	50.0	50	62.5	19	31.7
24	Deal. Cust Rela									2	2.0	2	2.5		
25	Exclu Dealship									2	2.0	1	1.3		
26	Br. Image									2	2.0	2	2.5	2	3.3
27	Function							2	5.0	5	5.0	2	2.5	5	8.3
28	Benefits									1	1.0			1	1.7
29	Margins							1	2.5	1	1.0	1	1.3	1	1.7
	Total	82		93		110		40		100		80		60	

Table 9.6 Continued..

Q22B	New Product Failure Factors	Co. Dep.		Car Fin.		Airlines		B/W TV		Colour TV		M. Syst.		W. Mach.	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%
66	Co Scheme							1	2.5						
67	NP (Nos)									1	1.0	1	1.3	1	1.7
68	Dist Ntwk			1	1.1			2	5.0	2	2.0	2	2.5	2	3.3
69	Inadeq Publ (NP)			4	4.3									1	1.7
70	Risk			1	1.1										
71	Sh Term Goal			1	1.1										
72	Reach			1	1.1										
73	Mkt Awareness							1	2.5	1	1.0	1	1.3	1	1.7
74	Contacts			1	1.1										
75	Repeat Buyers			1	1.1										
76	Options					5	4.5								
77	Co Size							1	2.5						
78	Existence			1	1.1			1	2.5						
79	Inadeq Promo			1	1.1	13	11.8								
80	Cons Dissat					9	8.2								
81	Freq Changes					7	6.4								
82	Freq Delays					14	12.7								
83	Co Not Dynamic					5	4.5			3	3.0	1	1.3		
84	Service					10	9.1			1	1.0				
85	Sales Increase			1	1.1										
86	Poor Marketing					5	4.5	3	7.5	3	3.0	3	3.8		
87	IATA Restrictions					3	2.7								
88	Substitutes					10	9.1	1	2.5	4	4.0				
89	Destination					3	2.7								
90	Public Relations					8	7.3								
91	Relation (Agents)					8	7.3								
92	Deal Support (NP)							7	17.5	8	8.0	7	8.8	9	15.0
93	DD Pull							3	7.5						
94	Technology							9	22.5	16	16.0	13	16.3	3	5.0
95	Looks							2	5.0	4	4.0	1	1.3		
96	Models							2	5.0	1	1.0	2	2.5	1	1.7
97	Shape & Style							3	7.5	4	4.0	2	2.5		
98	Versions							12	30.0	28	28.0	18	22.5	6	10.0
99	Reparis (Poor)							1	2.5	13	13.0	6	7.5	12	20.0
100	Spares (Poor)							1	2.5	20	20.0	10	12.5	25	41.7
101	Ltd Range							4	10.0	14	14.0	16	20.0	2	3.3
102	Quality							10	25.0	19	19.0	11	13.8	9	15.0
103	Cons T & P							3	7.5	14	14.0	15	18.8	8	13.3
104	NP Itself									4	4.0	2	2.5		
105	Co In Transition									1	1.0				
106	Poor Response											5	6.3		
107	Adaptability											1	1.3		
108	Dealer Service									5	5.0	5	6.3	8	13.3
109	Defectives									7	7.0	2	2.5	10	16.7
110	Prev Experience									9	9.0			26	43.3
111	Ltd Outlets									1	1.0	1	1.3	2	3.3
112	Mkt Conditions			1	1.1			1	2.5	1	1.0			1	1.7
113	Service Follow-Up											1	1.3	1	1.7
	Total	82		93		110		40		100		80		60	

Table 9.7 Continued..

Q22C	Measures NP Success	Co. Dep.		Car Fin.		Airlines		B/W TV		Color TV		M. Syst.		W. Mach.	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%
66	Co Schmes			1	1.1										
67	Co NP's - Nos									1	1.0	1	1.3	1	1.7
68	Wd Spd Dist Ntwk					4	3.6								
69	Publicity									1	1.0				
70	Risk									1	1.0			1	1.7
71	Short Term Goal			1	1.1										
72	Prod. Avail					5	4.5	1	2.5	9	9.0	2	2.5	11	18.3
73	Awareness					2	1.8								
74	Contacts			1	1.1										
75	Repeat Buyers					6	5.5								
76	Options							1	2.5						
77	Full Flights					56	50.9								
78	Booking-Ticket					4	3.6								
79	Not Many Chng			1	1.1	2	1.8								
80	Inc Sales					8	7.3	15	37.5	27	27.0	21	26.3	30	50.0
81	Cust Drop Outs					5	4.5								
82	Positive Feedback					5	4.5	8	20.0	4	4.0	5	6.3	5	8.3
83	Rest Complaints							6	15.0	17	17.0	21	26.3	8	13.3
84	Shelf Life							6	15.0	10	10.0	5	6.3	4	6.7
85	Well Accepted					5	4.5	7	17.5	16	16.0	12	15.0	6	10.0
86	After Sale Ser							8	20.0	11	11.0	16	20.0	9	15.0
87	Models							1	2.5	10	10.0	2	2.5	1	1.7
88	Prod Identity									8	8.0				
89	Dissat Low									3	3.0	4	5.0	1	1.7
90	Br Name									10	10.0	1	1.3	13	21.7
91	NP Img							3	7.5	5	5.0	3	3.8	3	5.0
92	Br Img									1	1.0				
93	NP Movement							2	5.0	4	4.0	4	5.0	2	3.3
94	Promote Co. Prod									1	1.0				
95	Post Purch Sat									3	3.0	6	7.5	3	5.0
96	Response Time											1	1.3		
97	Enhanc Mkt Sh									1	1.0	3	3.8	1	1.7
98	NP Experience									9	9.0			14	23.3
99	Repairs (Less)									1	1.0	1	1.3	2	3.3
100	Technical Probs									6	6.0			6	10.0
101	Dealer Serv													1	1.7
	Total	82		93		110		40		100		80		60	

Table 9.8
Measures Of New Product Failure

Q22D	Measures NP Failure	Co. Dep.		Car Fin.		Airlines		B/W TV		Color TV		M. Syst.		W. Mach.	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	Tgt Not Achieve	70	85.4	87	93.5	39	35.5	34	85.0	75	75.0	61	76.3	47	78.3
2	Lessthan Tgs	1	1.2	10	10.8										
3	Low Sales	2	2.4					8	20.0						
4	Push Prod	1	1.2												
5	Vol Not Meet	2	2.4			1	0.9			5	5.0	8	10.0		
6	DD Not Sust	3	3.7	2	2.2										
7	Profit Fall Short	2	2.4												
8	Losses	2	2.4	1	1.1										
9	Profit Not Real	8	9.8												
10	NP Doesnt Pickup	3	3.7			1	0.9	2	5.0	3	3.0	2	2.5		
11	Lack Brok Push	3	3.7												
12	No Deamand	1	1.2					1	2.5	1	1.0	1	1.3	1	1.7
13	Un Fav WOM	3	3.7	1	1.1	13	11.8	4	10.0	11	11.0	16	20.0	8	13.3
14	Withdraw (Depos)	2	2.4			2	1.8								
15	Renewals	3	3.7							1	1.0				
16	Returns (Problems)	1	1.2	1	1.1										
17	Adver Publicity	1	1.2			1	0.9								
18	Poor Feedback	2	2.4												
19	Poor Response	1	1.2					3	7.5	5	5.0	3	3.8	2	3.3
20	Acceptance Low	2	2.4					1	2.5	13	13.0	6	7.5	5	8.3
21	Dissat Cons	3	3.7			2	1.8								
22	Revenue (Prob)	1	1.2												
23	Returns Not Realz	2	2.4	1	1.1										
24	Profit Poten	1	1.2												
25	Mkt Trend														
26	Mkt Cond	2	2.4												
27	Govt Policy	1	1.2												
28	Poor Service	1	1.2			9	8.2	5	12.5	10	10.0	5	6.3	7	11.7
29	High Rates	1	1.2												
30	Poor Followup	2	2.4					1	2.5						
31	Poor WOM	1	1.2			1	0.9	2	5.0	5	5.0	2	2.5		
32	Incidental Expense	2	2.4												
33	Take Off	1	1.2			1	0.9			1	1.0			2	3.3
34	Co Sales (Prob)			2	2.2	1	0.9								
35	Co. Profit (Prob)			2	2.2										
36	Mkt Poten			1	1.1										
37	Publicity			1	1.1					1	1.0				
38	Chentele Shift			7	7.5	5	4.5	4	10.0	8	8.0	4	5.0	3	5.0
39	Cust Not Sat					61	55.5	20	50.0	47	47.0	51	63.8	25	41.7
40	Cust Drop Outs					24	21.8			1	1.0				
41	Flights Not Full					55	50.0								
42	Commitments					1	0.9								
43	Promises					3	2.7								
44	Communication					1	0.9								
45	Cancellation					11	10.0								
46	Sales Decline					14	12.7	3	7.5	3	3.0	6	7.5	3	5.0
47	Freq Flhers					5	4.5								
48	Cust Complains					13	11.8	11	27.5	30	30.0	32	40.0	11	18.3
49	Launch In Advance					2	1.8							1	1.7
50	Reach					1	0.9	5	12.5	5	5.0	5	6.3	5	8.3
51	Freq Repairs							4	10.0	4	4.0	3	3.8	6	10.0
52	Spares							2	5.0	8	8.0	3	3.8	8	13.3
53	Shelf Life							2	5.0	9	9.0	6	7.5	4	6.7
54	NP Take Off									5	5.0	3	3.8	2	3.3
55	Freq After Sales							1	2.5	9	9.0	6	7.5	8	13.3
56	Repairs (Delay)							1	2.5	3	3.0	3	3.8	1	1.7
57	Substatute			1	1.1							1	1.3	1	1.7
58	Perceived Price											1	1.3	1	1.7
59	NP Feedback (Poor)									1	1.0	2	2.5	3	5.0
60	Post Purch Sat (Low)									1	1.0	4	5.0		
61	Stocks Pileup							1	2.5	8	8.0	4	5.0	6	10.0