ANALYSIS ON PRODUCT STRATEGIES WHICH INFLUENCE ON SALES OF GLASS CANDLES

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Abstract – Throughout this research has make some effort to analyze product strategies which will be influence on sales of glass candles produced in Swarna Fancy Candle (Pvt) ltd. According to their past records they have less amount of sales for glass candles. It was selected product tool from marketing mix to carry on this research.

To collect data of this research it was used primary sources and secondary sources. Mainly it was used questionnaire to collect data from consumers. The questionnaire divided into two parts and Likert scale was used to convert the views of respondents into numeric (Data) as well as mean μ (x-) Standard deviation values computed on each questions of part B of questionnaire to measure how far the factors are influential and significant to the profit of the glass candle.

According to above table product range, product features, product quality and packaging system have positive strong relationship with dependent variable. For the product design also has positive moderate strong relationship with the dependent variable. But size of candles has negative week relationship with the dependent variable.

When change the product range, product features product quality and packaging system, and product design it will be influence on the profit of the company according to Correlation coefficient analysis. And size of glass candle variable will not be influence on the sales of the glass candles. According to all findings it was draw the conclusion and recommendation given based on the conclusion.

Keywords: **Product range, Product design, Product quality, Packaging system, Product features, Size, Marketing mix**

I. INTRODUCTION

The researcher decided to find the product strategies which the candle manufacturing company use and new strategies which the company can be use in future for glass candle. The owner of the company is a retired officer of Petroleum Corporation of Sri Lanka and had a direct method to buy wax until 2000 and it was changed and currently buy the raw material from the different local and foreign wax suppliers. The company manufacture 25 different types of candles and import 12 types of candle from China.

The company sales it's candle products to local super markets such as Arpico, Cargills, and Keels Supper, Sathosa, and Laugfs etc. Also the candle manufacturer cater to the customers such as wedding planners, wedding centers, flora centers, and spa etc.
The company produces various types of candles to the local market. According to the historic data of the company the glass candles has lower amount of sales than other type of candles. Therefore in this study mainly analyze the how four Ps (the marketing mix variables) affects to increase the sales of a selected product range, of the company.
Problem statement: selected candle item has low amount of sales and that affects many factors such as Product Variety, Quality, Design, Features, Brand name, Packaging, Size, Services, Warranties, and Returns etc. and also consumers buying behaviors and buying patterns change dramatically and the customers expect more from producers. Customers expect really attractive candles from producers since they have many number of choices in the market place.

Currently the giftware industry has seen a dramatic increase in the sales of its products. And there's a trend among consumers to spend more money on home furnishings. Consumer expects new innovative and creative product for their consumption. As well

as consumers are consider about the Product Quality, Shape, Features, color, scents, packaging methods and etc specially when they purchasing candles. Therefore to attract and retain customers the company should identify which factors will be directly influence on sales of glass candle and do necessary changes.

The objective established in this study as; to recognize the appropriate product strategies that could use for glass candle to increase its sales, to increase the sales and to give recommended suggestions for product strategies that mostly influence on glass candle sales.

Rationale behind the selected topic: The marketing strategies for product will directly influence on sales of glass candle. To increase the profit of this company it should be increase the sales as the intermediate variable of the company. There are many factors will be influence on increasing sales such as marketing strategies, marketing mix, consumer behavior, target group, segmentation and etc. But in this study only discuss about the product strategies with influence of sales of candles from the marketing mix.

In recent years, the giftware industry has seen a dramatic increase in the sales of its products. This increase in sales is tied to many factors, including the expansion of catalog and Internet sales outlets, and a trend among consumers to spend more money on home furnishings. But the producers or wholesalers will not be used the new promotion methods like catalogs, internet outlets and etc. Consumer behaviors also change since modern technology. They expects new innovative and creative product for their consumption. In the internet they can make their own choice and it have many variety of innovative glass candles. Consumer can easily compare goods through internet. As well as they consider about the Product Quality, Shape, Features, Colour, Scents, packaging methods and etc. So as a producer has to consider about the product strategy which could use to increase the sales.

II.   LITERATUTE REVIEW

According to (The National Candle Association (NCA) 2019), the candle industry statistics there are many factors affect to the increase the sales of candle product. As per the details of national candle association 2019 around 35% of candle sales happen during the Christmas season. Non-seasonal business accounts for approximately 65% of candle sales. Further the candle industry research indicates that the most important factors affecting candle sales are scent, color, cost and shape.

The marketing mix introduced on 60's and according to Neil Borden (1964), twelve controllable marketing elements that, properly managed, would result to a "profitable business operation".

Jerome McCarthy (1964) reduced Borden's factors to a simple four-element framework: Product, Price, Promotion and Place.

According to Kotler, et al (2006), there are many factors influence on consumer buying behavior as well as the sales.
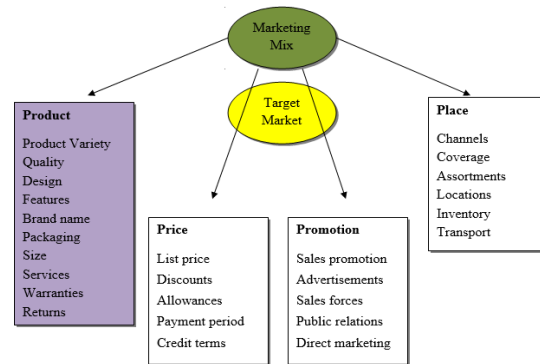
Fig: 1. : The four P Components of the Marketing Mix

Product and services attribute

According to Kotler et al (2010) developing a product or service involves defining the benefits that it will offer. These benefits are communicated and delivered by product attributes such as quality features style and design.

Product quality – is one of the marketer's major positioning tools. Quality has a direct impact on product performance. Thus it is closely linked to consumer value and satisfaction. In the narrowest sense, quality can be defined as "freedom from defects".

Product style and design – another way to add customer value is through distinctive product style and design. Design is a larger concept than style.

III.   METHODOLOGY

Likert scale was used to convert the views of respondents into numeric (Data) as well as mean µ (x-) Standard deviation values computed on each questions of part B of questionnaire to measure how far the factors are influential and significant to the profit of the glass candle. In the part A of the questionnaire measured only the frequency and percentage of data.

The correlation of coefficient also calculated to determine the strength of the linear relationship between the two variables X (Product range, product design, Candle features, candle quality, size of the candle, package) and Y (profit of the glass candle) in other words as to how strongly are these two variables correlated. The value of r ranges between the (-1) and (+1).

Limitation and Constraints

The limitations and constrains of this study are it will be difficult to contact all consumers of population since limited time and the money. There are 30% customers selected randomly as a sample for the study. The factors affect on the increasing sales there may be large number of factors. The marketing mix is one of the factors. It's included the Product,

Price, Promotion, and Place. There may be many marketing strategies for all these 4 categorizes. Of this study only selected the product and how product marketing strategies affects on the sales of glass candle.

There may be many product reneges, product designs, glass candle features, sizes, packaging systems. But under this research focus on only the factors (Designs, features, sizes, quality, packaging system, ranges) which company can handle (technology and money). It is difficult to identify the people who use the glass candle directly and reliability and accuracy of the data. When collect the data the people who selected for the sample will not be provide accurate and reliable data. Consumers preferences are keep changing time to time and it is hard to give 100% accurate result. Consumer behavior and psychological differences will be affected on the accuracy of information.

IV. DATA PRESENTATION AND FINDINGS

As per the part A of the questioners below details have presented. According to the details of questionnaire part A, it was analyzed the gender of candle users, marital status, income levels, purposes of the candle users, candle materials, fragrance, color and packaging and size of the candle. With the details it is easy to identify the customer preferences related to each product strategy and develop and identify the target customers segment.

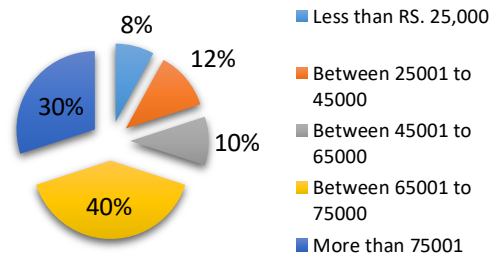**Sex of the Glass candle users**
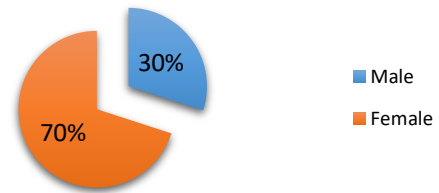
Fig 2. Gender of glass candle users

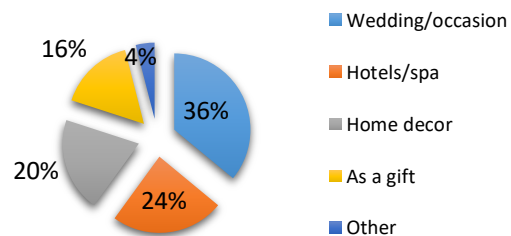**Marital status of the glass candle users.**
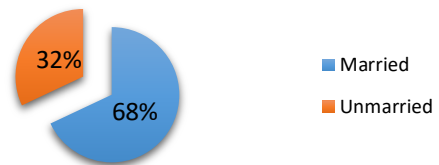
Fig 3. Marital status of the glass candle users

Income level of candle users

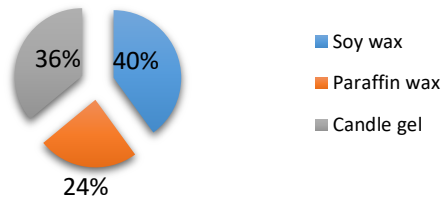

Fig 4. Income level of candle users

The purpose of buying glass candles.

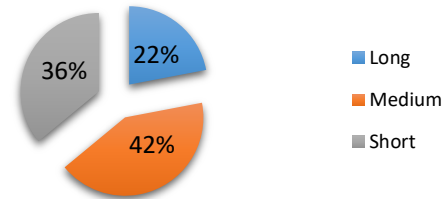*Fig 5. The purpose of buying glass candles*

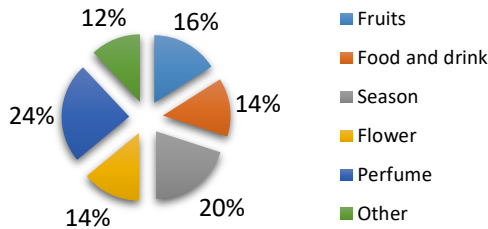**The Glass candle material which customers mostly request / prefer.**

Fig 6. The glass candles material

The fragrance category customer mostly prefers.
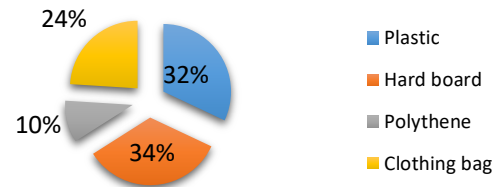

Fig 7. The glass candles fragrance

The candle colors which consumer mostly preferred.

Fig 8. The glass candles colour

The number of candles content in each package

Fig 9. The glass candles content of each package

The length of the glass candle.

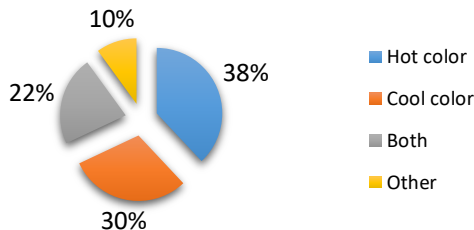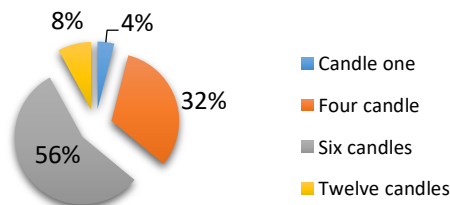*Fig 10 The glass candles length*

The package material glass candle users mostly prefer.

Fig 11 The glass candles packing material

Based on the part B questions, identified the mean, and standard deviation. Product range has 4.26 mean and .465 standard deviation, therefore variable has moderate effect and high influence and it consider as significant factor. Package factor has moderate effect and high influence since it has 3.66 mean and .385 standard deviation value. Therefore this factor also consider as secondly significant factor to increase the sales of the glass candle. Product features, candle quality, and size of the candle has moderate effect and low influence to increase the sales of candle. Mean and standard deviations are 3.77/.899,

3.77/.899, and 4.05, .744 respectively. These factors also consider as moderate significant factors to increase the sales of glass candles. According to the customer responses product design has low effect and less influence to the sales of glass candle. Factor consists with 3.28 mean and .525 standard deviation. Therefore it consider as insignificant factor to increase the sale of glass candle.

Below table shows the summary of correlation coefficient analysis.

Table: 1 summary of correlation coefficient analysis.

Independent variables	Correlation coefficient	Impact on sales/profit (dependent variable)
Product range	0.948221	Positive strong relationship
Product design	0.65566	Positive moderate strong relationship
Product features	0.980932	Positive strong relationship
Product quality	0.95827	Positive strong relationship
Size of candles	-0.68485	Negative week relationship
Packaging system	0.8584	Positive strong relationship

V. RECOMMENDATION AND CONCLUTION

According to the table product range, product features, product quality and packaging system have positive strong relationship with dependent variable. For the product design also has positive moderate strong relationship with the dependent variable. But size of candles has negative week relationship with the dependent variable.

When changing the product range it will be strongly influence in the profit of company. According to analysis it can be adding new line of fragrance, using newly designed containers, providing new shape of glass candle, provide more sizes than current sizes to change the product range of glass candle. Consumers are expecting above changes through the glass candle product. When producer gives aforesaid type of glass candle it can be attract and retain consumers.

The product features also have strong relationship with profit of company. When changing the product features of glass candles it can be increase the sales profit for glass candles. Product features can be change by adding some fragrance to the glass candle, add some colures to glass candle, and providing various creative glass candles.

Packaging system has strong positive relationship with profit of the company. According to analysis it was found out that packaging system also should change according to consumer expectation. Most of the consumers are expect that creative package for the glass candles. As well as it should be change the

current packaging system like half transparent, and half covered, or providing glass candle with creative packing designs.

Product designs also have moderate strong relationship. When providing designed container with a shape of glass, providing designed container with a picture, and providing plane glass it can be change the product design of glass candle. When change the product design it will be increase the profit for glass candle. But according to analysis size of glass candle has negative week relationship with the profit of the company. This variable will not be influence on the sales of the glass candles.

When change the product range, product features product quality and packaging system, and product design it will be influence on the profit of the company according to Correlation coefficient analysis.

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