

**A STUDY ON EXTEND OF COMPETITION FACED BY NATIONAL  
PLASTICS IN THE SALE OF PLASTIC FURNITURES IN KERALA**

**Dr. Sreekumar D Menon,**  
Sub Divisional Engineer (E4),  
BSNL, Kottayam, India.

**ABSTRACT**

*The demand for plastic furniture has been increasing day by day since its debut in 1980. Manufactured from a 2.5 kg of polypropylene in a simple process. They are cheap, light, portable water proof and stackable which contribution to their popularity. The plastic furniture now has become an inevitable part of each home .Hence the competition in this industry is high. This study is concentrated on the extend of competition existing the industry. National is one of the leading manufactures and distributers of plastic furniture. The study takes into account various functions related to competitions.*

**Keywords:** Plastic furniture, popularity, competition, price, industry etc.

**Introduction:** Plastic, the wonderfully molded materials seem to have taken over the world today. The innumerable products made out of it find infinite variety of use in almost all walks of life. It has now become an integrated part of our life, especially the plastic furniture. It is amazing how quickly plastic furniture industry flourished in our society. Now every home makes use of at least one variety of plastic furniture .So the scope or potential in this industry is immense .The demand for plastic furniture ,especially the chair is increasing today. More and more players are now really face their chances in the industry. Thus the competition is becomes intense or strong.

Some of the plastic manufacturing companies in India are as follows.

1 Krishna plastic ,Vapi,Gijarath

2 Crown Craft India pvt ltd,Jaipur,Rajasthan

- 3 Star plastic ,Jammu,J&K
- 4 Excell Fibrotech(P) Ltd,Nagpur,Maharashtra.
- 5 Decorative ,Mumbai,Maharashtra.
- 6 Viswakarma Hydraulic Pvt Ltd ,Delhi.
- 7 Maruthy Enterprise(Nilkamal Industry),Mumbai,Maharashtra
- 8 The supreme Industry Ltd ,Mumbai,maharashtra
- 9 Akshay Furniture Industry ,Nagpur,Maharashtra
- 10 Gourav Enginnering ,Ghaziabad ,Haryana
- 11 National Furnitures,Faridabad,Haryana
- 12 Manan Plastics ,Thane ,Maharashtra
- 13 Jagadamba polymers Pvt ltd ,Bangalore,Karnataka
- 14 KK Plastic ,Perumbavoor,Kerala
- 15 Prima Plastics,Ernakulam,Kerala

Faridabad based National Furnitures is the leading manufacturing and distribution of plastic furniture in India.It has manufacturing branches in Bangalore,Ranchi,Chennai,Patna, Mumbai,Vadodara.

When we consider plastic furniture Industry, the quality, the effectiveness in distribution and price are the factors ,that separate one branch from the other..It is quite astonishing that brand name plays a secondary role in molding the customer decision. It is the quality of the product offered and effectiveness of distribution which helps a brand to secure and maintain a position in the market.

**Objectives:** The main objective is to analyze extend of competition faced by “National “brand. Other objectives are (1) To determine the major competitors of “National”,(2) To find out which

brand is the market leader (3) to determine the major factors influencing a customer's purchase decision (4) To study the customer perception on the price, availability and other aspects of the product offered by "National" and (5) To evaluate the role played by promotional activities on the selection of a particular brand.

**Scope & Significance of the study:** "National" is one of the prominent players in the plastic furniture industry in Kerala. This study analyzes the various factors that determined the buying habit of customers. The most important factor considered by a customer in selection of product. This study helps to collect the response of furniture users regarding the quality, price, availability & advertisement of different brands. It also provides the path way to different promotional activities. The finding of the study will give valuable information for improving the different aspects of the furniture's manufactured by "National". Hence it is significant.

**Research Methodology:** In this study survey method is used as research approach. The respondents were being personally contacted for collecting the information. The information were entered on a well structured questionnaire by the researcher like one that in a schedule. The questionnaire consists of mainly closed end questions, open end questions, rating questions, bipolar question etc.

**Sample size:** 300 respondents were interviewed for the collection of data. The method for the sampling was convenience sampling. This sampling method involves purposive and deliberate selection particular units of universe for constituting a sample which represents the universe.

**Limitation of the study:** The time limit provided for the study was insufficient for conducting an extensive research. The attitude of the people in filling up the questionnaire was a major problem of the study. The study was conducted in limited geographical area in the state. The information collected from respondents may be biased.

**Statistical Summary:**

1) Do you have plastic furniture in your house

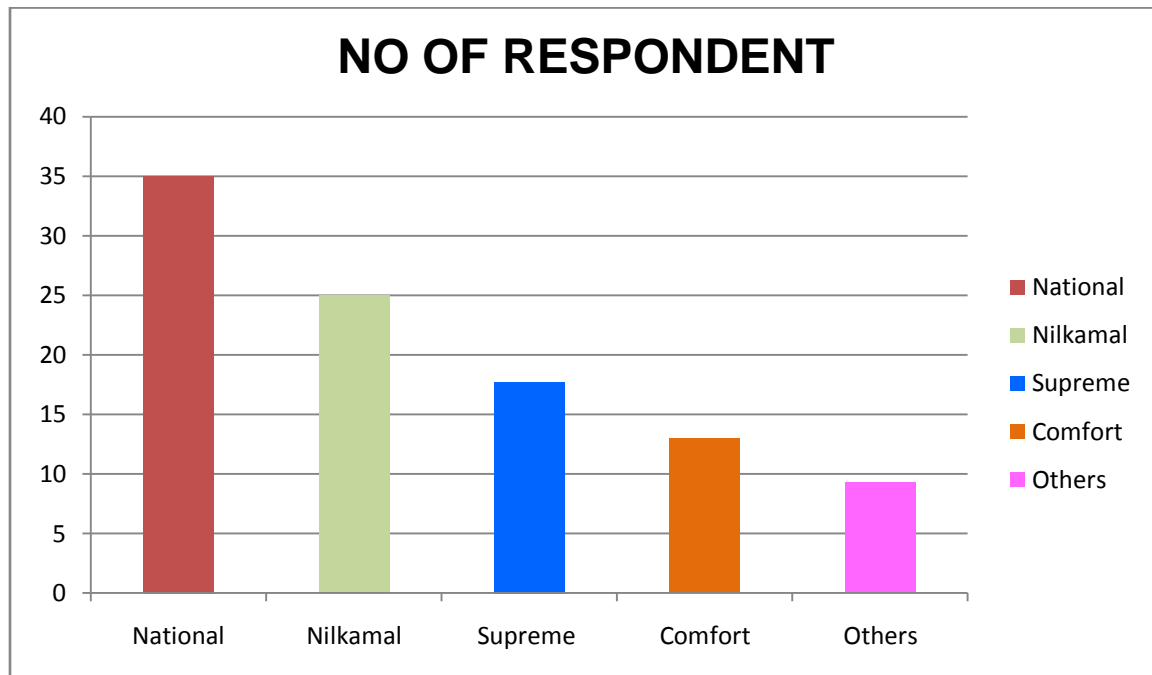
opinion	Frequency	Percentage
---------	-----------	------------

Yes	300	100
No	0	0
Total	300	100

It can be inferred that all the 300 respondents participated in the survey were users of plastic furniture.

2) Using of Brand

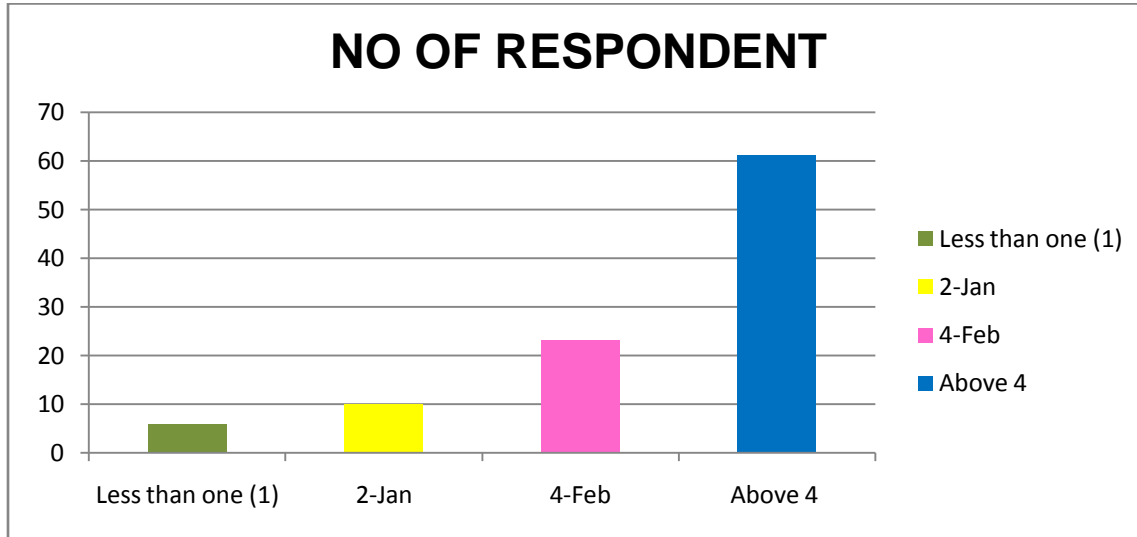
Brand	No of respondent	percentage
National	105	35
Nilkamal	75	25
Supreme	53	17.7
Comfort	39	13
Others	28	9.3
Total	300	100



Majority using "National" brand furniture followed by Nilkamal and Supreme brand.

3) How long you have been using plastic furniture:

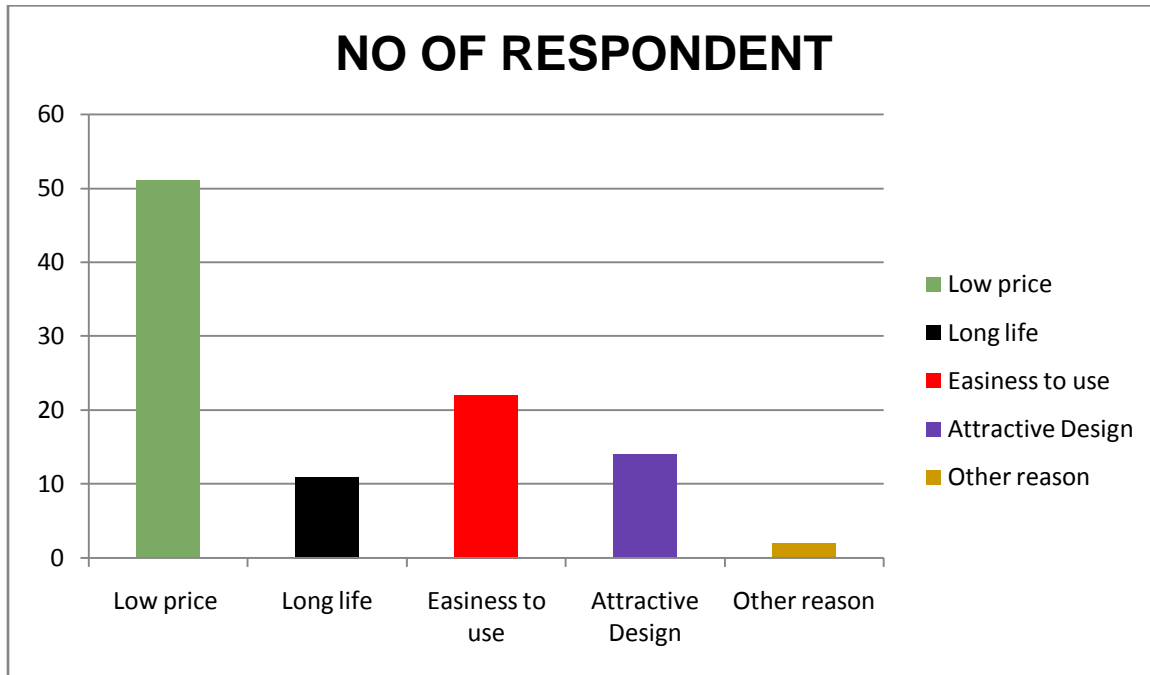
Years	No .of respondent	percentage
Less than one (1)	18	6
1-2	30	10
2-4	69	23
Above 4	183	61
Total	300	100



Above 60 percentages of the respondents are using plastic for more than 4 years.

4) Reason for changing wooden furniture to plastic furniture:

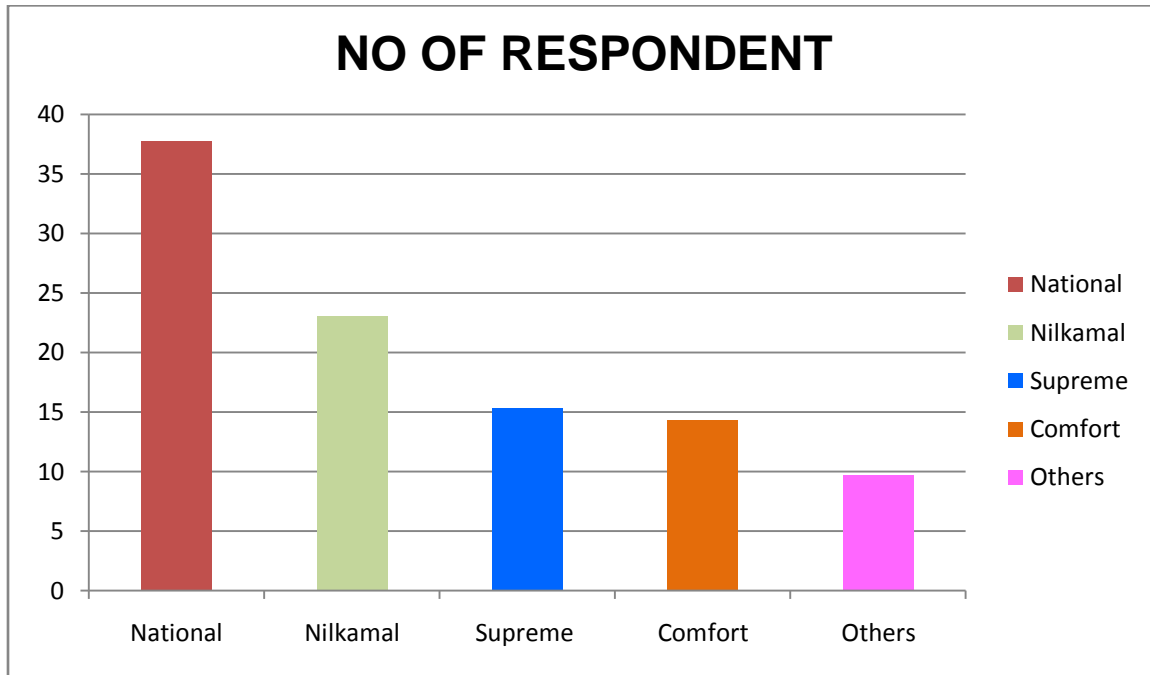
Factor	No of respondent	percentage
Low price	153	51
Long life	33	11
Easiness to use	66	22
Attractive Design	42	14
Other reason	6	2
total	300	100



Above 50 percentage respondent that due to low price and 22 percentage have the opinion that due to easiness in using .

5) Favorite brand in plastic furniture:

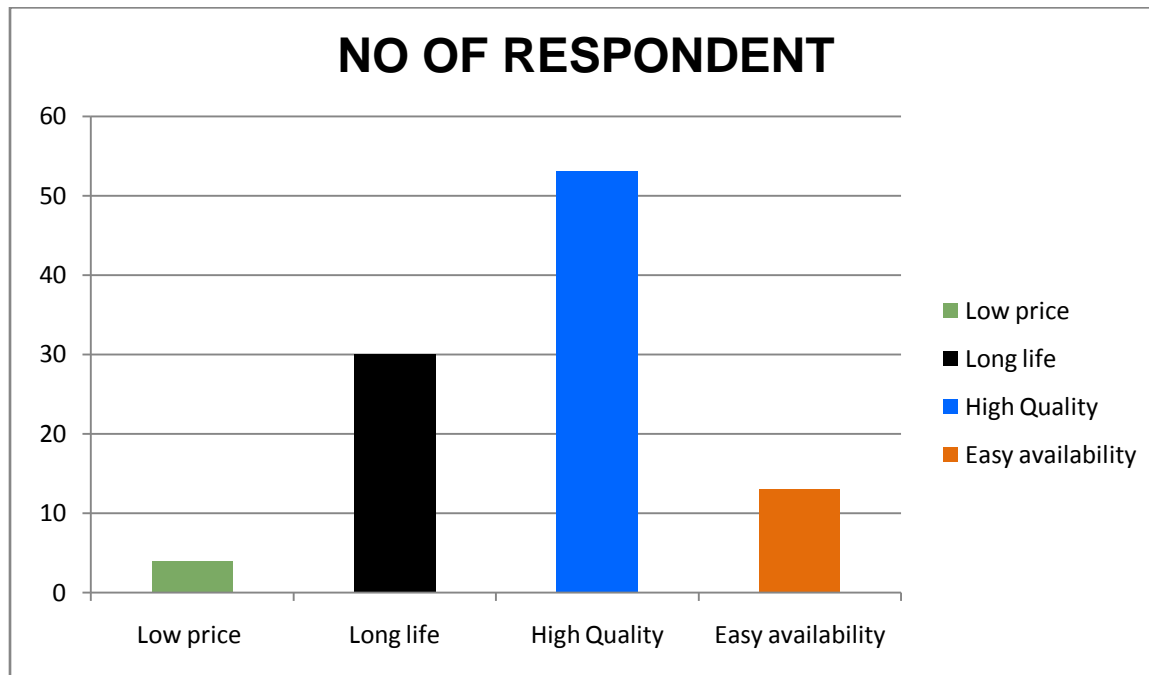
Brand	No of respondent	percentage
National	113	37.7
Nilkamal	69	23
Comfort	46	15.3
Supreme	43	14.3
Others	29	9.7
Total	300	9.7



Majority(37.7) of the respondent consider National as the most popular brand followed by Nilkamal and Comfort.

6) Reason for” National “being your favourite is due to:

Reason	No of respondent	percentage
Low price	12	4
Long life	90	30
High quality	159	53
Easy availability	39	13
Total	300	100

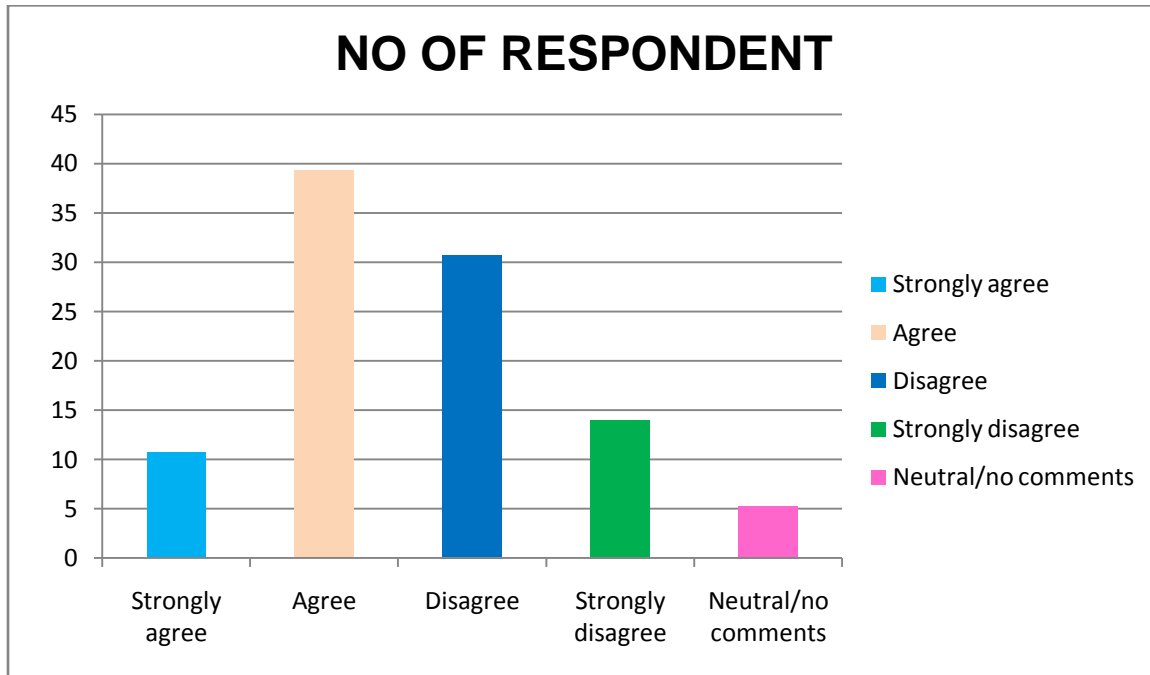


53 percentage of the respondents have the feeling that high quality, 30 percentage respondents have a opinion that long life for the favourite brand.

7) Impact of brand name:

Opinion	No of respondent	Percentage
Strongly agree	32	10.7
Agree	118	39.3
Disagree	92	30.7
Strongly disagree	42	14
Neutral/no comments	16	5.3
Total	300	100

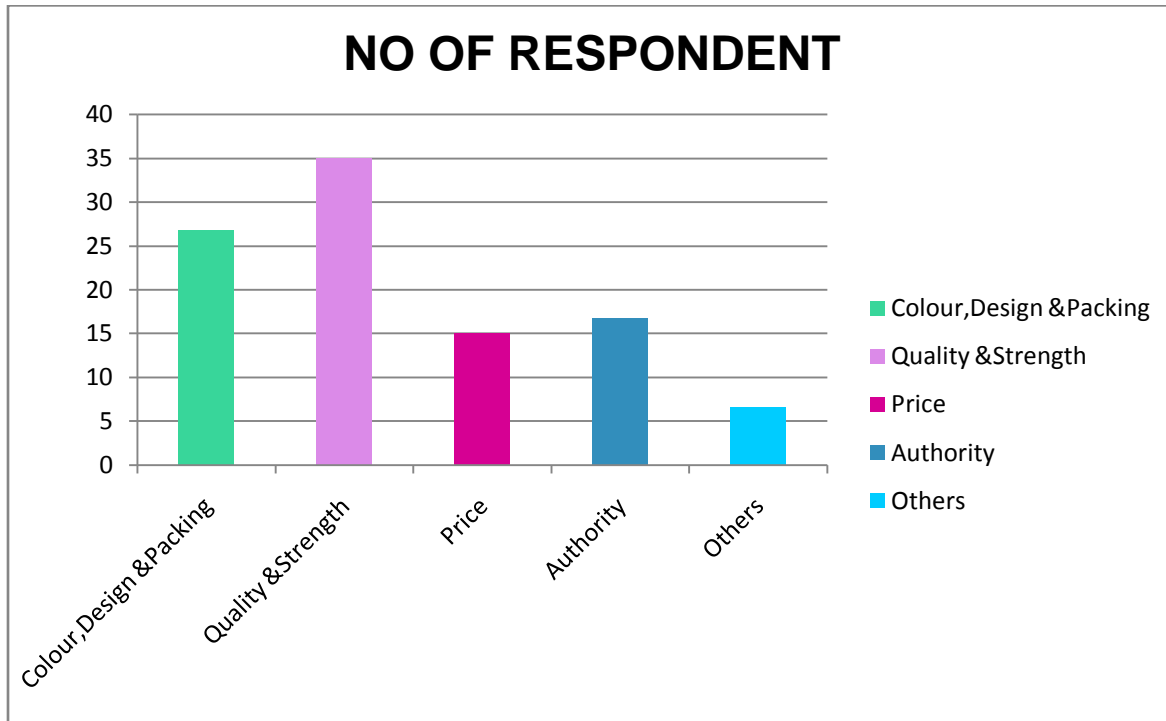




It is observed that 50 percentage of the respondent agree that brand is influence the purchase decision ,44.7 percentage think in the other way.

8) Factor which influence the point of purchase:

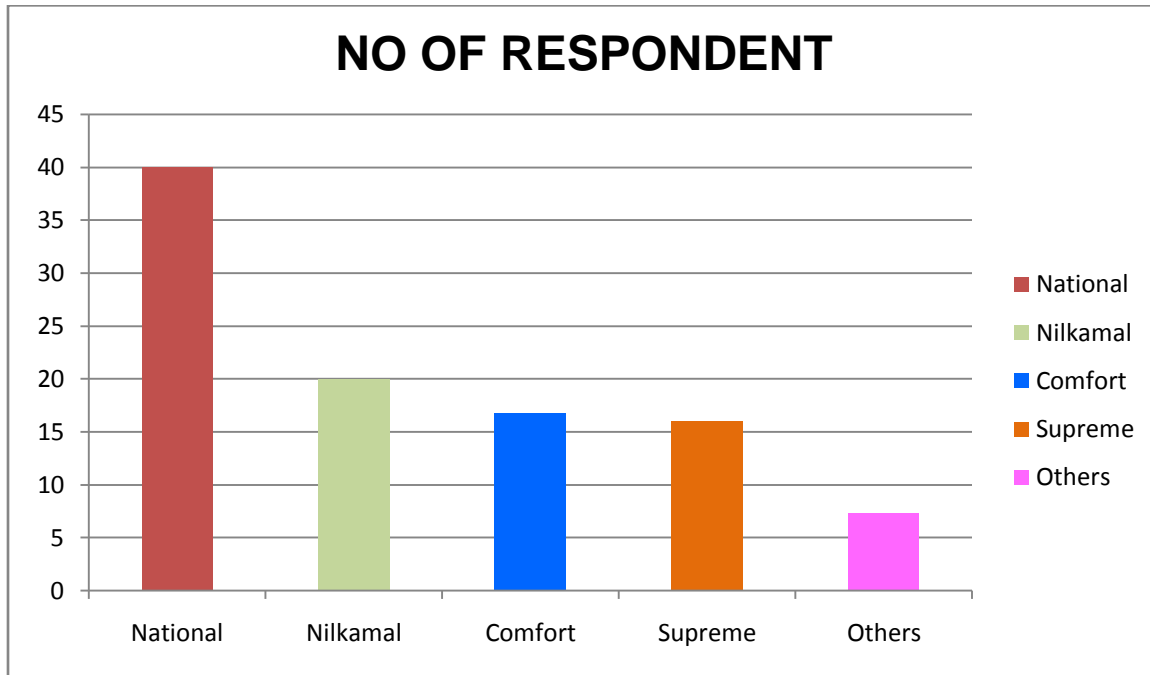
Factor	No of respondent	percentage
Colour,Design &Packing	80	26.7
Quality &Strength	105	35
Price	45	15
Authority	50	16.7
Others	20	6.6
Total	300	100



Majority of the respondents are of the opinion that purchase depends on quality, packing etc

9) Attractive and influencing Ads belongs to which brand:

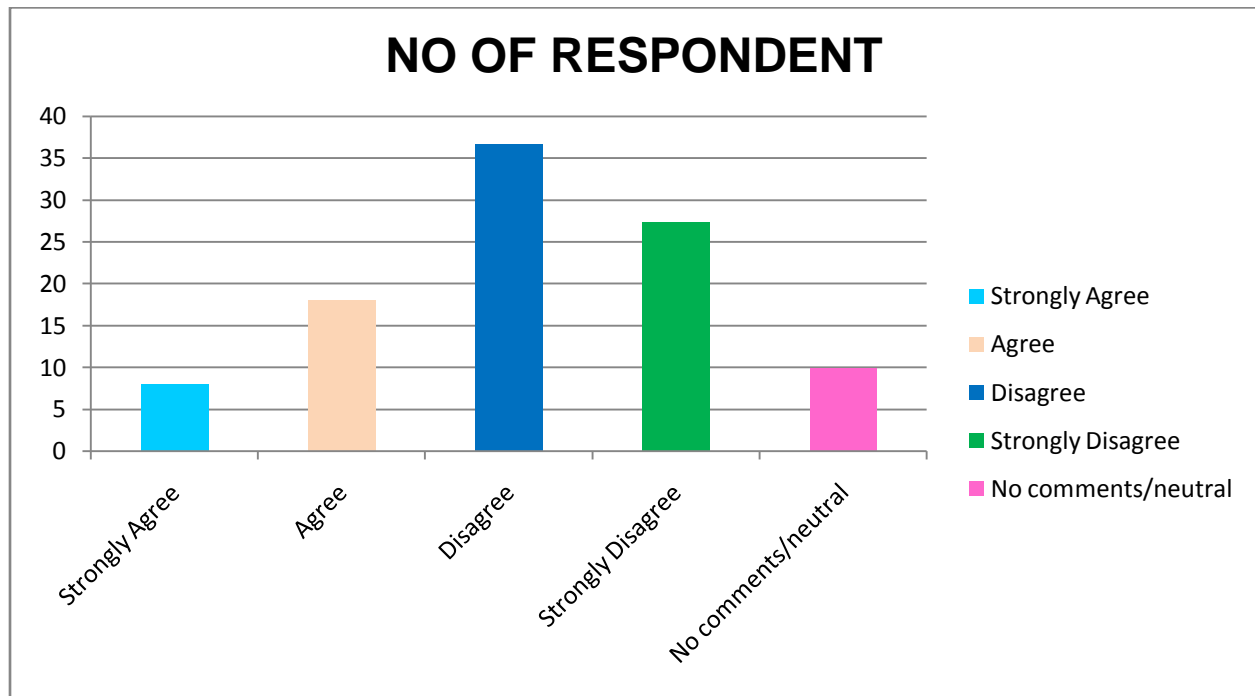
Brand	No of respondents	Percentage
National	120	40
Nilkamal	60	20
Comfort	50	16.7
Supreme	48	16
Others	22	7.3
Total	300	100



Most of the people think that National plastic creating attractive and Influencing adds followed by Nilkamal and Comfort.

10)Evaluation of premium offering on the purchasing and decision of customers by different brands

Opinion	No of respondents	percentage
Strongly Agree	24	8
Agree	54	18
Disagree	110	36.7
Strongly Disagree	82	27.3
No comments/neutral	30	10
Total	300	100



64 percentage of the respondents are of the opinion that they are not influenced by the premium offered by different brands ,26 percentage of the respondents are influenced by the premiums and 10 percentage have neutral opinion.

#### Results:

- 1) Majority of the respondents using “National “plastic furniture, followed by Nilkamal and Supreme.
- 2) Majority of the respondents (peoples) are using plastic furniture long back(more than four years)
- 3) Majority of them respondent that they are using Plastic furniture only due to low price.
- 4) Majority of the people(53%) have a opinion that they are purchasing National plastic due to High quality &life style.
- 5) 50 percentage of the respondents agree that brand name is influencing the purchase decision.
- 6) Majority of the respondent agreed that purchase depends on quality, packing etc.

**References:**

- 1) "Fine furnishing" Gray&Channing, Providence journal May 2011.
- 2) Type of wood: Hoove Design Retrieved, Providence journal December 2011.
- 3) Revision to European furniture standard : bank beds, chairs&tables:SGS safe guard, Retrieval 12/2012
- 4) New chine standard for children's furniture takes effect:SGS safe guard, Retrieval 08/2012