

## Appendix IV

### Investigator's Guide

*(As a basis for understanding the different terminologies used in the study)*

A.	Description of the product related concepts included in the section 4.1 of the study.		
Sl.No.	Variable	Term	Description
1.	New Product selection and Development methods	Own idea in existing products	It is a mere marketing oriented innovations in existing products, it give rise to new versions of the existing products, the newness may be due to change in the colour of the product, its design, addition of a new feature, a change of package, etc.
		Improvement and Revisions of Existing products	New products that provide improved performance or greater perceived value and replace existing products.
		Imitation of existing products	These are those standard products of existing units which are picked up by the entrepreneurs.
		Cost Reductions	New products that provide similar performance at a lower cost.
		Integrated Products	Products that meet both the customers demand and enterprise's need.
2.	Types of Products	Industrial Products	Those manufactured goods that are brought by manufacturers and other business enterprises for the use in production and distribution rather than for resale.
		Consumer Products	Those goods which are meant for direct consumption by the ultimate consumers or households, and are in such form that they can be used without commercial processing.
3.	Types of Consumer Product	Convenience Goods	These are those goods which consumers buy most frequently and with minimum shopping effort. Example – Food items, newspaper, drugs, soap, tooth paste, biscuit, etc.
		Shopping Goods	These are those goods which are purchased by the consumers only after a careful comparison in terms of suitability, quality, prices, style, etc. Example – Clothes, furniture, household appliances, fans, etc.
		Speciality Goods	Goods of unique character or brand identification. Example – Fancy goods, special eating items, etc.
		Unsought Goods	That consumers did not know about or do not normally think of buying. Example – Smoke detectors.

<b>B. Description of the concepts related to the marketing practices of women entrepreneurs of Manipur with regard to product element of marketing mix which are included in section 4.2 of the study.</b>			
<b>Sl.No.</b>	<b>Variable</b>	<b>Term</b>	<b>Description</b>
1.	The different types of marketing practices related to product element of marketing mix	Branding	It is the practice of giving specified name to a product or group of products.
		Labelling	Printed statement or a small slip writing down the information about the product or the enterprise.
		Packaging	It means wrapping of goods before they are transported or stored or delivered to a consumer.
		Standardisation	It is the process of setting generally uniform characteristics for a particular good or service
		Product related services	These are those services which make it easier for the customers to use, pay for and maintain the product in addition to its branding, labelling, packaging, etc.
2.	Product Mix	Product Mix	The set of all products and items that a particular marketer offers for sale.
3.	Types of Brand Name	Descriptive Name	It includes all words that describe the products. Example: Pond's face powder, Colgate tooth brush, etc.
		Suggestive Name	It suggests something about the function of the product. Example – Quick Fix.
		Arbitrary Name	It is the name which neither relates to the product nor to the producer.
		Coined Name	It is the name in which importance is given to the producer's identity. Example: Vimal Suitings.
4.	Type of Branding	Cluster Branding	It is the geographic concentration of the different interconnected enterprises, specialised suppliers, service providers and associated institutions in a particular field.
		Sensory branding	It is a type of marketing that appeal to all the senses in relation to the brand. It uses the senses to relate with customers on an emotional level. The senses are sight, smell, hearing, taste and touch.
		Co-branding	It is one in which two or more well known brands are combined in an offer.
		Digital branding	The use of social media, email, sms and digital media for branding is known as digital branding.
		Unique Branding	It focuses on developing a unique brand around every different product or service available.
		Corporate Branding	It unifies all products and services under one gigantic brand.

		Line Extension Branding	Under this an enterprise uses different brands for all its products however; new products are sometime branded under existing product as an extension.
5.	Brand Mark	Brand Mark	It is that part of a brand which can be recognised but not utter-able, such as symbol design or distinctive colouring or letter.
6.	Type of Labelling Technique	Brand label	It is simply popularising the brand name of the product. It gives only the brand name.
		Grade label	It identifies or emphasises the quality standards or grades, as A, B, C or 1, 2, 3, etc. In other words, it identifies the quality.
		Descriptive label	It gives written or illustrative objective information about the use, care, performance and other features of the product.
7.	Nature of packing practice	As a promotional tool	It means the packages is used not for the product protection but are also well designed and uses attractive labels.
		As a part of product	It means the package system is simple and meant for product protection only.
8.	Kind of Packing System	Consumer package	It is a kind of package which holds the required volume of product for the household consumption.
		Family package	When products are related in use and are of similar quality, the firm makes the package identical for all products by using common features on the package. In this type of package system a producer uses similarity in packages, i.e., material, appearance, method, etc.
		Bulk Package	No fluff, no frills, no fancy packaging for retail shelves. These bulk packaging products are sold in large quantity to corporate customers, or for retail stores that are packaging it with their brand name box or bundling it with other products, so they don't need the additional packaging and it cuts down on the cost for both parties
		Reuse package	It is a packaging system in which the package can be reused for other purposes after the product is consumed.
		Multiple package	The practice of placing several units in one container is known as multiple packaging. Example: Make – up set, Baby’s care set, etc.
		Ecological package	It is a packing system in which the enterprise designs a packing strategy which intends to preserve the physical environment.

10.	Product Related Services	Product Support Services	It is any service that helps the consumer to use the product. Example: Installations services, demonstration and a short course on maintenance, etc.
		After Sales Services	It is services to the customers who have brought a product.

<b>C.</b>			
<b>Description of the concepts related to the marketing practices of women entrepreneurs of Manipur with regard to price element of marketing mix which are included in section 4.3 of the study.</b>			
<b>Sl.No.</b>	<b>Variable</b>	<b>Term</b>	<b>Description</b>
1.	The different types of marketing practices related to price element of marketing mix	Uniform Pricing	Same price for all the consumers of one particular product or service.
		Discriminating Pricing	Discriminatory pricing occurs when a company sells a product or service at different prices that do not reflect a proportional difference in cost.
		Promotional Pricing	The pricing methods which are used to stimulate early purchase.
2.	Method of Uniform Pricing	Cost based pricing	Here price is determined on the basis of the cost of production plus an additional margin of cost i.e. anticipated profit.
		Demand based pricing	Here price is determine on the basis of demand and what buyers can pay, usually a high demand is followed by high price and a low demand is followed by a low price.
		Cost demand based	Here both the cost of production and the demand of the product are considered and prices are fixed.
		Competition based pricing	Here selling price are fixed at above, below or in line with competition.
		Administered pricing	It is the price resulting from managerial decision and not on the basis of cost, demand or competition.
3.	Product Life Cycle	Product Life Cycle (PLC)	It a distinct stages in the sales history of the product.
4.	Methods of discriminatory pricing	Customer segment pricing	Different customers pay different prices for the same good or service.
		Product form pricing	Different versions of the product are price differently but not proportionately to their respective costs.

		Image pricing	Some companies' price the same product at two different levels based on image differences. Example: A perfume manufacturer can put its perfume in one bottle with a certain name and image priced at Rs. 100 per 50 millilitres; the same perfume in another bottle with a different name and image could be priced at Rs. 300 per 50 millilitres.
		Location pricing	The same product is priced differently at different locations even though the costs are the same.
		Time pricing	Prices are varied by season, day or hour.
5.	Methods of promotional pricing	Special event pricing	Here sellers establish special prices in certain seasons to draw more customers.
		Cash rebates	It is a cash deduction of the quoted price. Cash rebate may be given in case of defective goods delivered, delays caused in delivery, goods damaged in transit, possible deterioration in quality on the shelves.
		Price Cutting	It is the practice of charging prices at a level lower than that of competitors as a competitive tool at times like competition.
		Price Leadership	It is the practice of fixing up prices of some products at a level higher than that of their competitors with some basic purpose such as to skim the market, higher quality product, costlier package, technical reasons, more stress on promotion and higher demand.
		Allowances	It is an amount offered in return for the retailer's agreeing to feature the manufacturer's products in some way.
		Discounting	The process of deducting or reducing from a cost or list price.
		Concessions	A method of providing some kind of incentive to the retailers.
6.	Discounting techniques	Cash discount	It is a deduction from the invoice bill at the time of payment.
		Trade discount	It is discount allowed to wholesalers and retailers in the form of deductions from the list price.
		Seasonal discount	It is a price reduction to those buyers who buys products or services out of season.
		Quantity discount	It is a price reduction to those buyers who buy large volumes.

7.	Concession Methods	Cash Concession	This is price concession to retailers due to other factors like clearance sale, sales on special occasions, geographical location, etc.
		Quantity Concession	This is quantity concession to retailers due to bulk purchases.

<b>D. Description of the concepts related to the marketing practices of women entrepreneurs of Manipur with regard to promotion element of marketing mix which are included in section 4.4 of the study.</b>			
<b>Sl.No.</b>	<b>Variable</b>	<b>Term</b>	<b>Description</b>
1.	Marketing practices related to promotion element of marketing mix	Personal Selling	It is the art of convincing the prospective purchasers to buy the given product and services.
		Advertising	It is mass communication of information intended to persuade buyers so as to maximise profits.
		Sales Promotion	It represents those marketing activities that stimulate consumer purchasing and dealer effectiveness such as displays, shows and exhibitions, demonstration and varieties of non-recurring selling efforts.
		Public Relations	It is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its public.
2.	Personal Selling Techniques	Order Taking	It is a method in which a firm market its product directly to the customers through methods like catalogues, mail, telephones, etc.
		Direct Marketing	It is the process by which a firm approaches its customers on one-to-one basis and market its product directly to them.
3.	Advertising Mediums	Indoor Advertising Mediums	It represents the use of those media by the entrepreneurs/advertisers that carry the message right into the houses or indoors of the audiences (customers). Example: Newspaper, T.V. etc.
		Outdoor Advertising Mediums	This is the media to reach the people when they are out of doors. The add message is not delivered to the audience like print and broadcast media; rather the message is placed in strategic places exposed to moving audiences. Example: Posters, Printed Display in the roads, etc.

		Direct Advertising	It covers all forms of printed advertising delivered directly to the prospective customers instead of indirect distribution like newspaper. Example: Post cards, Booklets, Catalogues, etc.
		Promotional Advertising	Also known as display advertising, is the systematic arrangement of samples of saleable products to catch the imagination and the notice of the people. It demonstrate directly about the product or products by presenting them than by telling and selling the product indirectly. Example: Displays, Showrooms, etc.
4.	Sales Promotion Techniques	Consumer Sales Promotion	Activities aimed at his home or his office to inform or educate the consumers. It is customers incentive plans to induce them to buy more.
		Consumer and Trade Promotion	Marketing activities whereby a product is pushed through a marketing channel via the encouragement of those channel members to buy, as well as to promote the products to the customers. Example, exhibitions, trade fairs, etc.
		Dealer Sales Promotion	It is used by the manufacturer to secure the co-operation of the wholesalers, retailers or the middlemen.
		Sales Force Promotion	Activities aim to make the salesman's effort more effective.
5.	Consumer Sales Promotion	Samples	Distributing free samples of the product to the consumers.
		Coupons	It is certificate that reduces prices.
		Demonstration	It is the instruction to educate the consumers in the manner of using the product.
		Contests (Competition)	Here consumers who have purchased the products are allowed to enter in the contest and the prize is distributed to the best consumer
		Money refund order	If the purchaser is not satisfied with the product, a part or all of the purchaser's money will be refunded.
		Premium offer	It is temporary price reduction which increases the instinct of the buyers. Here the products are offered free or at reduced cost as an inducement for purchasing.

		Price off offer	It gives a temporary discount to the consumers, i.e. goods are offered at a rate less than the labelled rate. It stimulates sales at slump season.
		Consumer sweepstakes	Here consumers submit their names for inclusion in a list of prize winning contest. A ticket (like a lottery ticket) is given to the consumer of a specific brand. At the specified time, lots will be drawn. The prize – winner gets the prize.
		Buy-back allowance	Allowance is given following a previous trade deal. That is, trade deal offers a certain amount of money for new purchases based on the purchased quantity. Example: when cinthol and marvel soaps are concerned, the salesman gives one mug and two coupons free. If we purchase the two soaps by giving the coupons to the shop, the seller will reduce Rs. 2 from the original price.
6.	Dealer Sales Promotion	Buying allowance	It is an offer of money off or temporary reduction to dealers for purchasing in stipulated period of time.
		Merchandise allowance	An advertising allowance is given to the dealers for advertising the features of the manufacturer's product.
		Push money or premium	It is a payment in cash or gifts given to dealers or to their sales force to push the manufacturer's product. to push his brand the manufacturer will offer free speciality items that carry company's name such as pens, pencils, calenders, match boxes, memo pads and yard sticks, etc.
		Co-operative advertising	Dealers spend money in advertising manufacturer's product with the consent of the manufacturers. The dealer can claim an allowance by giving the proof of the advertisement.
		Dealer sales contests	This type of contest is conducted at the level of retailers and wholesalers in the form of window display, store display, sales volume, etc. and prize is given to the outstanding achievements.



		Free gift	Here manufacturers give attractive and useful articles to dealers against their order. Some manufacturers offer free holidays family tours to dealers who place more orders.
		Point-of-purchase	This is a method adopted by the retailers to draw the attention of consumers and create interest in the minds of the prospects.
7.	Sales Force Promotion	Bonus to sales force	Here the manufacturer sets a target for a year. If the sales force sells the products above the targeted sales, bonus is offered to them.
		Sales force contests	It is the contest among the sales force and the prizes are given to the salesman who secures the maximum sales in sales contest.
		Salesmen meetings and conferences	The idea behind these is to educate, inspire and reward salesman. Encouragement is given to them during the discussion. New selling techniques are described to them and discussed in the conference.
8.	Techniques/tools of Public Relations	Press releases	It is a publicity programme concerned with story placement in which important information about the product or service is summarised in a way that will catch the media's attention.
		Fact sheets	It is a press release but written in such a way that it can be used without any editing. That means all the relevant information must be included.
		Press kits	It pulls together all the press releases, fact sheets and accompanying photographs about the product in one neat package
		Video news releases	It is the video equivalent of a press release prepared for use by television stations and can be used to highlight some important features of the product.
		Community relations programme	Here employees of an enterprise are encouraged to take part in community organisations such as blood donations drives, art presentations, educational activities

		Financial relations programme	It means establishing and maintaining relationships with the investment community, including industry analysts, stock brokers and journalists specialising in financial reporting.
		Events	Companies can draw attention to new products or other company activities by arranging special events like news conferences, seminars, exhibits, contests, anniversaries, sponsorship in sports and cultural events.
		Publications	Company rely extensively on published materials to reach and influence their target markets. These include annual reports, brochures, articles, magazines, etc.

Source: Compiled by the researcher from different sources.