



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON CONSUMER PERCEPTION AND PREFERENCE TOWARDS SELECTED ELECTRONIC GOODS WITH SPECIAL REFERENCE TO COIMBATORE CITY.

KEY WORDS:

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ABSTRACT

The present study is mainly deals with consumer perception and preference towards **selected electronic goods a special reference to Coimbatore city** and to ascertain the preference of household electronic goods preferred by respondents in Coimbatore city. Primary data was collected with the help of structured questionnaire administered to 60 respondents in Coimbatore city, and the type of sampling was convenient sampling. Day by day with growing needs and importance, the buying behavior of consumer is changing rapidly The consumer behavior in relation with consumer durables is being affected by economic, social, cultural and psychological factors; the present research has been selected from an intensive empirical survey of the factors which influences the buyer's purchasing decision on consumer durables in Coimbatore city.

INTRODUCTION

The marketing scenario in the world today is changing very rapidly. The Boundaries of nations are disappearing for exploiting the opportunities of business. Technological changes are taking place at the flash of an eye and standards are undergoing changes in time. In order to sustain in such an environment, an organization needs to anticipate the changes in the behaviour of consumers. The marketing of products is becoming a more and more complex process in the context of globalization, liberalization, and privatization and modernization policy of the Government. This growth can be recognized to the increasing effect of state of the art household products in the market

STATEMENT OF THE PROBLEM

The most important statement is to identify the consumer preference of electronic products. The perception of consumers is of great importance for marketers and this knowledge is applied to find out the consumers wants and needs. The main point for creating successful marketing strategy is a clear depth of the consumers mind before, during and after the eighties, have suddenly it has started thronging the middle-income group households. consumer have taken decision about when and where to buy the products that he wants or needs, how much the consumer wants to spend on it, or how much the consumer can afford to and how the consumer will pay for it. Some purchase decisions are routines and may not require these considerations To solve the problems of consumers and marketers, their must be constant study in the field of consumer buying behaviors.

OBJECTIVES OF THE STUDY

- To identify the factors motivating the consumers to buy household electronic products.
- To study the factors influencing the purchase behavior of consumers for household electronic products..
- To recapitulate the key findings of the study and to offer suitable suggestions to the consumers

LIMITATION OF THE STUDY

Though the research study has been designed carefully, it is subject to the following limitations.

1. The study is limited to the Coimbatore city only and therefore results cannot be generalized.
2. The study has been restricted to 60 respondents due to the limited span of time.
3. The study being primary one, the accuracy and reliability of data depends upon the information provided by the respondents.
4. The respondent's views and opinions may hold good for the time being and may vary in future.

RESEARCH METHODOLOGY

Descriptive research have been undertaken in this research work to make research effective and find the results of the research work successfully.

Data Collection

Both primary and secondary data have been collected for the research work.

Primary Data

Primary data have been collected by framing questionnaire and interview schedule with the sample respondents. Necessary corrections, additions and deletions have been made in the questionnaire with the help of the experts and supervisor to make the research as an effective and useful to the society.

Secondary Data

These are those which have already been collected by someone else and which have already been passed through the statistical process. We collect the data from the sources like internet, published data etc.

Sampling Method

In this research work respondents will be selected from the total population at random by using convenient sampling method

Sample Size

As the population for the research work in the study area is numerous. Out of total population employees, 30 respondents were selected by using convenience sampling method. The sample constitutes both the female and male consumer..

Period of Study

The research work was carried out for the period of 3 month starting from January 2017 to March

Methods of Data Collection

In this study the researcher has used questionnaire method to data obtained data. In this method the respondent has to fill up the questionnaire which can interpret the question when necessary.

The tools used for analysis were:

- Mean
- Percentage analysis
- Rank analysis

REVIEW OF LITERATURE

1.Venkateswara and Reddy (1997) Studied about the marketing of television sets among 300 households of Prakasam district of Andhra Pradesh. It was found that, in most of the cases head of a household and his wife acted as a decision maker. Influence of wealth, income, education and savings were found

negative.

2 Losarwar (2002)attempted to inspect the influence of socio-economic profile, role of the family and reference groups, life style, brand awareness, buying motives, effectiveness of promotional plans on the purchase decision in respect of select five durable products - Television, Washing Machine, Refrigerator, Mixer and Fan

3 Ruche and Harman (2003) made a comparative study on urban and rural consumer behaviour. Their study revealed significant difference in considering brand image, guarantee, warranty, credit availability, foreign collaboration, latest technology and after sales service and insignificant difference between the two populations in considering durability and price while making purchase decision.

4 Mubarak Ali (2007) attempted to study the influence of family members in the purchase decision of durable goods. The aim of the study was to find out the role played by the husband and wife in the process of need identification and fulfillment with respect to the purchase of consumer durables.

5 Illias (2008) has found the differences in customers behaviour linking urban and rural consumers, with respect to their socio, economic, demographic background, and with regard to durable products (TV). The study concluded that there was no difference between the urban and rural consumers.

6 Hitesh D.Vyas (2010) explored the major factors and sources of information for purchase of consumer durables products. among electronic households in metro city. This research study is also taken as the major factors of information that influence the purchase of household electronic products .

7 Sarwade (2011) opined that to sell durables products in market, the company image and price were more important than the name of the product. This study revealed that consumers in urban areas preferred quality of durable products but those in rural area preferred low cost durables.

Table-1 CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR DEMOGRAPHIC PROFILE & STUDY FACTORS

S. No	Variables	Categories	Total Respondents	Percentage
1	Age	Up to 20 years	0	0
		20 – 30 years	18	30
		31 – 40 years	24	40
		Above 41 years	18	30
		Total	60	100
2	Gender	Male	24	40
		Female	36	60
		Total	60	100
3	Marital Status	Married	16	26
		Unmarried	44	74
		Total	60	100
4	Qualification	Illiterate	0	0
		School level	0	0
		Under graduate	8	14
		Post graduate	52	86
		Professionals	0	0
Total	60	100		
5	Occupation	Agriculture	0	
		Business	36	60
		Professional	8	14
		Govt. employee	0	
		Private employee	10	17
		Retired person	0	
		House wife	6	9
student	0			
Total	60	100		

6	Monthly Income	Up to Rs. 10000	0	0
		Rs.10001 to20000	8	14
		Rs.20001 to 30000	20	30
		Above Rs.30,000	32	54
	Total		60	100

Source : Primary Data

The above table shows that the Majority 40 % of the respondents are in the age group of 31 and above. The Majority of the respondents are female (60 % of respondents), The Majority of the respondents are Unmarried(74 % of respondents), The Majority of the respondents are post graduate (64 % of respondents), The Majority of the respondents are business (60 % of respondents), The Majority of the respondents monthly income are Rs.30000 above (54 % of respondents)

Table-2 FACTOR INFLUENCED BY THE RESPONDENTS

S.No	Influenced factor	No of Respondents	Percentage of the Respondents
1	Self decision	30	50
2	Wife /husband	14	24
3	Children's	0	0
4	Parents	0	0
5	Friends	0	0
6	Neighbors'	16	26
	Total	60	100

Source : Primary Data

From the above table, it is observed that 50% of the respondents influenced by self decision , 24% of the respondents influenced by the Wife husband,26 % of the respondents respondents influenced by the Neighbors.

Table-3 OPINION TOWARDS THE ELECTRONIC PRODUCTS

S.No	Option	No of Respondents	Percentage of the Respondents
1	Low	4	7
2	High	26	43
3	Moderate	30	50
	Total	60	100

Source : Primary Data

From the above table, it is observed that 7 % of the respondent's opinion towards Elletronic products is low ,43 % of the respondents said high, 50 % of the respondents said moderate ,

Table-4 PREERENCE OF BUYING ELECTRONIC PRODUCTS BY THE RESPONDENTS

S. No	Buying of cloths	No of Respondents	Percentage of the Respondents
1	Discount offer	28	46
2	Price cut	0	0
3	Rebate	0	0
4	Free gift	10	16
5	Special offer	10	16
6	Exchange offer	12	20
7	Without promotional offers		
	Total	60	100

Source : Primary Data

From the above table, it is observed that 46% of the respondent's usually preferred by the discount offers, 16% of the respondent's preferred by free gift , , 16% of the respondent's preferred by special offer 20 % of the respondent's usually buying Exchange offer,

Table-5 PLACE OF BUYING THE ELECTRONIC PRODUCTS

S.No	Need for branded cloths	No of Respondents	Percentage of the Respondents
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1.	Company showroom	40	67
2.	Retails sore	14	24
3.	Wholesale store	6	9
4.	Departmental store	0	
5.	Super market	0	
	Total	60	100

Source : Primary Data

From the above table, it is observed that 67 % of the respondents said that buying the electronic products at Company showroom, 24 % of the respondents were buying the goods from Retails store, , 9% of the respondents said that buying the electronic products Wholesale store

Table-6 CLASSIFICATION OF RANKING ON THE FACTORS

Factor	Mean	Rank
Value of money	2.042	6
Better performance	3.625	1
Low price	2.054	5
Emotional value	2.039	7
Gives social status	2.035	8
High quality	2.225	2
Possessed by other	2.025	9
Durability	2.058	4
Latest technology	2.010	10
More features	2.205	3

Among the various factors listed above the respondents have their own preferences towards different factors, which they feel as important. The respondents felt better performance is the important factor, so this factor is most important thus it ranks number 1.

Apart from the respondents people prefer High quality ranks number 2. Respondents' prefer to more features thus it ranks number 3, apart from these the respondents preferred Durability and it ranks 4, apart from these the respondents preferred low price .and it ranks 5, These five factors are given the most importance among the 10 factors. And also respondents preferred the value of the money it ranks number 6. Emotional value ranks number 7, Gives social status ranks number 8, Possessed by other ranks 9, Latest technology ranks 10

FINDINGS

- Majority 40 % of the respondents are in the age group of 31 to 41 yrs.
- Majority 60% of the respondents are female.
- Majority 74% of the respondents are married.
- Majority 26% of the respondents are post graduate
- Majority 73 % of the respondents are in nuclear family.
- Majority 60 % of the respondents are business people
- Majority 80 % of the respondents are having a family size of 4 to 6.
- Majority 54 % of the respondents are having monthly income are Rs, 30000 and above .
- Majority 50 % of the respondents were influenced by self decision.
- Majority 56 % of the respondents' come to know about electronic products through television .
- Majority 80 % of the respondents were buying only branded electronic products.
- Majority 48 % of the respondents are buying electronic goods at offer and discounts.
- Majority 60 % of the people felt that price of the product is most important.
- Majority 60 % of the respondents preferred only full credit basis.

CONCLUSION

The markets for consumer durables goods are fetching more competition .now a days. the producer have to understand consumer point of view to find higher sale of their products.

Marketers should concentrate to correspond with customers and aim to make an encouragement through every possible media. characteristics of consumers the behavior pattern of consumers are more or less similar to each other, on the whole in the aspects like quality, preference and decision making Highly predictable to produce goods as preferred by the customer, as consumer is a key player around whom the entire marketing activity revolves. Thus, a marketer has to understand the behaviour of the consumers and plan his marketing strategies to suit the needs and aspirations of the target market will definitely have an advantage over his competitors.

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