



ORIGINAL RESEARCH PAPER

Commerce

CONSUMER ATTITUDES TOWARDS USHA SEWING MACHINES IN MAYILADUTHURAI

KEY WORDS: Sewing Machines, buying behavior

S. Rajeswari

Assistant Professor in Commerce, DAAC Dharmapuram.

ABSTRACT

This paper examines the effects of various factors such as demographic variable, post purchase satisfaction, brand preference etc, in buying sewing machines. Understanding the buying behavior of the target market is the essential task of marketer. This study is based on both the primary and secondary data.

INTRODUCTION

A sewing machine a device designed for sewing. It is a mechanical device that joins clothing in the activity of sewing and can include needle work. Some sewing machine have a fabric shifting mechanism which is pattern controlled some sewing machine have a fabric shifting mechanism, a vertically reciprocating embroidery type stitch having a work holder frame.

Some sewing Machines have a stitch - forming mechanism having a work feeder, where the work feeder is capable of moving along a curved path. Some sewing machines have a work feeder having a work clamp.

PROFILE OF THE USHA INTERNATIONAL LIMITED

Usha International Ltd. is one of the India's largest consumers durable marketing companies, with its philosophy firmly entrenched in the vision and pioneering spirit of the reputed Siddharth Shriram group. The group is today among India's most dynamic and reputed business & refrigeration, automobiles, power equipment and engineering, to name a few and equally wide ranging alliances with world leaders. It is founded 1934.

1.2 OBJECTIVES:

- The objective of the present study is given below.
- To find out brand preference of customers.
- To identify the factors influencing purchase decision.

RESEARCH METHODOLOGY:

This study is based on the primary and secondary data the primary data are collected through questionnaire. The researcher has used the convenience sampling method the sample size is 100 for consumers and secondary data has been collected from internet, journals, magazines and other publications. The study is conducted in Mayiladuthurai only.

PRESENTATION OF DATA

The data thus collected from the opinion of the respondents were tabulated analyzed and interpreted with the help of tables.

3.1 DISTRIBUTION OF RESPONDENTS BY SEX

The following table shows that the distribution of respondents by sex.

Table: 1 Distribution of Respondents by Sex

Sl. No.	Sex	No. on Respondents	Percentage
1	Male	42	42%
2	Female	58	58%
	Total	100	100%

Sources: primary data

It is inferred from the above table that 42% of the respondents are male 58% of the respondents are female. This study covers majority of women who are housewives, working women and tailors.

3.2 DISTRIBUTION OF RESPONDENTS BY AGE

The following table shows that the distribution of Respondents by Age.

Table: 2 Distribution of Respondents by Age

Sl. No.	Age	No. on Respondents	Percentage
1	upto 30	35	35%
2	31-40	39	39%
3	Above 41	26	26%
	Total	100	100%

Source: primary data

It is find that the major constituents i.e., 39% belong to 31-40 age group 35% of respondents are belonging to 15-30 age group, 26% of the respondents are belonging to the above 41 age group.

3.3 DISTRIBUTION OF RESPONDENTS BY OCCUPATION.

The following table shows that the distribution of Respondents by Occupation.

Table: 3 Distribution of Respondents by Occupation

Sl. No.	Occupation	No. on Respondents	Percentage
1	Tailors	37	37%
2	Housewives	36	36%
3	Working Women	27	27%
	Total	100	100%

Source: Primary data

It is inferred from the above table 37% of the respondents are professional tailors, 36% of the respondents are housewives and 27% of the respondents are working women.

3.4. DISTRIBUTION OF RESPONDENTS BY BRAND OF SEWING MACHINE OWNED.

The following table shows that the distribution of Respondents by brand of sewing machine.

Table: 4 Distribution of Respondents by Brand of Sewing Machine

S. No	Brand Name	No. on Respondents	Percentage
1	Usha	52	52%
2	Singer	27	27%
3	Ortem	12	12%
4	Sagar	9	9%
	Total	100	100%

Source: Primary data

It is inferred from the above table 52% of the respondents are the owners of Usha sewing machines 27% of the respondents having singer 12% of the respondents are own ortem sewing Machines and remaining 9% of the respondents have owned sagar machines.

DISTRIBUTION OF RESPONDENTS BY OPINION ABOUT AFTER SALES SERVICE

The following table shows that the distribution of Respondents about after sales service.

Table: 5 Distribution of Respondents by Opinion about After Sales Service

Sl. No.	Opinion	No. on Respondents	Percentage
1	Good	74	74%
2	Satisfaction	24	24%
3	Poor	2	2%
	Total	100	100%

Source: Primary data

It is inferred from the above table 74% of the respondents have felt good about after sales service. 24% of respondents feel satisfaction and other 2% of respondents have felt poor performance.

FINDINGS

It is finding that 39% of the respondents are from the age group of 31-40, and majority of the respondents are females majority of the respondents are working as tailors and 52% of the respondents are the owners of the Usha sewing machines and also 74% of the respondents have felt about the after sales service of Usha sewing machine is good.

CONCLUSION:

Marketing environment in India has changed tremendously and is expected to keep on course during the coming decade. An understanding of the consumer behavior enables on marketer to take appropriate marketing decisions and strategies which are the most compatible with its consumer needs. Best expectations of consumer are growing day by day. Company could need innovative service network to cater the service need of the future.