

A STUDY ON BRAND PREFERENCE OF HOME UPS IN SIVAKASI

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ABSTRACT

Electricity has been part of our lives. It has brought many things that surely have made many wonders and life would see so hard without it. Electricity is the most importance discovery of modern science our present age can be called the age of electricity. Life becomes in possible if we avoid electricity from or everyday life. Presently people of Tamilnadu facing heavy electricity shortage problem and also majority of the consumers realize the alternative source of electricity. Finally they find UPS is the greatest alternative source of electricity power, once again the same type a problem take place here also because so many brands of UPS are available in market. In this context, the researcher attempt to study the brand preference of Home UPS and the purchasing attitude of the consumer may varied according to different UPS brands.

INTRODUCTION

Electricity has been part of our lives. It has brought many things that surely have made many wonders and life would see so hard without it. Electricity is the most importance discovery of modern science our present age can be called the age of electricity. Life becomes in possible if we avoid electricity from or everyday life. Due to Electricity scarcity the UPS was introduced in the year 1950, In the year 2000 only it get more popular. Reason for selecting this topic, presently people of Tamilnadu facing heavy electricity shortage problem and also majority of the consumers realize the alternative source of electricity. Finally they find UPS is the greatest alternative source of electricity power, once again the same type a problem take place here also because so many brands of UPS are available in market, since the purchasing attitude of the consumer may varied according to different UPS brands. Manufacturers are producing several forms of UPS with different brand. The consumers are not in position to select the good brand. Some of the consumers are ready to accept any brand but the some others are purchasing only their favourite brands. They are not ready to change their behaviour. So the researcher very much interested in selecting this topic, the study conducted in Sivakasi town alone, and the reason for selecting this town is recently UPS user's level is very high in this location.

STATEMENT OF PROBLEM

The utilizes of ups are increasing day-by-day especially in Sivakasi town. Generally the power failure applicable in the whole state, but the researcher adopts this town purposely since Sivakasi town. So, several UPS marketers are very much interested into marketing their products in this town. The consumers of this town not much awareness about UPS and its functioning moreover consumers are confused to select the best brands product grow various alternatives. The reason is behaviour of consumers is influence by so many factors. Hence, it is necessary to study the consumer's behaviour pattern regarding branded UPS in this town.

SCOPE OF THE STUDY

The study is confined to the users of home UPS within the Sivakasi area. The main theme of the study is to highlight the brand preference among the consumers. This study is totally relevant to present day's problems. As home UPS occupy an importance place in the society, due to the shortage of power, an attempt is made by the enumerator to identify the market reader among the existing brand.

OBJECTIVE OF THE STUDY

The present study is made to fulfill the following objectives.

- To review the related literature, to have a better understanding of the present study
- To study the growth and development of home UPS in India.
- To understand the profile of the customer and planning decision before purchasing Home UPS.
- To determine the brand preferences of Home UPS by consumers.
- To give suitable suggestions on the basis of findings of the study.

METHODOLOGY OF THE STUDY

Sivakasi being the Kuttu Japan of south India is taken for the study. The study has used both primary and secondary data which is collected from 120 respondents. A questionnaire has been prepared in such a way that the respondents were able to give their opinion regarding the study. These one-twenty sample respondents were chosen based on convenience sampling method to collect the data.

TOOLS FOR ANALYSIS

Following tools were used to analyze the data collected from the respondents.

- a. Chi – Square Test Analysis
- b. Independent Sample T-Test
- c. Co-efficient of correlation
- d. Garret Ranking
- e. Percentage Analysis
- f. Weighted average score Analysis

LIMITATION OF THE STUDY

- The study is restricted to Sivakasi town only.
- Sample size is restricted to 120
- Time and cost were the major limiting factors of the study.

ANALYSIS AND INTERPRETATION

Table - 1
Gender wise Classification

Gender	No.of Respondents	Percentage
Male	44	27.5
Female	87	72.5
Total	120	100

Source: Primary Data

Table - 2
Age Wise Classification

Age group	No.of Respondents	Percentage
21 to 40 years	45	47.5
41 to 40 years	67	55.8
Above 40 years	8	6.7
Total	120	100

Source: Primary Data

Table - 3
Plan before Purchase

Particulars	No. of Respondents	Percentage
Planned	85	70.8
Not planned	45	29.2
Total	120	100

Source : Primary Data

Table – 4
Brand Name

Brand Name	No. of Respondents	Percentage
Luminous	57	47.5
Microtek	42	26.7
Su-kan	14	10.8
Others	18	15.0
Total	120	100

Source: Primary Data

Table – 5
Home Appliances use through UPS

Home Appliances	No. of Respondents	Percentage
Light only	12	10.0
Light and fan only	87	72.5
Light & fan, computer TV	18	15.0
Others	4	2.5
Total	120	100

Source: Primary Data

Table – 6
Recommendation of Present UPS

Recommend present UPS	No. of Respondents	Percentage
Recommendation	116	96.7
Un recommendation	4	4.4
Total	120	100

Source : Primary Data

SUMMARY OF FINDINGS

The summary of findings of the present study pertaining to “A Study on brand preference of Home UPS in Sivakasi ”

Findings

- Out of 120 respondents the majority of 7.5 % the respondents are female.
- In this study maximum 37.5 % respondents are between the age of 22 to 30 years.
- Out of 120 respondents 70.8% are well planned before purchasing the UPS.
- Maximum (47.5%) of the respondents are using Luminous Brand.
- Most of the (96.7%) respondents are ready to recommend their Present Brand.
- Most of the respondents are using only light and fan in their home through UPS.

SUGGESTIONS

From the above study the most important suggestions were given to

Suggestions to Manufacturers

- Continuous alarm from the inverter and sound from UPS during the performance irritates the consumers So manufacturers have to take necessary steps to solve these problems.
- Consumer feels that the cost of the UPS is more so the manufacturers should reduce the cost of UPS.
- A long durable quality inverter will increase the customers and their satisfaction.
- Customers prefer high voltage capacity inverter. So, the manufacturer should provide high voltage inverter for the buyers at reasonable rate.

Suggestions to Dealers

- The sales service dealers have not satisfied the customers. So the dealers have to take necessary steps to solve the problems of the customers in an effective and efficient manner. So that the customers will feel happy and also they will recommend others to purchase, which in turn will also increase the profit.
- Since word-of-mouth influences the customers, poor word-of-mouth may affect the decision making. Hence the dealers should attempt to satisfy the needs of all the customers.
- In order to maintain the competition, agents should keep on watching the competitors’ action.

Suggestions to Consumers

- Consumers have to follow the instructions given in the manual to safeguard the UPS. The people are also reducing the usage of electric power.

CONCLUSION

From the study we conclude that most of the people are aware of UPS. UPS has been considered as one of the essential commodity in this busy daily life. The UPS companies have to take measure on some drawbacks like high cost and continuous alarm beep sound. Through this study we come to the conclusion that customer satisfaction should be the sole aim of the seller. Thus, the researcher, concluded that luminous is the brand of UPS. Most of the respondent prefer luminous brand. Su-kan hold the second toppest brand.