

A STUDY ON CUSTOMER AWARENESS TOWARDS HOME APPLIANCE WITH SPECIAL REFERENCE TO COIMBATORE CITY

1. AUTHOR: THARANI.C (BCOM.CA, M.COM)

2. CO-AUTHOR: UMA DEVI.J

3. CO-AUTHOR: AISHWARYA.R

1. ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, SRI KRISHNA ARTS AND SCIENCE COLLEGE, KUNIAMUTHUR, COIMBATORE-641008, TAMILNADU, INDIA

2. STUDENT, M.COM (IB), DEPARTMENT OF COMMERCE, SRI KRISHNA ARTS AND SCIENCE COLLEGE, KUNIAMUTHUR, COIMBATORE-641008, TAMILNADU, INDIA

3. STUDENT, M.COM (IB), DEPARTMENT OF COMMERCE, SRI KRISHNA ARTS AND SCIENCE COLLEGE, KUNIAMUTHUR, COIMBATORE-641008, TAMILNADU, INDIA

ABSTRACT

The insight will help the manufactures to adopt new strategies which would help not only to attract new customer but also the maintain the loyalty of the existing customer, as in the present competitive scenario the consumer are prepared to choose their right product not only based on their needs but However there is high growth tendency for electronic goods it faces some difficulties in achieving their destination. Hence the purpose of this study is to identify the force that influence on consumer shopping pattern particularly in Coimbatore. t also on the basic of personal interest shown by the manufactures on them The techniques used in marketing include choosing target markets through market analysis and market segmentation, as well as understanding methods of influence on the consumer behavior. The marketing planning creates strategies for the company to place advertising to the dedicated consumer.

Keyword: customer awareness , customer satisfaction , attract the products

INTRODUCTION OF MARKETING:

Marketing is a widely used term to describe the means of communication between the company and the consumer audience. Marketing is the adaptation of the commercial activities and use of institutions by the organizations with a purpose to induce behavioral change on a short-term or permanent basis. The techniques used in marketing include choosing target markets through market analysis and market segmentation, as well as understanding methods of influence on the consumer behavior. The marketing planning creates strategies for the company to place advertising to the dedicated consumer.

MEANING AND DEFINITION OF MARKETING:

- To start, here are explanations from the American Marketing Association (AMA), marketing's professional organization and Dr. Philip Kotler, the author of business school marketing classics. They're followed by the other definitions in alphabetical order by author's last name.
- According to the American Marketing Association (AMA) Board of Directors, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

- **Dr. Philip Kotler** defines **marketing** as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

ELECTRONIC GOODS RELATING TO MARKETING:

Electronic goods are becoming a basic need rather than a luxury. There is a rapid growth witnessed by the companies producing electronic goods since last decade. The manufactures have brought out numerous models of superior technology. A number of electronic goods are available in the market today with different futures. Therefore consumers have a wide choice of electronic goods.

OBJECTIVES:

- To know the awareness of electronic goods
- To know the level of satisfaction of electronic goods
- To study about the usage level of electronic goods
- To know the customer involvement towards electronic goods

NEED OF STUDY:

The electronic goods show tremendous growth last few years. Compare to other goods and investors prefer to make their investment in this sector only. However there is high growth tendency for electronic goods it faces some difficulties in achieving their destination. Hence the purpose of this study is to identify the force that influence on consumer shopping pattern particularly in Coimbatore. Because Coimbatore referred as the south Indian man sitter where most of the industry people living that why selected the electronic products of study

SCOPE OF THE STUDY:

The present study target of Coimbatore city consumers, understanding their behavior helps to identify the preference influence of brand in their purchase decision etc on the purchase of particular electronic product. The insight will help the manufactures to adopt new strategies which would help not only to attract new customer but also the maintain the loyalty of the existing customer, as in the present competitive scenario the consumer are prepared to choose their right product not only based on their needs but also on the basic of personal interest shown by the manufactures on them

TYPES OF BUYING BEHAVIOR:

Consumer decision making varies with the type of buying decision. Assail distinguished four types of consumer buying behavior based on the degree of buyer involvement and the degree of differences among brand

DESCRIPTION	HIGH INVOLVEMENT	LOW INVOLVEMENT
Significant differences Between brands	Complex buying behavior	Variety seeking buying behavior

RESEARCH METHODOLOGY:

The research methodology is a way to systematically solve the research problem along with the logic behind them. It may be understood as a science of studying how the research is done systematically. The various aspects of methodology adapted in the present study are discussed below.

AREA OF THE STUDY:

The study was conducted at Coimbatore city. According to the census of India, Coimbatore is the second biggest city in Tamilnadu in the based on demography. The city is flourishing with many the sectors namely industry education, health and medical care and infrastructure with moderate climate. The city provides

for growth in employment, improvement in standard of living and technology by the households has increased the market for home appliances.

METHOD OF SAMPLING:

The respondents were selected from the 2 years customer data base (12612 customers) of a leading multi brand home appliances showroom in the city. Within the data base, the customer belonging to Coimbatore city was screened initially resulting in 2016 customers. Proportionate random sampling method was adopted by taking ten per cent with the sample size resulting in 110 respondents.

SAMPLE SIZE:

The study covered a sample size of 110 respondents belong to the study area, who bought home appliances of electronic goods.

- **Random Sampling**

It is a set of individual which is taken up as sample from a larger set termed as population. Each individual is chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process. This method is termed as simple random sampling. This kind of sampling is an unbiased surveying technique.

- ❖ **Primary Data**

Primary data are those, which are collected fresh and for the first time, and thus it happens to be original in character. The study was mainly based on primary data first hand information was collected and used in the study. Interview schedule was used for the collection of data. The gathered information was then transferred to master table to facilitate further analysis.

- ❖ **Secondary Data**

Secondary Data means data that are already available they referred to the data which have already been collected and analyzed by someone else. Considerable data has also been tapped from secondary sources such as Journals, Newspapers, Magazines and Internet.

Framework of Analysis

This section deals with data collected from consumers through separate questionnaire, which were systematically processed and presented as tables in comprehensive manner.

- ❖ Percentage method
- ❖ Weighted average method
- ❖ Chi-square method

REVIEW OF LITERATURE

C. MUTHUVELAYUTHAM (2012)¹ it examined “The Study of Consumer Brand Loyalty on Electronic Products with Special Reference to Coimbatore” analyses the relationship between demographic variables on the brand loyalty of the consumers and tries to identify the consumer’s switching factors in respected selected product category. This study is essentially a correlation study. A randomly selected sample of 110 from Tamil Nadu State, South India, particularly Chennai, Coimbatore,. Coimbatore districts were selected to analyze. To indicate the amount of correlation between the variables, Chi-square test was used in this study. Results show that among the variables age, education level and gender have the most significant impact on consumer’s brand loyalty.

B.V.N.G. CHANDRASEKHAR (2012)²it examined “Consumer Buying Behavior and Brand Loyalty in Rural Markets: Electronic Goods”, aims to study brand loyalty of various brands in rural markets and identify the presence and the importance of local brands. The primary data was collected through a questionnaire. This study was conducted on a sample of 110 respondents in the village’s satanically, Coimbatore and malapert.

ANALYSIS AND INTERPRETATION:

This chapter deals with the analysis and interpretation of the study on customer involvement towards electronic goods with special reference to Coimbatore city. The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can be made so as to present suitable interpretation for the same. The following are the statistical tools and techniques were used for analysis of the data collected.

- ✓ Percentage Analysis
- ✓ Weighted Average Score
- ✓ Chi-square Analysis

PERCENTAGE ANALYSIS

Percentage method refers to a specified kind which is used in making comparison between two or more series of data. Percentages are based on descriptive relationship. It compares the relatives' items. Since the Percentage reduces everything to a common base and thereby allow meaning comparison.

Percentage = Number of respondents in each clause/ Total no of respondents x 110

Weighted Average: The weighted average is similar to an arithmetic mean of a set of numbers in which some elements of the set carry more importance (weight) than others.

$$\text{Weighted Average} = \frac{\text{sum of weighted terms}}{\text{Total numbers of terms}}$$

CHI-SQUARE ANALYSIS:

The Chi square test procedure tabulates a variable into categories and computes a chi-square statistic. This goodness-of-fit test compares the observed and expected frequencies in each category to test that all categories contain the same proportion of values or test that each category contains a user-specified proportion of values. Statistical method to test whether two (or more) variables are: (1) independent or (2) homogenous. The chi-square test for independence examines whether knowing the value of one variable helps to estimate the value of another variable. The chi-square test for homogeneity examines whether two population have the same proportion of observations with a common characteristic.

$$X^2 = (O-E)^2 // E$$

Degree of freedom = $v = (R-1)(C-1)$

Where,

O = Observation frequency

E = Expected frequency (column total x row total)/grand total

R = No of rows

C = No of columns

PERCENTAGE ANALYSIS

TABLE: SHOWING AGE OF THE RESPONDENTS

Age	Number respondent	of Percentage
18-25	78	71
26-35	23	21
36-45	4	4
Above 45	5	4
Total	110	100

Source: Primary Data

Interpretation

From the above table 4.1.2, it is clearly stated that 71 per cent of the respondents are between '18-25' years of age whereas 21 per cent of the respondents are between '26-35' years of age, 4 per cent of the

respondents are between '36-45' years of age and the remaining 4 per cent of the respondents are 'Above 45' years of age.

Hence, the result inferred that majority 71 percent of the respondents are between '18-25' years of age.

SHOWING AGE OF THE RESPONDENTS

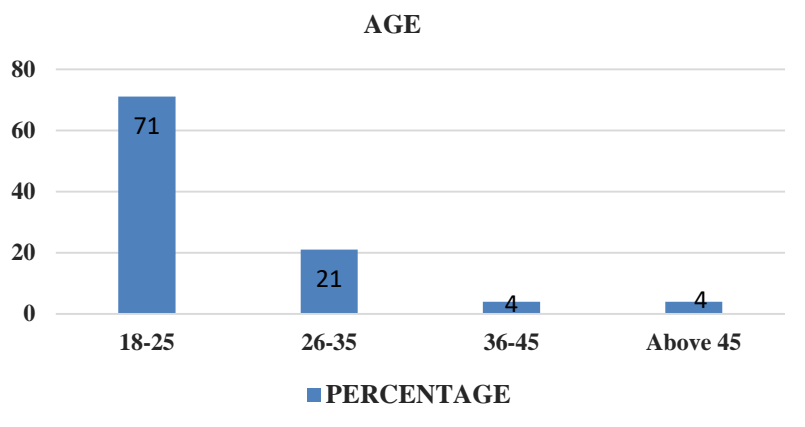


TABLE: SHOWING GENDER OF THE RESPONDENTS

Gender of the respondents	Number of respondent	Percentage
Male	47	43
Female	63	57
Total	110	100

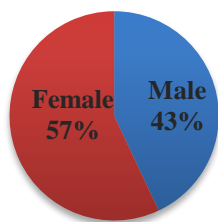
Source: Primary Data

Interpretation

From the above table 4.1.1, it is clearly stated that 57 per cent of the respondents are 'Female' whereas 43 per cent of the respondents are 'Male' use electronic products in Coimbatore city. Hence, the result inferred that majority 57 percent of the respondents are 'Female' use electronic product in Coimbatore city.

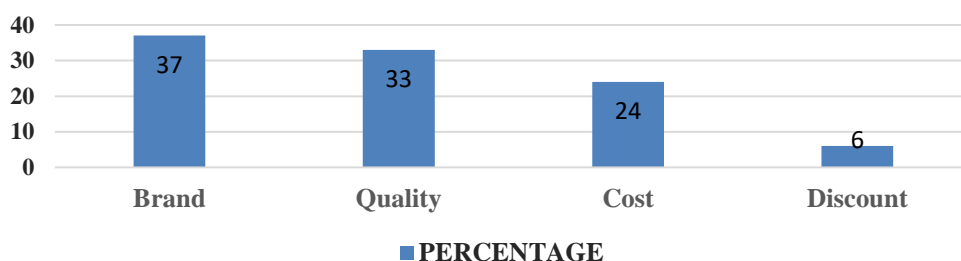
SHOWING GENDER OF THE RESPONDENTS

GENDER



■ Male ■ Female

PREFERENCE OF ELECTRONIC GOODS



SHOWING THE PRODUCT WHICH IS HIGHLY PREFERRED

Product which is Highly preferred	Number Of Respondent	Percentage
Television	53	48
Refrigerator	23	22
Washing Machine	18	16
Other specify	16	14
Total	110	100

Source: Primary Data

Interpretation

From the above table 4.1.13, it is clearly stated that 48 per cent of the respondents preferred 'Television' whereas 22 per cent of the respondents preferred 'Refrigerator', 16 per cent of the respondents preferred 'Washing Machine' and 14 per cent of the respondents prefer 'others'. **Hence, the result inferred that majority 48 per cent of the respondents prefer 'Television' only.**

CHART SHOWS: SHOWING THE PRODUCT WHICH IS HIGHLY PREFERRED

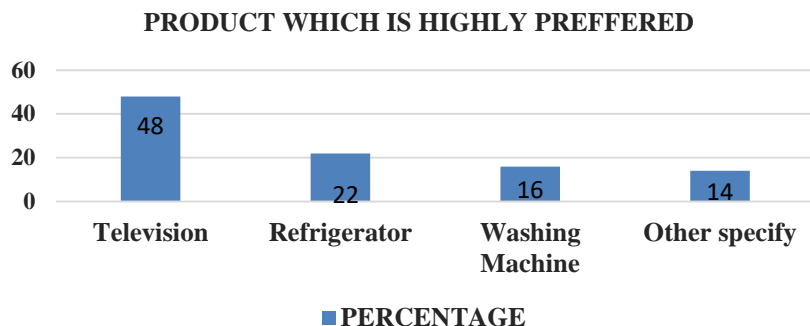


TABLE: SHOWING THE MODE OF PAYMENT ON PURCHASE IN ELECTRONIC GOODS IN COIMBATORE CITY

Payment On Purchase In Electronic Shops In The City	Number Of Respondent	Of Percentage
Cash	57	52
Cheque	21	20
Credit card	24	22
Installment	8	7
Total	110	100

Source: Primary Data

Interpretation

From the above table, it is clearly stated that 52 per cent of the respondents made ‘Cash’ payment on purchase in electronic shops in the city whereas 22 per cent of the respondents made ‘Credit Card’ purchase, 20 per cent of the respondents made ‘Cheque’ payment for purchase, and 7 per cent of the respondents made ‘Installment’ purchase.

Hence, the result inferred that majority 52 per cent of the respondents made ‘Cash’ payment of purchase in electronic shops in the city.

CHART SHOWS: SHOWING THE MODE OF PAYMENT ON PURCHASE IN ELECTRONIC GOODS IN COIMBATORE CITY

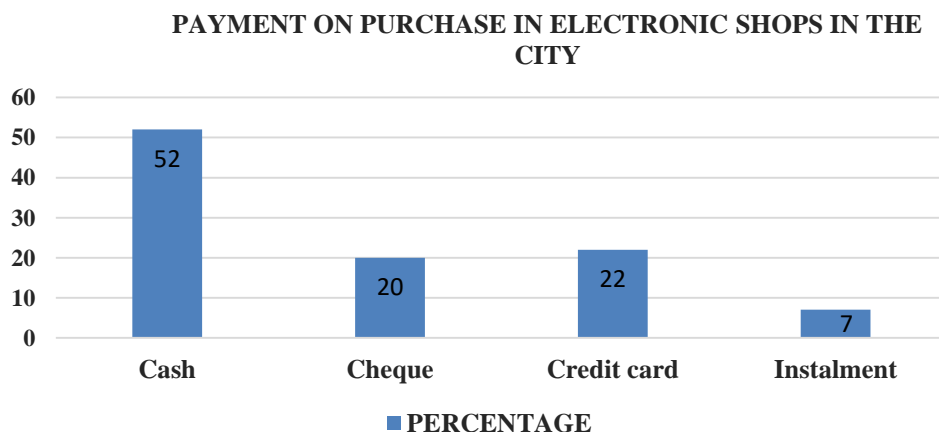


TABLE 4.1.15 SHOWING THE SOURCE OF AWARENESS TO KNOW ABOUT BRAND OF GOODS

Brand Of Goods	Number Of Respondent	Percentage
Print media	42	38
Broadcasting media	43	39
Word of mouth	18	17
Glowing sign board	7	6
Total	110	100

Source: Primary Data

Interpretation

From the above table, it is clearly stated that 39 per cent of the respondents came to know through 'Broadcasting media' 38 per cent of the respondents came to know about brand of goods through 'Social media' whereas, 17 per cent of the respondents came to know through 'Word of mouth' and 6 per cent of the respondents came to know through 'glowing sign board'.

Hence, the result inferred that majority 39 per cent of the respondents came to know through 'Broadcasting media'

TABLE: SHOWING THE FACTORS INFLUENCING HOME APPLIANCES

To estimate the weighted average score for factors influencing home appliances using rating score, for this purpose the qualitative data is converted into quantitative one using 3 point and 4 point scaling technique. Here 4 point rating scale is used by assigning:

- 4-For Rank 4
- 3-For Rank 3
- 2-For Rank 2
- 1-For Rank 1

	4	3	2	1	Weighted average Score	Rank
Quality	0.72	0.46	0.14	0.1	1.42	4
Price	0.4	0.3	0.4	0.10	1.2	1
Brand	0.47	0.38	0.36	0.08	1.29	3
Offers	0.43	0.38	0.10	0.21	1.12	2

Source: Primary Data

Interpretation: It is observed from the above table that the factors influencing home appliances are ranked from 1 to 4, where Price stood at Rank 1 followed by Offer at Rank 2, Brand at Rank3 and Quality at Rank 4

CHI-SQUARE ANALYSIS

The Chi square test procedure tabulates a variable into categories and computes a chi-square statistic. This goodness-of-fit test compares the observed and expected frequencies in each category to test that all categories contain the same proportion of values or test that each category contains a user-specified proportion of values. Statistical method to test whether two (or more) variables are: (1) independent or (2) homogenous. The chi-square test for independence examines whether knowing the value of one variable helps to estimate the value of another variable. The chi-square test for homogeneity examines whether two population have the same proportion of observations with a common characteristic.

$$X^2 = \frac{(O-E)^2}{E}$$

Degree of freedom= $v=(R-1)(C-1)$

Where,

O= Observation frequency

E = Expected frequency (column total x row total)/grand total

R= No of rows

C= No of columns

GENDER AND SATISFACTION LEVEL OF ELECTRONIC GOODS

(Ho): There is insignificant relationship between gender and satisfaction level of electronic goods

(H1): There is significant relationship between gender and satisfaction level of electronic goods

O	E	O-E	(O-E) ²	(O-E) ^{2/E}
24	22.22	1.78	3.17	0.14
18	19.65	-1.65	2.74	0.14
2	2.99	-0.99	0.98	0.33
3	2.14	0.86	0.75	0.35
28	29.78	-1.78	3.17	0.11
28	26.35	1.65	2.74	0.10
5	4.01	0.99	0.98	0.24
2	2.86	-0.86	0.75	0.26
			Calculated Value	1.68

Chi square = 1.68

Degree of freedom = (R-1) (C-1) = (4-1) (2-1) = 3

Significant level = 5%

Table value = 7.815

In the above analysis, the calculated value 1.68 is less than the table value 7.815 at the level of 5% significance. Hence the null hypothesis is rejected. Thus it can be inferred that there is insignificant association between gender and satisfaction level of electronic goods.

(Ho): There is insignificant relationship between Monthly income and preference of electronic good in Coimbatore City

(H1): There is significant relationship between Monthly income and preference of electronic good in Coimbatore City

O	E	O-E	(O-E) ²	(O-E) ^{2/E}
8	9.69	1.69	2.86	0.30
6	8.27	2.27	5.17	0.62
8	6.38	-1.62	2.62	0.41
4	1.65	-2.35	5.50	3.32
6	10.06	4.06	16.51	1.64
12	8.59	-3.41	11.62	1.35
8	6.63	-1.37	1.88	0.28
1	1.72	0.72	0.52	0.30
1	3.35	2.35	5.54	1.65
3	2.86	-0.14	0.02	0.01
3	2.21	-0.79	0.63	0.28
2	0.57	-1.43	2.04	3.56

26	17.89	-8.11	65.76	3.68
14	15.27	1.27	1.62	0.11
8	11.78	3.78	14.30	1.21
0	3.05	3.05	9.33	3.05
			Calculated Value	21.78

Chi square = 1.68

Degree of freedom = $(R-1)(C-1) = (4-1)(4-1) = 9$

Significant level = 5%

Table value = 16.919

In the above analysis, the calculated value 21.78 is greater than the table value 16.919 at the level of 5% significance. Hence the null hypothesis is accepted. Thus it can be inferred that there is a significant association between Monthly income and preference of electronic good in Coimbatore City.

FINDINGS:

DEMOGRAPHIC FINDING

- Majority 57 % of the respondents are 'Female' only.
- Majority 71 % of the respondents are between '18-25' years of age.
- Majority 110% of the respondents are 'Unmarried' only.
- Majority 58 % of the respondents are 'Under Graduate'.

MAJOR FINDINGS

- Majority 74 % of the respondents are aware of electronic products
- Majority 61 % of the respondents came to know through 'Advertisement' only.
- Majority 47 % of the respondents are 'Highly Satisfied' of using electronic goods.

WEIGHTED AVERAGE

- It is observed from the above table that the factors influencing home appliances are ranked from 1 to 4, where Price stood at Rank 1 followed by Offer at Rank 2, Brand at Rank3 and Quality at Rank 4.

CHI-SQUARE

- In the above analysis, the calculated value 1.68 is less than the table value 7.815 at the level of 5% significance. Hence the null hypothesis is rejected. Thus it can be inferred that there is no significant association between gender and satisfaction level of electronic goods.
- In the above analysis, the calculated value 21.78 is greater than the table value 16.919 at the level of 5% significance. Hence the null hypothesis is accepted. Thus it can be inferred that there is a significant association between Monthly income and preference of electronic good in Coimbatore City

SUGGESTIONS:

1. Now a day products are customized to digital. In this occasion, the idea must be built for better brand image and the quality is also must be checked frequently for a better customer satisfaction. A regular communication and announcement of product to the customers by using advance media techniques is inevitable.

CONCLUSION

Marketing starts before production and continues after sales. Marketing is the process of creating customers (home appliance). Successful companies rely on their satisfied customers to return to repurchase and the companies' offerings to others. The interest evoked by the aspects of the person, the product, and the situation all combine to determine the consumer's motivation to buy home appliances resulting in high involvement purchase The study shows that most of the sale is done on basis of sales promotion activities and TV advertisement etc.

REFERENCES:

1. Muthuvelayutham (2012) “The Study of Consumer Brand Loyalty on Electronic Products with Special Reference to Coimbatore”
Madurai. European Journal of Scientific Research ISSN 1450-216X Vol.71 No.1 (2012), pp. 127-143.
2. Chandrasekhar (2012) Consumer Buying Behavior and Brand Loyalty in Rural Markets: electronic goods IOSR Journal of Business

BIBLIOGRAPHY:

BOOKS

- Consumer Behavior & Marketing Research, Suja R Nair, Himalay Publishing House, 1st. Edition, 2004.

WEBSITES

- www.home appliance.com
- www.electronicgoods.com
- ww.wikipedia.com
- www.springerlink.com

QUESTIONNAIRE

1. Name:
2. Gender:
 Male Female
3. Age of the responded:
 18-25 26-35 36-45 Above 45
4. Marital Status:
 Married Unmarried

BIBLIOGRAPHY



AUTHOR :THARANI.C
SRI KRISHNA ARTS AND SCIENCE COLLEGE
MCOM (IB)(INTERNATIONAL BUSINESS) LECTURER
DEPARTMENT OF COMMERCE



CO- AUTHOR :
UMA DEVI.J
SRI KRSHINA ARTS AND AND SCIENCE
COLLEGE,

MCOM(IB) INTERNATIONAL BUSINESS(STUDENT)

DEPARTMENT OF COMMERCE



CO- AUTHOR :

AISHWARYA.R

SRI KRSHINA ARTS AND SCIENCE

COLLEGE,

MCOM(IB) INTERNATIONAL BUSINESS(STUDENT)

DEPARTMENT OF COMMERCE

