

A STUDY ON CONSUMER BEHAVIOR TOWARDS ELECTRONIC GOODS IN COIMBATORE

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***Abstract:** The consumers have to consume various products in their day- to- day life. The usage of products depends up on their needs and wants. The varieties of products available in market force the consumer to select, product at very initial stage, The selection and purchase of the products depend on the differential behavior over time, availability of information from various sources, their preference to a particular product, their utility etc. A study on consumer behavior conducted in Coimbatore helps the firm to provide valuable information and guidelines on new technological development.*

***Key Words :** electronic goods, consumer behaviour, entertainment, consumers satisfaction.*

1. INTRODUCTION:

Consumers have different tastes, likes, dislikes and adopt different pattern while making purchase of articles. Moreover, today world is operated in a rapidly change in consumers change and preferences. To meet these fast changes a firm has to constantly engage in innovations and understand the consumers need and wants then and there. Consumer behavior aspects including frequency of purchase, decision or brands, buying motives, shopping behavior of consumer and utility of the products provide scope for the manufacturers to understand the taste and preferences of the consumers and accordingly enable them to manufacture articles to consumers satisfaction.

2. STATEMENT OF THE PROBLEM:

Electronic goods are one of the common products used by the consumers. An understanding of the purchase behavior of an consumer is an essential aspect as it reflects the influence of brands, purchase timing, buyer and consumer type on the purchase of a particular durable. This insight helps the company to take steps to maintain loyalty of current customer and also attract new customers. Therefore, a study in Coimbatore is necessary to improve sale of consumer durable in rural market in the light of the increased stability of the people and changing marketing environment.

3. REVIEW OF LITERATURE:

- Bhagaban Das et al. (2008) in his study on Categorizing Consumers' buying behaviour has focused on the consumers buying behaviour on Television brands. The author has viewed that, consumers and households make decisions about the goods and the services they purchase. The factors that influence this buying decision are commonly price, quality, advertisement, recommendation from near and dears etc.
- Abdul Brosekhan and Muthu Velyautham(2010) in their joint study on Consumers buying behaviour towards selected home appliance products have made an attempt to analyze the consumer buying behaviour towards selected home appliance products in Ramanathapuram.
- Vijayalakshmi S et al.(2013) in the paper titled " An impact of consumer buying behaviour in decision making process in purchase of electronic home appliances in Chennai(India): an empirical study" investigated the impact of internal and external factors on the buying behaviour of the consumers. Further, the authors have concluded that, marketers need to concentrate on the influence of these factors in order to effectively satisfy the consumers who are differentiated in terms of their decisions.

4. OBJECTIVES OF THE STUDY:

- To study the awareness of consumer with reference to electronic goods
- To study the factors influencing the purchase of electronic goods
- To study the influence of various promotional activities

5. RESEARCH METHODOLOGY:

To accomplish, the objectives of the study, the researcher had to depend on both primary and secondary data. Most of the respondents belong to the categories of government employees, private employees and self-employed groups who owned electronic equipments. A sample of 150 members was selected and interview schedule was used for collecting data. The convenient sampling technique was adopted.

6. TOOLS FOR DATA ANALYSIS:

Simple percentage and chi-square was used to analyze the data.

7. ANALYSIS AND INTERPRETATION:

Chi-square test was used to test whether one factor has significant influence over the other. For this purpose the factors considered in the study are classified in to two groups. The **first group** contains personal factors namely, Gender, Age, Education, Occupation, Family income, Marital status, Family system and Size of family. The **second group** contains study factors namely, Factors motivated to buy the goods, Predominant role in purchase decision, Make purchase of these brands.

Table1.1 -Relationship between personal factors and factors motivated to buy the goods

H₀ - The personal factors of the respondents have no significant influence on the factors motivated to buy the goods.

S.No.	Personal factors	Chi-square value	Chi-square table value	Significant/ not significant
1	Gender	16.198	7.815	Significant
2	Age	7.041	16.916	Not significant
3	Education	12.404	16.916	Not significant
4	Occupation	15.184	21.026	Not significant
5	Family income	19.143	21.026	Not significant
6	Marital status	0.901	7.815	Not significant
7	Family system	3.459	7.815	Not significant
8	Size of family	6.108	12.529	Not significant

Chi-square test was applied to find whether there is any significant relationship between personal factors and factors motivated to but the goods. The hypothesis is rejected in one case in all other cases the hypothesis is accepted .It is concluded that age, education, occupation, income level, marital status, family system, no of members in family does not have a significant influence on the factors motivated to buy the goods.

Table 1.2 - Relationship between personal factors and predominant role in purchase decision

H₀ - The personal factors of the respondents have no significant influence on the predominant role in purchase decision

S.No.	Personal factors	Chi-square value	Chi-square table value	Significant/ not significant
1	Gender	8.295	7.815	Significant
2	Age	6.303	16.919	Not significant
3	Education	8.643	16.919	Not significant
4	Occupation	20.737	21.026	Not significant
5	Family income	20.96	21.026	Not significant
6	Marital status	2.672	7.815	Not significant
7	Family system	1.376	7.815	Not significant
8	Size of family	10.137	12.529	Not significant

To find whether there is any significant relationship between personal factors and predominant role in purchase decision. The hypothesis is rejected in one case and in all other cases the hypothesis is accepted. It is concluded that the age, education, occupation, income level, marital status, family system and no of members in family does not have a significant influence on the pre dominant role in purchase decision.

Table 1.3 - Relationship between personal factor and what make purchase of these brands

H₀ -The personal factors responsible of the respondents have no significant influences on the make purchase of these brand.

S.No.	Personal factors	Chi-square value	Chi-square table value	Significant/ not significant
1	Gender	7.651	7.815	Not significant
2	Age	18.388	16.919	Significant
3	Education	7.600	16.919	Not significant
4	Occupation	12.966	21.026	Not significant
5	Family income	21.708	21.026	Significant
6	Marital status	7.350	7.815	Not significant
7	Family system	2.932	7.815	Not significant
8	Size of family	12.657	12.912	Significant

To find whether there is any significant relationship between personal factors and what makes purchase of those brand. The hypothesis is rejected in three cases and in other five cases the hypothesis is accepted. It is concluded that gender, Education, Occupation, Marital status and family system does not have significant influences on what make purchase of these brand.

8. FINDINGS:

- Majority of the respondents are below 25 years of age, male, degree/ diploma.
- Majority of the respondents are employed in government or private concerns, income Rs.30,000 - 50,000.
- Majority of the respondents belong to nuclear family, 4-5 members in their family
- Majority of the respondents become a factors motivated through entertainment.
- Majority of the respondents consider good feedback as the primary factors which play a predominant role in purchase decision.
- Majority of the respondent purchase through the mode of cash basis.
- Majority of the respondents purchased only one product for year, spend up to Rs.10000 in a year.
- Majority of the respondent prefers to purchase from company show room.
- Majority of the respondents are said that there are no complains about the product.
- Majority of the respondents are influenced by theme of the advertisement.
- Majority of respondents availed discount offer.
- Majority of personal factors have no significant influence of the factors motivated to buy the goods
- Majority of the personal factors have no significant influence on the predominant role in purchase decision.
- Majority of personal factors have no significant influence on what make purchase of these brands.

9. CONCLUSION:

Despite the basic characteristics of consumers the behavior pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making. However it is evident that the present approaches to draw the attention of customers are not adequate. This study revealed that the consumers have awareness on the electronic goods and most of the goods have become necessities and entertainment. The advertisement in rural area needs to be improved further. The majority of the respondents recommended to others about LG television, Philips audios, Sony CD/DVD player, HCL computer, Nokia cellular phone, LG home theater system. The consumers are particular about the appropriate system of distribution and hence there is a great need for change in the distribution system. It may not be always correct to say that consumers behave in the same way as it much depends on type of products, quality of the products and price of the products. Therefore the producer must be paid special attention at least with regard to price and distribution system to cover the large number of customers. This is mainly because of the fact that the buying capacity of the consumers may not be equal to the buying capacity

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