

CUSTOMER PERCEPTION ON MARKETING ATTRIBUTES WITH SPECIAL REFERENCE TO CHENNAI

¹Sanjanaa. A, ²Dr. Murugan Ramu,

¹Student, ²Assistant professor,

¹BBA., LLB.,(Hons), ²Department of management,

Saveetha School Of Law, SIMATS, Saveetha University, Chennai-77, Tamil Nadu, India.

Email - ¹ sanjanaasak@gmail.com , ² muruganramu.ssl@saveetha.com

Abstract: A promoting idea that includes a customer's impression, mindfulness or potentially cognizance about an organization or its contributions. Customer perception is regularly influenced by promoting, audits, advertising, online networking, individual encounters and different channels. A product attribute is a trademark that characterizes a specific product and will influence a consumer's purchase decision. Product attributes can be tangible (or physical in nature) or intangible (or not physical in nature). For the purpose of the study, descriptive research is used. Descriptive research helps to portray accurately the characteristic of particular individual, situation or a group. Convenience sampling method was used. The sample size was 1830 respondents. The independent variables are gender, occupation and educational qualification. The dependent variables are about marketing attributes that affects consumer's purchase decision, preference towards marketing attributes, consistency, uniqueness, relevancy, credibility. The statistical tools are Independent sample t test, chi square, ANOVA.

Keywords: Consumer, perception, products, attributes.

1. INTRODUCTION:

Customer perception refers to the procedure by which a customer chooses, sorts out, and deciphers data/upgrades contributions to make a significant image of the brand or the item. It is a three phase process that makes an interpretation of crude boosts into significant data. Every individual interprets the importance of improvement in a way reliable with his/her own special inclinations, needs and desires. Three phases of perception are presentation, consideration and interpretation. In simpler terms, it is the way a customer see's a specific brand with whatever the individual has possessed the capacity to comprehend by viewing the items, its advancements, criticism and so forth. It is the picture of that specific brand in the mind of the customer. Marketing attribute is a characteristic or feature of a product that is thought to appeal to customers. Attributes usually represent a manufacturer's or a seller's perspective and not necessarily that of a customer. Attributes of instant coffee, for example, may include its aroma, flavor, color, caffeine content, packaging and presentation, price, shelf-life, source, etc. Attributes have only two possible ratings (negative or positive) expressed as acceptable or unacceptable, desirable or undesirable, good or bad, etc. The aim of the study is to understand the customer perception on marketing attributes with special reference to Chennai.

2. OBJECTIVES :

- To understand the customer perception on marketing attributes with special reference to Chennai.
- To find out the significant difference between consumer's purchase decision and the Gender.
- To identify the significant association between the preference towards marketing attributes and occupation of the respondents.
- To examine the level of agreeability towards marketing attributes among the educational qualification groups.

3. LITERATURE REVIEW:

PO-TSANG CHEN(2010) ("Sunny" Hu et al. 2010) The purpose of this study is to investigate empirically how the determinant attributes of coffee quality, service, food and beverage and extra benefits influences customer-perceived value in the coffee outlet industry. **HEESUP HAN, KISANG RYU (2009)** (Han and Ryu 2009) This research aims to examine the relationships among three components of the physical environment, price perception, customer satisfaction and customer loyalty in the restaurant industry. **MOHAMMED HOSSAIN (2009)** (Hossain, n.d.) The purpose of this paper is to evaluate the service quality in retail banking in the Middle East in general and Qatar in particular based on

different levels of customer's perception regarding service quality. **PROKOPIS K.THEODORIDIS (2009)** (Panigyrakis and Theodoridis 2009) This research seeks to accomplish two objectives: Functional relationships between store image attributes and customer satisfaction in the market environment of Greece and to investigate the stability of the structural relationships between store image attributes and customer satisfaction across different customer groups. **YOUNG NAMKUNG, SC JANG (2008)** (Namkung and Jang 2008) This study shows that appealing food presentation, tasty food, spatial seating arrangement, responsive service are important attributes in contributing to the high satisfaction of diners. **TSUNG-CHI LIU, WEI WU (2007)** (T.-C. Liu and Wu 2007) This study shows that customer retention seems to be the result of a kind of repetitive decision by the customers, but their decision to cross-buy involves a more complicated process. **PINGJUN JIANG, B ROSENBLOOM (2005)** (Jiang and Rosenbloom 2005) This study indicates that after-delivery satisfaction has a much stronger influence on both overall customer satisfaction intention and that price perception, when measured on a comparative bias. **AM KNEMEYER, PR MURPHY (2005)** (Knemeyer et al. 2003) This article uses a relationship marketing perspective as the basis for evaluating third-party logistics arrangements. The author suggests that "substance trumps style" in the sense that relationship characteristics, rather than customer attributes, have more significant impacts on relationship outcomes. **DR. DIRK MORSCHETT, BERNHARD SWOBODA, THOMAS FOSCHT (2005)** (Zentes, Swoboda, and Morschett 2005) The authors concluded that motivational forces are commonly accepted to have a key influencing the role in the explanation of shopping behaviour. **VA PAULINS, LV GEISTFELD (2003)** (Paulins, Ann Paulins, and Geistfeld 2003) Consumer perception of retail store attributes for a set of particular stores were examined to determine their effect on store preference. **J LEMMINK, J MATTSON (2002)** (Lemmink and Mattsson 2002) The authors says about the models link between employee's behaviour and short and long term customer perceptions. Service firms should train employees to deal with emotions and to learn empathic behaviours. **S.T.K. LUK, R.LAYTON (2002)** (Luk and Layton 2002) The authors says that the present study provides empirical evidence indicating the existence of these gaps which have negative impact on overall service quality. **G. BIRTWISTLE, L. SHEARER (2001)** (Birtwistle and Shearer 2001) The authors concluded that developing a strong, positive image has become essential to the maintenance of sustained competitive advantage. **F HUBER, A HERMANN (2001)** (Hamann and Huber 2001) This paper addresses this limitation and presents a model integrating consumer value, product benefits and various costs of consumption. **ANNIE H. LIU, MARK P. LEACH (2001)** (A. H. Liu, Leach, and Bernhardt 2005) The author says that the consultative services of business-to-business salespeople are becoming increasingly important to customers when evaluating a supplier's overall value. **VIKAS MITTAL, WAGNER A. KAMAKURA (2001)** (Mittal and Kamakura 2001) The authors concluded that despite the claim that satisfaction ratings are linked to repurchase behaviour, few attempts can be found that relate satisfaction ratings and repurchase behaviour. **LAURETTE DUBÉ, LEO M. RENAGHAN (2000)** (Dubé and Renaghan 2000) The authors concluded that the top attributes driving the guest's purchase decision were: location, brand name and reputation, physical property, guest-room design and value for money. **KIRK L. WAKEFIELD, JEFFREY G. BLODGETT (1999)** (Wakefield and Blodgett 1999) This article integrates environmental psychology into service quality to enable a fuller assessment of the role of the tangible aspects of service delivery. **AMY K. SMITH, RUTH N. BOLTON AND JANET WAGNER (1999)** (Smith, Bolton, and Wagner 1999) The authors develop a model of customer satisfaction with service failure/recovery encounters based on an exchange framework that integrates concepts from both the customer satisfaction and social justice literature. **ROBERT B. WOODRUFF (1997)** (Woodruff 1997) It presents frameworks for thinking about customer value, customer value learning and the related skills that managers will need to create and implement superior customer value strategies.

4. MATERIALS AND METHODS:

For the purpose of the study, descriptive research is used. Descriptive research helps to portray accurately the characteristics of particular individual, situation or a group. Sample Size 1830. The independent variables are gender, occupation and educational qualification. The dependent variables are about marketing attributes that affects consumer's purchase decision, preference towards marketing attributes, consistency, uniqueness, relevancy, credibility. The statistical tools are Independent sample t test, chi square, ANOVA.

5. DISCUSSION:

Consumer perception as a "marketing concept that encompasses a customer's impression, awareness or consciousness about a company or its offerings. Typically, customer perception is affected by advertising, reviews, public relations, social media, personal experiences, and other channels." The truth is that everything affects customer perception, from the way you position your product vertically and horizontally on a shelf, to the colors and shapes you use in creating your logo. Even things outside of your control, which may seem innocuous, such as the time of the day when your customer interacts with your brand - even this will affect consumer perception. Your customers might have a positive perception of you if they come across your products and your niche during a certain time of the day, but they may hold a negative perception at another time of day. This dual perception might not have anything to do with you;

some people are not morning people, and the worst time to try to sell 'not-morning' people is in the morning hours, especially before they've had breakfast and coffee. You would do better to catch them right after dinner, when they're relaxed. Other people simply can't concentrate on anything in the evening, and would rather that you had caught their attention in the morning. Others are somewhere in between, preferring that you reach them during the main part of the day. So, as you can see, something as harmless as calling at the wrong hour or showing a potential customer the right color at the wrong time and at the wrong place, might reward you with a significant number of customers in at one time of day but a disappointing result at a different time of day.

6. ANALYSIS:

Null Hypothesis: There is no significant difference between consumer's purchase decision and the gender.

Alternate Hypothesis: There is a significant difference between consumer's purchase decision and the gender.

Table 1: Marketing Attributes affects a Consumer's Purchase Decision and Gender

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	901	1.60	.491	.016
Female	929	1.26	.440	.014

Table 2: Independent Samples Test - Marketing Attributes affects a Consumer's Purchase Decision and Gender

	t	df	Sig. (2-tailed)
Independent Sample t test	15.469	1828	.001

Interpretation: Using independent sample t test, the null hypothesis is less than 0.005. Hence null hypothesis is rejected.

Null Hypothesis: There is no significant association between the first preference towards marketing attributes and occupation of the respondents.

Alternate Hypothesis: There is a significant association between the first preference towards marketing attributes and occupation of the respondents.

Table 3: Cross Tabulation - First preference towards Marketing Attributes and Occupation

Occupation	First preference towards marketing attributes				Total
	Consumer orientation	Customer satisfaction	Marketing planning	Marketing research	
Business	63	223	79	80	445
	14.2%	50.1%	17.8%	18.0%	100.0%
Private	76	274	476	135	961
	7.9%	28.5%	49.5%	14.0%	100.0%
Government	30	222	122	50	424
	7.1%	52.4%	28.8%	11.8%	100.0%
Total	169	719	677	265	1830
	9.2%	39.3%	37.0%	14.5%	100.0%

Table 4: Chi-Square Tests - First preference towards Marketing Attributes and Occupation

	Value	df	Sig.
Pearson Chi-Square	174.868	6	.001

Interpretation: Using Chi-Square test, the null hypothesis is less than 0.005, hence the null hypothesis is rejected.

Null Hypothesis: There is no significant difference in the mean scores of level of agreeability towards marketing attributes among the educational qualification groups.

Alternate Hypothesis: There is a significant difference in the mean scores of level of agreeability towards marketing attributes among the educational qualification groups.

Table 5: ANOVA - Level of Agreeability towards Marketing Attributes and Educational Qualification

		Sum of Squares	df	Mean Square	F	Sig.
Consistency	Between Groups	137.927	4	34.482	22.345	.000
	Within Groups	2816.209	1825	1.543		
	Total	2954.136	1829			
Uniqueness	Between Groups	111.496	4	27.874	25.840	.000
	Within Groups	1968.679	1825	1.079		
	Total	2080.175	1829			
Relevant	Between Groups	17.585	4	4.396	3.514	.007
	Within Groups	2283.126	1825	1.251		
	Total	2300.711	1829			
Credibility	Between Groups	30.936	4	7.734	5.501	.000
	Within Groups	2565.856	1825	1.406		
	Total	2596.792	1829			

7. FINDINGS AND RESULTS:

There is a significant difference between consumer's purchase decision and the gender. Most of the females were aware about the marketing attributes that affects a consumer's purchase decision. There is a significant association between the first preference towards marketing attributes and occupation of the respondents. Most of the people working in private organisations has given first preference towards marketing attributes. These results show that there is significant difference in the mean scores of some factors for marketing attributes among the educational qualification. It means the level of agreeability towards marketing marketing attributes differs based on the educational qualification.

8. RECOMMENDATIONS:

Table 1 says that marketing attributes affects more female consumers with their decisions. Table 3 states that the first preference towards marketing attributes were given by the government employees. Table 5 shows that the level of agreeability towards marketing attributes differs on the basis of educational qualifications.

9. CONCLUSION:

Successful marketing is a process of reaching out to customers through advertising, selling strategies and the product itself to create an impression that inspires loyalty. However, that impression is unlikely to endure unless you work hard to maintain it. The outdoor apparel company L.L. Bean has a return policy of replacing any product that a customer returns for any reason, regardless of how long it has been worn. This policy surely costs the company extra when unscrupulous customers choose to take advantage and return items that have been worn for a considerable period of time. Over the long term, though, this legendary return policy has worked to the company's advantage by building trust and extraordinary loyalty.

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