



A STUDY ON THE CONSUMER BEHAVIOUR TOWARDS ELECTRONIC GOODS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The consumers have to consume various products in their day-to-day life. The usage of product depends upon their needs and wants. The varieties of products variable in market force the consumer to select the product that every initial stage. The selection and purchase of the products depend on the different behaviour over time, variability of information from various sources, their preference to the particular product, their utility etc. A study on consumer behaviour 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.*

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 behaviour of consumer and utility of the products provide scope for the manufacturers to understand the taste and preferences of the consumers and accordingly used enable them to manufacture articles to consumers satisfaction.

STATEMENT OF THE PROBLEM

Electronic goods are one of the common products used by consumers. An understanding of the purchases behaviour of a 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 increase stability of the people and changing marketing environment.

NEED OF THE STUDY

In today's market there is a lot of competition in every sectors especially in electronic goods it is very high. In this way there is a higher on the companies to know their consumers in better way. Once the company understands the requirement of the consumer they can create a plan of action to complete successfully.

OBJECTIVES OF A STUDY

- To know socio economic profile to the consumer.
- To understand the brand preference of the consumer
- To analyze the consumer behaviour towards various electronic goods.

RESEARCH METHODOLOGY

The data for the purpose of the present study have



been collected through primary and secondary data. Primary data has been collected through structured questionnaire. The sources of secondary data include published data from books, journals, periodicals, brochures, reports etc.

Sample size: A total of 200 respondents residing in Coimbatore have been taken for taken for sample.

Sampling procedure: Convenience sampling technique was followed for collecting response from the respondents.

Tools for analysis: chi-square test, simple percentage analysis, rank analysis and weighted average method.

SOURCES OF DATA

Primary data:

The primary data was collected freshly and through specially designed questionnaire.

Secondary data:

The secondary data are those which have already collected by some other person and it was collected from websites and books.

LIMITATIONS OF THE STUDY

- The study was collected within the Coimbatore city.
- The study was conducted within a

ANALYSIS AND INTERPRETATION

Simple percentage analysis: Age:

Age Groups	No. of. respondents	Percentage
Below 20	34	17
21-30 years	91	45.5
31-40 years	40	20
Above 40 years	35	17.5
Total	200	100

Sources of data: Primary data

Interpretation

The above table shows that, 17% of the respondents are in the age group of below 20 years, 45.5% of the respondents are in the age group of 21-30 years, 20% of the respondents are in the age group of 31-40 years, 17.5% of the respondents are in the age group of above 40 years.

limited period of time.

- Belief of the customer may change according to a period of time.
- The sample size is limited to 200.

REVIEW AND LITERATURE

- **Abdul Brosekhan and Muthu Velayutham (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.
- **Krishna Kumar (2011)** in his study on consumer behaviour towards electronic goods with reference to occupational factors a study in cuddalore town has opined that, behaviour with the increasing disposable income population, their perception, a consumption of electronic goods and other products is increasing.
- **Manju (2012)** a study on consumer's satisfaction towards service quality of organized data. This research was collected via sample survey based on descriptive study



NO.OF.MEMBERS IN FAMILY

No. of. Members	No. of. respondents	Percentage
Below 2 members	3	1.5
2-3 members	50	25
3-4 members	82	41
Above 4 members	65	32.5
Total	200	100

Sources of data: Primary data

Interpretation

The above table shows that 1.5% of the respondents are below 2 members in family, 25% of the respondents are 2-3 members in family, 41% of the

respondents are 3-4 respondents in family, 32.5% of the respondents are above 4 members in family.

EDUCATIONAL QUALIFICATION

Educational Qualification	No. of. Respondents	Percentage
Illiterate	2	1
School	22	11
Diploma level	28	14
Under graduation	148	74
Total	200	100

Sources of data: Primary data

Interpretation

The above table shows that 1% of the respondents are illiterate, 11% of the respondents are school, 14% of

the respondents are diploma level, and 74% of the respondents are under graduation.

MONTHLY INCOME

Monthly income	No. of. respondents	Percentage
Less than 10,000	49	24.5
10,001-20,000	45	22.5
20,001-30,000	47	23.5
Above 30,000	59	29.5
Total	200	100

Sources of data: primary data

Interpretation

The above table shows that 24.5% of the respondents of the monthly income is less than 10,000, 22.5% of the respondents of the monthly income is

from 10,001-20,000, 23.5% of the respondents of the monthly income is 20,001-30,000, 29.5% of the respondents of the monthly income is above 30,000.

BRAND PREFERENCE

Brand Name	No. of. Respondents	Percentage
Usha	23	11.5
Philips	102	51
Crompton greaves	43	21.5
Havells	32	16
Total	200	100

Sources of data: primary data



Interpretation

The above table shows that 11.5% of the respondents use usha brand, 51% of the respondents use

Philips, 21.5% of the respondents use Crompton greaves, 16% of the respondents use Havells.

BRAND NOTICE

Brand Notice	No. of Respondents	Percentage
Quality	133	66.5
Price	30	15
Endorsing celebrity	18	9
Quantity	19	9.5
Total	200	100

Sources of data: Primary data

Interpretation

The above table shows that 66.5% of respondents notice quality, 15% of the respondents notice price, 9% of the respondents notice endorsing celebrity, 9.5% of the respondents notice quantity.

CHI-SQUARE ANALYSIS

Relationship between residential area and electronic products purchased by the respondents

Residential area	Electronic products purchased					Total
	Television	Laptop	Air conditioners	Lights	others	
Rural	11	12	5	13	8	49
Urban	16	29	26	32	9	112
Semi-rural	7	4	3	11	1	26
Semi-urban	3	3	4	2	1	13
Total	37	48	38	58	19	200

To find out the relationship between the residential area and electronic products purchased by the respondents, chi-square test is used and result is given below.

residential area and electronic products purchased by the respondents

Alternative hypothesis

There is significant difference between the residential area and electronic products purchased by the respondents.

Null Hypothesis

There is no significant difference between the

Person chi-square		
Table value	Df	P value
14.470 ^a	12	0.272

Sources of data: primary data

Interpretation

The above table shows that the P value 0.272 is higher than the 0.05 hence the null hypothesis is accepted. Hence, there is no significant difference between the residential area and electronic products purchased by the respondents.



WEIGHTED AVERAGE METHOD

Factors	1(4)	2(3)	3(2)	4(1)	Total	Mean score
Price	97	73	20	10	200	3.29
	388	219	40	10	657	
Brand	82	85	29	4	200	3.23
	328	255	58	4	645	
Design	79	75	41	5	200	3.14
	316	225	82	5	628	
Quality	81	82	32	5	200	3.20
	324	246	64	5	639	
Features	71	75	40	14	200	3.02
	284	225	80	14	603	
User-friendly	75	79	41	5	200	3.12
	300	237	82	5	624	
Quantity	78	75	33	14	200	3.09
	312	225	66	14	617	

This above table shows that the respondents are very satisfied, satisfied, least satisfied and normal according to the following factors.

RANK ANALYSIS

Services	1(3)	2(2)	3(1)	Total score	Rank
Cash on delivery	122	65	13	200	I
	366	130	13	509	
EMI option	33	99	68	200	IV
	99	198	68	365	
Free shipping	98	65	37	200	II
	294	130	37	461	
Personal information policy	64	86	50	200	III
	192	172	50	414	

From the above table, it inferred that

- 1) The respondents have ranked **CASH ON DELIVERY** as **I** among the services.
- 2) The respondents have ranked **FREE SHIPPING** as **II** among the services.
- 3) The respondents have ranked **PERSONAL INFORMATION POLICY** as **III** among the services.
- 4) The respondents have marked **EMI OPTION** as **IV** among the services.

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 customers 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 television. Philips audios, Sony CD/DVD player, HCL computer.

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CONCLUSION

Despite the basic characteristics of consumers the behaviour pattern of consumers are more or less similar to each other, particularly in the aspects like



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