



A STUDY ON CONSUMER BRAND PREFERENCE AND SATISFACTION OF HOUSEHOLD ELECTRONIC PRODUCTS IN SIVAGANGA DISTRICT

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Abstract: *The preference of customers is nothing but the required a product or commodity according to their expected features and attributes. In this regard the researcher is deals with the housewife and taken them as respondents in the name of customer on their choices of purchasing electronic goods. In this fast moving world, the city life has much more advanced in many schedules. Without the adoption of electronic good one family could not be a competed one in the society. The family is always lead by the women, who shares the half of the burden of the leader for a family. In such a situation she preference more advanced and supporting commodities which fulfils her day to day works. The researcher has designed a framework or a task which is actually leads to find the significant relationship between the wife acceptance factor and the electronic goods. This will also gives an opportunity to the retailer who actually deals with the electronic consumer goods, to know the exact behaviour of the family administrator on purchasing electronic commodities.*

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INTRODUCTION

There are premier consumer goods manufacturers exist in this era. This is, of course called buyers' market where numerous products had their shapes, design, and size to satisfy its consumer. In this manner only they become customized. According to many research results the home maker became a prevailing role in purchasing electronic goods. The reason is they are the persons who used these electronic products in home frequently. Marketers are streamlining the demand driven operations, optimize costs and create more powerful brands with the deep domain knowledge and prove tools and techniques. Trends and innovation is widely recognized on the focus of home makers for their best preferences. Authority on global trends, rapid business model change, business transformation during economic uncertainty and the necessity for fast-paced innovation are all the internal business strategies has move the business already to a height. In further, the significant consumer electronic goods would transform the common purchasing idea towards a focused one for the convenience of these consumers. It leads a continue transition of the revenue source of the retailers as well as the manufacturers. So, what makes or what can the manufacturers crafting style will bring the most dominant decision maker of Indian houses towards purchasing.

OBJECTIVES OF THE STUDY

1. To identify the factors motivating the consumers to buy household electronic products.
2. To study the factors influencing the purchase decision process of consumers for household electronic products.
3. To analyse the level of satisfaction and factors contributed in the purchase and utilization of household electronic products.
4. To find out the problem faced by the consumers in the purchase and utilization of the household electronic products.
5. To summarize the key findings of the study and to offer suitable suggestions to the consumers, product manufactures and respective Governments.

SCOPE OF THE STUDY

The study aims at analysing consumer satisfaction and preferences towards Household Electronic Consumer Products. The products selected for the study are Electronic Consumer



Products which include Refrigerator, Washing Machine, Television, Air-Conditioner and Microwave oven. The scope of the study has been limited to certain buying behavioural aspects of purchase decision process, namely -Information search, product awareness, interest, product evaluation process, brand preference, factors of motivation, price and quality consciousness, purchase and post purchase behaviour . The study broadly aims at examining preferences of the consumers mainly in terms of the information gathered, sources of information, location where the purchase is made and the ultimate purchase decision.

DATA ANALYSIS AND INTERPRETATION OF SATISFACTION OF HOSEHOLD ELECTRONIC PRODUCTS

HYPOTHESES OF THE STUDY

For the purpose of studying the level of satisfaction in utilizing the household electronic products, the following null hypothesis has been framed: There is no significant relationship between socio-economic factors and conceptual factors and their level of satisfaction in utilizing the household electronic products.

RESEARCH METHODOLOGY

The validity of any research depends on the systematic method of collecting the data and analyzing the same in a logical and sequential order. The study is descriptive and analytical in nature.

SAMPLING DESIGN

Sivaganga district has been purposively selected for the study since it is the culture-developed area and perk-up in electronic technological place of all types of small, medium and large size industries. Also for collecting primary data, field survey method and personal interview were employed in the study area. First hand information related to perception of household electronic products and the level of satisfaction in utilizing them were collected from 750 sample respondents.

Stratified random sampling method was employed to select the sample respondents. Sivaganga District comprises of Six taluks viz., Manamadurai, Ilayankudi, Thiruppuvanam, Devakottai, Karaikudi and Tirupattur. Respondents were chosen from these seven taluks in the study. As the population frame could not be defined properly, a sample size of 750 was



considered as reasonable. Hence, selecting 125 respondents from each area, totally 750 consumers were selected randomly from six taluks of Sivaganga District.

Collection of Data (i) Primary Data In order to fulfill the objectives set, a sample study was undertaken by using a well framed questionnaire that was duly filled in by the respondents.

The respondents with varying backgrounds were selected based on the important aspects of their living area, age, gender, educational status, marital status, present status, income of the family, family size, type of family and so on. A significant feature was that all the 750 respondents filled the questionnaire with much zeal. This was due to the significant level of literacy among the respondents and the researcher's rapport established with them

Secondary Data The primary data were supplemented by a spate of secondary sources of data. The secondary data pertaining to the study was gathered from the records published by National Council for Applied Economic Research (NCAER). Latest information was gathered from well equipped libraries in Bangalore, Chennai, and Karaikudi and from Internet web resources. Further, the secondary data were also collected from various leading journals inclusive and exclusive of household electronic products. A number of standard text books were studied to obtain pertinent literature on household electronic industry. (iii) Discussions and Informal Interviews In order to know the consumer satisfaction, several rounds of discussions were held with knowledgeable persons in the field of consumer behaviour, businessmen and also with the Research Supervisor for clarifications.

Tools of Data Collection By virtue of a mass of data obtained from research survey, as well as data from secondary sources collected and presented in the present report, descriptive and analytical research was considered the most appropriate for the study. The research problems and the questionnaire were all framed accordingly. The researcher used close-ended and open-ended questions in the questionnaire to collect the necessary primary data. The suggestions offered in the final chapter of the present research report emerged from the inferences drawn from the study during the study period. Construction of Questionnaire The key aspect of the present research was identified through the preliminary interviews (Pilot study) with some selected consumers who utilize electronic products in their house. The questionnaire so drafted was circulated among some research experts, consumers and Research Scholars for a critical view with regard to wording, format, sequence and the like.



The questionnaire was re-drafted in the light of their comments. Pre-test. The questionnaire meant for the respondents was pre-tested with 25 consumers. After pre-testing, necessary modifications were made in the questionnaire to fit in on the track of the present study.

FRAME WORK OF ANALYSIS

The core of the study being 'level of satisfaction of consumers while using household electronic products', the study centres around the dependent variable viz., the level of satisfaction perceived by the consumers and its relationship with the related independent variables. Approach to assess the extent of satisfaction of consumer The difference in the extent of satisfaction of consumers between the different types of respondents based on their Living Place, Age, Gender, Educational qualification, Marital Status, Family Income, Family size, Type of Family, Level of Awareness, Number of products used, Type of products used and mode of payment was studied by means of Percentages, Averages, Range, Standard Deviation, Two-way tables, Chi-squared test, Multiple Correlation Analysis, Multiple Regression Analysis, Multi-Discriminant Analysis and Factor Analysis.

MULTIPLE CORRELATION ANALYSIS: It is found from the analysis that the level of influence are induced to prefer to buy the household electronic products is highly correlated with Living Place, Age, Gender, Educational Status, Family Income level, Point of purchase, Type of family, Level of awareness, Number of products using and Type of products using. It is noted from the analysis that the level of satisfaction of the consumers towards using household electronic products is highly correlated with Living Place, Age, Gender, Present Status, Family Income level, Family size, Type of family, Level of awareness, Number of products using, Type of products using and Mode of purchase.

MULTIPLE REGRESSION ANALYSIS : It is found from the multiple regression analysis that the level of satisfaction towards their household electronic products is positively associated with their Living Place, Age, Family Monthly Income, Family Size, Level of Awareness, No. of products using, Type of products, Mode of Purchase and Point of Purchase in the study area.

DISCRIMINANT FUNCTION ANALYSIS: It could be found from the analysis that the respondents based on the low and high satisfier level. The factors like Living Place, Age, Gender, Type of products using and Mode of Purchase are significantly discriminate the two groups at 1 percent level.

FACTOR ANALYSIS: From the analysis, the present study has noticed that the level of satisfaction of consumers of household electronic products and it classified into six



categories. The consumers were named the first category as 'Cost Conscious Consumers', who are purchased the electronic products at the time of discount offers, promotional offers and festival offers. Second kind of consumers has been named as 'Quality Conscious Consumers'. After getting the discounts and offers, these consumers need the electronic products in good quality, design and colour.

Followed by the quality electronic products, the consumers expect well equipped service centres and consumers named as 'Service Conscious consumers'. On the other hand, the consumers feel their increase of social status while in using the electronic products and consumers named as 'Social Status Conscious Consumers'.

CHI-SQUARE TEST

The degree of influence of the following independent variables pertaining to the opinion of respondents towards household electronic products. Living place, Age, Gender, Educational status, Marital status, Present status, Family monthly income, Family size, Type of family, Level of awareness, Number of products using, Type of products using, Mode of purchase, Point of purchase In order to identify the factors influencing the level of satisfaction towards household electronic products by the selected respondents from different places of the study area, a Chi-square (χ^2) test was used and the formula is given below:

$$\chi^2 = \sum (O - E) / 2 \text{ With Degree of Freedom (D.F.)} = (c-1) (r-1) \text{ where,}$$

O = Observed frequency,

E = Expected frequency,

c = Number of Columns,

r = Number of Rows.

Multiple Regression Analysis The regression is a statistical relationship between two or more variables. When there are two or more independent variables, the analysis that describes such relationship is the multiple regressions. This analysis is adopted where there is one dependent variable that is presumed to be in relation with the function of two or more independent variables. In multiple regressions, a linear Composite of explanatory variables is formed, in such a way that it has maximum correlation with an active criterion variable. The main objective of using this technique is to predict the variability of the dependent variable, based on its covariance with all the independent variables. It is useful to predict the level of dependent phenomenon through Multiple Regression Analysis models, if the



levels of independent variables were given. The linear multiple regression problem is to estimate coefficients of $\beta_1, \beta_2, \dots, \beta_j$ and β_0 such that the expression,
$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_j X_j$$
 provide a good estimate of an individual Y score based on the X scores,

Where, Y = Level of satisfaction in utilizing household electronic products

X1 = Respondents' Living Place

X2 = Respondents' Age

X3 = Respondents' Gender

X4 = Respondents' Educational Status

X5 = Respondents' Marital Status

X6 = Respondents' Present Status

X7 = Respondents' Family Income level

X8 = Respondents' Family size

X9 = Respondents' Family type

X10 = Respondents' Level of Awareness

X11 = Respondents' Type of Brand using

X12 = Respondents' Type of products using

X13 = Respondents' Mode of purchase

X14 = Respondents' Point of purchase

and $\beta_0 + \beta_1 + \beta_2 + \dots + \beta_j$ are the parameters to be estimated.

HENRY GARRETT RANKING TECHNIQUE: It is found from the analysis that majority of the respondents were faced the major reasons like "better performance" and "emotional value" among these ten reasons to purchase the household electronic products. It was inferred that majority of the respondents were faced the major reasons like "gives social status" and "better performance" among these six reasons to purchase the branded household electronic products. It could be found from the analysis that majority of the respondents were faced the major reasons like "more features" and "competitive price" among these six reasons to purchase the non-branded household electronic products. From the analysis it could be noted that majority of the respondents were faced the major problems like "Discarded electronics are managed badly" and "Product requires more care" among these fifteen problems while utilizing the household electronic products.



Henry Garrett Ranking Technique This technique was used to rank the problems faced by the consumers in the study area. In this method the respondents were asked to rank the given problem according to the magnitude of the problem. The order of merit given by the respondents was converted into ranks by using the following formula. Percentage Position = $(\frac{R_j}{N}) \times 100 - 0.5$ where, R_j - Ranking Position N_j - Total No. of Ranks The percentage position of each rank thus obtained is converted into scores by referring to the table given by Henry Garrett. Then for each factor the scores of individual respondents were added and divided by the total number of respondents for whom the scores were added. These mean scores for all the factors were arranged in order of ranks and from this inference were drawn.

PERCENTAGE ANALYSIS

- ✓ Majority, 70.6 percent of the consumers were aware about water heater for less than 5 years.
- ✓ 87.7 percent of respondents know about the household electronic products through Television.
- ✓ Rice cooker was used by 72.4 percent of the consumers for below 5 years.
- ✓ The maximum impact on purchase decision for 68.3 percent of the respondents was through relatives/family members.
- ✓ Most of the respondents, 17.8 percent were interested to purchase LG products.
- ✓ Majority, 64.1 percent of the consumers persisted on specific brand at every purchase.
- ✓ Most of the respondents, 18.1 percent were self-motivated to buy only branded products.
- ✓ Children influenced most of the consumers, 18.8 percent, to buy non-branded products.
- ✓ 53.7 percent of the respondents were interested in buying household electronic products with warranty.
- ✓ Free gifts were preferred for household electronic products by 23.3 percent of the consumers.
- ✓ Majority of the respondents, 53.1 percent, revealed that price was not an important factor at the time of purchasing the product.



- ✓ 51.2 percent of the respondents believed that highly priced brand is better in quality compared to others.
- ✓ Household electronic goods were purchased by majority, 54.7 percent of the respondents from the same shop.
- ✓ Most of the respondents, 29.9 percent spent Rs.10,001 to 15,000 for purchase of household electronic products for one year.
- ✓ Certificate marks were frequently viewed by 37.9 percent of the consumers before buying the products.
- ✓ Interest in purchase of ISI and ISO goods was shown by 31.3 percent of the users. • Majority, 54.8 percent of the respondents opined that the products with government authorized mark are costlier than other products.
- ✓ 31.5 percent of the respondents given preference to purchase of certificate marked products for guaranteed quality.
- ✓ Most of the customers did not go for ISI/ISO marked goods because they felt that it is not necessary as the quality is same as other goods.
- ✓ 52.4 percent of the respondents know about the Quality Control Act towards the product.
- ✓ The quality of the product under the control of Quality Control Act was not checked by majority, 57.2 percent, of the consumers.
- ✓ 54.7 percent of the consumers were majorly influenced by warranty period when buying electronic goods.
- ✓ Most of the respondents, 40.9 percent, were highly satisfied with using refrigerator as their household electronic product.

LIMITATIONS OF THE STUDY

The study takes into account certain factors influencing the purchase decision Process.

1. The Universe for the study is Coimbatore District; therefore findings are applicable for the district. However, some of the findings may be applicable to other areas, with care to take into account the local conditions. The methodology is replicable.
2. The sample is small but it is selected by random sampling method and it is sufficient to meet the requirements of statistical analysis. Therefore, results are valid in terms



of precision of estimates and allowed their generalization to the universe for the study.

3. The study is based on primary data collected from a sample of consumers who are experienced in utilizing the household electronic products. The data included also qualitative information i.e. satisfaction of the respondents. Personal interview technique of data collection helped to minimize response errors. The limitations of tools of analysis were kept in mind while evaluating the estimated parameters and their implications.
4. Individual products are not selected for the study. Individual name of the brands are not taken for study. The study focuses mainly on the factors influencing the buying behaviour of consumers.

FINDINGS OF THE STUDY

- ✓ Among the selected seven hundred and fifty consumers, 55.2 percent majority expressed high level of satisfaction in the performance of their household products.
- ✓ Regarding influence of living place, it was noted urban consumers perceived maximum level of satisfaction in utilizing household electronic products. The chisquare test accepted the result at 5 percent level of significance.
- ✓ Age as a factor study showed those in the age group of 26-35 years have perceived maximum level of satisfaction compared to those in the below 25 years,
- ✓ 36 to 45 years and above 45 years group. The Chi-square test proved the result at 5 percent level of significance.
- ✓ In case of gender-wise analysis, female consumers are found to have maximum level of satisfaction in using electronic products. The Chi-square test result supports the result at 5 percent level of significance.
- ✓ Educational qualification of the consumers revealed that college level education helped perceive maximum level of satisfaction.
- ✓ With regard to role of marital status, married consumers' level of satisfaction for electronic products was more.
- ✓ With respect to present status such as housewives, agriculturists, business, private employee, government employee and self employed, housewives reflected better level of satisfaction.



- ✓ The Chi-square test accepts the result at 5 percent level of significance.
- ✓ Study on role of monthly family income level, among the five categories viz., below Rs.15000, Rs.15001 to 25000, Rs.25001 to 35000, Rs.35001 to 45000 and above Rs.45000, the respondents who earned between Rs.25001 to 35000 per month perceived maximum level of satisfaction.
- ✓ It proved by the Chi-square test at 5 percent level of significance.
- ✓ In analysing with family size of the respondents, the respondents who have 4 to 5 members in their family had perceived maximum level of satisfaction. It is accepted by the chi-square test 5 percent level of significance.
- ✓ Regarding type of family, the nuclear type perceived maximum level of satisfaction. The result of chi-square is supported at 5 percent level of significance.
- ✓ While analyzing the respondents' awareness, high level of awareness of respondents resulted in high level of satisfaction in utilizing household electronic products. The result is proved by the Chi-square test at 5 percent level of significance.
- ✓ It is found from the analysis that the respondents who have 11 to 15 electronic products in their house had perceived maximum level of satisfaction in utilizing the electronic products. It is proved by the Chi-square test at 5 percent level of significance.
- ✓ It was learnt from the study of type of products purchased, among the two categories viz., branded and non-branded, the respondents who have branded electronic products had perceived high level of satisfaction in utilizing them. The result of chi-square is accepted at 5 percent level of significance.
- ✓ It is found from the analysis that from the four type of payment mode, namely, cash/credit, full credit, instalment credit and use of credit card, the respondents mostly pay their purchased amount through credit card or instalment credit basis. The chi-square test accepted the result at 5 percent level of significance. While in analysing six various purchase place, viz., company showroom, retail store, wholesale store, department store, supermarket and other places like gift shop, the consumers who bought their electronic products through company showroom and wholesale store. The result of chi-square is proved at 5 percent level of significance.



SUGGESTIONS

- ✓ Consumers are well aware of the existing and newly introduced household electronic products available in the market on account of the effective advertisements made by the marketers through various media. Media while creating awareness also puts the consumers in a dilemma in choosing a particular product among so many others which boasts of the same features and attributes. In addition to this the sales personnel in the showrooms try to persuade and convince the prospective buyers by highlighting only the favourable aspects of products available with them at the time. In such contexts the consumers go by the opinion and experiences of friends, colleagues and neighbours who are already in possession of the product. This approach/practice enables the buyers to some extent to decide on the choice of brand, model, outlet etc.
- ✓ Consumers are generally attracted by promotional offers. They must be careful about certain promotional offers. The consumers may consider the promotional offers like seasonal price reduction, exchange offer, free gift, and assured free after sales service and years of guarantee while purchasing their household electronic products. Cash back offer and prize schemes are highly deceptive and the consumers must be very careful while considering them.
- ✓ As far as household electronic products are concerned the consumers may accept cash discount, free gift and seasonal price reduction. The prize schemes offered by the manufacturers or the dealers indirectly induce the consumers to buy more and more articles. Finally consumers fail to get any prize but the marketers achieve their ends. Hence, the consumers may reject such kind of prize schemes while buying their household electronic products.
- ✓ In purchase of household electronic products the consumers may consider aspects like convenience, availability, maintenance, warranty, recurring cost etc., rather than aspects like dealer display, prestige and financial options.
- ✓ Display of household electronic products in the departmental stores and supermarkets will make the shopping easier and quicker. 217 Consumers are suggested to avoid frequent use of credit cards since its use increases the price of the product, as there are other inconveniences associated with it.



- ✓ Consumers should take extra pains in collecting information about products and specific attributes and features along with their utility and cost. It will enable buyers to buy a better product at lesser prices.
- ✓ The consumers may take sufficient time for planning shopping very carefully. They may avoid carelessness while purchasing their household electronic. Once the household electronic are purchased they must be put in use till they become obsolete or condemned. Trial purchase is not
- ✓ Possible in the case of household electronics. Hence, careless or unplanned purchase of household electronic will make the consumers unhappy.
- ✓ In the case of household electronic products the unplanned and careless purchase will not involve a great loss to the buyers since they are purchased again and again. If the consumers are not satisfied with the quality or price of the products they may always switch over to other brands or products.
- ✓ The consumers while buying the household electronic may avoid sticking to one brand or to one dealer or shop. Due to the changing economic scenario in the globalization era and due to the improvement and advancement in science and technology new products with more utility values keep coming to the market. In order to attract the consumers the dealers also sell products of latest designs, models at an attractive price. Hence, the buyers have to adapt themselves according to the changes that take place in the household electronics. They may switch over to new products and new dealers without sticking to the same product and stores. It will ensure maximum satisfaction to the users of household electronic products.
- ✓ This is not applicable to household electronic products because the new products of household electronic products both from inland and foreign markets are attracting the consumers with misleading information. The consumers must be very 218 careful in selecting the new arrivals in the case of household electronic products since they may be harmful to their health.
- ✓ The quality conscious consumers think that the higher the price of household electronic product the better is the quality. It may hold well in the case of household electronic. But in the case of the household electronic products the above concept does not hold good. The good quality products are available even at lower prices.



Hence, the buyers are suggested to weigh the quality and price of household electronic products before buying them.

- ✓ The consumers must be novelty and fashion conscious. They should be willing to accept the new and improved technologies. It will induce and encourage the manufacturers to manufacture new improvised goods of international standards, enhancing the quality of living.
- ✓ Consumers should consider shopping as a pleasant activity. The head of the family may take the family members for shopping. This will enable the family in exchanging knowledge and opinion and help to take a joint decision on selective products and range besides, spending valuable family time together.

CONCLUSION

Increase in shopping outlets, various sources of information, multifarious aspects of article evaluation process and consistent promotional offers made by the marketers, there is a remarkable change in the buying behaviour of the consumers towards household electronic products. Further it is concluded that the changing concept of retail business into retail in detail, establishment of giant sized retail shops in the name of malls and the influx of foreign direct investment in retail business also influence the buying habits of the consumers. Change in life style, sociological factors like nuclear family system, possessiveness, brand loyalty, store loyalty, pleasure oriented approach and purpose oriented approach also influence the satisfaction level of consumers. Previously the consumers chose small retail outlets for their purchases. They were money conscious and not quality conscious. Presently the consumers have an opportunity to purchase all their household electronic products under one roof.

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