

Customer Awareness towards Home Appliance – A Study

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Abstract

The purpose of the study was to investigate customer awareness towards home appliances in Thanjavur city, Tamil Nadu. 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. The marketing planning creates strategies for the company to place advertising to the dedicated consumer. This study 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.

Keywords: Customer awareness, Customer satisfaction, Home Appliances

Introduction

Companies all around the world are having increasing concerns for creating loyalty as this will ultimately lead them to have a greater market share. Marketers have started emphasizing on strategies to retain loyal customer rather than attracting new ones (Aaker, 1992). To accomplish this, brand loyalty plays a great role and has become an interesting area of research for academicians and business owners (Kumar, 2009). Thus, brand loyalty can be defined as the attachment a customer has towards a particular brand (Leahy, 2009). 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.

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 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.

Reviews of Literature

Konstadinos Abeliotis, Niki Nikolaou and Eleni Sardianou (2011) have written a article on, “Attitudes of Cypriot consumers on the ownership of household appliances: the case of the city of Limassol” the aim of this study is to analyse the factors affecting consumers’ preferences towards the ownership of household appliances. The study is based on 186 survey responses from Cypriot households, and they are analysed econometrically using regression techniques. The analysis is based on a theoretical framework, which takes into account both demographic and economic factors behind households’ preference to energy-efficient appliances. The results show that consumers that buy energy-efficient appliances are highly educated and women. Household income is not a statistically significant variable of the probability to choose an appliance based on its energy efficiency characteristics. On the contrary, income and number of persons per household affect the number of appliances that consumers own.

Jegatheesan, K and Selvakumar, M (2012) have written a article on, “Brand Preference: A study with reference to Washing Machines”, explains that washing machine is one of the widely used home equipment which used to wash the cloths. India is one of the fast developing countries in the world. At present it is needed for both in the family to work. Therefore to simplify the washing work, the people need machine for washing. In washing machines numbers of varieties are there. Today, Indian consumers not only have a wide variety of brands to choose from, but also the option to buy a machine that is just right for them from amongst the several models available. Apart from these factors that they should consider the various wash programs, the wash mechanism and some convenience features that their machine should have in order to provide the maximum level of comfort. With this backdrop, this article makes an attempt to analyse the brand preference of washing machines.

Muthuvelayutham, C (2012) 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.

Chandrasekhar (2012) it 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.

Scope of the study

The present study target of Thanjavur 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.

Need for the 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 Thanjavur city, Tamil Nadu.

Objectives of the study

- To study the level of awareness and usages of electronic goods
- To know the level of satisfaction of electronic goods
- To know the customer involvement towards electronic goods

Materials and Methods

Method of Sampling: The respondents were selected from leading multi brand home appliances showroom in Thanjavur city, Tamil Nadu. Proportionate random sampling method was adopted by taking ten per cent with the sample size resulting in 50 respondents. Generally all these products are being owned by the households in our country.

Sample Size: The study covered a sample size of 50 respondents belong to the study area, who bought home appliances of electronic goods.

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 change, 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 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 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. This section deals with data collected from consumers through separate questionnaire, which were systematically processed and presented as tables in comprehensive manner. Percentage, Weighted average and Chi-square test.

Data analysis and interpretation

Particulars	No.of respondents	Percentage
Age		
Below 25yrs	32	64
26 to 35yrs	09	18
36 to 45yrs	04	08
Above 45yrs	05	10
Gender		
Male	12	24
Female	38	76
Preferable Product		
Television	24	48
Refrigerator	16	32
Washing Machine	06	12
Others	04	08
Mode of purchase		
Cash	21	42
Credit Card	16	32
Installment	13	26
Brand awareness		
Print media	19	38
Broadcasting media	16	32
Word of mouth	11	22
Glowing sign board	04	08
Influencing Factors		
Quality	28	56
Price	10	20
Brand	07	14
Offers	05	10
Level of satisfaction		
Low	07	14
High	43	86

Source: Primary data

From the percentage analysis indicates that 64per cent of customers' age below 25yrs, 18per cent of customer between 26 to 35yrs, 10per cent of customer above 45yrs and remaining 8 percent of customer 36 to 45yrs. 76per cent of customers' were female and remaining 24 percent of customer were male. 48per cent of customers' preferable television product, 32per cent of customer refrigerator, 12per cent of customer preferable washing machine and remaining 8 percent of customer like mobile, mixie, wet grinder and etc. 42per cent of customers' prefer cash mode of purchase, 32per cent of customer use credit card and remaining 26 percent of customer like installment basis. 38per cent of customers' aware print media, 32per cent of broadcasting media, 22per cent of customer word of mouth and remaining 8 percent of customer aware glowing sign board. 56per cent of customers' preferable quality basis, 20per cent of customers prefer price basis, 14per cent of customer prefer brand and remaining 10 percent of customer prefer offers. 86per cent of customers' were high level satisfaction and remaining 14percent of customers were low level.

Suggestion and Conclusion

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. 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. Household Electronic products like television, mobile phone and Refrigerator etc., are being used by each and every household in our society. These products have become part and parcel of our daily life. As these products were taken up for this study, the result of the study brings out so many facts. All the sample consumers are using Electronic products and satisfied level more than 50 percentages. Customer satisfaction was the last factor emerging from the discussion. Participants mentioned that customer satisfaction with brand leads to repurchase of product again.

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