

A Study on Consumer Favorites towards Household Electronic Products in Thoothukudi District

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ABSTRACT

The preference of customers varies according to their characteristics and their potentials towards the products. In India there are very many household electronic products are offered in the market. In eighties, very few people only hold the electronic products; but at present most of the people are having electronic utilizations. In this fast moving world, without the embracing of electronic goods, one family could not be a completed one in the society. Therefore, the research is made on the topic "A study on consumer preferences towards household electronic products in Thoothukudi District" to find out the customer need, buying performance, buying choice and the flat of gratification after operating the electronic products.

KEY WORDS: consumer preference, electronic goods, purchase decision

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I. INTRODUCTION:

This paper briefly discuss about the consumer buying behavior towards the household electronic products in Thoothukudi District. It analyses about whether purchasing power is influenced by the income of the Thoothukudi people. In this area most probably only very few people are highly educated and earning a good income. In this circumstances this paper analyze how people are adopting household electronic products and do they satisfied by the household electronic after purchasing. It also analyze how far this products change their lifestyle of the Thoothukudi people. The following discuss about the objectives, hypothesis, review of literature, and tables

1.1 Objectives of the study:

- To know about the customers operator satisfaction towards the household electronic products.
- To ascertain the factors which influence the purchase decision of the consumers.
- To find out the problems faced by the consumers after purchasing the household electronic products.

1.2 Hypothesis

- There is no significant relationship between income flat of respondents and buying behaviour

1.3 Review of Literature:

David L. Landon et al., (2002) stated that, purchase decision of consumers is influenced by various factors. The major factors which influence consumer behavior are culture, subculture, social class and personal factors.

John William Felix (2002) conducted a study to recognize and identify the priority of the product values attached to consumer durables particularly 10 refrigerators. The main finding was that the value of quantity depended on quality, durability, technology, economy and status. Similarly economy was found to be dependent on durability, status, physical characteristics and guarantee. Durability depended on the perception of quality, durability, technology, economic status and resale value. The value of physical characteristics is significantly dependent on the perception of durability, availability, technology, physical characteristic and status.

1.4 Chi Square between Income Flat of Respondents and Buying Behavior

Null hypothesis: There is no significant relationship between incomes flat of respondents and buying behavior.

In order to find relationship between income of respondents and buying behavior.

Chi square test is used and the result of the test is shown in the following table.

Table 1.4
The level of Incomes Flat of Respondents and Buying Behavior :(CHI – SQUARE TEST)

Factor	Calculated X ² Value	Table Value	D.F	Level of significance	Remarks
Consumer Buying Behavior	21.25	19.675	11	5 percent	Significant

Inference:

It is established from the above table that the calculated chi-square value is more than the table value therefore the result is significant at 5 percent level of significance. Hence the hypothesis “income flat of respondents and buying behavior.” holds well. From the analysis it is concluded that there is significant relationship between “incomes flat of respondents and buying behavior.” Hence null hypothesis is rejected

Table 1.5
Consumer Satisfaction Level of Purchasing Household Electronic Products
Paired T-Test

Hypothesis	Mean	S.D	Calculated Value	P. Value
Consumer Satisfaction Level of Purchasing Household Electronic Products	12.49	40.34	-1.56	2.306

Source: Computed Data

From the above table, it was observed that the calculated value is greater than table value at 5% level of significance. Hence there is significance difference between consumer satisfaction before and after purchasing household electronic products. Hence the null hypothesis is rejected.

II. FINDINGS:

- It was found that there is a significant relation between incomes flat of respondents and buying behaviour.
- It was found that there is there is significance difference between consumer satisfaction before and after purchasing household electronic products.
- It was found that majority of the consumers purchase the household electronic products because it gives social status

III. SUGGESTIONS:

Consumers are having awareness about the existing and newly introduced household electronic products. The major part of the awareness is campaigned by effective advertisements through several media. The advertisements play a vital role in selecting the products. The next major role is played by sales personnel in the showrooms. These sales personnel they try to convince the prospective buyer by highlighting the valuable features of the products. In such contexts the consumers go by the opinion and experiences of friends, colleagues and neighbors who are already in possession of the product.

IV. CONCLUSION:

From this study it was analysed that the changing concept of retail business, establishment of giant retail shops like malls, showrooms, online shopping, and foreign direct investment in retail business also influence the buying habits of the consumers. Previously consumers chose small retail shops for purchasing their products and also they were conscious about money .They do not give much importance for quality. Presently the consumers have an opportunity to purchase all their household electronic products under one roof.

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