

# A Study On Consumer Buying Behaviour Towards Electronic Appliances At Coimbatore District

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## Abstract

In this global economy, the change is caused by liberalization in our country. India is now playing a vital role. The big MNCs have all entered our market with their wide range of high-quality products. Today the Indian market is growing globally, and many companies exist with high-quality product lines, especially in the electronic home appliances industry. In the current scenario, customers are more aware of and sound enough to make decision only to achieve satisfaction. A total of 130 responses were collected through a questionnaire from buyers and clients. The research design used in this study is descriptive research. A questionnaire through Google forms has been used to collect information from the respondents. Price, quality, offer, and features of home appliances also influence the behaviour of the consumers.

**Keywords:** Consumer buying behaviour, electronic goods, home appliances, consumer buying, purchasing and influencing factors.

## INTRODUCTION

A marketing manager who intends to develop the markets has to consider and examine distribution logistics, location, the concentration of demand, dealer's attitude and motivation, consumer motivation and buying habits, and organizational alternatives. For developing the marketing mix identification and selection of target markets should be considerable one. Once this is done appropriate product mix strategies should be developed.

A company that understands consumers will do respond to different product features, prices, advertising appeals, and so on will have an enormous advantage over its competitors.

Customer satisfaction means something that is at the focal point of each fruitful business. Each business needs an explanation behind its customers' purchase from it and not its rivals. It is known as Unique Sales Suggestion (USS). USS can change as a business or market changes, and we can have distinctive USSs for various sorts of clients.

## STRATEGIES TO ENHANCE CUSTOMER SATISFACTION

In a business world where customer obtaining costs are soaring, small and medium organizations must spotlight building a customer experience to expand consumer satisfaction.

- Treat the customers like they are your owners.
- Develop customer devotion to expand consumer loyalty.
- Abstain from committing these customer retention errors.
- Set customer desires early.
- Thank every one of your customers for your business.
- Attempt to inspire your customers as though we need a pay raise.
- Consider your paycheck each time you converse with a customer.
- Stay faithful to our obligations and honesty.

## BRAND:

A brand is a recognizing image, stamp, logo, name, word, or potentially a sentence that organizations use to recognize their item from others. It is a mix of at least one of those components that can be used to make a brand character. The lawful assurance given to a brand name is known as a trademark.

## BRAND PREFERENCE

Brand preference is the point at which you pick a particular organization's item or services when the customers have other, similarly valued, and accessible alternatives. It is an impression of customer satisfaction, fruitful marketing strategies, and brand qualities.

## STATEMENT OF THE PROBLEM

Customers purchase the electronic products for their essential needs. They will buy the products by product reviews and quality, brands etc. companies also can identify the needs and wants of the customers toward electronic products. Many suppliers supply the products with the different features. Consumers will be consuming while selecting the product. This study will help the customers to select the products as well as increase the sales for the electronic manufacturing company.

## OBJECTIVES OF THE STUDY

- To analyze consumer buying behavior towards electronic goods.
- To identify the consumer behavior of various electronic goods
- To identify the factors influencing on purchase of electronic goods
- To understand the varied customers brand preferences .
- To analyze the reasons for consumer decision-making on a particular brand
- To measure the sources of information used by customers before deciding on a specific brand of home appliances.

## REVIEW OF LITERATURE

1. Shashwat Gupta et al., (2020) revealed that how a country's attributes, as reflected by its cinema, built travel destination attractiveness for consumers. The study found that a country's infrastructural, cultural, political, social and environmental attributes influence nation branding. Travellers' personal traits act as moderators, and travelers positively view this country's attributes through the lenses of their own experiences.
2. Michael A. Jones et al., (2020) noted that consumer responses to requests for positive post-purchase evaluations using real-life experiences from consumers' actual buying stories.
3. Shota Suginochi et al., (2018) proposed a decision-making method to prepare parts variation satisfying customers' demands by estimating their needs and establishing a production schedule with small tardiness.
4. Jiska Eelen et al., (2017) found that loyal consumers' willingness to engage in electronic Word of Mouth (e-WOM) increases when they are motivated to signal their identity through a brand to help a brand.
5. Kevin Kam Fung So et al., (2017) investigated the role of brand attractiveness in fostering customer brand identification. The study highlighted the importance of projecting a brand an identity that is attractive to target consumers.
6. Rocky Peng Chen et al., (2017) examined the effect of social exclusion on individuals' interactions with other people or on their product choices as an instrument to facilitate interpersonally connection.

### Research Methodology:

The target population of the research is limited to the loyal and potential customers and clients of Agencies in Coimbatore.

The sampling unit of the study is under the age group of 20 & above, the factors that show their satisfaction level towards Consumer Electronic Goods. The size of the sample is drawn from the entire population. Sampling is the process of selecting a subset of individuals from the total population to estimate the characteristics of the whole population. A sample size of 130 respondents is utilized for this research work.

Tools for data analysis include the following:

- Simple Percentage Analysis
- Regression Analysis
- Correlation
- Chi-square Analysis
- ANOVA

Table 1 - Age of the respondents

AGE (in years)	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS	VALID PERCENT	CUMULATIVE PERCENT
20 – 25	27	20.8	20.8	20.8
26 – 35	25	19.2	19.2	40.0
36 – 45	28	21.5	21.5	61.5
46 – 55	32	24.6	24.6	86.2
Above 55	18	13.8	13.8	100.0
Total	130	100.0	100.0	

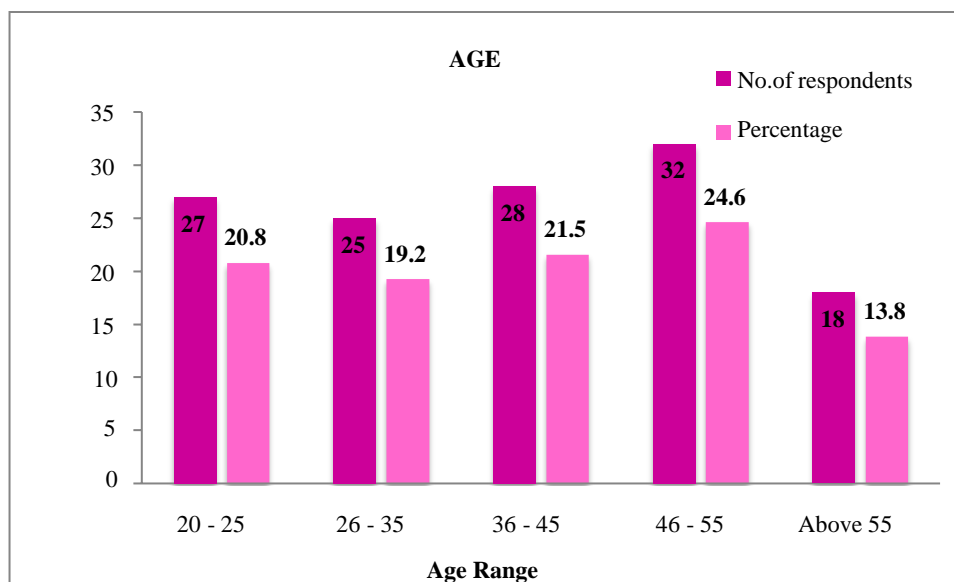


Figure - Age of the respondents

#### INTERPRETATION

From the above Table, Most of the respondents i.e., 24.6% belong to the age group of 46 – 55 years. 21.5% of the respondents belong to the age group of 36 – 45 years. 20.8% of the respondents belong to the age group of 20 – 25 years. 19.2% of the respondents belong to the age group of 26 – 35 years. 13.8% of the respondents belong to the age group of above 55 years.

Table 2 - INCOME OF THE RESPONDENTS

INCOME OF THE FAMILY (in Rs.)	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
1 - 5 Lakhs	52	40.0	40.0	40.0
5 - 10 Lakhs	48	36.9	36.9	76.9
Above 10 Lakhs	30	23.1	23.1	100.0
Total	130	100.0	100.0	

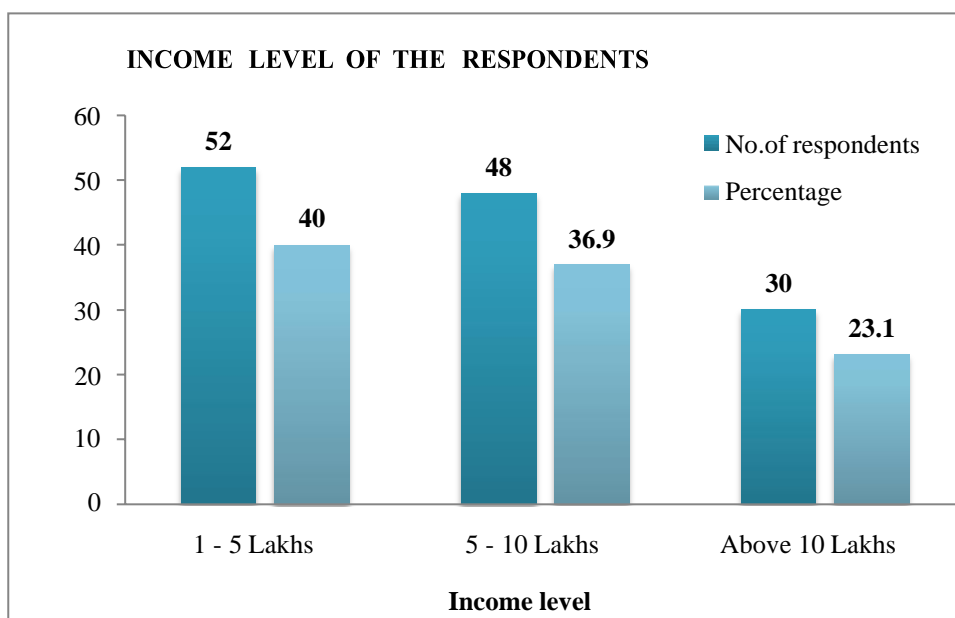


Figure . Income level of the respondents

INTERPRETATION

The majority of the respondents i.e., 40% of respondents income level of Rs.1 – 5 Lakhs. 36.9% of the respondents income level between Rs.5 – 10 Lakhs. 23.1% of the respondents income level above Rs.10 Lakhs.

Table 3: Buying category of Electronic goods by the respondents

Buying Category of Consumer electronic goods				
BUYING CATEGORY	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
In a store	58	44.6	44.6	44.6
Online	9	6.9	6.9	51.5
Both	63	48.5	48.5	100.0
Total	130	100.0	100.0	

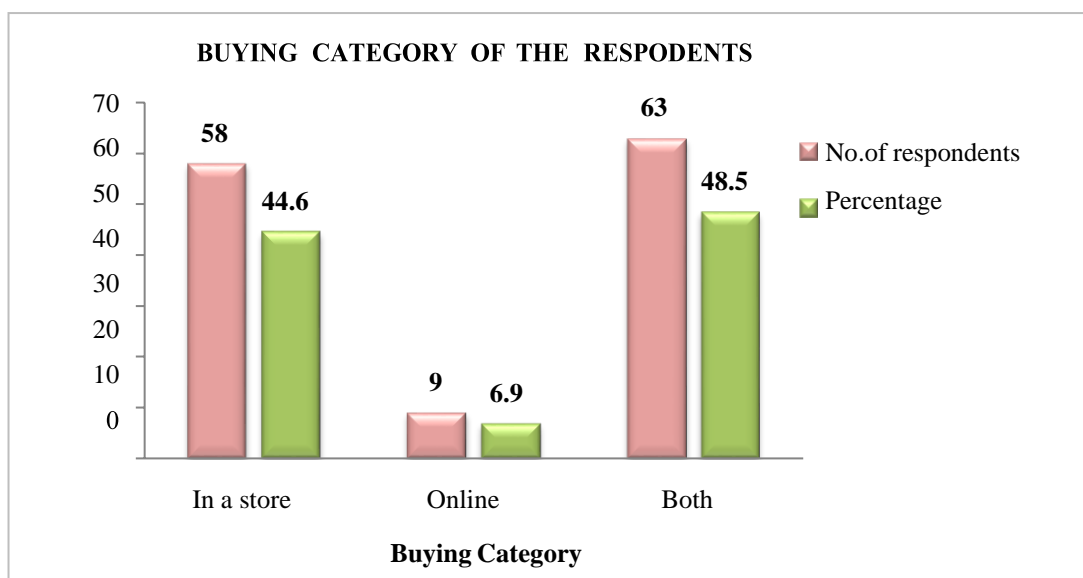


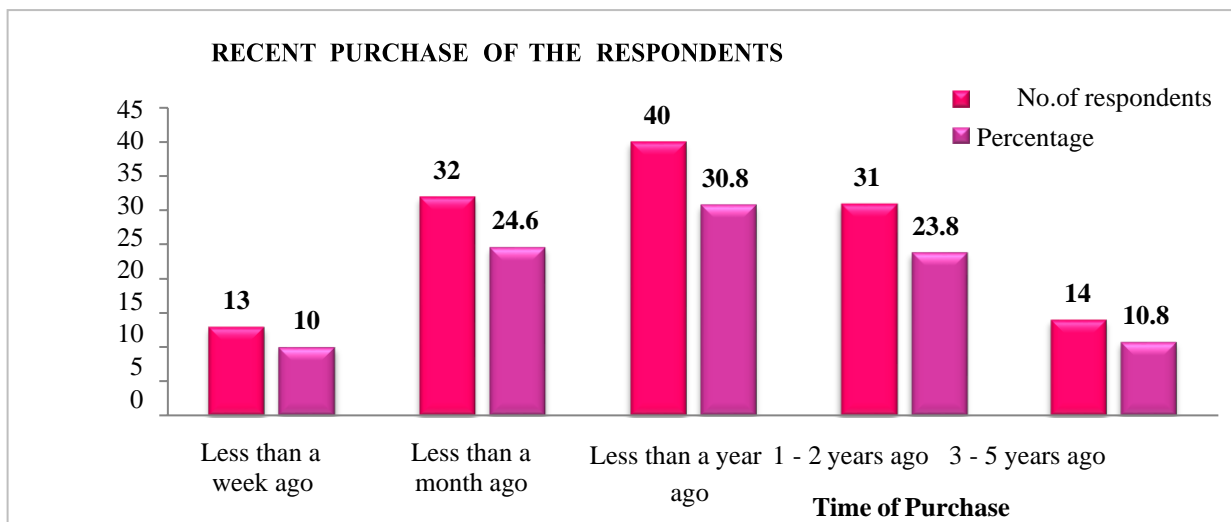
Figure: Buying category of Electronic goods by the respondents

#### INTERPRETATION

The highest respondents buy their household electronic goods from both the physical stores and through online. That is the percentage of the buying category of majority of the respondents who buy their household electronic products is 48.5%. 44.6% of people buy their household electronic goods from physical brick and mortar stores in and around their locality. 6.9% people buy their household electronic goods through online mode

**Table 4. Recent purchase time period of the respondents**

Respondents' last purchase period.				
	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
Less than a week ago	13	10.0	10.0	10.0
Less than a month ago	32	24.6	24.6	34.6
Less than a year ago	40	30.8	30.8	65.4
1 - 2 years ago	31	23.8	23.8	89.2
3 - 5 years ago	14	10.8	10.8	100.0
Total	130	100.0	100.0	



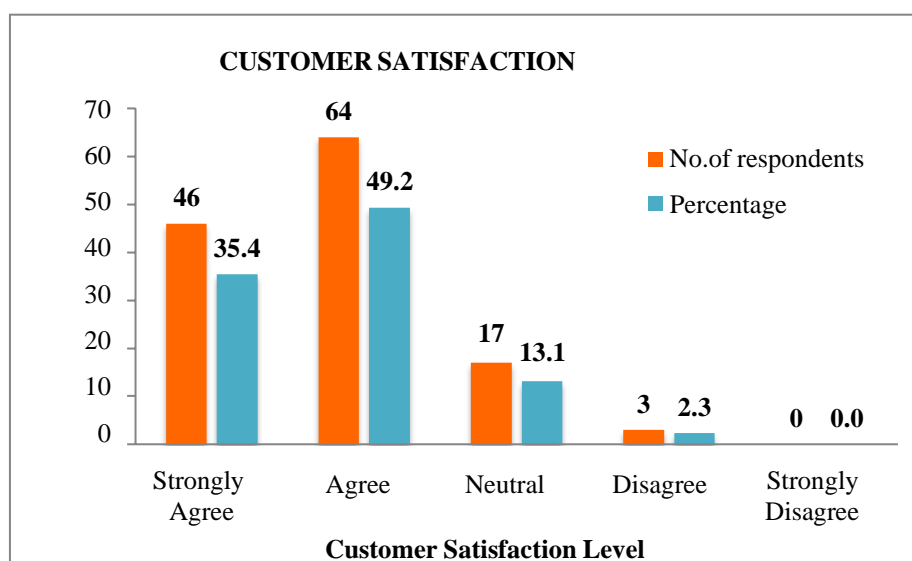
**Figure: Recent purchase time period of the respondents**

#### INTERPRETATION

The maximum respondents have made their recent purchase of Consumer electronic goods less than a year ago. The respondents who had recent purchase less than a year ago is 38.8%. 24.6% have made their recent purchase less than a month ago. 23.8% respondents have made their recent purchase 1 – 2 years ago. 10.8% have made their purchase 3 – 5 years ago and 10% have made their recent purchase of Consumer electronic goods less than a week ago.

**Table 5. Customer Satisfaction in accordance with branded product's reliability**

Reliability of branded products.				
	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
Strongly Agree	46	35.4	35.4	35.4
Agree	64	49.2	49.2	84.6
Neutral	17	13.1	13.1	97.7
Disagree	3	2.3	2.3	100.0
Strongly Disagree	0	0.0	0.0	100.0
Total	130	100.0	100.0	



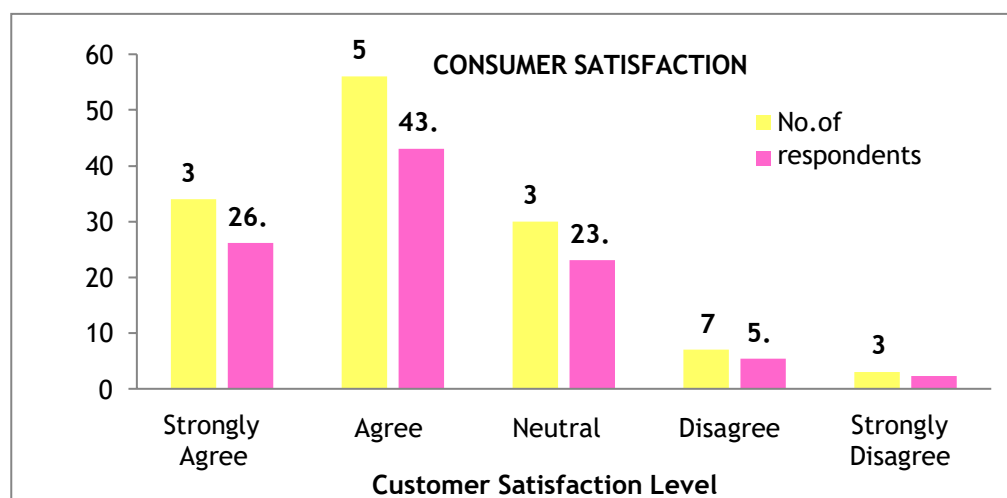
**Figure: Customer Satisfaction in accordance with branded product's reliability**

#### INTERPRETATION

49.2% of people Agree that they feel branded products are more reliable and the Customer Satisfaction relies upon it. 35.4% of the respondents Strongly Agree to the branded products are more reliable. 13.1% of the respondents have selected Neutral as their opinion regarding customer satisfaction towards branded products

**Table 5. Consumer Satisfaction in accordance with purchase on Festive seasons**

Respondents mostly purchase during festive seasons.				
	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
Strongly Agree	34	26.2	26.2	26.2
Agree	56	43.1	43.1	69.2
Neutral	30	23.1	23.1	92.3
Disagree	7	5.4	5.4	97.7
Strongly Disagree	3	2.3	2.3	100.0
Total	130	100.0	100.0	



**Figure: Consumer Satisfaction in accordance with purchase on Festive seasons**

**INTERPRETATION**

It is noted from the above Table, nearly 43.1% of people Agreed that their household electronic goods are mostly purchased on Festive seasons. 26.2% of people have Strongly Agreed that their Consumer electronic goods are mostly bought during Festive seasons. 23.1% of the respondents selected Neutral. 5.4% of the respondents Disagree that their household goods are bought during Festive seasons and 2.3% of the respondents Strongly Disagree.

## REGRESSION ANALYSIS

### HYPOTHESIS - 1

H0: There is no significant association between Income of the family and the spending pattern of the family on electronic goods for more comfort.

H1: There is a significant association between Income of the family and the spending pattern of the family on electronic goods for more comfort.

Table - R and R square value

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.211	.045	.037	.62376

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.321	1	2.321	5.966	.016
	Residual	49.802	128	.389		
	Total	52.123	129			

Table - Coefficients of Regression

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.115	.146		7.615	.000
	Income	.183	.075	.211	2.443	.016

## INTERPRETATION

The above tables indicates the statistical significance of the regression model that was run. Here, Significance (P) value is 0.016, which is less than 0.05. So, we are rejecting the Null Hypothesis (H0) and accepting the Alternate Hypothesis (H1) which indicates that, there is a significant association between Income of the family and the spending pattern of the family on electronic goods for more comfort.

### CORRELATION HYPOTHESIS – 1

H0: There is no monotonic correlation between Favorite Brand Preference and Consumers' expectations from those Preferred Brands.

H1: There is a monotonic correlation between Favorite Brand Preference and Consumers' expectations from those Preferred Brands.

Table 4.21 - Correlation between Favourite Brand and Consumer Expectations from that brand

Correlations				
			Favorite Brand of the respondents	Expectations from the Preferred Brand
Spearman's rho	Favourite Brand of the respondents	Correlation Coefficient	1.000	.957**
		Sig. (2-tailed)	.	.000
		N	130	130
	Expectations from the Preferred Brand	Correlation Coefficient	.957**	1.000
		Sig. (2-tailed)	.000	.
		N	130	130
**. Correlation is significant at the 0.01 level (2-tailed).				

### INTERPRETATION

The significant Spearman's rho correlation coefficient value is 0.957. Correlation can vary from +1 to -1. Values close to +1 indicate a high degree of positive correlation. Here, as the value is 0.957 which is close to +1, there is a "very strong positive" correlation between Favourite Brand and Consumer Expectations from that brand. Since SPSS reports that the significance (P) – value for this test is 0.000, we have very strong evidence to believe Alternate hypothesis (H1) which is there is a monotonic correlation between Favourite Brand Preference and Consumers' expectations from those Preferred Brands by rejecting the Null hypothesis (H0).

## Findings

- It is found from the analysis that 24.6% of age group is 46 – 55 years.
- The male category was about 54.6% of the total responses received.
- 40% of respondents income level below Rs.5 Lakhs.
- The majority of the respondents belonged to the nuclear family i.e., 66.2% of the respondents were from nuclear family.
- 48.5% buy their household electronic goods from both the physical stores and through online.
- 69.2% of people fully aware of the need or importance of Consumer electronic products.
- 38.8% respondents have made their recent purchase of Consumer electronic goods less than a year ago.
- 46.9% of respondents have stated that the source of their buying of Consumer Electronic goods was from a particular shop.

## CONCLUSION

A customer taste and preferences will be influenced by external and internal factors. due to the results customers buying behavior can be changed by the external factors. the family members play the vital role when they buy the products. The product quality, brand name and other features can be influencing the customer to buy the particular product. The customers purchase behavior and the culture changed by the external factors.

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