

ANALYSIS ABOUT CONSUMER BUYING BEHAVIOUR IN BUYING ELECTRONIC BRAIN WITH REFERENCE TO AMBATTUR, CHENNAI

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Abstract

Consumer behaviour changes day by day. When variety of products are launched in the market as a part of technological advancement we can analyze the consumer behaviour, so consumer behaviour is an important attribute in presence scenario of marketing and this is also an important task to be studied for framing successful marketing strategies. The study focuses in identifying the satisfaction level, the choice, the attitude of consumer during purchase of laptop and also the causes that affects the consumer behaviour. The research was carried out with descriptive type of research design, where 120 customers are chosen conveniently. The study follows simple random sampling. The sources of data has been collected through primary data and the collected data were analyzed for prevailing consumer behaviour and interpreted through percentage analysis and statistical tools like chi-square, co-efficient of correlation. The study enables to get the wide knowledge on consumer behaviour and how well the varying behaviour can be tackled are studied. Findings has been derived based on the results of analysis and possible suggestions has also been suggested for the findings.

Key words: Consumer Behaviour, Attribute, Marketing

Introduction

Consumer behaviour is the study of when, why, how and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand peoples wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups and society in general. The customer use to play three distinct role - user, payer and buyer. It is very difficult to predict the behaviour of consumer even for the experts in the field. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one -to -one marketing. Social functions can be categorized into social choice and welfare functions.

Objectives of the Study

- To identify the satisfaction level and the time of purchasing the Laptop.
- To find out the consumer choice according to their income level.
- To analyze the consumer attitude regarding after sales and service.
- To identify the factors that affect consumer behavior.

Statement of the Problem

The study attempts, to study the consumer behavior towards purchase of Laptops. The customer preference keep changing day by day and it differs from person to person. This study will help the laptop manufacturer & service providers to design in appropriate way by formulating the new strategy which will attract the customer by meeting their

need and expectation. Whereas that will lead to a increase the demand and it also helps the manufacturer and dealer's to retain their market in the competitive scenario.

Scope of the Study

The study will help to understand the consumer behavior towards purchasing a Laptop. It also opens the various factors which can affect the purchase decision. It is necessary to know what are their expectations and up to what level it is met. The interest level of consumer during purchasing and after benefiting the service will help us to know the demand and their preference of the product.

Literature of the Study

Snoj, Pisnik Koda & Mumel (2004) the user and the purchaser can be different person, in some cases, another person may be an influencer providing recommendations for or against certain products without actually using or using them (Solomon et al. 1999) in this case, most of the large consumer electronics retailers tend to gathered more information about customers motivating factors and what influences their buying behavior. Kotler, Wong, Saunders, Armstrong (2005), To get the in-depth understanding consumer behavior concepts will give us an idea on how it plays significant role in our life and in the whole trend of business profit to various firms which will allow the researcher to get the analysis and determine product positioning, develop the message and targeting strategy in order to reach to the market consumer behavior involves lot aspects such as, complex buying behavior, significantly involved the consumers when making a purchase decision. This kind of buying behavior demands consumer to highly involve within the process. In case of high involvement, consumer distinguishes salient differences among the competing brands. This phenomenon is particularly essential for Dixons consumers to highly involve, and engage in extensive research about the product category and make a good purchase decision about the firm own manufacturing products, in case they invent a new technology electronics products or audio-video equipment that is too expensive.

Dissonance reducing buying behavior, also has high consumer involvement. In terms of expensive and infrequent purchase, consumer also undergoes reducing dissonancy behavior. It is extremely difficult for consumers to differential among brands in this type of buying behavior differentiating equipment's in the same store from PC world or Curry is a daunting task and consumer buying these products may encounter dissonance reducing buying behavior, as electronics are usually expensive and self-expensive. Consumer may easily assume that the available electronics brands in the store/market within a certain price range to be of the same quality. Then if the product does not meet customers' expectations, it will result to consumer to experience post purchase dissonance (after sales discomfort). Philip Kotler and Kevin Lane Keller (2012), One of the common views is that understanding consumer behavior has become a factor that has a direct impact on the overall performance of the businesses. It is worth nothing that consumer buying behavior is studied as a part of the marketing and its main objectives it to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions.

Simranjit Singh Vijay Kumar (2013), the study is all about consumer brand choice behavior for white goods (refrigerator, freezers, washers, laptop, Auto and dryers i.e all consumer durable goods). Brand choice behavior refers to the selection of a specific brand of a product out of available different brands in the market, by considering their attributes. Consumer make different kinds of decisions e.g. which brand of a product to buy, how many stores to visit, what type of information to collect, who is to be consulted before taking the buying necessary, because in the consumer goods market, there are many categories that are represented by many brands. The study examines the factors which motivate consumers to buy white goods, to ascertain the factors considered by the consumers in making product / brand choice, to examine the sources of information considered for the brand choice and to ascertain the role of the family members in influencing brand choice decision of durables. The has found the findings in the areas line motivation on conclusion, factors considered for product & brand choice or preference, Brand loyalty & brand switching, buying process and family member's role in purchase decision and service support & satisfaction for brand choice decision. The findings of this study cannot be generalized, as this study is mainly of exploratory nature. Therefore it may not reflect the over all situation of a city. Moreover, purchase & choice behavior of consumers changing with the passage of time.

Aruna S & Santhi P (2015), Impulse Purchase Behavior Among Generation – Y. This study speaks on unplanned decisions made before a purchase and services, it also analyses on what triggers to buy. The marketers and retailers are tend to exploit the impulses which are tied with the basic want for instant gratification. The Generation – Y is found as materialistic, risk-takers, brand oriented and keen on business hedonism. 150 samples have been collected from respondents in Coimbatore. The study concludes Generation –Y is more susceptible to impulse buying than the other age

groups. The findings was use full for the retailers to improve there merchandise assortment and shopping environment, including store displays to trigger impulse purchase. And in a highly competitive environment with the growth of hyper marts and super marts, it was use full to undergo such study among youth.

Henrik Uggl (2016), Leveraging luxury brands: prevailing trends and research challenges is a study undergone by him. The study concretes on four broad research trends, First is the issue of country cannibalization at the strategic and tactical level, The second is about the issue of make and buy brand portfolios which is revolving around how brands can be acquired from the market and how the managers think in relation to this, Third is about the issue of luxury partner branding is discussed in relation to modifier and modified brands and finally the issue of old brand extensions is developed. Preeti Tak & Ashish Pareek (2016), has undergone a study on consumer attitude towards luxury brands. The study says the buying pattern among Indian consumer has witnessed dramatic changes in past decade Indian consumers are attracted towards acquiring luxury brands and purchasing it is a prestige symbol. This study also analyze the impact of dimensions of consumer need on uniqueness and fashion consciousness attitude towards luxury brands. The study follows structured questionnaire for collecting data. Tools like hypotheses, correlation and regression are used. The finding of the suggested that dimension of consumers need uniqueness and fashion consciousness positively influence attitude on luxury brands. The result has support the link between fashion consciousness and attitude towards luxury brands.

Research Methodology

To achieve the objective of research a planned and strategic descriptive investigation is carried out. Descriptive study is helpful to know the proportion of people in a given population who have behaved in particular manner making projection of a certain thing or determining the relationship between two or more variables. The descriptive research design is used to find suggestion for the research problem with full of facts. Research design is defined as “A plan structure and strategy of investigation conceived so as to obtain answer to research question and control variables”.

Sampling

A Sampling is a part of the total population. It can be an individual element or a group of elements selected from the population. Convenience sampling method has been used to collect data from the respondents. The respondents are present and past consumers who steps and who have bought Computers/ Laptops (Electronic Brain) in computer selling shops in Ambattur.

Sample Design

Sample element	:	past and present consumers
Sample size	:	120
Sample media	:	questionnaire.

Data Collection

The data collection pertaining to the study involves on the basis of primary data and secondary data. The primary data have been collected from customers by personal interview by selecting consumers belonging to business, professional, private and government employee. The instrument used for data collection through Questionnaire. Secondary Data collected through websites, magazines and journals for building the literature.

Statistical Tools

- Percentage analysis is used for identifying the percent of Age, Gender, Occupation, Income, when they would like to buy, service after sale, Brand preference, Reason for buying, Reason for buying a particular brand, satisfaction in old and new electronic brain, reason for buying new one, opinion about the service, how do they get motivated to buy new one, who uses that, existing new customer suggestions in buying new one during offers and many more.
- Chi-square test is used for the *classification of family monthly Income level and Brand preference where the hypothesis is framed as H₀*- There is a relationship between family monthly income level and brand preference. **H₁** – There is no significant relationship between family monthly income level and brand preference. The calculated Chi- square value is 27.89 and the table value is 16.919 at ninety five percent of significance. Since the Chi-square value is greater than the table value null hypothesis is rejected. Hence it concludes there is significant relationship between family monthly income level and brand preference.
- Chi-square test is used for *classifying the electronic brain satisfaction with the age group of electronic brain users*. **H₀** - There is a relationship between the electronic brain satisfaction with the age group of electronic brain users. **H₁** – There is no significant relationship between the electronic brain satisfaction with the age group of electronic brain users. The calculated Chi- square value is 9.82 and the table value is 16.919 at ninety five percent of significance. Since the Chi-square value is lesser than the table value null hypothesis is accepted.

Hence it concludes there is no significant relationship between electronic brain satisfaction with the age group of electronic brain users.

- Coefficient of correlation is used to find out the *correlation between age and brand preference*. Hence the calculated value is 0.4529. So there is a significant relationship between age and brand preference is having a weak correlation.

Summary of Findings

- 58% of the respondents are male and 42% of the respondents are female among the respondent.
- 50% of the respondents belong to 20-25 years of age, 42% of the respondents belongs to 25-30 years of age and 8% of the respondents belongs to 30-35 years of age.
- 42% of the respondents are students, 33% of the respondents are employed and 25% of the respondents are Businessman.
- 59% of the respondents earn less than 25,000, 33% of the respondents earn 25,000-50,000 and 8% of the respondents earn 50,000 -1 lakh.
- 49% of the respondents purchase laptop when promotional schemes are open, 30% of the respondents purchase laptop when new brand is introduced, 13% of the respondents purchase laptop irrespective of promotional schemes and 8% of the respondents says when latest technology is introduced they would like to buy laptops.
- 62% of the respondents feel service is better, 22% of the respondent says it is warranty period, 11% of the respondents says service is not better and 5% of the respondents says none of these for service after sales to respondent.
- 33% of the respondents prefer Dell, 27% of the respondents prefer HP, 25% of the respondents prefer Acer and 15% of the respondents prefer Lenovo brand.
- 42% of the respondents buy because of quality, 33% of the respondents buy because of brand name, 17% of the respondents buy because of features and 8% of the respondents buy because of prestige would be the reason for buying laptop.
- 50% of the respondents says quality, 17% of the respondents says price and features and 16% of the respondents says because of durability they prefer to buy this brand.
- 67% of the respondents says son/daughter, 24% of the respondents says husband and 9% of the respondents says entire family, decide in purchasing a laptop.
- 63% of the respondents says no and 37% of the respondents yes they own laptop before purchasing new one.
- 42% of the respondents are satisfied because of battery backup is good, 25% of the respondents are satisfied because they can use it anywhere, 21% of the respondents are satisfied because it is easy to carry and 12% of the respondents are satisfied because of its features.
- 58% of the respondents are fully satisfied with new laptop and 42% of the respondents are partly satisfied with new laptop.
- 50% of the respondents because of cost, 21% of the respondents say because of sales after service and because of quality, and 8% of the respondents say because of competitor they are affected while buying laptop.
- 43% of the respondents say good, 29% of the respondents says very good, 22% of the respondents says average, 6% says bad and 0% says very bad opinion on after sales service.
- 60% of the respondents says print media, 15% of the respondents says broadcasting media, 8% of the respondents says hoardings/glowing sign boards and word of mouth, and 9% of the respondents says friends and relatives are the reasons to know about the laptop brand and offers.
- 42% of the respondents says son, 33% of the respondents says wife/husband and 25% says daughter is making use of laptop in family.
- 58% of the respondents are between 20-25 years of age, 17% of the respondents are between 15-20 & 25-30 years of age and 8% of the respondents are between 30 years above are the age group of laptop users.
- There is a significance relationship between family monthly income level and the brand preference.
- There is no significant relationship between satisfied with electronic brain and age group of electronic brain users.
- There is a significant relationship between age and there preference to buy as per brand is weak correlation.
- 73% of the respondents says yes they are satisfied and 27% of the respondents says no for getting laptops in Ambattur wholesale and in retail shops.
- 86% of the respondents says yes they are happy and feel so comfort and could save time and 14% no when it comes to, does all services are available in Ambattur.

Suggestions

- Promotional schemes have to be improved.
- Service has to be improved.
- When consumer prefers a brand make them aware about the best offers and its merits.
- Should help consumer in decision making in buying because the features & quality is the important factor than the other reason.
- Introduce a broad and a new kind of advertisement to make consumer aware about the sales and services.
- The cost feasibility, quality of service, offering gift vouchers can be improved and provided.
- Good experts can do the best service to the customer.
- Make available of all recent models and latest technology laptops available.

Conclusion

The research gives more information about the consumer behaviour in purchase of laptops in Ambattur. This research is useful in decision making on methods of advertisement and promotional activities and opportunities available in Ambattur. The expectation and satisfaction of consumers is also been very well brought down by analysing the attitude of customers. The factors that affect their behaviours is also giving the shoppers to be more conscious in fulfilling the needs of the customer during their purchase. So this research helps the business people to improve their standard in educating the customers about laptop and improve their existing business strategy.

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