



A STUDY OF CONSUMER SATISFACTION TOWARDS BUYING OF ELECTRONIC GOODS.

Akash S* Muthumani S**

*MBA Student, Jerusalem College of Engineering, Chennai.

**Professor and Head MBA, Jerusalem College of Engineering, Chennai.

Abstract

Manufacturers of electronic brands tend to focus on technology with little consideration for customer needs. We have researched customer preference in order to learn more about customer needs in an effort to reduce the gap between technology and customer-needs. Customer behavior is defined in this study as buying behavior. This study aims at ascertaining the Consumer perception towards Samsung brand. A formal survey has been conducted in order to gathered the information required for this study. 106 responses have been collected for this study using online survey facility. This study will be helpful to understand how a consumer think about an electronic product and what are the main factors influenced a consumer to buy an electronic brand's product.

Introduction

In today's rapidly evolving technological landscape, electronic goods have become an integral part of modern life. From smartphones and laptops to home appliances and entertainment devices, electronic products play a pivotal role in enhancing convenience, communication, and overall quality of life. As a result, understanding consumer satisfaction towards electronic goods has become a crucial area of research.

The purpose of this study is to explore and analyze the factors that influence consumer satisfaction with electronic goods. By delving into consumer preferences, perceptions, and experiences, this research aims to provide valuable insights for manufacturers, retailers, and policymakers to enhance the design, production, marketing, and distribution of electronic products. Additionally, this study seeks to contribute to the broader field of consumer behavior and marketing by shedding light on the intricate dynamics that shape consumer satisfaction in the context of electronic goods.

Consumer satisfaction is a multidimensional concept that is influenced by various factors, including product quality, performance, design, pricing, brand reputation, after-sales service, and technological innovation. In the realm of electronic goods, these factors become even more significant due to the rapid technological advancements, short product lifecycles, and the constant evolution of consumer preferences. As a result, electronic goods manufacturers are continually challenged to meet or exceed consumer expectations in order to maintain a competitive edge.

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.

Review of Literature

Abdul Baji & Chandra Sekhar N.D.(2013) on ‘consumer behaviour towards buying of electronic goods’ has revealed that, despite the basic characteristics of consumers the behaviour pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making. Abdul Brosekhan and Muthu Velayutham (2010) in their joint study on consumers buying behaviour towards selected home appliance products have made an attempt to analyze the consumer buying behaviour towards selected home appliance products. Krishna Kumar (2011) in his study on consumer behaviour towards electronic goods with reference to occupational factors a study in cuddalore town has opined that, behaviour with the increasing disposable income population, their perception, a consumption of electronic goods and other products is increasing. Manju (2012) a study on consumer’s satisfaction towards service quality of organized data. This research was collected via sample survey based on descriptive study. Abdul Baji & Chandra Sekhar N.D.(2013) on ‘consumer behaviour towards buying of electronic goods’ has revealed that, despite the basic characteristics of consumers the behaviour pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making. Rajeselvi (2013) in the article titled “Buyer behaviour towards electronic goods” has critically examined the behaviour of buyer towards electronic goods. The author has opined that, despite the basic characteristics of consumers the behavior pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making.

Research Methodology

This research draws upon a combination of primary and secondary data. The primary data collection was accomplished through a well-structured questionnaire, employing a convenience sampling method to select 106 respondents for the study. The secondary data were sourced from a variety of reference materials, including books, journals, research articles, magazines, and websites. The study's primary objectives encompass an exploration of the effectiveness on consumer satisfaction, alongside a secondary objective to assess its impact on brand awareness. Additionally, the research seeks to identify the factors influencing the efficiency of various electronic goods. The study's scope revolves around scrutinizing the effectiveness of personalized and precisely targeted a pivotal realm of investigation. The research scrutinizes how demographic, behavioral, and contextual targeting influence consumer engagement, conversion rates, and the overall triumph of satisfaction towards campaigns. It is important to acknowledge the limitations of this study. The sample size was relatively modest, comprising 106 participants, which potentially affects the research's overall reliability. The adoption of convenience sampling was necessitated by resource constraints, subsequently impacting the data's comprehensiveness. Furthermore, there were instances where participants declined to complete the questionnaire.

Analysis

Percentage analysis

Table 1 social influence impact consumer buying behaviour towards electronic goods.

Particular	Frequency	Percent
It has no impact	22	20.8
It positively influences purchase decisions	39	36.8
It negatively influences purchase decisions	11	10.4
It depends on the individual's social network	34	32.1
Total	106	100.0

Inference: As the data shows nearly of 37% the respondents are positively influences purchase decisions in the data

Table 2How do you prefer buying electronic goods from online or physical store?

Particular	Frequency	Percent
Online	23	21.7
Physical store	39	36.8
Both equally	36	34.0
Not equally	8	7.5
Total	106	100.0

Inference: As the data shows nearly of 37% the respondents are physical store in the data.

Table 3,Which factor plays a significant role in developing brand preference

Particular	Frequency	Percent
Advertising and marketing campaigns	22	20.8
Packaging and presentation of the product	39	36.8
Word-of-mouth recommendations and reviews	19	17.9
All of the above	26	24.5
Total	106	100.0

Inference: As the data shows nearly of 37%the respondents arepackaging and presentation of the product in the data.

Table 4, How likely are you to recommend a product or service to others based on its pricing?

particular	Frequency	Percent
Very likely	34	32.1
Somewhat likely	34	32.1
Neutral	27	25.5
Unlikely	11	10.4
Total	106	100.0

Inference: As the data shows nearly of 32% the respondents areboth equal in likely and somewhat likely product features in the bar chart.

Table 5, What is the impact of brand preference on consumer buying behaviour?

Particular	Frequency	Percent
It has no impact on buying behaviour	21	19.8
It positively influences purchase decisions	41	38.7
It negatively influences purchase decisions	18	17.0
It depends on other factors like price and availability	26	24.5
Total	106	100.0

Inference: As the data shows nearly of 39% the respondents are positively influences purchase decision in the data.

Correlation analysis

To find out the significance relation between the impact of buying behaviour of goods and buying of goods from online or physical store.

Ho: There is no significance difference between the impact of buying behaviour of goods and buying of goods from online or physical store.

H1: There is a significance difference between the impact of buying behaviour of goods and buying of goods from online or physical store.

Correlation

		How does social influence impact consumer buying behaviour towards electronic goods?	How do you prefer buying electronic goods from online or physical store?
How does social influence impact consumer buying behaviour towards electronic goods?	Pearson Correlation	1	.060
	Sig. (2-tailed)		.543
	N	106	106
How do you prefer buying electronic goods from online or physical store?	Pearson Correlation	.060	1
	Sig. (2-tailed)	.543	
	N	106	106

Inference: From the above table, we find that the significant value is 0.543, which is greater than table value 0.05, so the Null hypothesis is accepted and Alternative hypothesis is rejected.

Therefore, there is no significance difference between the impact of buying behaviour of goods and buying of goods from online or physical store.

Regression analysis

To find out the association between the significant role in developing the brand and the impact of brand preference on consumer buying behaviour.

Ho: There is no significance difference between significant role in developing the brand and the impact of brand preference on consumer buying behaviour.

H1: There is a significance difference between significant role in developing the brand and the impact of brand preference on consumer buying behaviour

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.912	.255		7.511	.000
	Which factor plays a significant role in developing brand preference?	.224	.095	.225	2.359	.020

a. Dependent Variable: What is the impact of brand preference on consumer buying behaviour?

Inference: From the above table, we find that the significant value is 0.020, which is lesser than table value 0.05, so the Null hypothesis is rejected and Alternative hypothesis is accepted. Therefore, there is a significance difference between significant role in developing the brand and the impact of brand preference on consumer buying behaviour.

Anova

ANOVA is used to compare means among two or more group to determine if there are statistical significant difference between them. Anova is used here to compare monthly income and significant role in influencing the purchase of electronic goods.

Null Hypothesis (HO): There is no significance difference between income and significant role in influencing the purchase of electronic goods.

Alternative Hypothesis (H1): There is a significance difference between income and significant role in influencing the purchase of electronic goods.

ANOVA					
Which of the following factors plays a significant role in influencing the purchase of electronic goods?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.938	3	1.313	1.940	.128
Within Groups	69.006	102	.677		
Total	72.943	105			

Inference: From the above table, we find that the significant value is 0.128, which is greater than table value 0.05, so the Null hypothesis is accepted and Alternative hypothesis is rejected.

Therefore, there is no no significance difference between income and significant role in influencing the purchase of electronic goods.

Findings

The data reveals that approximately of 37% the respondents are positively influenced purchase decisions in the data of the surveyed participants. Notably, the tabulated results illustrate that as the data shows nearly of 37% the respondents are physical store in satisfaction of goods. A significant data shows nearly of 37% the respondents are packaging and presentation of the product in the pie chart in influencing their satisfaction. Moreover, over of 32% the respondents are both equal in likely and somewhat likely product features in the bar chart. Similarly, the data highlights that nearly as the data shows nearly of 39% the respondents are positively influenced purchase decision in the data. Further analysis of the data indicates that the participants find satisfaction of goods to be informative. 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. Most of them prefer offline shopping for buying goods for satisfaction goods .

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

References

1. Bhagaban Das et al. (2008), Categorizing Consumers' Buying Behaviour: A Factor analysis in Consumer Durable Market.
2. Hossein Mirzaei and Mehdi Ruzdar, (2005)., The impact of social factors affecting consumer behaviour on selecting characteristics of purchased cars, [www.wbiconpro.com/506- Hossien.pdf](http://www.wbiconpro.com/506-Hossien.pdf).
3. Vyas. D., (2016), "Consumer Purchase of Consumer Durables: A Factorial Study", *International Journal of Management & Strategy*, July – December, Vol.1, No.1, pp. 1-8/13.
4. Loudon, D.L. & Della Bitta, A.J. *Consumer Behavior: Concepts and Applications*, Third Edition. McGraw-Hill, Inc. New York, 1988.