

A STUDY ON CONSUMER BEHAVIOUR TOWARDS SATHYA AGENCIES WITH SPECIAL REFERENCE TO TIRUPATTUR

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Abstract—The different theories on consumer behavior and the relevant research conducted on the understanding of the consumer behavior. After the understanding of the consumer behavior, the different marketing strategies which are to be adapted for the customer loyalty. The success of the company depends on the maintaining of the strong customer relationship. Consumers are the users of any particular product. They may not be the buyers but they are the ultimate users of the product. The sathya agencies industry has flourished a lot in last five years and this is due to the ever increasing customers and service providers in this industry. This detailed study will help in the comprehensive reasoning about the subjects related to marketing and change management. The analysis from the different research articles will help in the understanding of different research theories about this subject.

Design/methodology/approach - This research is basically a descriptive research design and adopted convenience sampling design.

Sample & Statistical tools techniques: The aggregate elementary units in the survey are referred to as the population. The study sample has drawn 120 respondents constituting in the research area for the data collection. To test the variables Percentage analysis, Correlation techniques have used.

Key-words: maintaining, different research, marketing and change management.

INTRODUCTION

Consumer buying behaviour is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioral responses. Understanding consumer buying behaviour is crucial for businesses to create effective marketing strategies that can influence consumers' decision-making processes.

There are three categories of factors that influence consumer buying behaviour:

Personal factors: an individual's interests and opinions can be influenced by demographics (age, gender, culture, etc.).

Psychological factors: an individual's response to a marketing message will depend on their perceptions and attitudes.

Social factors: family, friends, education level, social media, income, all influence consumers' behavior.

STATEMENT OF THE PROBLEM

Now-a-days lot of brands of home appliances is available to compete in the market. In the market for home appliances in Sathya agency consumers are confused about the existence of different products with different brand names. In the market for home appliances there is a stiff competition. Televisions, Washing Machines, Refrigerators, Air Conditioners, Microwave Ovens are five items selected for the present study competition among the marketers in every class of product. In case of home appliances there is stiff competition among Sony, Samsung, Philips, Onida, Videocon, Godrej, Whirlpool, Voltas companies. Regarding the popular brands of home appliances compete with local brands of home appliances in the market to gain a market share. This study is an attempt to understand the preferences of the consumer in five major Sathya agency home appliances. Buying decision of the products is one of the important things of the consumer or customer. The customers are always think in all kind of the factors which is taking to more benefits. Now-a-days the customers have much aware about the products and also competitor products.

OBJECTIVES OF THE STUDY

- To find the factors involved in buying home appliances.
- To find out sources of information used by customers before making decision of specific brand of home appliance.
- To know about features for which the potential customers looks for when they buy any branded home appliance
- To study the awareness level of consumers towards home appliances in Sathya agency.
- To study the consumers satisfaction towards using home appliances in Sathya agency.
- To know the customer perception on various determinants of customer buying behaviour
- To find the relation between consumer reviews and consumer purchasing behaviour

SCOPE OF THE STUDY

- This study is done in the Sathya agency at Tirupattur.
- The variables included in this study are Brand Loyalty, Visual Merchandising, Product Attributes, Decision Factors, Discounts and Customer buying Behaviour.
- The result thus obtained can be used in this showroom. This variable plays a major role on customer buying behaviour.
- The scope of this thesis is to evaluate consumers' opinion and attitude towards sustainable consumption and consumers' awareness of green home appliances through the implementation of an questionnaire.

LIMITATIONS OF THE STUDY

- This study has a specified area of consumer behaviour, consumer attitude and opinion.
- Therefore, this research was conducted from the consumer perspective, which limits the application of the findings.
- Moreover, time constraints, limited resources and relatively small sample groups mean that the findings of this study cannot be fully generalized and that further and more comprehensive study is needed to fully understand this research area.

REVIEW OF LITERATURE

Wells and Prensky (2021) In recent years, there is a large shift in consumer behavior among Indians due to enhanced awareness and information technology. Lifestyle among rural consumers has changed dramatically with influence of socio-economic conditions, cultural environment, education level, occupation and wide media coverage. Consumer behavior explains the reasons and logic that underlie purchasing decisions and consumption patterns; it explains the processes through which buyers make decisions

David L. Loudon(2022) Consumer behavior is associated with the culture and economy of a country. Economic growths in India and young Indian population over 21 years have influenced the consumers to spend and buy more. Their friends and socio cultural environment influence consumers. More spending options are growing among Indian consumers, which induce higher spending on gaining status.

Chetan Bajaj (2022) Consumer behavior is a field of study concentrating on consumer activities. Individual towards a product or service defines consumer behavior as a study of responses. Consumer behavior is to understand how a consumer makes decision to buy goods by using the available resources such as time, money, and effort for buying, using, and disposing goods and services

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically.

Research design

The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

SAMPLING METHOD

Sampling techniques

The sampling technique adopted for the purpose of the study is convenience sampling. As the name implies a convenience sample means selecting particular units of the universe to constitute a sample

SAMPLING SIZE

A sample size is guaranteed to its temperament of information assortment. Information assortment depends on the essential information is 120 respondents are taken as the example for this investigation.

SOURCES OF DATA

Primary Data: It was collected through questionnaire further this data, are processed and tabulated using graphs the tables where analysed and the finding has been drawn accordingly.

Secondary Data: Secondary data refers to data that is collected by someone other than the primary user. Common sources of secondary data for social science include censuses information collected by government departments, organizational records and data that was originally collected for other research purposes.

TOOLS AND TECHNIQUES

- Simple percentage analysis
- Chi square analysis
- Correlation analysis

SUGGESTIONS

This research study suggests farther studies in the field of home appliances have understudy of generalizations of findings to other area. Similarly research can be carried out in specific products such as TVs, Refrigerator washing machine etc.

- Only few brands of Home Appliances are well known in the market, where as L.G, Voltas, Videocon undergo more of advertisement Samsung and Sony brands in order to make them familiar in the market.
- Quality of Home Appliances companies to be improved in order to Customer care.
- The pulse of the India market has to be comprehended enough by the manufacturers so as to induce and persuade the customers to buy their selective product based on the product, price, place and promotion.
- The dissemination of fruitful and productive information has to be shown to the consumers through media rather concentrating mainly on the aesthetic part of the product.

CONCLUSION

The study proved clearly the mind-set of each and every consumer, who has purchased Sathya agency products. The Sathya agency products used by the consumers are better than the other brands of home appliances in the market. The quality of television, washing machine and refrigerator has got impressive results as the products are good. Moreover, the consumers are very happy that they selected the quality product from the competitive home appliances available in the market. From this study it is concluded that Sathya agency brand of home appliances satisfied the consumers due to its superior quality. The study of "Consumer buying Behaviour of Home Appliances" with special reference to Tirupattur followed the questionnaire method and this survey result given preference to the customers the best performing Home Appliances products for its moderate price and quality. This research study revealed that consumer usage of home appliances and most of the respondents has satisfied.

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