

## **A Study on Consumer Preference towards Household Electronic**

### **Products from Retail Shops in Thoothukudi District**

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#### **ABSTRACT:**

This paper discusses the buying behavior of consumers from retail shops in Thoothukudi District. Retail shops play a vital role in increasing the volume of sales of household electronic products. This paper elaborately discusses how far the repeated advertisement helps in inducing the purchase among consumers. It also analyzes whether attractive packages have any influence on buying behaviour of the consumers, above mentioned things are all the various events going to be analyzed in this paper.

**Keywords: Buying behavior, Offer, Repeated Advertisements**

#### **Introduction:**

Retail shops in Thoothukudi play a vibrant role to attract consumers. They offer a variety of products at the best price. They create trust in the minds of the consumers which promote sales in this area. Consumer satisfaction is an important tool that makes them visit their shops fluently. This paper elaborately discusses how effectively repeated advertisements help to promote the purchase, how efficiently offer price induce purchase and also it analyzes whether demographic factors have an impact on purchasing the household electronic products in Thoothukudi District.

## Review of Literature:

- **Martin R Lautnan and Koenpouwels (Sept. 2009)** In their article given in Journal of advertising research entitled "Metrics that matter: Recognizing the position of consumer wants and needs", optional that there is an essential for the growth of data synthesis models that capitalize on the advantages and difficulties of various important valuation methodologies, multistage models reflecting hierarchical consumer decision making and competitive set formation would seem to have potential value.
- **Maive Suuroja (2003)** states about service quality. Conceptualization & service quality perception has been the most discussed and contentious topics in the services marketing literature to date. This paper analyzes the main debates about how to conceptualize service excellence about the nature of apparent service quality (perception of performance vs. disconfirmation) and the creation of service quality (single construct vs. aggregation of several dimensions). The paper discovers the main theoretical viewpoints and seeks kind empirical evidence.

## Objectives:

- To analyze the factors which digitally influence the consumers to purchase household electronic products from retail shops.
- To analyze which home appliance is mostly preferred from retail shops.
- To analyze the consumer satisfaction level of consumers from retail shops.

**Table 1**

**Repeated Advertisements about Retail Shops Increase in Purchase of Household Electronic Products**

**Paired T-Test**

<b>Hypothesis</b>	<b>Mean</b>	<b>S.D</b>	<b>Calculated Value</b>	<b>P. Value</b>
Repeated Advertisements about Retail Shops Increase in Purchase of Household Electronic Products	24.16	32.14	-3.12	2.45

**Source: Computed Data**

From the above table, it was observed that the calculated value is greater than the table value at a 5% level of significance. Hence there is a significant difference between the level of purchase before and after repeated advertisement about retail shops. Hence the null hypothesis is rejected.

**Chi-Square between Offer Price and Purchasing Level of Household Electronic products from Retail Shops:**

**Null hypothesis:** There is no significant relationship between the offer price and purchasing level of household electronic products from retail shops. In order to find the relationship between the offer price and purchase level of household electronic products from retail shops. The Chi-square test is used and the result of the test is shown in the following table.

**Table 2**

**Offer Price and Purchasing Level of Household Electronic products From Retail Shops:**

**(CHI – SQUARE TEST)**

<b>Factor</b>	<b>Calculated X<sup>2</sup> Value</b>	<b>Table Value</b>	<b>D.F</b>	<b>Level of significance</b>	<b>Remarks</b>
<b>Purchasing Level of Household Electronic products from Retail Shops</b>	15.23	11.07	5	5 per cent	Significant

**Inference:**

It is established from the above table that the calculated chi-square value is more than the table value and the result is significant at a 5 per cent level of significance. Hence the hypothesis "Offer Price and Purchasing Level of Household Electronic products From Retail Shops" does holds well. From the analysis, it is concluded that there is a significant relationship between Offer Price and Purchasing Level of Household Electronic products From Retail Shops. Hence the null hypothesis is rejected.

**Findings:**

- ❖ It was found that there is a significant difference between the level of purchase before and after repeated advertisement about retail shops.
- ❖ It is concluded that there is a significant relationship between Offer Price and Purchasing Level of Household Electronic products From Retail Shops.

**Suggestions:**

Most probably buying behaviour always depend upon demographic factors. Therefore it is essential for the retail shops to offer the products according to the market segmentation. This cannot be performed alone by them it should be done by manufacturers, in turn, they insist on the consumers to make the purchase. The salesperson role is a very prominent role in this criteria they are the person who changes the mind of the consumers by continuous talking. Retail shops could adopt a talented salesperson layout to

promote sales. Attractive layout, offer price these also induce a consumer to purchase. These techniques need improvement.

### **Conclusion:**

Retail shops in Thoothukudi provides a variety of household electronic products to consumers. They try to establish the branded products by keeping the layout and offering the product by giving gifts and so on. These are all the techniques to attract customers thus, in turn, promoting sales. They are performing well with catchy advertisements. Customer satisfaction is also important in this area. They perform well but still, they could give a little more attention towards consumer satisfaction after-sales.

### **References:**

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