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A study on customer behaviour towards v-four e systems with special reference to Tirupur city

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ABSTRACT

Values are believed to have a substantial influence on the behaviour of individuals and can also provide a powerful explanation of consumer behaviour (Clawson and Vinson, 1978). Researchers have suggested that we need a better understanding of the links between values and behaviours, and special consideration of how values interact with various situations (Beatty et al.1985). In this empirical research, we discuss the results off the survey which examined and compared values of undergraduate university student in Hungary to those of student in Connecticut, USA.

INTRODUCTION

Consumer behaviour is a study of the feelings, thoughts, and behaviours of consumers. Specifically, from a managerial point of view, it is a study of how people respond to marketing entities such as products, advertisements, promotion, price etc. It is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. [1]

STATEMENT OF THE PROBLEM

This research pertain to analyse the consumer behaviour towards V-FOUR e SYSTEMS in to Tirupur city with 120 respondents only .The study of consumer behaviour helps to know about the consumer view towards the V-FOUR e SYSTEMS. In our study an attempt is made to evaluate the

behaviour of the V-FOUR e SYSTEMS. Hence, the researchers are interested to know the Consumer behaviour towards V-FOUR e SYSTEMS. The study is confined to Tirupur district for reason of academic viability as well as a purposive consideration in Tirupur. [2]

OBJECTIVES OF THE STUDY

1. To examine the socio economic profile of the consumers.
2. To seek information about consumer behavior level regarding V-FOUR e SYSTEMS.
3. To get information about demerits or defects of products from consumers and suggests remedial measures.
4. To find out the factors influencing the consumer to buy the products.
5. To study the satisfaction level of customers towards V-FOUR e SYSTEMS.

SCOPE OF THE STUDY

To study and analyses the factor determine the consumer behavior towards V-FOUR e SYSTEMS.

It is used to describe the behavior of a potential or current buyer about a particular product or company. And whether there is any significant relationship exist between personal factors of the respondents and consumer behavior or V-FOUR e SYSTEMS in Tirupur City. [3]

LIMITATIONS OF THE STUDY

- The limited sample size can be taken up for the study purpose due to time constraints
- The study is based on the opinions of the respondents so the researcher has taken all possible efforts to see that all the respondents reveal the facts and figures and what actually they feel about the various aspects of advertising
- Due to limited area covered, the data constraints also limited.

REVIEW OF LITERATURE

- **SurajKusheShekhar, Raveendran P. T (2013)** Packaging is an important element of modern lifestyle and branding process. Changing lifestyle and increasing self-service has placed product package as a tool to stimulate impulse purchase and increase sales promotion. Packaging in the chocolate industry is therefore critical particularly when positioned to young consumers. Today packages are designed to appeal different occasions, demand to different social groups and even distinguish between different brands.
- **Nagaraju and Girish Kumar (2013)** says that Bakery Products are ready to eat, convenient to use and process satisfactory nutritional quality. Consumer Behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. According to various studies it has been revealed that there is a faster growth of Bakery Products, especially bread and biscuits, in the rural market than in the urban area which fuelled the growth of this sector.
- **Patnaik,Pradeepkumarsahoo (2012)** says that The marketers have to understand the real needs, wants, beliefs and attitudes of the consumers

towards their products and services. To measure the perception level of the participants with regard to consumer behavior various variables identified as Quality of the Product, Price of the Product, Taste of the Product, Freshness of the Product, Nutrition value of the Product, Flavors of the Product, Packing of the Product, Availability of the Product, Regularity of supply of the Product, Cold storage facility of the Product. [4-5]

RESEARCH METHODOLOGY

Research design

The term research design is the decision regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

Descriptive type of research is use in this study. Were as, descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group.

Methods of data collection

The task of data collection begins after a research problem has been defined and research design/plans chalked out. While deciding about the method of data collection, the key source of data collections are used, they are two types:

- Primary data collection
- Secondary data collection

Primary data collection

Primary data was collected through a structured questionnaire. Questionnaires were distributed by assisting them to give the necessary details at each and every stage.

Secondary data collection

The secondary data were collected from company annual reports, books, journals, and surfing through net.

Sample size

A sample size 100 respondents was chosen for the study from the entire population.

Sampling design

The selected respondents constitute what is technically called a 'sample' and the selection process is called 'sampling technique'.

The sample unit comprises of different types of consumers who are potential users of V-FOUR e SYSTEMS systems. The sample size is 120 respondents, taken from Tirupur city. Convenience sampling is being used for this study.

Statistical tools

The data was edited and tabulated using simple percentage analysis. The study was carried out before starting of the main study with the objective of assessing the clarity of question asked and to find whether the questionnaires need any modification.

Simple percentage method

This method is used to simplify the numbers through the use of percentage. The data are reduced in a standard form with base equal to 100, which facilitates relative comparison.

Formula for simple percentage method:

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total no of respondent}} \times 100$$

Total number of respondents

Simple percentage analysis

Profile of the respondents

The Respondent who participated in the research is from diversified background with Age, gender, marital status, qualification, monthly income, size of family.

Demographic people of the respondents

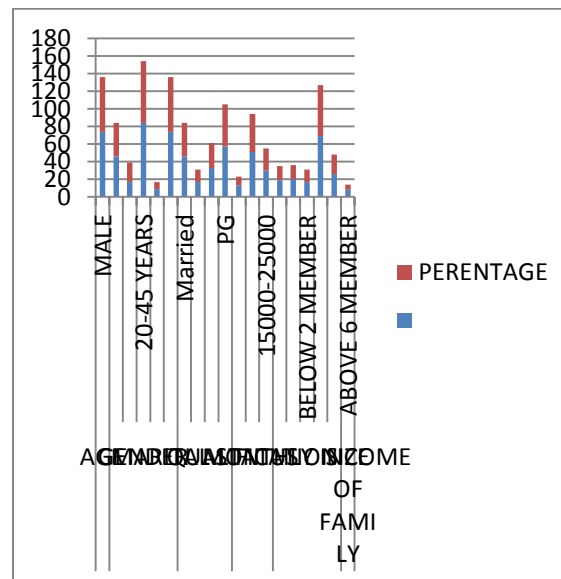
DETAILS OF RESPONDENT	NO.OF REPSONDENT	PERENTAGE
GENDER	MALE	74 62
	FEMALE	46 38
	TOTAL	120 100
AGE	UP to 20 YEARS	17 22
	20-45 YEARS	84 70
	ABOVE 45 YEARS	9 8
	TOTAL	120 100
MARITAL STATUS	Single	74 62
	Married	46 38
	TOTAL	120 100
QUALIFICATION	UP TO HSC	17 14
	UG	33 28
	PG	57 48
	PROFESSIONAL	13 10
	TOTAL	120 100
MONTHLY INCOME	BELOW 15000	51 43
	15000-25000	30 25
	25000-35000	19 16
	ABOVE 35000	20 16
	TOTAL	120 100

SIZE OF FAMILY	BELOW 2 MEMBER	17	14
	3-4 MEMBER	69	58
	5-6 MEMBER	26	22
	ABOVE 6 MEMBER	8	6
	TOTAL	120	100

Interpretation

From this table it evident that respondents are mostly 62% of the respondents are male, 38% are female. And, Age of the respondents are 22% of the respondents are up to 20 years, 70% of the respondents are 20-45years, 70% of the respondents, 08% of the respondents are above 45 years. And, marital status single of the respondents 62%, 32% of the respondents married, Qualification of the respondents are 14% of the respondents are Up to HSC, 28% of the

respondents are UG, 48% of the respondents are PG, 10% of the respondents are Professional. And, monthly income of the respondents are 43% of the respondents are below 15000, 25% of the respondents are 15000-25000, 16% of the respondents are 25000-35000, Above 35000 of the respondents are family. size of the family of the respondents are 14% of the respondents Below 2 member, 58% of the respondents are 3-4 member, 22% of the respondents are 5-6 member, 6% of the respondents are Above 6 member.



Bar chart: chart 1: Demographic people of the respondents

CHI-SQUARE TEST- FACTORS AFFECTING THE RESPONDENTS

Null hypothesis: There is no significant relationship between age and factors influencing by the Respondents.

Alternative hypothesis: There is a significant relationship between age and factors influencing by the Respondents.

Test Statistics

	Age of the respondents	Courtesy and friendliness of technician
Chi-Square	22.000 ^a	82.320 ^a
Df	3	3
Asymp. Sig.	.000	.000
	7.82	7.82

Interpretation

We reject H0 and accept H1. Hence, there is a significance relationship between age and Courtesy, friendliness of technician.

FINDINGS

- 62 % of the respondents are male.
- 70% of the respondents fall in the age group of 20-45 years.
- 62 % of the respondents are unmarried.
- 48 % of the respondents are Post Graduate (PG) holders.
- 43 % of the respondent's monthly family income falls below Rs. 15000.
- The maximum of 58 % of the respondent's family size is 3-4 members.
- 68% of the respondents first product used by the respondents
- 39 % of the respondents came to know about this brand through their friends and relatives.
- The maximum of 62% of respondents are satisfied with price range
- The maximum of 57% of respondents are satisfied with maintenance
- 49 % of the respondents say that the brand gives satisfaction to them.
- 42 % of the respondents are impressed on this brand.
- The maximum of 42 % of the respondents service their systems for two times.
- The highest of 43 % of the respondents say performance is the basis for success.
- The maximum of 90% of the respondents say that they are not spending lot of money on their V-FOUR E SYSTEMS.
- 64 % of the respondents say that the brand fulfills their needs.
- 64 % of the respondents will carry away the advertisement of V-FOUR E SYSTEMS.

- 42 % of the respondents say newspaper is the most striking media for advertisement.
- 38 % of the respondents are sometimes inclined towards the festival offers.
- The maximum of 68 % of the respondents will prefer the same brand of product.
- 63 % of the respondents are interested in purchasing Blue star's preferred maintenance agreement.
- The maximum of 35% of the respondents will recommend the same brand to their friends and relatives.
- Half of the sample size is satisfied with the V-FOUR E SYSTEMS.
- The maximum of 38 % of the respondents are satisfied with the courtesy and friendliness of the technician.
- 38 % of the respondents are frequently using the product.

SUGGESTIONS

1. Due to more competitors the company has to reduce the price.
2. The company has suggested opening a new exclusive show room to retain their customer.
3. Free services are also suggested, because it increases the goodwill of the company.
4. Frequency of advertisement is suggested to increase the sales and also the profit of the company.

CONCLUSION

Modern business is an integral part of current day society each company has a socio economic impact on the people and has to deliver the goods services and the standard of the living as per the aspirations of the people. When the goods are short in supply the process charge high prices and consumers have no choice other than to purchase what is available therefore consumer is to be

produced from unsafe products, poor quality of goods and services, high prices, unfair trade practices and misleading advertisements

It is necessary for an awareness to prevail amongst the consumer to protect them from unscrupulous trade practices and to give them the idea of the utility of money spent by them consumer occupies a supreme position in a free economy.

Creating a strong and effective brand is the way to promote the sales. Among various brands, all the respondents are aware of the V-FOUR E SYSTEMS. Hence it is concluded that it is the fastest moving brand in the market, and at last it is concluded that Newspaper is the most striking media for advertising the V-FOUR E SYSTEMS.

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