

A Comparative Study on Brand Preferences For Consumer Electronic Goods in Coimbatore City

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Abstract- This study examines brand preferences for consumer electronics in Coimbatore, revealing Samsung as the top choice, and audio systems as favored products. Consumer demographics, education, and gender impact preferences and e-commerce usage. Recommendations include enhancing brand loyalty, customer experience, and product quality. Tailored marketing for specific demographics is advised. This research sheds light on Coimbatore's brand preferences and underscores the importance of targeted marketing. Future research may explore the influence of marketing and social media on brand preferences and effectiveness.

Keywords- Brand preferences, Consumer electronics Coimbatore city, Comparative study & Consumer behavior

I. INTRODUCTION

This comparative study aims to understand consumer electronics brand preferences in Coimbatore, India, by analyzing factors influencing purchasing decisions and brand image. The study will provide valuable insights into consumer behavior and preferences, analyze the brand image and loyalty of different brands, and help consumer electronics brands make necessary changes to their marketing strategies. The research will use a combination of qualitative and quantitative methods, including focus group discussions and in-depth interviews, and will involve a sample of consumers who have purchased consumer electronics goods in the past year. The results will be representative of the population of consumers in Coimbatore.

II. OBJECTIVES

- To understand the brand preference patterns of consumers in Coimbatore city for consumer electronics goods.
- To compare the brand preferences of different demographic segments of consumers in Coimbatore city such as age, income, education, and gender.
- To understand the role of advertising, brand image, and brand reputation in shaping brand preferences among consumers in Coimbatore city.

- To evaluate the influence of online shopping platforms and e-commerce websites in determining brand preferences for consumer electronics goods in Coimbatore city.
- To examine the brand loyalty patterns of consumers in Coimbatore city and determine the factors that influence brand loyalty.

III. LIMITATIONS

- The survey is based on the respondents chosen at random from Coimbatore city.
- Hence the results of the study cannot be generalized. The sample size has been restricted to 155 respondents.
- The respondent 's views and opinions may hold good for the time being and may vary in future.

IV. SCOPE OF THE STUDY

1. Identifying the major brands of consumer electronic goods available in Coimbatore city
2. Studying the factors that influence brand preferences among consumers of electronic goods in Coimbatore city
3. Conducting a comparative analysis of the brand preferences of consumers for different electronic goods categories, such as televisions, refrigerators, air conditioners, and mobile phones
4. Analysing the impact of demographic factors such as age, gender, income, and education level on brand preferences for electronic goods in Coimbatore city
5. Identifying the most preferred brands and the reasons behind their popularity among consumers in Coimbatore city

V. STATEMENT OF THE PROBLEM

Specifically, the study aims to determine the factors influencing brand preferences for consumer electronic goods in Coimbatore city. Compare the brand preferences of consumers for different types of consumer electronic goods such as smartphones, laptops, TVs, etc. Analysis the impact of demographic variables such as age, gender, income, and

education on brand preferences for consumer electronic goods in Coimbatore city. Evaluate the level of satisfaction and loyalty among consumers towards their preferred brands of consumer electronic goods. Provide recommendations for companies to improve their marketing strategies and brand positioning based on the findings of the study.

VI. SAMPLING METHOD

POPULATION

The first step in the sampling process is the definition of the population, which can be defined in terms of Elements, sampling units, extend and time. For the present study undertaken the population was total users in Digital assistants.

SAMPLING FRAME

A sample frame is a means of representing the elements of the population. The sample frame made use of in this study is user's database lists.

SAMPLING UNIT

The sampling unit of the study is collected from the users those who are using the digital assistants.

SAMPLING METHOD

Simple Random Sampling is used in this study.

SAMPLE SIZE

The Sample size selected for the survey is 189. The sample size determination was purely by intuition.

SAMPLING AREA AND SAMPLING TECHNIQUE

All the respondents have been chosen from the Coimbatore city based on convenient random sampling.

REVIEW OF LITERATURE:

1. Baskar K. and Deepika P., (2019): A Study on Brand Preference of Smartphones among Working Professionals in Coimbatore City. To investigate the factors affecting brand preference for smartphones among working professionals in Coimbatore city. The study found that brand image, product features, and after-sales service were the most important factors affecting brand preference for smartphones. The study suggests that smartphone manufacturers should focus on building a

strong brand image, highlighting product features, and improving their after-sales service to attract working professionals in Coimbatore city.

2. P. G. Aswathy, P. Amudha, & K. Uma Maheswari (2019): A Study on Consumer Electronics Buying Behaviour among College Students in Coimbatore. To analyse the factors that influence the buying behaviour of college students towards consumer electronics. Companies should focus on advertising and creating awareness about their products to attract the youth population. Price, quality, brand reputation, and features are the major factors that influence the buying behaviour of college students in Coimbatore.

RESEARCH GAP

The research gap for the above-mentioned topic could be to identify the factors that influence brand preferences for consumer electronic goods in Coimbatore city, and to compare these factors across different demographic groups such as age, gender, income level, and education level. Additionally, previous studies may have focused on only one or a few specific product categories within consumer electronics, such as smartphones or laptops, leaving a gap in the understanding of how brand preferences vary across a wider range of products in this category. Further research could also investigate the impact of factors such as marketing, advertising, and social media on brand preferences for consumer electronic goods in Coimbatore city.

FINDINGS AND SUGGESTIONS:

SIMPLE PERCENTAGE ANALYSIS

- Majority of the respondents belong to the age group of 21-30 years (44.5%)
- Majority of the respondents are male (55.5%).
- Majority of the respondents are un-married (53.6%).
- Majority of the respondent's education qualification are under graduates (38.7%).
- Majority of the respondent's income was between Rs.25,000 to 50,000 (36.1%).
- Majority of the respondents have switched their brand (65.2%).
- Majority of the respondent's get to know about reputation through word of mouth (44.5%).

CHI-SQUARE ANALYSIS

- There is an association between education and information about brand information.

CORRELATION ANALYSIS

- There is a relationship between gender and type of product regularly used.
- There is a relationship between gender and factors considered for buying electronic goods.

ANOVA

- The difference between gender and how brand image influences your brand preference has statistically significance.
- The difference between qualification and frequency of reading reviews before buying consumer electronic goods has statistically significance.

INDEPENDENT SAMPLE T TEST

- There is significant difference between age and frequency of using e-commerce.

LIKERT SCALE

- There is a good aspect between the quality and brand preference.
- There is a good aspect between the price and brand preference.

SUGGESTIONS:

1. Companies should focus on the age group of 21-30 years as they make up the majority of the respondents.
2. Companies should pay attention to the male consumers as they make up the majority of the respondents.
3. Brands should consider marketing towards the under graduate audience as they make up the majority of the respondents.
4. Brands should take into account that most of the respondents have an income of Rs. 25,000 to 50,000.
5. Brands should take into account that the majority of the respondents have switched brands, and should focus on maintaining brand loyalty.
6. Brands should consider word of mouth as a major factor in reputation and focus on improving customer experiences.

CONCLUSION:

The study compares brand preferences for consumer electronics among various demographic groups in Coimbatore, finding that Samsung is the most popular brand and audio systems are the preferred product. Respondents frequently switch brands and rely on word-of-mouth recommendations. Education and demographic factors such as age, gender, and qualification influence product preferences, frequency of reading reviews, and e-commerce platform usage. The study suggests that brands should focus on brand loyalty, customer experience, and high-quality products, tailoring marketing strategies to specific demographics. This study contributes to understanding brand preferences in Coimbatore and highlights the need for tailored marketing strategies. Future research could investigate the impact of marketing, advertising, and social media on brand preferences and marketing effectiveness.

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