A STUDY ON THE CONSUMER PREFERENCE TOWARDS INVERTER IN PERAMBALUR TOWN

Jayasri.R[1] , Angayarkanni.R[2], Santhi.R[3], Deepalakshmi.N[4]

ASSISTANT PROFESSORS, PG AND RESEARCH DEPARTMENT OF COMMERCE, DHANALAKSHMI SRINIVASAN COLLEGE OF ARTS & SCIENCE FOR WOMEN(AUTONOMOUS) PERAMBALUR

ABSTRACT

This research paper considers most common factors influencing consumer preference and behaviour towards purchasing of power inverter. The paper identifies the consumer preference in Perambalur town towards power inverter. The objectives of paper describe pre-purchase and post purchasing behaviour of the consumer and activities of showrooms. The survey questions are created using a combination of suggestions from consumer own questions and covers a variety of topics including buying preferences, brands, inverter choice, product features, micro inverters & power optimizers, service & warranty, inverter pricing.

Key words: *consumer, preference, power inverter, Perambalur*

STATEMENT OF THE PROBLEM

Retail sectors now a day's do all the activities to attract the customers increase their share in the market by providing Gift offers, discounts, after sale service etc., are some of the techniques adopted to retain the existing customer base. The study of the customer preference enables us to analyses one's own decision in buying of inverter. It attracts people the way in which products are visible not only to buy, also spend sometimes in the cafeteria and to enjoy the atmosphere, the consumer's takes a look to choose the product and understand the inferential as well as external factors. This is done in a clean unpolluted atmosphere. It is a matter for study as to why people come and buy from a retail store. So these are a need to find out the customers' preference and satisfaction towards inverter in Permabalur town.

SCOPE OF THE STUDY

The present study is made to measure customers' preference and satisfaction towards inverter in permabalur town. It also aims at analyzing. The extent of satisfaction level of the

customers, Permabalur has been selected for the study. The study also provides suggestion to the stores, which would help them to retain their market and customer as many new entrances are taken place.

OBJECTIVE OF THE STUDY

- To find out the customer preference towards inverter in Perambalur town.

- To study the satisfaction level of customer with regards of purchase of inverter.

- To determine the service experience of customer and back end services by showroom in Perambalur town.

RESEARCH METHODOLOGY

A sample of 95 people was taken on the basis of convenience sampling .But researcher received responds from 68 customer other respondents were been neglected due to incomplete the questions. Hence the sample size is 68 respondents

ANALYSIS AND DISCUSSION

TABLE 1GENDER OF THE RESPONDENT

S. no	Gender	Respondents	Percentage
1	Male	45	66.2%
2	Female	33	33.8%
3	Others	0	0%
	Total	68	100%

Source: Primary data

From the above table 1 it shows total no. of respondent 68(100%) out of 45(66.2%)Male, 33(33.8%) Female were participated because there are housewife.

TABLE 2: EDUCATIONAL QUALIFICATION

S.no	Education	No. of Respondent	Percentage
1	up to 12th	18	11.8%

2	Graduate	22	32.4%
3	Post Graduate	24	35.3%
4	Other professional	14	20.6%
	Total	68	100%

Source: Primary data

From the above table 2 can been seen that, out of 100 respondent of 18(11.8%) respondent are up to 12th, 22(32.4%) respondent are graduate. 24(35.3%) respondent are post graduate and 14(20.6%) respondent are from other professional.

TABLE 3 OCCUPATION OF THE RESPONDENTS

S.no	Occupation	No. Of customer	Percentage%
1	Business	11	16.2%
2	Government service	3	4.4%
3	Private service	41	60.3%
4	Daily wages	1	1.5%
5	Any other	12	17.6%
	Total	**68**	**100%**

Source: Primary data

From the surveyed, it is clear that out of 68(100%) respondent 11(16.2%) of the told customer of business person, Government employee 3 (4.4%), private employee 41(60.3%), Agriculturalist 1(1.5%) and other jobs are 12(17.6%).

TABLE 4 PREFERENCES TO PURCHASE INVERTER

S.NO	Response	No. Of Customer	Percentage
1	Price.	8	11.8%
2	Quality	44	64.7%
3	Brand image	12	17.6%

4	Easy availability.	4	5.9%
	Total	**68**	**100%**

Source: Primary data

From this statement found that 8(11.8%) respondents of people are Price,44 (64.7%)respondents of Quality factors, 12(17.6%) respondents of Brand image and 4 (5.9%) respondents of Easy availability of inverter influenced to customer for buying the inverter products.

TABLE 5 STAFF RESPONSE TO CUSTOMER ENQUIRY

S.no	Response	Respondents	Percentage%
1	Excellent	5	7.4%
2	Good	27	39.7%
3	Average	34	50%
4	Fair	2	2.9%
	Total	**68**	**100%**

Source: Primary data

From the survey of question out of 68 respondents are 5(7.4%) respondents said Excellent for staff responding to customer enquiry and 27 (39.7%) respondents said Good, 34(50%) respondents said Average and 2(2.9%) respondents said Fair.

TABLE 6 STAFF RESPONDING IN CUSTOMER SERVICE

S.No	Parameter	Respondents			
		Excellent	Good	Average	Fair
1	Friendliness staff	20	42	5	1
2	Staff deliverers the appropriate service as promised	22	36	9	1
3	Knowledge staff	15	39	13	1
4	Communicating information provided	20	37	10	1
5	Available in timely manner	21	41	5	1

6	Staff greeted & offered to help you	20	36	10	2
7	Behavior of staff makes you feel that you can trust	23	34	10	1

Source: Primary data

From the above table 6 can seen that out of 68respondents of 42 respondents gave good for friendliness staff. 36 respondents gave good for staff delivers the appropriate service as promised. 39 respondents gave good to knowledgeable staff. 37 respondents gave good To communicating information. 41 respondents gave good to availability in timely. 36 respondents gave good to staff greeted offered to help you.34 respondent gave good to behavior of staff makes you feel that you can trust.

TABLE 7 STORE CHARACTER & IMPORTANCE OF INVERTER

S.NO		Respondents				
	Parameter	Strongly agree	agree	Neutral	Strongly disagree	disagree
1	Flexible place Available is there	16	40	11	1	0
2	Back end services	9	22	32	3	2
3	Store layout and availability	13	39	16	0	0
4	It easy for customer to choose.	15	33	14	2	0

Source: Primary data

According to customers out of 100 respondents of each parameter 40 respondents (Agree) for flexible place available is. There, 22 respondent (Agree) with less crowded, 39respondent (Agree) with layout is nicer and It easy for customer to find what they needed 33respondent is (Agree).

TABLE 8 FACILITIES LIKES FROM INVERTER

S.no	Facilities	No. Of Customers	Percentage%
1	24*7 opening service	42	61.8%
2	Discount offer	13	19.1%
3	Online shopping	8	11.8%
4	Easy carrying of buying	5	7.4%
	Total	**68**	**100%**

Source: Primary data

From the analyzed of customers opinion out of 68 respondents 42 (61.8%) respondents said 24*7 Opening service in Inverter, 13(19.1%) respondents like Discount offer facility in purchase of inverter, 8(11.8%) respondents said Online Shopping preference and service and 5(7.4%) respondents said Easy carrying of purchase & installation.

CONSUMER PREFERENCE AND EDUCATIONAL QUALIFICATION - ANOVA

Ho: There is no association between consumer preference and educational qualification of the respondent in the study area.

H1: There is association between consumer preference and educational qualification of the customers in kanchipuram town.

TABLE 9
CONSUMER PREFERENCE AND EDUCATIONAL QUALIFICATION - ANOVA

		Sum of squares	d.f	Means squares	F value	Sig
Frequently Use	Between groups	3.142	3	5.331	5.651	.002*
	Within groups	1478.021	1336	2.110		
	Total	1481.163	1339			
Benefits & Rewards	Between groups	7.151	3	4.322	3.190	0.004*
	Within groups	1192.233	1336			
	Total	1199.384	1339			
Awareness	Between groups	8.122	3	5.221	2.521	0.010*

	Within groups	1425.77	1336			
	Total	1433.892	1339			
Satisfaction	Between groups	11.201	3	6.111	4.366	0.010*
	Within groups	1562.333	1336			
	Total	1573.534	1339			

Source: primary data

Table 9 elucidates that through the ANOVA, it was found that p value is less than 0.05 for frequently use (0.002*), Awareness (0.010), benefits and Rewards (0.004) and Satisfaction (0.010*). It shows that there is significant difference between educational qualification and the reasons for the consumer preferences towards power invertors.

PURCHASE OF INVERTER AND INCOME LEVEL - CHI SQUARE

Ho: There is no significant between the purchase of inverter and income level

H1: There is significant between the purchase of inverter and income level

TABLE 10 PURCHASES OF INVERTER AND INCOME LEVEL - CHI SQUARE

Pearsons chi squire	Value	Df	P value
	60.100	12	0.003*

Source: Primary data

The table 10 portraits that the P value is less than 0.05, which shows that there is significant association between purchase of inverter and income level in permabalur town. Nearly 75 percentages of the respondents having income, they are interested to given the preference towards inverters.

CONSUMER PREFERENCE AND ROLE OF INVERTER SHOWROOM TO CREATE AWARENESS – SEM MODEL

The SEM is a general statistical technique. This is used to analyze the relationship between the variables which have been constructed in the questionnaire. The feature of SEM is to assess the relationship among more number of independent and dependent variables.

The objective of the SEM is to test the Goodness of fit based on the Goodness of fit Index (GFI). The GFI measures the relative amount of variance and covariance in the simple covariance matrix that is jointly explained by the population covariance matrix. The GFI values range from 0 – 1, with values close to 1 being indicative of good fit.

FIGURE 1

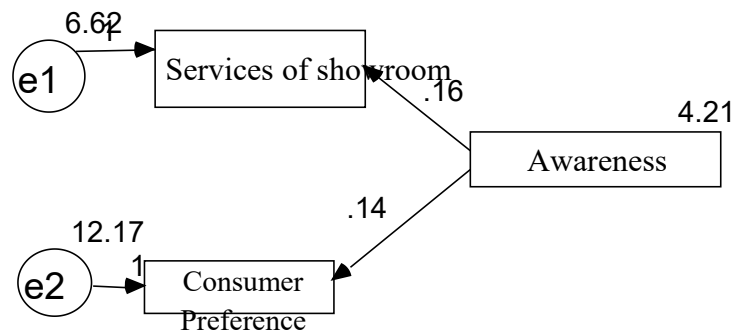**CONSUMER PREFERENCE AND ROLE OF INVERTER SHOWROOM TO CREATE AWARENESS – SEM MODEL**

TABLE 11

YOUTH OPINION AND ROLE OF MEDIA TO CREATE AWARENESS – SEM MODEL

Variables	Values	Significance	Result
Chi square	0.019		The model is highly fit to the analysis for this
P – Value	0.004	>0.05 is model fit	
GFI	0.827	> 90% model shows	
AGFI	1.000		

CFA	0.952	the goodness of analysis	study.
RMR	0.032	Error may be <0.10 is > 10 %	
RMSEA	0.806		

Source: Primary Data.

Table 11 shows the opinion of customer awareness of e-walled usage in digital era is constructed as variables for the SEM. The Chi-square value 0.019 is significant at 5 per cent level, which shows that the model which is constructed is fit; normally if the model has to be fit the P value should be less than 5 percent. The Goodness of Fit Index (GFI) 0.827 per cent indicates that the model is good for analysis.

The Confirmatory Factor Analysis (CFA) 0.952 indicates that the model is highly fit and shows goodness. The Root Mean Square of Residual (RMR) 0.032 shows that error value is smaller which less than 10 per cent is and Root Mean Square Error of Approximation (RMSEA) 0.806 indicates that it lie between the confidence interval of less than 0.06 to 0.08.

The study is conducted in the area of permabalur town. The consumers need more awareness about the different power inverters available in the market at permabalur town.

SUGGESTIONS OF THE STUDY

The study comes with following suggestions which is based on the findings of this research as follows,

1. Back end services should provide with minimum cost at permabalur town .

2. Power inverter showroom is successful only when they have a good customer services. Customer loyalty can only be gain by providing good or satisfied services to the consumers.

3. Most respondents take on the spot decision of buying different inverters because of the various attractive, durability, and cost and so on.

4. Most of the respondents are interested in online preference compare with showroom so the company can take the orders online.

5. Most of the respondents are expecting the future services like providing cool drinks to the battery, instillation, and regular service and providing free delivery from the show room to the consumers.

6. To enhance the staff efficacy Proper training should be provided to the staff so that they can

deal with problems of inverter.

CONCLUSION

The research paper has helped to understand the various Customer service in showrooms and an opportunity to redefine them to meet consumers for selling more inverters in competitive era. So far the overall customer service of the inverter showrooms is good in permabalur town. In order to maximize selling the inverter and reach ability among different consumers and beat the competition among the different showrooms have given positive opinion for providing cool drinks to the battery, Home delivery concept, free installation, one year free maintenance as a innovative customer service in permabalur town.

REFERENCES

- Philip Kotler, marketing management, (Pearson education, 12thedition, prentice hall of India pvt.)
- Berman B and Evans J.R, Retail Management (Pearson education, 10th edition
- Service Marketing by M.K Rampal 4thEdition.
- Integrated service marketing (4th edition) by Zeithmal.
- VSRD International Journal of Business and Management Research, Vol. 3 No. 1January 2013 / 1E-ISSN: 2231-248X, p-ISSN: 2319-2194 © VSRD International Journals: www.vsrdjournals.com.
- Journal of Retailing 83 (1, 2007) 1–4 3.Six strategies for competing through service: An agenda for future research (Ruth Bolton1, Dhruv Grewal, Michael Levy b,2) 1. Kuala Lumpur, 2000, pp.21-23.
- Bepko and Charlene Pleger, "Service Intangibility and its Impact on Consumer Expectations of Service Quality", Journal of Service Marketing,. Vol.14, No.2, 2002, pp.9-26.