

A STUDY ON CONSUMER BEHAVIOUR TOWARDS BRANDED UPS IN
TIRUPATTUR TOWN

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INTRODUCTION:

In current business scenario, Organizations are facing heavy competition in attracting and retaining their customers because the buyer's behaviours are habitually changed and also buyer's psychology is highly unpredictable. The reason is so many factors are influenced while they taking any purchasing decision. The deciding factors like brand name, physical appearance of the product, price, and promotional aspects, after sales service, availability of the product and various offers are playing a vital role in purchasing decisions of the buyer.

Since some of the organizations and social researchers were conducted several research studies in recent past years for the purpose of to knowing buyer purchasing decision making process of various situations. In which they found lot of dissimilarity among different consumers groups towards various essential and durable products at different situation. That is the main reason for extending same type of research in the same topic (consumer behaviour) in different products till today.

In the same way here also the researcher conducted the mini level research on buyer behaviour towards branded UPS. UPS are uninterruptible power supply device. It is one of the essential commodity it will protect the consumers and their business from darkness life and students education also. And another main reason is UPS will reduce the stress of a family members and business people.

The reason for selecting this topic, presently people of Tamilnadu facing heavy electricity shortage problem and also majority of the consumers realize the alternative source of electricity. finally they find UPS is the greatest alternative source of electricity power, once again the same type a problem take place here also because so many brands of UPS are available in market, since the purchasing attitude of the consumer may varied according to different UPS brands. So the researcher very much interested in selecting this topic, the study conducted in Tirupattur town alone, and the reason for selecting this town is recently UPS user's level is very high in this location.

REVIEW OF LITERATURE

Consumer Behaviour Christopher (1989) studied the shopping habits of consumers to form an idea of whether or not the store concepts, product ranges and strategies of the companies are appropriate towards consumer requirements. He believed that consumer behaviours are unpredictable and changing continuously changing; while trying to under try to understand how individual or group make their decision to spend their available resources on consumption-related items. These are factors that influence the consumer before, during, and after a purchase (Schiff man and Kanuk, 1997), for example, feedback, from other customers, packing, advertising, product appearance, and price (Peter &Olsonetc, 2005).

The essence of this approach is critical for organizational success, so that they can have a better understanding of their customer behaviours (Solomon et al., 2006). The physical action or behaviour of consumer and their buying decision every day can be measured directly by marketers (Papanastassiou and Rouhani, 2006). For that reason many organizations these days are spending lot of their resources to research how consumer makes their buying decision, what they buy, how much they buy, when they buy, and where they buy (Kotler, Armstrong, 2001). To get a well coherent result, organizations normally looked at these behaviour base their analysis on difference conceptions; whether customers buying behaviour were measured from different perspectives, such as product quality and better service, lower price structured etc (Papanastassiou and Rouhani, 2006)

Different theories and researchers have claimed that when organization fully meet all aspects of its customer needs, the result enhances their profitability (Chaudhuri, 2006), and also enable them to develop a better tackling strategies for consumer (Asseal, 1998). Possibly, the most challenging concept in marketing deals with the understanding why buyers do what they do and what method or philosophy are they using to evaluate the product after the transactions and what might be the effect on future transaction (Schiffman, 2004). The reason why marketer chooses to learning about consumers” buying behaviour is, from a business perspective; to be able to be more effectively reach consumers and increase the chances for success (Sargeant& West, 2001). Therefore the field of consumer behaviour has taken a tremendous turn in the commercial world and became the fundamental concepts of achieving company goal (Schiffman and Kanuk, 2007).

More recently, different researchers and author have given their definition and meaning of consumer behaviour. For Michael R. Solomon (2001) consumer behaviours typically analyse the processes of group selected or individual

purchases/dispose of product, service, concept or experiences to satisfy their need and desires. Additionally, Kotler (1996) suggested that consumer behaviours have a huge impact in a firm marketing decision making process every year. There is a risk that what a consumer does will inflict on his or her behaviour and generate consequences. (Snoj, PismanKoda & Mumel, 2004). The user and the purchaser can be different person, in some cases; another person may be an influencer providing recommendations for or against certain products without actually buying or using them (Solomon 1999; Solomon et al. 1999).

In this case, most of the large consumer electronics retailers tend to gathered more information about customers motivating factors and what influences their buying behaviours Solomon & Stuart (2000).

To get in-depth understanding consumer behaviour concepts will gives us an idea on how it plays significance role in our life and in the whole trend of business profit to various firms which will allow the researcher to get the analysis and determine product positioning, develop the message and targeting strategy in order to reach to the market (Holskins J, 2002).

STATEMENT OF THE PROBLEM :

The utilities of UPS are increasing day-by-day especially in Tirupattur town. Generally the power failure applicable in the whole state, but the researcher adopt this town purposely since Tirupattur town education wise growing town it consist lot of educational institution like arts and science college, engineering college, ITI, D.TED, B.ED etc... and also Tirupattur town has very close association with business, and industry places like Vaniyambadi and Ambur so several UPS marketers are very much interested into marketing their products in this town. The consumers of this town not much awareness about UPS and its functioning moreover consumers are confused to select the best

brands product grow various alternatives. The reason is behaviour of consumers is influence by so many factors. Hence, it is necessary to study the consumer's behaviour pattern regarding branded UPS in this town.

OBJECTIVES:

1. To study about the buyer's characteristics while purchasing UPS.
2. To analyze the sources of information and motivating factors of the buyers

Towards ups

3. To analyze the factors influencing the buying decision process
4. To analyze the reason for purchase of UPS products.
5. To give suggestions on the basis of the findings.

METHODOLOGY

The use of proper methodology is very essential part of any research. In order to conduct

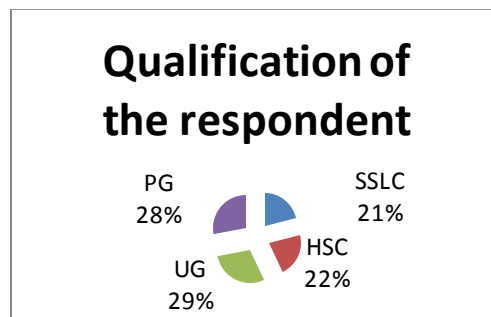
the study in a scientific and professional manner, certain measure and methods are to be followed. This chapter deals in detail about the various methods and measures adopted and followed by the researcher to conduct the study in a scientific manner.

The study design is a descriptive in nature under that survey method were adopted by the researcher to knowing consumer buying behaviour towards branded UPS especially in tirupattur town. For that research purpose the researcher were select 100 samples on the basis of non-random sampling under the convinces method. The survey was conducted into selected area in tirupattur town.

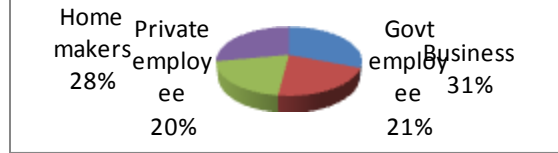
Both quantitative and qualitative data were collected from the respondents by issuing self-administered questionnaire. The respondents were assured of anonymity. Beside, direct information has also been obtained from retailers, authorized dealers etc... The questionnaires were personally collected after verifying the correctness of the answers.

Age of the Respondents

Age	No. of the respondents	Percentage
Below-20	2	2.0
21-30	29	29.0
31-40	32	32.0
Above 40	37	37.0
Total	100	100.0



Occupation of the respondents



Brand of UPS	No. of the respondents	Percentage
Microtek	38	38.0
Luminous	11	11.0
Intex	7	7.0
Su-kam	21	21.0
Others	23	23.0
Total	100	100.0

Monthly Income of the Respondent

Monthly income	No. of the respondent	Percentage
Below 50000	5	5.0
10001-20000	42	42.0
20001-30000	23	23.0
Above-30000	4	4.0
Total	100	100

Type of UPS Brand users

Purchasing Place

Place of Purchase	No. of the respondents	Percentage
Authorized Dealer	69	69.0
Manufacturer's Retailer	23	23.0
Assembler	8	8.0
Total	100	100

Period Using the UPS

Using period	No. of the respondents	Percentage
Less than 1 year	41	41.0
1-2 year	37	37.0
2-3	10	10.0
More than 3 year	12	12.0
Total	100	100.0

Reason for Purchase

Reason for purchase	No. of the respondent	Percentage
Safety requirement	44	44.0
Children studies	46	46.0
Business	9	9.0
Prestige	1	1.0
Total	100	100.0

Idea to Switch over another Brand

H0: There is no significant relationship between occupation and brand of UPS.

Chi-Square Tests

Chi-square	Value	Degree freedom	Table value
Chi-square	7.301	12	21

As the calculated value of chi-square (7.301) is less than the table value (21.0) at 5% of the significant, the null hypothesis is accepted.

H0: There is no significant relationship between occupation and reason for purchase.

TWO WAY ANOVA:

source of variation	Sum of square	Degree of freedom	Mean	F-test
Between the samples	408.5	3	136.17	15.5
Between the reason	20.5	3	20.5	0.78
Residual	79	9	8.78	
Total	509	15		

As calculated value of ANOVA (15.5) is less than table value (3.86) at 5% of significance, the null hypothesis is rejected.

H0: There is no significant relationship between monthly income and brand of UPS.

ONE-WAY ANOVA:

Idea to switch over another	No. of the respondent	Percentage
Yes	20	20.0
No	80	80.0
Total	100	100.0

source of variation	sum of square	Degree of freedom	Mean square	F-test
Between the sample	146	4	36.5	2.14
Within the Sample	256	15	17.06	
Total	402	19		

As calculated value of ANOVA (2.14) is less than table value (3.06) at 5% of significance, the null hypothesis is accepted. It is concluded that there is no relationship between monthly income and brand of UPS.

Major findings:

- Majority (37%) of the respondents are belongs to the age group above 40 years.
- Majority (61%) of the respondents are male consumers.
- Majority ((28%) of the respondents qualification is PG degree.
- Majority (31%) of the respondent's occupation is business.
- Majority (82%) of the respondents are married.
- Majority (51%) of the respondent's family is nuclear family.
- Most of the respondents (42%) are earning monthly income between Rs. 10001-20000.

- Majority (38) of the respondents are mostly buying brands is microtek UPS.
- Majority (69%) of the respondents are purchasing from authorized dealer.
- Majority (46%) of the respondents are purchasing UPS for their children's education purpose.
- Majority of the respondents (34%) of the respondents are collecting information from marketing events.

SUGGESTIONS:

- ❖ On the basis of findings the following suggestions are given by the researcher to improve performance of UPS.
- ❖ Most of the respondents were purchase the UPS on cash basis. In case dealer may allow the credit option, it will increase their sales.
- ❖ Dealers need to give frequent advertisements especially in local channels.

- ❖ UPS operations must be user friendly.
- ❖ Most of the respondents were purchasing the UPS based on after sales service facility, so the dealers should provide after sales service more effectively.
- ❖ Most of the respondents were expected cash discount. In case the dealer to offer cash discount the consumer will get more satisfaction.
- ❖ Some of the respondents are feel UPS is consume more electricity power, so the manufactures are should reduce UPS consume more electric power. It will use to increase the UPS sales.
- ❖ The manufactures will increase the extra features, it will helps to retaining their consumers (or) customers.
- ❖ The manufactures are should reduce the price level it will helps to increase the sales.
- ❖ The manufactures retailer's shops are very less. So the manufactures should increase the retail shops.

- ❖ The salesman qualities are should be improved in order to influence more consuming UPS.

CONCLUSION:

It is evident that UPS are very essential commodity of all the category of the people or consumers. The purchase decision of the UPS is influenced by income level, size of the family, and education of the consumers.

The sConsumer making decision to purchase a UPS based on own their perception, experience, belief, role of friends, relatives and colleagues is found to be insignificant. The brand preference is much depending on image, quality, price and guarantee period. The other factors like discount, after sales service are playing a secondary role in the purchase decision of the consumers. The advertisement in Television, Newspaper, and Magazines is effective in giving information to the consumers about the UPS and its characteristics. Out of the above mentioned factors price playing a crucial role in buying decision making process. Hence it is concluded that the consumer who are belonging into Tirupattur town their behaviour is highly influenced by the price of the product insisted of other factors especially in UPS.