

A STUDY ON FACTORS INFLUENCING ADAPTABILITY AND USABILITY OF CONSUMER ELECTRONIC GOODS

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with “A” By NACC | 12B Status by UGC | Approve by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI-600119

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **JUMA RASHEED M (40410077)** who carried out the project entitled “**A STUDY ON FACTORS INFLUENCING ADAPTABILITY AND USABILITY OF CONSUMER ELECTRONIC GOODS**” under my supervision from January 2022 to March 2022.

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DECLARATION

I JUMA RASHEED.M (40410077) hereby declare that project Report entitled “**A STUDY ON FACTORS INFLUENCING ADAPTABILITY AND USABILITY OF CONSUMER ELECTRONIC GOODS**” done by me under the guidance of **Dr. K.SASIREHKA** at Sathyabama institute of Science and technology is submitted in partial fulfillment of the requirement for the award of master of business administration degree.

DATE :

PLACE :

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JUMA RASHEED M

ABSTRACT

The concept of usability has been applied to the design and evaluation of software user interfaces in which user performance was the major issue for improvement. Recently, it is being applied to consumer electronic products because companies consider it an important key to their success. However, there is a difference in the concept of usability between the two applications. Unlike the software user interfaces, the image/impression felt by the users are as important as the performance for a consumer electronic product to be successful. It is therefore necessary to redefine the concept. Although a variety of new concepts have been suggested, there is no widely acceptable one. This study provides a new definition of usability applicable to the consumer electronic products. It defines the usability as the degree to which the users are satisfied with the product with respect to both the performance and the image/impression. In addition, it classifies dimensions that can explain various and complex aspects of the usability. The results of this study are expected to provide a framework for designing and evaluating the user interface of consumer electronic products.

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CHAPTER 1

INTRODUCTION AND DESIGN OF THE STUDY

1.1INTRODUCTION

Consumer electronics Goods are electronics equipment intended for everyday use, most often in entertainment, communications and office productivity. Main products include digital cameras, camcorders, personal computers, video game consoles, telephones and mobile phones, Laptop, Washing machine, refrigerator, speakers and headphones, etc. Increasingly these products have become based on digital technologies, and have largely merged with the computer industry in what is increasingly referred to as the consumerization of information technology such as those invented by Apple Inc. and MIT Media Lab. The largest consumer electronics companies are mostly from Japan followed by United States and to lesser extent South Korea and Taiwan.

Consumer electronics are any electronic device that is designed for everyday use. These days there are dozens of different products available and most we have several of them. Interestingly the first consumer electronics product to be produced is still in widespread use, this being the radio. Therefore, it would be fair to say that while things certainly change rapidly in the world of electronics the changes are not so rapid that the technology becomes obsolete quickly. In most cases it evolves to become ever more capable.

After the development of the radio the next consumer electronics product to go into widespread use was the television. This is another example of a technology that has evolved over the years but has largely stayed the same. For decades the television would be the most high tech electronics device that people owned. This would change in the nineties when the home computer went into widespread use. These days virtually everybody has a computer and few people would be able to get by without one.

Most of the consumer electronics products to come to the market since the development of the home computer have been related to the development of the

computer. For example the MP3 player and the digital camera are designed to work with the computer. While things like smart phones are really just smaller more portable computers. As a result it would be fair to say that few of the existing consumer electronics would be there if it were not for the development of the home computer.

While the home computer has certainly made life easier for most people it has also created a situation where there is a constant need to upgrade consumer electronics. As computers get more powerful and capable of doing more things the products that rely on them are able to become more advanced.

The consumer electronics segment includes products that can be directly used by the end-users; for instance, television sets DVD/MP3 players and microwave ovens. India has a large manufacturing base for this segment and it is a highly competitive market. Currently, the Indian consumer electronics market is dominated by the MNCs. Growing middle class, demand for premium and luxury products in the urban markets due to changing consumer lifestyle and low- end affordable products are driving the demand for this segment.

Consumer electronics refers to any device containing an electronic circuit board that is intended for everyday use by individuals. This encompasses a massive category of electronics that includes televisions, cameras, digital cameras, PDAs, calculators, VCRs, DVDs, clocks, audio devices, headphones, camcorders, and many other home products.

Going forward, higher disposable income and availability of finance, increase in digitization, affordable products in most categories, establishment of retail chains and growing organized retail will continue to be the growth drivers for consumer electronics goods.

TRENDS

Consumer electronic products are the trend of ever-falling prices. This is driven by gains in manufacturing efficiency and automation, lower labour costs as manufacturing has moved to lower-wage countries, and improvements in semiconductor design. Semiconductor components benefit from Moore's Law, an

observed principle which states that, for a given price, semiconductor functionality doubles every two years. While consumer electronics continues in its trend of convergence, combining elements of many products, consumers face different decisions when purchasing. There is an ever increasing need to keep product information updated and comparable, for the consumer to make an informed choice. Style, price, specification and performance are all relevant. There is a gradual shift towards e-commerce web-storefronts.

Many products include Internet connectivity using technologies such as Wi-Fi, Bluetooth or Ethernet. Products not traditionally associated with computer use (such as TVs or Hi-Fi equipment) now provide options to connect to the Internet or to a computer using a home network to provide access to digital content. The desire for high-definition (HD) content has led the industry to develop a number of technologies, such as Wireless which are optimized for distribution of HD content between CE devices in a home

1.2 OBJECTIVES OF THE STUDY

- To analyze the awareness among public about electronics goods.
- To study the factors that influence purchase of consumer electronics goods.
- To find out the level of consumer satisfaction regarding the electronics goods.
- To know about the effective brand value of the consumer electronic goods.
- To find out the problem faced by the consumer towards electronics goods.

1.3 SCOPE OF THE STUDY

The scope of the study helps to understand the consumer electronics goods and it also opens the various factors which can adaptability and usability of the purchase decision. They provide a frame of mind of people and expectations of consumer electronics goods. Consumer electronics goods to the success of periods based on the quality level which has resulted in consumer satisfaction and loyalty towards electronics goods. More beneficial to the company to know the customer expected performance, actual performance, problems, also analysis the overall quality and services provide to the customer. This report is more helpful to the academicians and research for their further study

1.4 NEED OF THE STUDY

Consumer electronics are products used in a domestic or personal context, in contrast to items used for business, industrial, or professional recording. They are manufacturers and service providers that cater to the connected to shows their best technologies. The players in this market are likely to seize a good market share by providing various energy-efficient electronics products. For product planning and for taking wise decisions in different field of business, adequate and reliable data is very essential. Survey technique is the most commonly used method of gathering primary data.

1.5 STATEMENT OF PROBLEM

The study on factors influencing adaptability and usability of consumer electronics goods” conducted to find out problem of the product had a hardware or software failure, even though no problem was detected when the item was tested against specification said by the retailer, carrier or manufacture. This study will help to know the consumer satisfaction level and feedback of consumer on their product and service. This will also help them to know about wants and expectation of consumer and will know if there are any problems faced by the consumer in this product.

1.6 LIMITATIONS OF THE STUDY

- The findings of the study are based on the information given by the respondents.
- The customer may show unwillingness to respond to my questions towards the electronic goods.
- Most of the concern peoples were busy with their works.
- Many of the respondent's submitted the form which is not filled properly.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

James U. Mcneal, Chyon-Yeh, (2016) have searched that examining Tolerance for Unethical Consumer Behaviour Provides a Key Insight to how People Behave as Consumers Worldwidell. In this study, consumer reactions to unethical consumer behaviour scenarios are investigated using sample data from Austria, Brunei, France, Hong Kong, the UK, and the USA. Nationality is found to be a significant predictor of how consumers view various questionable behaviours. Gender is not a significant predictor, while age and religious affiliation are found to be significant predictors of consumer ethical perceptions.

Krishna Mohan Y. and Naidu, (2015) have identified An Evaluation of Consumer Awareness in Rural Marketsll. This paper deals with the extent of awareness in rural markets of India. It presents the Gold available in this steadily growing market which has been going great guns since the 1980's and now bigger than the urban market for both FMCG's and durables, the former with 53 per cent share and the latter with 59 per cent of total market.

Paul Harrison and Robin Shaw, (2014) have contributed Consumer Satisfaction and Post-Purchase Intentions. An Exploratory Study of Museum Visitors. This paper examines the relationship between consumer satisfaction and subsequent intentions in the museum context as well as the moderating influence of demographic characteristics such as gender, age and education in that relationship. The relationship between satisfaction and a range of service elements, overall satisfaction with the experience and intentions was investigated. Museum marketers can profit by examining the "Value chain" of museum experience outlined in the model presented, especially the greater likelihood of consumers recommending the experience to others than making a repeat visit themselves, and by investigating segment differences beyond those reported here.

James R. Otto, William Wagner (2013), a significant advantage to third party administration of consumer ratings, at least from the consumer perspective, is the credibility of the rating information. Self reporting, or advertising, of customer ratings by a vendor might be more suspect than an independent entity providing the same information. An additional advantage to an independent entity managing vendor rating is in the area of standardization of data. An intermediary can collect the same type of consumer feedback, using the same methodology, across many vendors.

Vásquez-Parraga, JorgeZamora-González (2012), Studies on customer satisfaction and loyalty have focused on brand rather than product. It is not that brand is not important, but the process of loving a brand starts with a product. Customers appreciate products by themselves, independent of the brand, as shown in their pursuit of satisfaction and development of loyalty. Such appreciation seems to be prominent regarding innovative products when compared to traditional products. This research is actually had endeavor to investigate this issue and provide a product-brand typology.

Apoorva Gupta (2011), India has significantly improved the competition climate in its manufacturing sector since 1991with a string of transform in both domestic and international business policies and plans. The effect of these policies is actually impact with the household commodities which is used by the consumers. In these sectors, due to easy of entry of firms in the market, competition has increased, while in some other sectors, due to the survival of fittest strategies, competition has reduced. Indian Electronic and IT sector is one major segment where the effect of the liberalization and in turn the effect of competition issues have been seen in its totality. This sector in itself is so vast that covering each and every issue will be cumbersome. Thus, we focus on Television industry among the immense pool of gadgets.

P.Konje (2010), this research is actually exists in Zimbabwe in where the imports are more than 90% of the household electrical goods. The manufacturers contribute less than 10% of the household electrical goods which is actually required for the people. The electronic appliances like Refrigerators and induction stove are basically imported from South Africa and from Dubai. Manufacturers of these products In

Zimbabwe import about 80% of their inputs. Only 20% of raw materials are available in this country and contribution of these manufacturers to the GDP of the country is very low.

Schiffman and Kanuk, (2007) Therefore, the field of consumer goods has taken a tremendous turn in the commercial world and became the fundamental concepts of achieving company goal.

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

Schiffman, (2004) 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

Daengrasmisopon (2004) The Western studies identifying potential factors contributing to consumer preferences toward private label versus manufacturers' brands are classified into five groups as previously discussed.

Sargeant & West, (2001) The reason why marketer chooses to learn about consumers" buying electronics goods is, from a business perspective; to be able to be more effectively reach consumers and increase the chances for success.

Lamey *et al.* (2004) also found a higher tendency to switch to store brand during economic downturn.

Hoch and Banerji (1993). First to mention are factors relating to economic situations, i.e. the conventional notion that private brand volume inversely associated with economic and disposable income growth.

Hoch and Banerji (1993), Ashley (1998), Batra and Sinha (2000) and also Lamey *et al.* (2004) however disagreed to conclude that these “macro level” factors were key preference electronic product.

According to Kohli and Thakur (1997), brand name is the creation of an image or the development of a brand identity and is an expensive and time-consuming process. The development of a brand name is an essential part of the process since the name is the basis of a brand's image.

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 behaviors are unpredictable and changing continuously while trying 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.

Different theories and researchers have claimed that when organisation fully meet all aspects of its customer needs, the result enhances their profitability (Chaudhuri, 2006), and also enable them to develop a better tackling strategy for consumer (Asseal, 1998).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEACH DESIGN

A Research design is the arrangement of condition for collecting an analysis of data. In a manner that aims to combine relevance to the research of purchases with economic in procedure. The research has undertaken a Descriptive of research this type of study mainly helps to know the Past, Present, and Future.

3.2 DATA COLLECTION METHODS & SOURCE

The study has been used primary data as well as secondary data. The primary data was collected from 110 questionnaires. The Questionnaire has been prepared in such a way that the respondents were able to express their opinions freely and frankly.

- **Primary Data:** Primary data was collected for the first time. It is original and collected for a specific purpose or to solve a specific problem. Primary data was collected from the respondents by using the Questionnaire method.
- **Secondary Data:** Secondary data already exist in one form or another. It is relatively cheap and quality level of product. Secondary data were collected from Journals, Websites and Subject books etc.

3.3 SAMPLE SIZE &METHOD

The study uses primary data collected from factors influencing adaptability and usability of consumer electronics goods 110 customers were selected for the study.

3.4 SAMPLING TECHNIQUES

On the basis of convenient sampling techniques respondents are chosen. The population elements selected for inclusion in the sampling based on the case of access, Hence it is convenient sampling.

3.5 AREA OF THE STUDY

The area of the study refers to Thanjavur.

3.6 STATISTICAL TOOLS USED FOR ANALYSIS

The Following statistical tools were used in the study.

- Chi-square Analysis
- One way Anova

CHI – SQUARE TEST

Chi-square parameter was employed to test the hypotheses spelt out in the study.

Chi-square was calculated by using the following formula

$$\chi^2_c = \sum \frac{(O_i - E_i)^2}{E_i}$$

O – Observed Frequency

E – Expected Frequency

X² – Calculated Chi-Square Test

Degree of freedom=(C-1)*(R-1)

Where:

R = number of rows

C = number of columns

The calculated value of chi-square is compared with the table value at 5% level of significance and inferences drawn.

ONE WAY ANOVA

A one way anova analysis of variance compares the means of three or more independent groups to determine if there is a statistically significant difference between the corresponding population means.

- H₀ (null hypothesis): There is no significant association between age of the respondents and source of awareness.
- H₁ (alternative hypothesis): There is significant association between age of the respondents and source of awareness.

Interpretation:

Since p value (0.005) is less than 0.05. we accept the alternate hypothesis and reject the null hypothesis. Hence there is significant association between age of the respondents and source of awareness.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

In this chapter, the data collected were systematically processed, tabulated and made suitable for analysis and interpretations. The analysis and interpretation of the compiled data are presented below. The results obtained were classified, tabulated and the following analysis was performed by answering the objective of the study. It consists of

- Chi-square Analysis
- One way Anova

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 : Age of the Respondents

S.No	Age	Number of Respondents	Percentage
1	Below 20 years	15	13.6
2	21-25 years	54	49.1
3	26-30 years	34	30.9
4	Above 30 years	7	6.4
Total		110	100

Source : Primary Data

INTERPRETATION

From the table shows that 38% of the respondents are between the age group '31-40years', 31% of the respondents are between age group of '21-30 years', 19% of the respondents are 'Below 21years', and 13% of the respondents are 'Above 41years'.

INFERENCE

Majority 49.1% of the respondents are between the age group of "21-25 years".

Chart 4.1.1 : Age of the Respondents

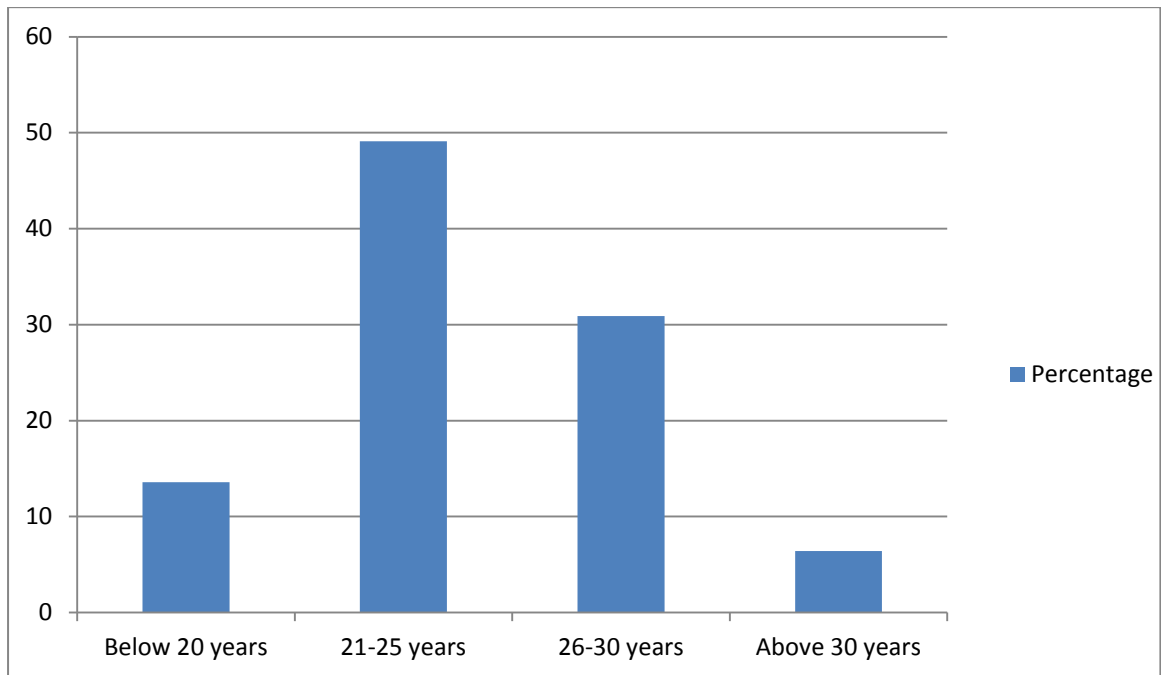


Table 4.1.2 : Gender of the Respondents

S.No	Gender	Number of Respondents	Percentage
1	Male	71	64.5
2	Female	39	35.5
Total		110	100

Source : Primary Data

INTERPRETATION

From the table shows the gender wise classification of respondents. In that 64.5% of the respondents are 'Male' and 35.5 % of the respondents is 'Female'.

INFERENCE

Majority 64.5% of respondents come under the category of "Male".

Chart 4.1.2 Gender of the Respondents

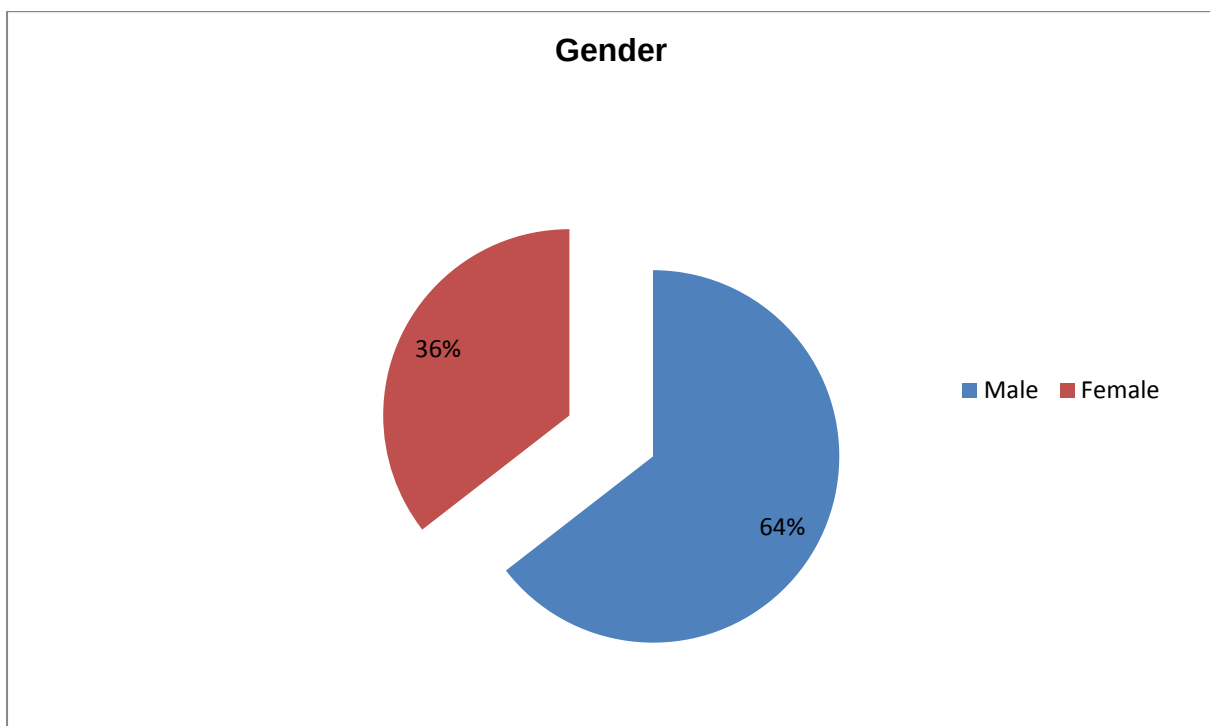


Table 4.1.3 : Educational Qualification of the Respondents

S.No	Qualification	Number of Respondents	Percentage
1	Graduate	39	35.5
2	Diploma Level	5	4.5
3	Post Graduate	31	28.2
4	Professional	13	11.8
5	Others	22	20
Total		110	100

Source : Primary Data

INTERPRETATION

From the table shows the educational qualification of the respondents. It is found that 11.8% of the respondents are 'Professional', 28.2% of the respondents are 'Post Graduate', 35.5% of the respondents are 'Graduate', 4.5% of the respondents are 'Diploma level'.and 20% of the Respondents are 'Others'.

INFERENCE

Majority 44% of the respondents' education qualification is "Graduate".

Chart 4.1.3 : Educational Qualification of the Respondents

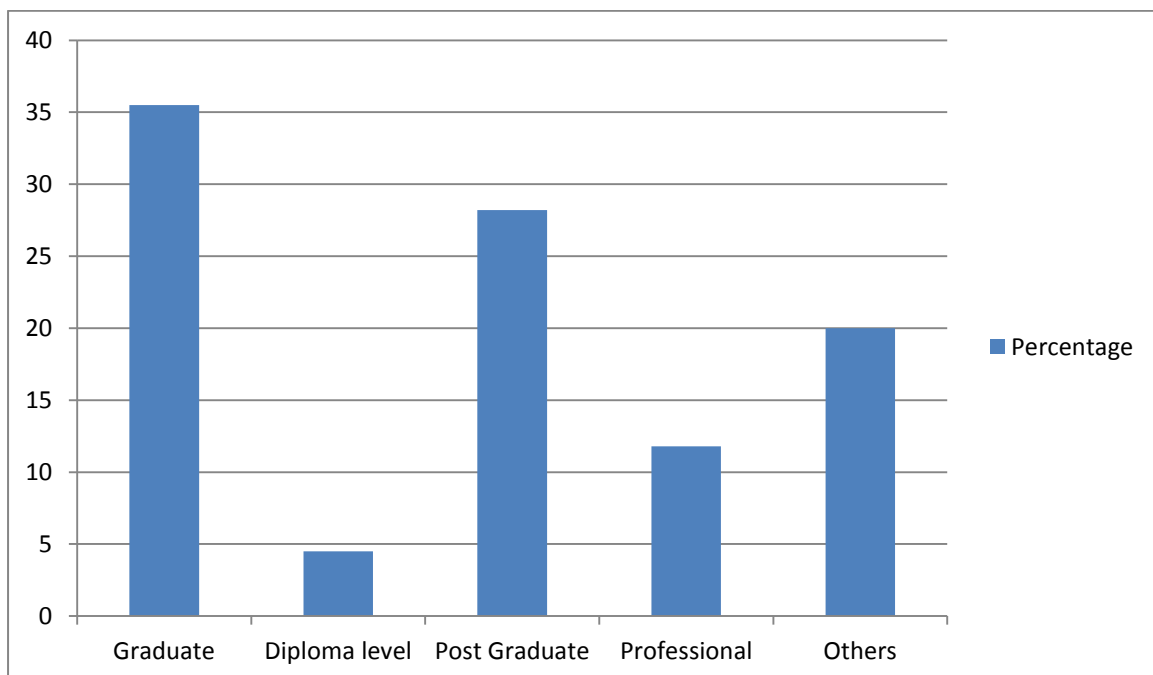


Table 4.1.4 : Occupational status of the Respondents

S.No	Occupation	Number of Respondents	Percentage
1	Student	50	45.5
2	Private employee	22	20
3	Government Employee	5	4.5
4	Self Employed	26	23.6
5	Others	7	6.4
Total		110	100

Source : Primary Data

INTERPRETATION

From the table shows the occupational status of the respondents. It is found that 45.5% of the respondents are doing 'Student', 20% of the respondents are 'Private Employee', 4.5% of the respondents are 'Govt Employee', 23.6% of the respondents are 'Self Employed', and 6.4% of the respondents are "Others".

INFERENCE

Majority 50% of the respondent's occupation status is "Student".

Chart 4.1.4 : Occupational status of the Respondents

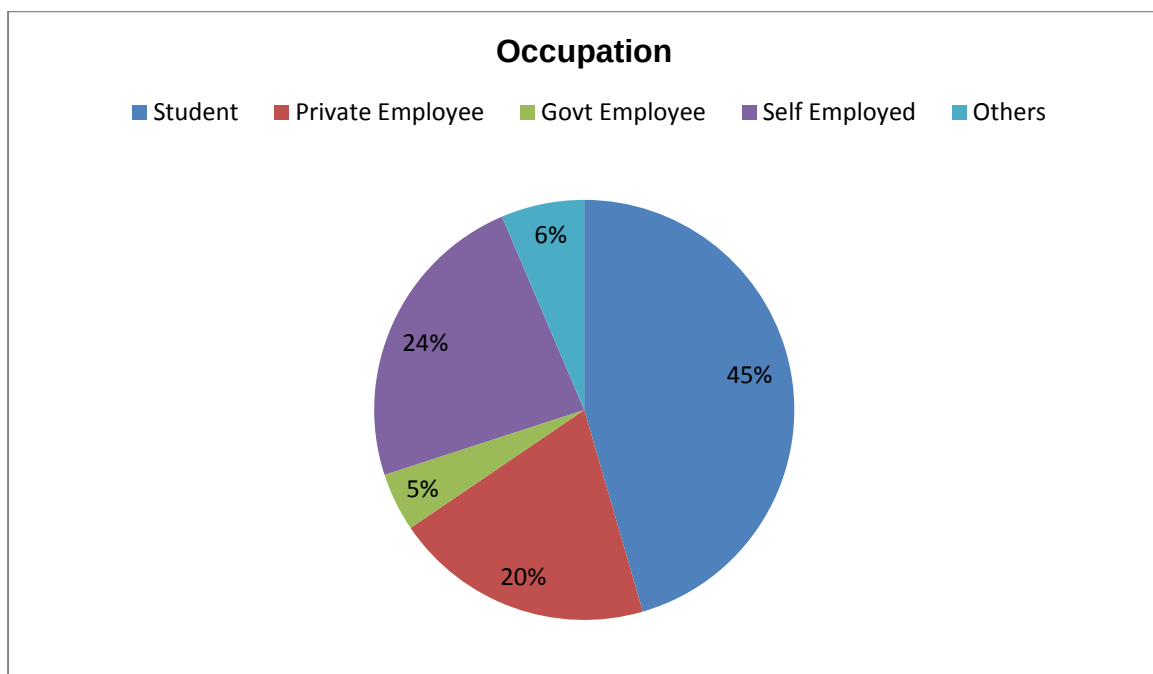


Table 4.1.5 : Family Monthly income

S.No	Income	Number of Respondents	Percentage
1	Below Rs.20,000	45	42.5
2	Rs.21,000-25,000	19	17.9
3	Rs.26,000-30,000	19	17.9
4	Above Rs.30,000	23	21.7
Total		110	100

Source : Primary Data

INTERPRETATION

The table shows about the family income level of respondents. It is state that 42.5% of the respondents are under the income group of 'Below Rs.20,000', 21.7%of the respondents are under the income group of Above Rs.30,000, 17.9% of the respondents are under the income group of Rs.26,000 – Rs.30,000, and 17.9%of the respondents are under "21,000-25,000.

INFERENCE

Majority 44% of the respondents are under the income group of "Below Rs.20,000".

Chart 4.1.5 : Family Monthly income

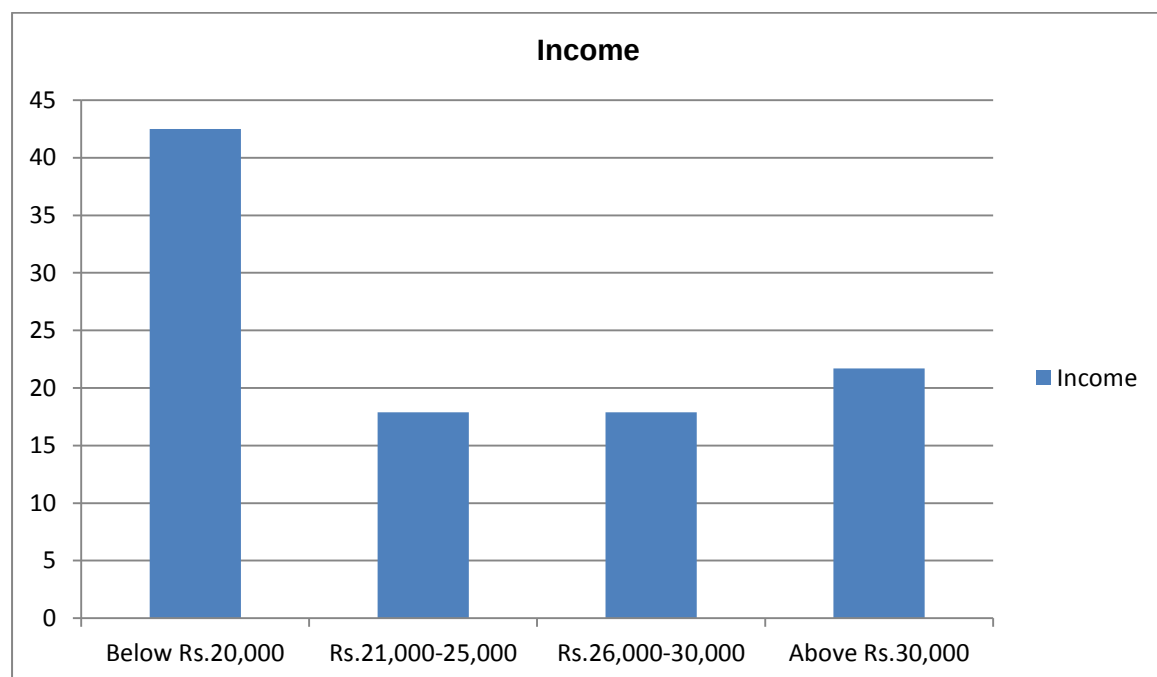


Table 4.1.6 : Source of awareness

S.No	Source of Awareness	Number of Respondents	Percentage
1	Advertisement	33	30
2	Dealer	16	14.5
3	Friends & Relatives	47	42.7
4	Others	14	12.7
Total		110	100

Source :Primary Data

INTERPRETATION

From the table shows the various sources of awareness. It is analyzed that 30% of the respondents have selected through 'Advertisement', 42.7% of the respondents have selected through 'Friends & relatives', 14.5% of the respondents have selected through 'Dealers', 12.7% of the respondents have 'others'.

INFERENCE

Majority 42.7% of the respondents have selected through "Friends &Relatives".

Chart 4.1.6 : Source of Awareness

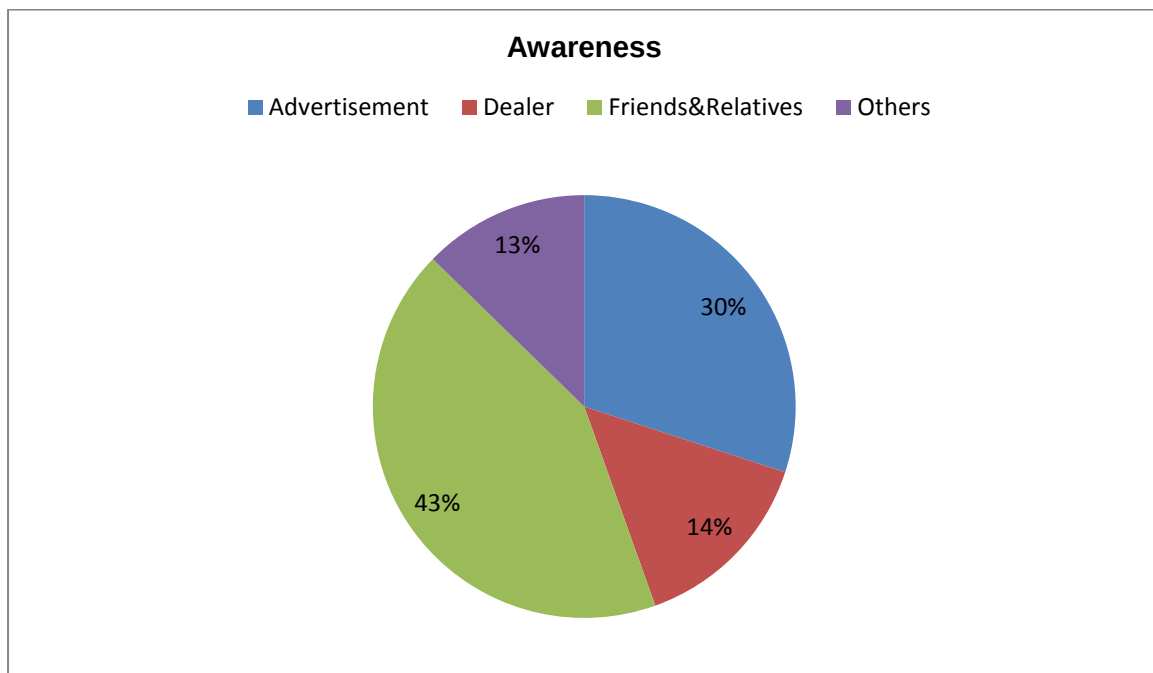


Table 4.1.7 : How do you know about electronics goods ?

S.No	Particulars	Number of Respondents	Percentage
1	Television	50	45.5
2	Newspaper	10	9.1
3	Magazines	11	10
4	Others	39	35.5
Total		110	100

Source : Primary Data

INTERPRETATION

From the table shows that 45.5% of the respondents are selected through 'Television' advertisement is suitable for their electronics goods, 9.1% of the respondents are selected through 'Newspapers' advertisement is suitable for their electronics goods, 10% of the respondents are selected through 'Magazines' is suitable and 35.5% of the respondents are selected through 'Others'.

INFERENCE

Majority 45.5% of the respondents are selected through "Television" advertisement is suitable for their electronics goods.

Chart 4.1.7 : How do you know about electronics goods ?

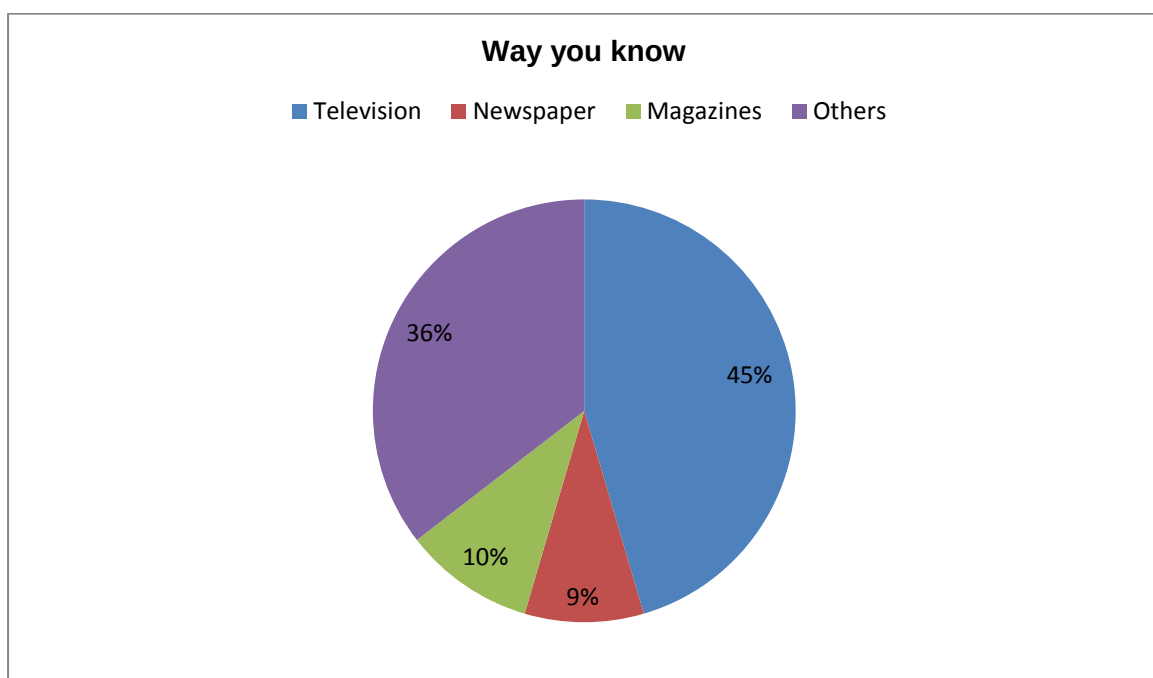


Table 4.1.8 : How often do you buy consumer electronics goods?

S.No	Particulars	Number of Respondents	Percentage
1	Once a Month	18	16.4
2	Once a Year	41	37.3
3	Twice a year	28	25.5
4	Others	23	20.9
Total		110	100

Source : Primary Data

INTERPRETATION

From the table shows that 16.4% of the respondents are selected through 'once a Month' often their buy electronics goods, 37.3% of the respondents are selected through 'Once a year' often their buy electronics goods, 25.5% of the respondents are selected through 'twice a year' often their buy electronics goods and 20.9% of the respondents are selected through 'Others' often their buy electronics goods.

INFERENCE

Majority 37.3% of the respondents are selected through "once a year" often their buy electronics goods

Chart 4.1.8 : How often do you buy consumer electronics goods?

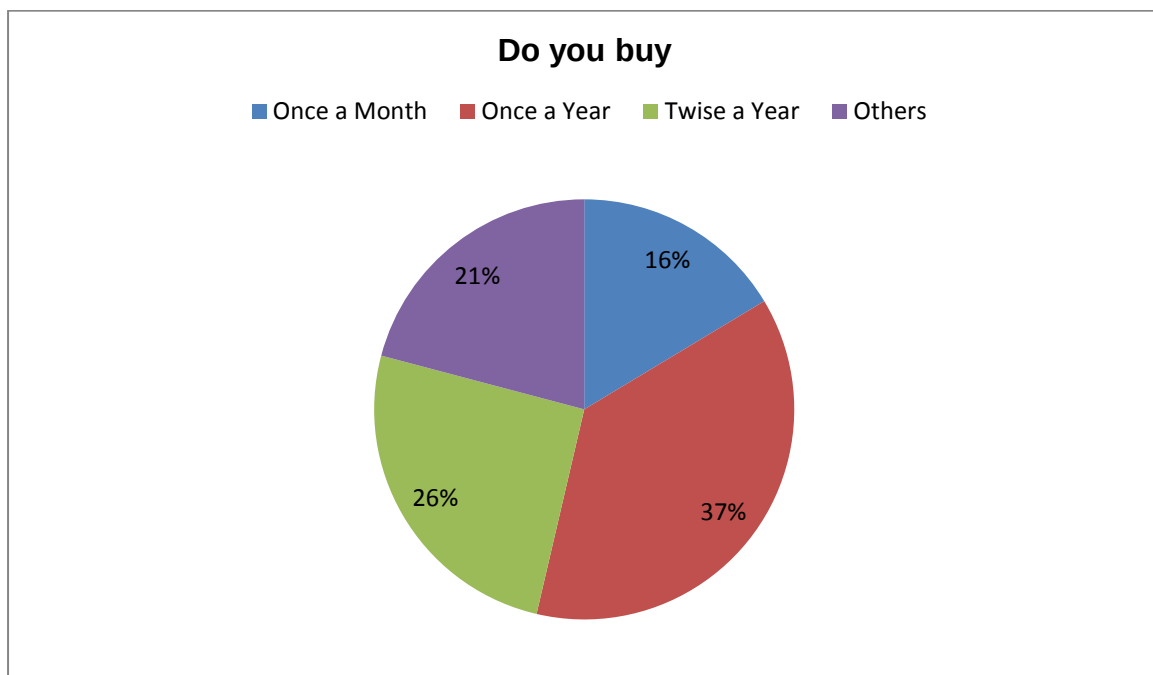


Table 4.1.9 : How much did you spend for the purchase of your consumer electronic Goods?

S.No	Particulars	Number of Respondents	Percentage
1	Rs.10,000-Rs.20,000	48	44.4
2	Rs.20,000-Rs.40,000	38	35.2
3	Rs.40,000-Ra.60,000	15	13.9
4	Above Rs.60,000	7	6.5
Total		110	100

Source : Primary Data

INTERPRETATION

From the table shows that 35.2% of the respondents are purchase the 'Rs.20,000-Rs.40,000' for their electronics goods, 44.4% of the respondents are purchase ' Rs. 10,000 – Rs.20,000'for their electronics goods, 13.9% of the respondents were purchase 'Rs.40,000 – Rs.60,000' and 6.5% of the respondents are purchase 'Above Rs. 60,000'.

INFERENCE

Majority 44.4% of the respondents are Purchase “Rs.10, 000-Rs.20,000” for purchase electronics goods.

Chart 4.1.9 : How much did you spend for the purchase of your consumer ielectronic Goods?

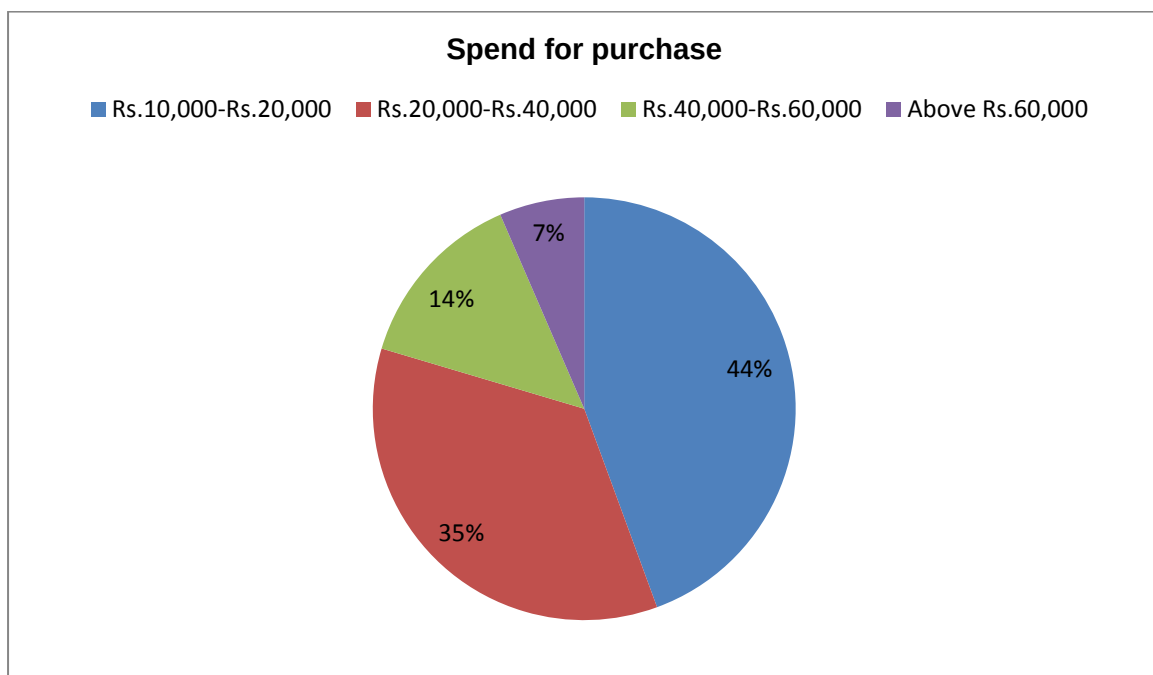


Table 4.1.10 : What is the most important reason for using consumer electronic goods?

S.No	Particulars	Number of Respondents	Percentage
1	Most affordable	41	37.6
2	More electronic equipments	48	44
3	Many products have new specifications	49	45
4	Attractive advertisement	22	20.2
5	Others	53	48.6
Total		193	200

Source : Primary Data

INTERPRETATION

From the table shows that 45% of the respondents are important reason for using the 'Many products have new specifications' for their electronics goods, 44% of the respondents are important reason of using 'More electronics equipments' for their electronics goods, 20.2% of the respondents are important reason of using 'Attractive advertisement' and 37.6% of the respondents are important reason of using 'most affordable'. 48.6% of the respondents 'Others'.

INFERENCE

Majority 45% of the respondents are important reason of using "Others" for their electronics goods.

Table 4.1.10 : What is the most important reason for using consumer electronic goods?

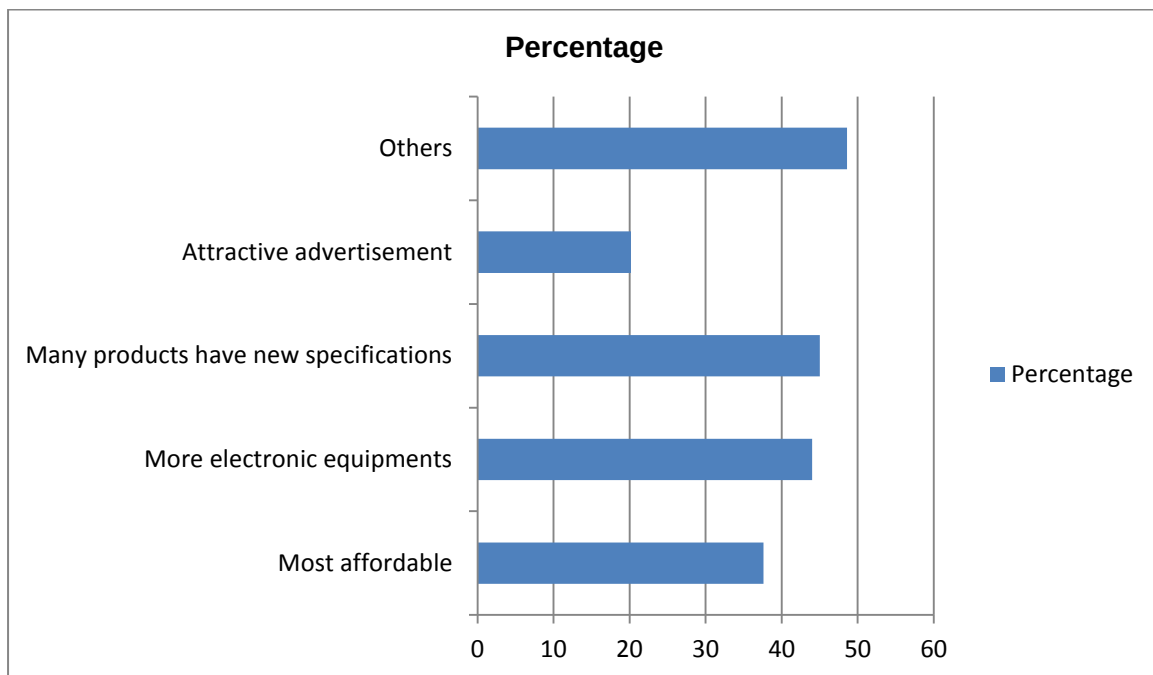


Table 4.1.11 : What is the main concern of purchasing consumer electronic goods?

S.No	Particulars	Number of Respondents	Percentage
1	Style	47	43.1
2	Trend	42	38.5
3	Brand	61	56
4	Price	59	54.1
5	Others	37	33.9
Total		246	100

Source : Primary Data

INTERPRETATION

From the table shows that 54.1% of the respondents are main concern of purchasing 'Price' for their electronics goods, 56% of the respondents are main concern of purchasing 'Brand' for their electronics goods, 43.1% of the respondents are main concern of purchasing 'Style' and 38.5% of the respondents are main concern of purchasing 'Trends'.

INFERENCE

Majority 56% of the respondents are main concern of purchasing "Brand" for their electronics goods.

Chart 4.1.11 : What is the main concern of purchasing consumer electronic goods?

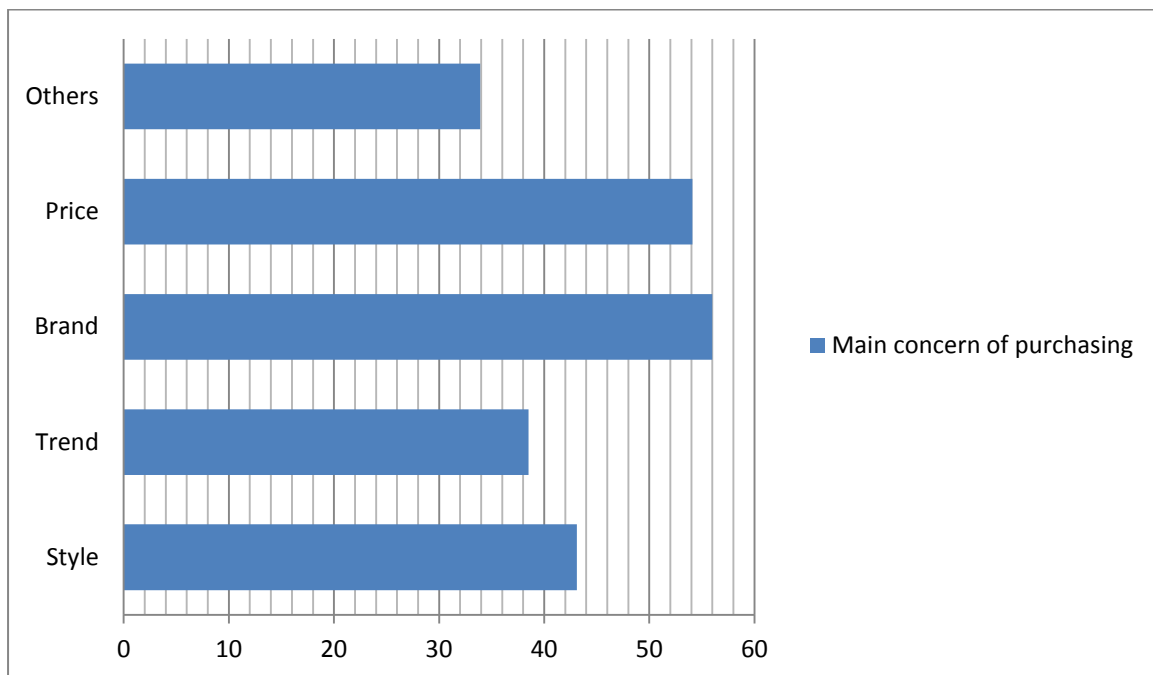


Table 4.1.12 : Which kind of influence you making purchase decision most electronic goods?

S.No	Particulars	Number of Respondents	Percentage
1	Discount	53	49.5
2	Gift set	14	13.1
3	coupons	25	23.4
4	On sale	15	14
Total		110	100

Source : Primary Data

INTERPRETATION

From the table shows that 49.5% of the respondents are selected through 'Discount' is kinds of influencing making purchase decision of electronics goods, 13.1% of the respondents are selected through 'Gift set' is kinds of influencing making purchase decision of electronics goods, 23.4% of the respondents are selected through 'Coupons' is kinds of influencing making purchase decision of electronics goods and 14% of the respondents are selected through 'On sale' is kinds of influencing making purchase decision of electronics goods.

INFERENCE

Majority 49.5% of the respondents are selected through "Discount" is kinds of influencing making purchase decision of electronics goods.

Chart 4.1.12 : Which kind of influence you making purchase decision most electronic goods?

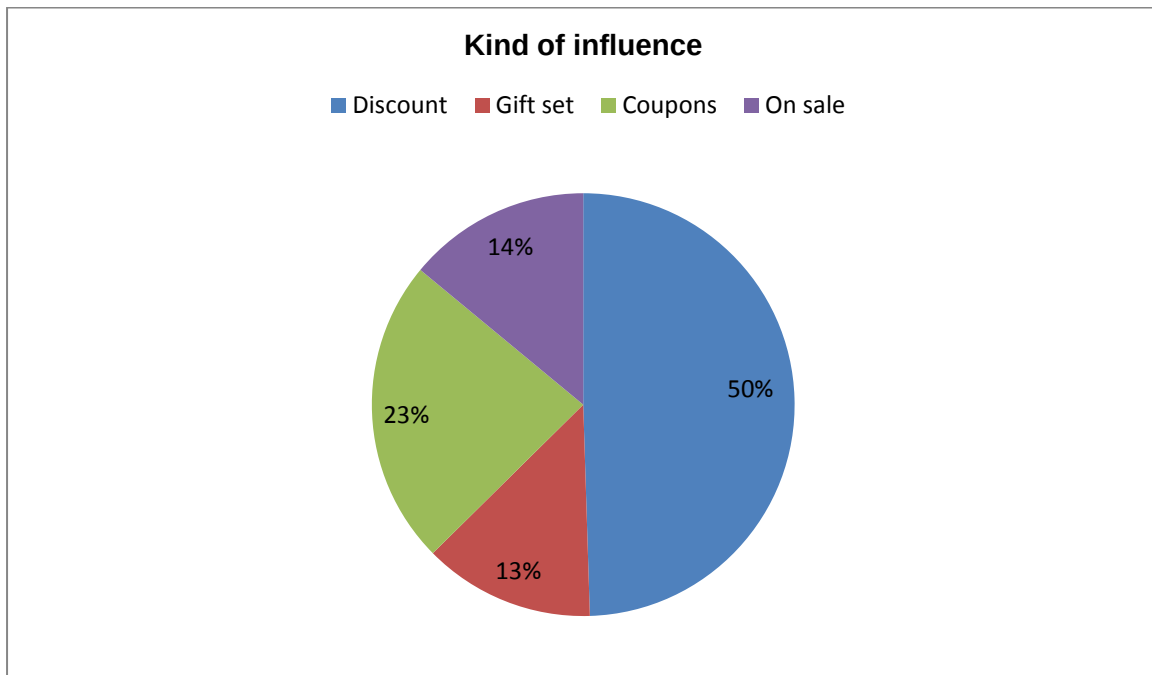


Table 4.1.13 : What is the most important factor in providing after sales service of electronic goods?

S.No	Particulars	Number of Respondents	Percentage
1	Repair charge	15	13.9
2	Repair quality	37	34.3
3	Repair speed	12	11.1
4	Others	44	40.7
Total		110	100

Source : Primary Data

INTERPRETATION

From the table shows that 34.3% of the respondents are chosen 'Repair quality' is importance factors providing sale service of electronics goods, 11.1% of the respondents are chosen 'Repair speed' is importance factors providing sale service of electronics goods, 13.9% of the respondents are chosen 'Repair charge' is importance factors providing sale service of electronics goods and 40.7% of the respondents are chosen 'others' is importance factors providing sale service of electronics goods.

INFERENCE

Majority 40.7% of the respondents are chosen 'Others' is importance factors providing sale service of electronics goods.

Chart 4.1.13 What is the most important factor in providing after sales service of electronic goods?

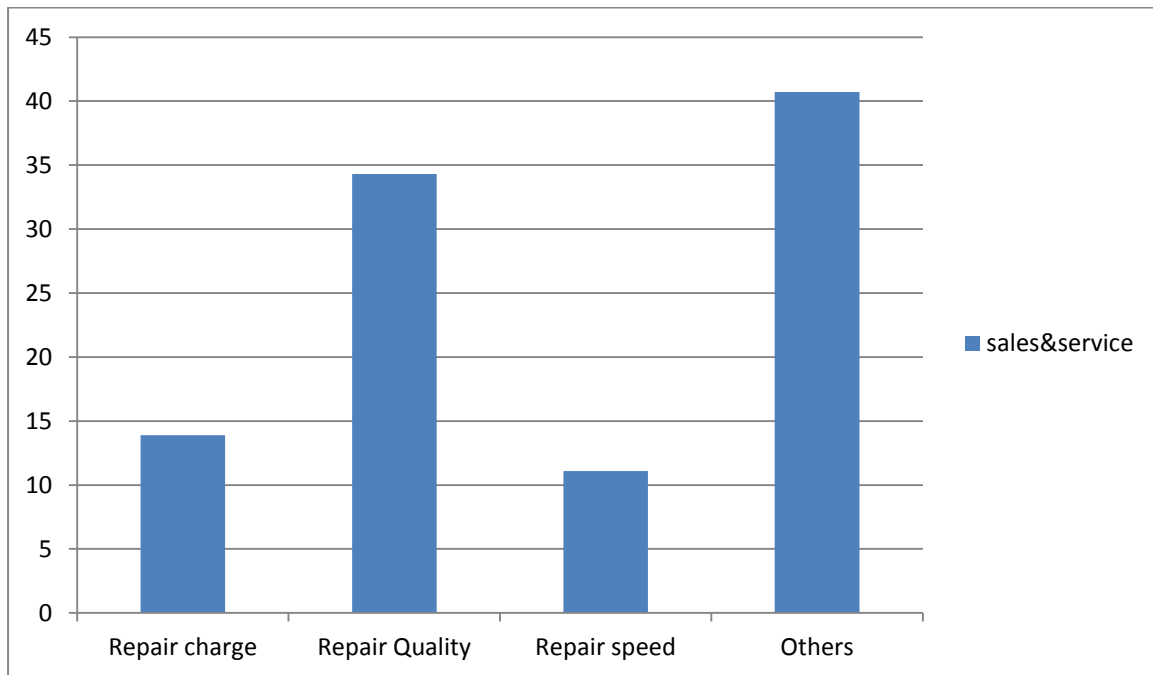


Table 4.1.14 : What promotional campy and would motive your buying decision

S.No	Particulars	Number of Respondents	Percentage
1	Banners buy one get one	30	28
2	Poster gift voucher	17	15.9
3	Promotion media	20	18.7
4	Signage discount	10	9.3
5	Others	30	28
Total		110	100

Source : Primary Data

INTERPRETATION

From the table shows that 9.3% of the respondents are chosen 'Signage discount' for Promotional campy and would motivate buying decision of electronics goods, 28% of the respondents are chosen 'Banners buy 2 get 1 free' for Promotional campy and would motivate buying decision of electronics goods, 15.9% of the respondents are chosen 'poster gift voucher' for Promotional campy and would motivate buying decision of electronics goods and 18.7% of the respondents are chosen 'promotion media' for Promotional campy and would motivate buying decision of electronics goods.

INFERENCE

Majority 28% of the respondents are chosen "Banners buy one get one" for Promotional campy and would motivate buying decision of electronics goods.

Chart 4.1.14 : What promotional campy and would motive your buying decision

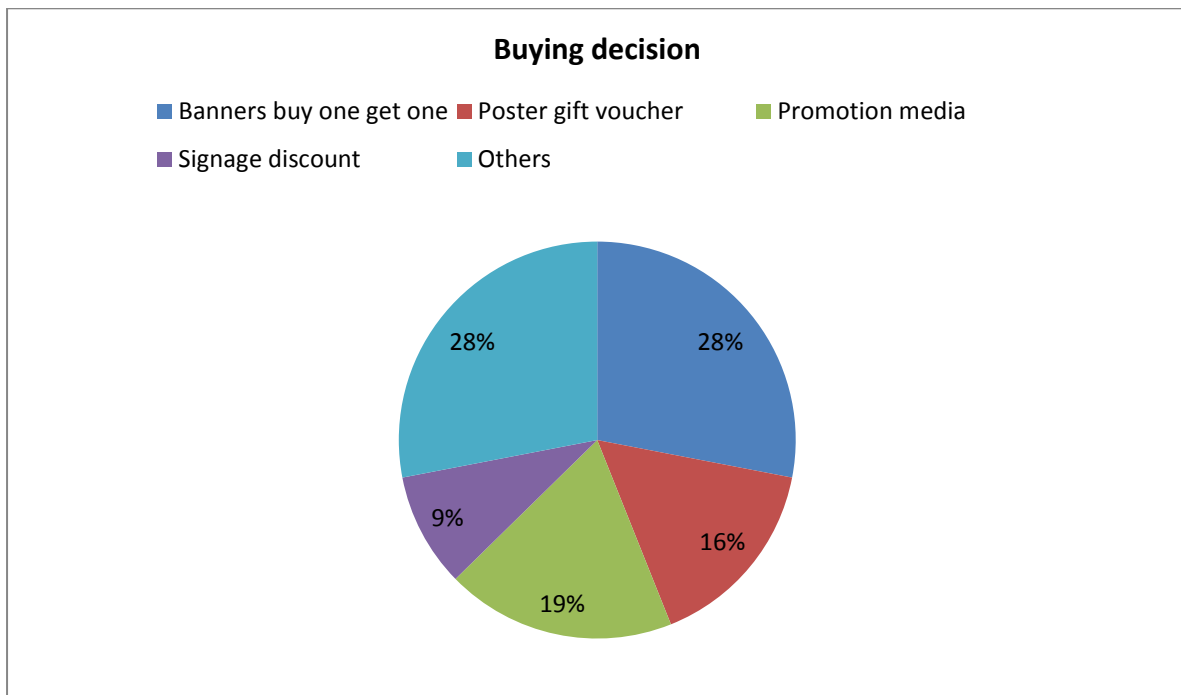


Table 4.1.15 : What are the quality level of consumer electronic goods

S.No	Particulars	Number of Respondents	Percentage
1	Reducing a cost	56	52.3
2	Product safety	66	61.7
3	Long time usability	65	60.7
4	High level service	26	24.3
Total		213	100

Source : Primary Data

INTERPRETATION

From the table shows that 52.3% of the respondents are chosen a 'reducing cost' for the quality level of electronics goods, 61.7% of the respondents are chosen a 'product safety' for the quality level of electronics goods, 24.3% of the respondents are chosen a 'high level of services' for the quality level of electronics goods, and 60.7% of the respondents are chosen a 'Long time usability' for the quality level of electronics goods.

INFERENCE

Majority 61.7% of the respondents are chosen a "Product safety" for the quality level of electronics goods.

Chart 4.1.15 What are the quality level of consumer electronic goods

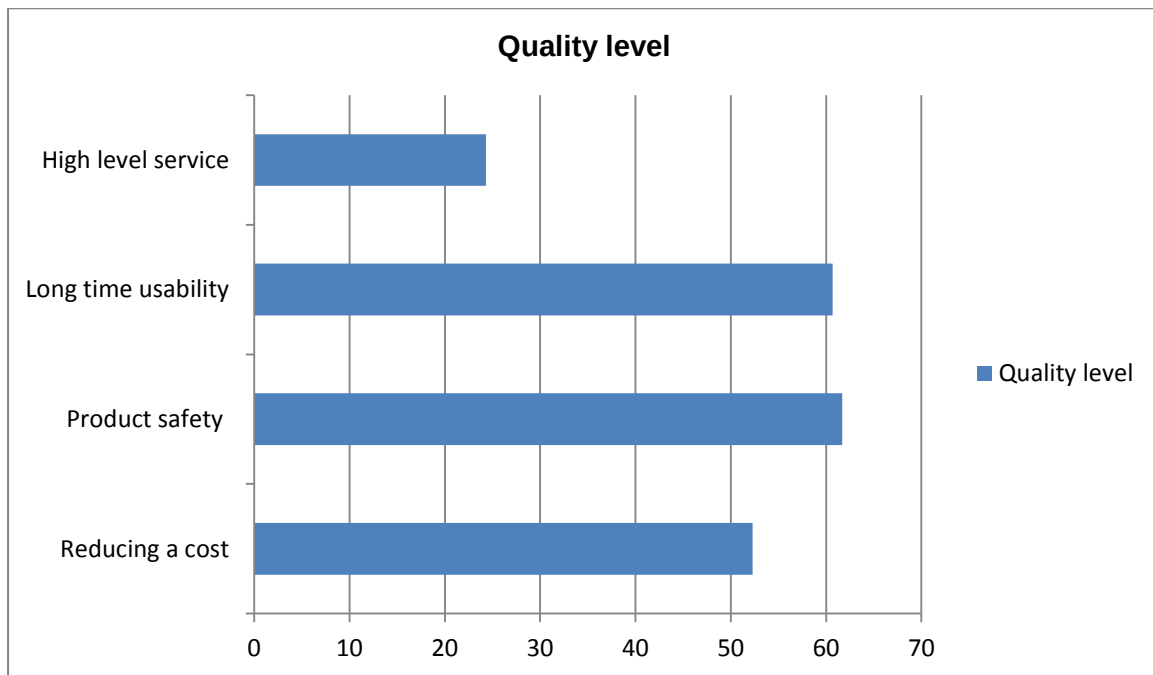


Table 4.1.16 What changes should be done by company for making the product more effective & efficient

S.No	Particulars	Number of Respondents	Percentage
1	New trends	42	39.6
2	Software	28	26.4
3	Hardware	15	14.2
4	Quality service	21	19.8
Total		110	100

Source : Primary Data

INTERPRETATION

From the table shows that 14.2% of the respondents are chosen 'Hardware' the company make the product more effective & efficient electronics goods, 26.4% of the respondents are chosen 'Software' the company make the product more effective & efficient electronics goods, 19.8% of the respondents are chosen 'Quality service' the company make the product more effective & efficient electronics goods and 39.6% of the respondents are chosen 'New Trends' the company make the product more effective & efficient electronics goods.

INFERENCE

Majority 39.2% of the respondents are chosen "New trends" the company makes the product more effective & efficient electronics goods.

Chart 4.1.16 : What changes should be done by company for making the product more effective & efficient

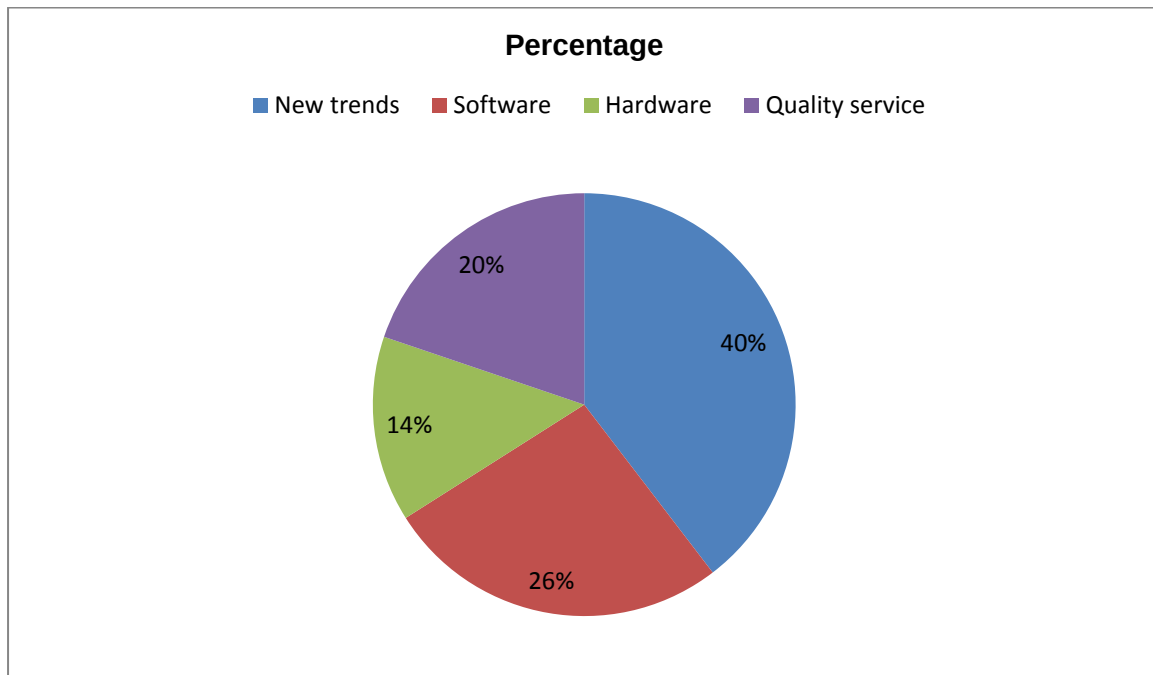


Table 4.1.17 : Are you satisfied with particular brands important for consumer electronic goods?

S.No	Particulars	Number of Respondents	Percentae
1	Highly satisfied	22	20.8
2	Satisfied	49	46.2
3	Neutral	28	26.4
4	Dissatisfied	7	6.6
5	Highly dissatisfied	0	0
Total		110	100

Source : Primary Data

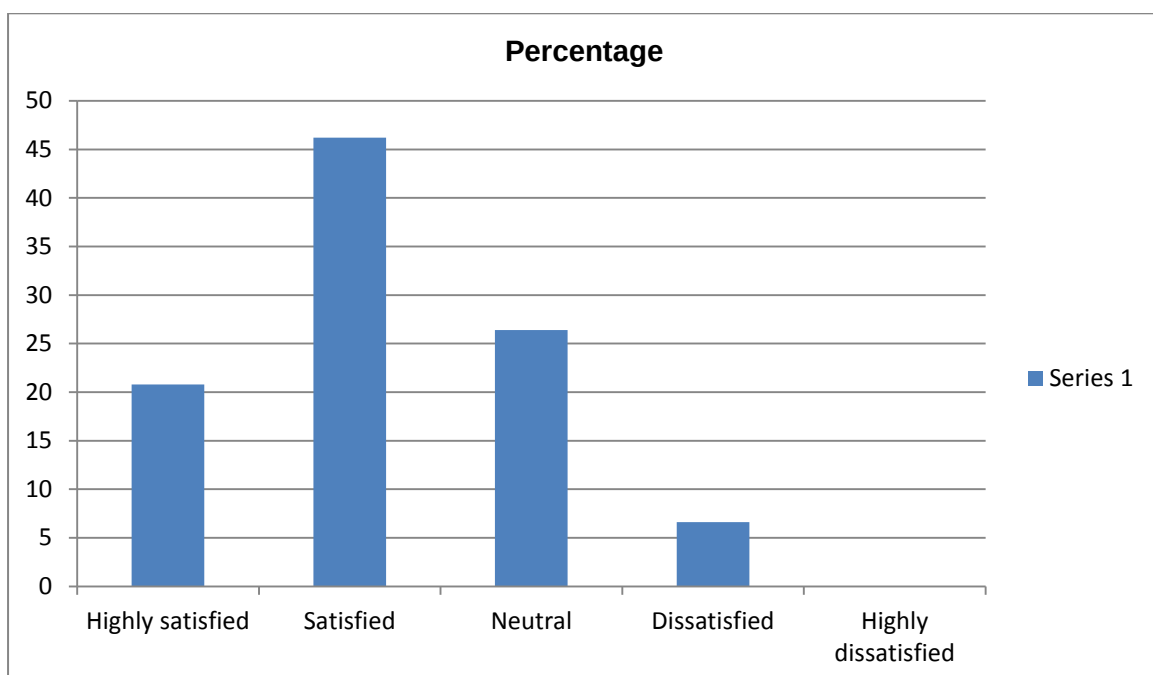
INTERPRETATION

From the table shows that the satisfied with particular brand importance for electronics goods.20.8% of the respondents choose 'Highly satisfied' and 46.2% of the respondents choose 'Satisfied'.

INFERENCE

Majority 46.2%of the respondents choose “ satisfied” with particular brand.

Chart 4.1.17 : Are you satisfied with particular brands important for consumer electronic goods?



4.2 Statistical Analysis

Chi-Square :

Relation between Age and Source of awareness

Null Hypothesis : There is no significant relationship between the Age group and Source of Awareness of consumer electronics goods.

AGE * SOURCE OF AWARENESS Crosstabulation							
			SOURCE OF AWARENESS				Total
			Friends & relatives	Dealer	Advertisement	Others	
AGE	21-25 years	Count	21	8	17	8	54
		Expected Count	23.1	7.9	16.2	6.9	54.0
	Below 20 years	Count	2	3	8	2	15
		Expected Count	6.4	2.2	4.5	1.9	15.0
	26-30 years	Count	21	3	6	4	34
		Expected Count	14.5	4.9	10.2	4.3	34.0
	Above 30 years	Count	3	2	2	0	7
		Expected Count	3.0	1.0	2.1	0.9	7.0
Total		Count	47	16	33	14	110
		Expected Count	47.0	16.0	33.0	14.0	110.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.726 ^a	9	0.132
Likelihood Ratio	15.058	9	0.089
Linear-by-Linear Association	2.875	1	0.090
N of Valid Cases	110		

- a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .89.

INTERPRETATION

From the table shows that, the table value is Less than calculate value. So, the null hypothesis is rejected. Hence, there is a significant relationship between the age and source awareness of consumer electronics goods.

4.3 ONE WAY ANOVA

Descriptives								
GENDER	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Discount	53	1.321	0.471	0.065	1.191	1.451	1.00	2.00
Coupons	25	1.600	0.500	0.100	1.394	1.806	1.00	2.00
On sale	15	1.067	0.258	0.067	0.924	1.210	1.00	2.00
Gift set	14	1.429	0.514	0.137	1.132	1.725	1.00	2.00
Total	107	1.364	0.484	0.047	1.272	1.457	1.00	2.00

ANOVA					
GENDER	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.876	3	0.959	4.507	0.005
Within Groups	21.909	103	0.213		
Total	24.785	106			

INTERPRETATION

Since p value (0.005) is less than 0.05.we accept the alternate hypothesis and reject the null hypothesis .Hence there is no significant association between age and source of awareness.

CHAPTER 5

FINDINGS,SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority 49% of the respondents are between the age group of “21-25 years”.
- Majority 64% of respondents come under the category of “Male”.
- Majority 36% of the respondents’ education qualification is “Graduate”.
- Majority 46% of the respondent’s occupation status is “Student”.
- Majority 43% of the respondents are under the income group of “Below Rs.20,000”.
- Majority 30% of the respondents have purchased electronics goods through “Advertisement”.
- Majority 46% of the respondent’s selected “Television” advertisement is suitable for their electronics goods.
- Majority 38% of the respondents selected “once a year” often their buy electronics goods
- Majority 45% of the respondents Purchase “Rs.10, 000-Rs.20, 000” for purchase electronics goods.
- Majority 49% of the respondents are important reason of using “others” for their electronics goods.
- Majority 56% of the respondents are main concern of purchasing “Brand” for their electronics goods.
- Majority 50% of the respondents are selected “Discount” is kinds of influencing making purchase decision of electronics goods.
- Majority 41% of the respondents are selected ‘others’ is importance factors providing sale service of electronics goods.
- Majority 28% of the respondents are selected “Banners buy one get one” for Promotional campy and would motivate buying decision of electronics goods.
- Majority 62% of the respondents are chosen a “Reducing cost” for the quality level of electronics goods.
- Majority 40% of the respondents are chosen “New trends” the company makes the product more effective & efficient electronics goods.
- Majority 47%of the respondents choose “ satisfied” with particular brand.

5.2 SUGGESTIONS

- The study reveals that majority of the respondents of the company should keep in mind about the need of customer.
- Most of the respondents feel that Electronic Goods Company should look into the hardware and software replacement problem of “Electronic Goods” It was suggested to the companies to take effective step to produce a good quality of electronic goods.
- Most of the respondents are expecting that the consumers should have more dealers for its product “Electronic Goods” So it is suggested to the company to concentrate on more number of dealers, if they do so sales will also increased and capture the market.
- The respondents are expecting more warranty period of consumer electronic goods so it is been suggested to the company to increase the warranty period.
- The respondents feel that the company should make competitors if applicable and according to the customer’s expectations.
- Majority of the respondents feel that the consumer should continue to maintain the standard of the product and improvise their services on “Electronic Goods”.
- The study reveals that majority of the respondents are adaptability and usability with usage of Electronic Goods.
- It is very clear that majority of the respondents are adapted and used with the usage of Electronic Goods and it was recommended to the companies to provide quick response with a proper explanation by customer.

5.3 CONCLUSION

In this study it has been observed that, the most customers are factors influencing adaptability and usability towards the product but are not happy with the after sales services due to lack of suitable store where they get the “Electronics Goods”. Consumer electronics goods needs to improve some part of product specifically the changing procedure system of the hardware and software keeping in mind as a weak point. High adaptability & usability level helps the company to retain its existing customer as well as generate new customer through word to mouth publicity. The present study of which the people very much aware of Consumer Electronics Goods and maximum of them satisfied product but still there a pinch of dissatisfied about the hardware and software problems. The majority of the respondents accept that consumer Electronics goods want to improve. Customer satisfaction is a good tool to make improvements in the products and services of the company. So, the companies soon take attention on the quality consciousness to make their business more successful by satisfying the customers

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ANNEXURE-1

QUESTIONNAIRE

1. Name :
2. Age
 - a. Below 20 years
 - b. 21-25years
 - c. 26-30 years
 - d. Above 30 years
3. Gender
 - a) Male b) Female
4. Educational Qualification
 - a. Graduate
 - b. Diploma level
 - c. Postgraduate
 - d. Professional
 - e. Others
5. Occupation
 - a. Student
 - b. Govt Employee
 - c. Private Employee
 - d. Self employed
 - e. Others
6. Family Monthly Income
 - a. Below Rs.20,000
 - b. Rs.21,000 – Rs.25,000
 - c. Rs.26,000 – Rs.30,000
 - d. Above Rs.30,000
7. What type of source of awareness regarding consumer electronics goods?
 - a. Advertisement
 - b. Dealer
 - c. Friends & relatives
 - d. Others

8. Which ways do you know about consumer electronics goods?
- a. Television
 - b. Newspapers
 - c. Magazines
 - d. Radio
9. How often do you buy consumer electronics goods?
- a. Once a month
 - b. Once a year
 - c. Twice a year
 - d. Others
10. How much did you spend for the purchase of your consumer electronics goods?
- a. Rs.10,000 –Rs.20,000
 - b. Rs.20,000 – Rs.40,000
 - c. Rs.40,000 – Rs.60,000
 - d. Above Rs.60,000
11. What is the most important reason for using consumer electronics goods?
- a. Most affordable
 - b. Attractive advertisement
 - c. More electronic equipments
 - d. Many products have new specification
 - e. Others
12. What is the main concern of purchasing consumer electronics goods?
- a. Style
 - b. Trend
 - c. Brand
 - d. Price
13. Which kind of influence you making purchase decision most electronics goods?
- a. Discount
 - b. Gift set
 - c. Coupons
 - d. On sale
14. What is the most important factor in providing after sale service of electronics goods?
- a. Repair charge

b. Repair quality

c. Repair speed

d. Others

15. What promotional campy and would motivate your buying decision?

a. Banners buy 2 get 1 free

b. Poster gift voucher

c. Promotion media

d. Signage discount

16. What are the quality levels of consumer electronics goods?

a. Reducing a cost

b. Product safety

c. Long time usability

d. High level of service

17. What factors influencing that you were considered as significant while purchasing the consumer electronics goods?(Rank)

S.NO	FACTORS	RANK
1	Price	
2	Advertisement	
3	Quality	
4	Brand	
5	Services	
6	Availability	

18. Are you satisfied with the usage services of consumers electronic good? (put tick mark)

S.NO	REASON FOR USAGE SERVICE	H.S	S	N	D.S	H.D.S
1	Quality					
2	Capacity					
3	Easy to use product					
4	Brand image					

a. H.S -Highly satisfied c. S –Satisfied e. N–Neutral

b. D.S –Dissatisfied d. H.D.S -Highly dissatisfied

19. What changes should be done by company for making the product more effective &

efficient?

a. New trends

b. Software

c. Hardware

d. Quality service

20. Are you satisfied with particular brands important for consumer electronic goods?

a. Satisfied

b. Highly satisfied

c. Dissatisfied

d. Highly dissatisfied

21. Any suggestion with reference to the product and services from your view to help us improve?

ANNEXURE-2
RESEARCH ARTICLE

**A STUDY ON FACTORS INFLUENCING ADAPTABILITY AND USABILITY
OF CONSUMER ELECTRONIC GOODS**

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ABSTRACT

The concept of usability has been applied to the design and evaluation of software user interfaces in which user performance was the major issue for improvement. Recently, it is being applied to consumer electronic products because companies consider it an important key to their success. However, there is a difference in the concept of usability between the two applications. Unlike the software user interfaces, the image/impression felt by the users are as important as the performance for a consumer electronic product to be successful. It is therefore necessary to redefine the concept. Although a variety of new concepts have been suggested, there is no widely acceptable one. This study provides a new definition of usability applicable to the consumer electronic products. It defines the usability as the degree to which the users are satisfied with the product with respect to both the performance and the image/impression. In addition, it classifies dimensions that can explain various and complex aspects of the usability. The results of this study are expected to provide a framework for designing and evaluating the user interface of consumer electronic products.

I. INTRODUCTION

Consumer electronics Goods are electronics equipment intended for everyday use, most often in

entertainment, communications and office productivity. Main products include digital cameras, camcorders, personal computers, video game consoles, telephones and mobile phones, Laptop, Washing machine, refrigerator, speakers and headphones, etc. Increasingly these products have become based on digital technologies, and have largely merged with the computer industry in what is increasingly referred to as the consumerization of information technology such as those invented by Apple Inc. and MIT Media Lab. The largest consumer electronics companies are mostly from Japan followed by United States and to lesser extent South Korea and Taiwan.

Consumer electronics are any electronic device that is designed for everyday use. These days there are dozens of different products available and most we have several of them. Interestingly the first consumer electronics product to be produced is still in widespread use, this being the radio. Therefore, it would be fair to say that while things certainly change rapidly in the world of electronics the changes are not so rapid that the technology becomes obsolete quickly. In most cases it evolves to become ever more capable.

A. TRENDS

Consumer electronic products are the trend of ever-falling prices. This is driven by gains

in manufacturing efficiency and automation, lower labour costs as manufacturing has moved to lower-wage countries, and improvements in semiconductor design. Semiconductor components benefit from Moore's Law, an observed principle which states that, for a given price, semiconductor functionality doubles every two years.

II. REVIEW OF LITERATURE

James U. Mcneal, Chyon-Yeh, (2016) have searched that examining —Tolerance for Unethical Consumer Behaviour Provides a Key Insight to how People Behave as Consumers Worldwide. In this study, consumer reactions to unethical consumer behaviour scenarios are investigated using sample data from Austria, Brunei, France, Hong Kong, the UK, and the USA. Nationality is found to be a significant predictor of how consumers view various questionable behaviours. Gender is not a significant predictor, while age and religious affiliation are found to be significant predictors of consumer ethical perceptions.

Krishna Mohan Y. and Naidu, (2015) have identified —An Evaluation of Consumer Awareness in Rural Markets. This paper deals with the extent of awareness in rural markets of India. It presents the — Gold available in this steadily growing market which has been going great guns since the 1980's and now bigger than the urban market for both FMCG's and durables, the former with 53 per cent share and the latter with 59 per cent of total market.

James R. Otto, William Wagner (2013), a significant advantage to third party administration of consumer ratings, at least from the consumer perspective, is the credibility of the rating information. Self reporting, or advertising, of customer ratings by a vendor might be more suspect than an independent entity providing the same information. An additional advantage to an independent entity managing vendor rating is in the area of standardization of data. An intermediary can collect the same type of consumer feedback, using the same methodology, across many vendors.

Vásquez-Parraga, Jorge Zamora-González (2012), Studies on customer satisfaction and loyalty have focused on brand rather than product. It is not that brand is not important, but the process of loving a brand starts with a product. Customers appreciate

products by themselves, independent of the brand, as shown in their pursuit of satisfaction and development of loyalty. Such appreciation seems to be prominent regarding innovative products when compared to traditional products. This research is actually had endeavor to investigate this issue and provide a product-brand typology.

Apoorva Gupta (2011), India has significantly improved the competition climate in its manufacturing sector since 1991 with a string of transform in both domestic and international business policies and plans. The effect of these policies is actually impact with the household commodities which is used by the consumers. In these sectors, due to easy of entry of firms in the market, competition has increased, while in some other sectors, due to the survival of fittest strategies, competition has reduced. Indian Electronic and IT sector is one major segment where the effect of the liberalization and in turn the effect of competition issues have been seen in its totality. This sector in itself is so vast that covering each and every issue will be cumbersome. Thus, we focus on Television industry among the immense pool of gadgets.

III. OBJECTIVES OF THE STUDY

- To analyze the awareness among public about electronics goods.
- To study the factors that influence purchase of consumer electronics goods.
- To find out the level of consumer satisfaction regarding the electronics goods.
- To know about the effective brand value of the consumer electronic goods.
- To find out the problem faced by the consumer towards electronics goods.

IV. SCOPE OF THE STUDY

The scope of the study helps to understand the consumer electronics goods and it also opens the various factors which can adaptability and usability of the purchase decision. They provide a frame of mind of people and expectations of consumer electronics goods. Consumer electronics goods to the success of periods based on the quality level which has resulted in consumer satisfaction and loyalty towards electronics goods. More beneficial to the company to know the customer expected performance, actual performance, problems, also

analysis the overall quality and services provide to the customer. This report is more helpful to the academicians and research for their further study

V. RESEARCH METHODOLOGY

A. STATEMENT OF PROBLEM

“The study on factors influencing adaptability and usability of consumer electronics goods” conducted to find out problem of the product had a hardware or software failure, even though no problem was detected when the item was tested against specification said by the retailer, carrier or manufacture. This study will help to know the consumer satisfaction level and feedback of consumer on their product and service. This will also help them to know about wants and expectation of consumer and will know if there are any problems faced by the consumer in this product.

B. DATA COLLECTION METHODS & SOURCE

The study has been used primary data as well as secondary data. The primary data was collected from 110 questionnaires. The Questionnaire has been prepared in such a way that the respondents were able to express their opinions freely and frankly.

- **Primary Data:** Primary data was collected for the first time. It is original and collected for a specific purpose or to solve a specific problem. Primary data was collected from the respondents by using the Questionnaire method.
- **Secondary Data:** Secondary data already exist in one form or another. It is relatively cheap and quality level of product. Secondary data were collected from Journals, Websites and Subject books etc.

C. SAMPLE SIZE & METHOD

The study uses primary data collected from factors influencing adaptability and usability of consumer electronics goods 110 customers were selected for the study.

D. SAMPLING TECHNIQUES

On the basis of convenient sampling techniques respondents are chosen. The population elements

selected for inclusion in the sampling based on the case of access, Hence it is convenient sampling.

E. AREA OF THE STUDY

The area of the study refers to Thanjavur.

VI. STATISTICAL TOOLS USED FOR ANALYSIS

The Following statistical tools were used in the study:

- Chi-square Analysis
- One way Anova

A. CHI – SQUARE TEST

Chi-square parameter was employed to test the hypotheses spelt out in the study. Chi-square was calculated by using the following formula

$$\chi^2_c = \sum \frac{(O_i - E_i)^2}{E_i}$$

O – Observed Frequency

E – Expected Frequency

X² – Calculated Chi-Square Test

Degree of freedom=(C-1)*(R-1)

Where:

R = number of rows

C = number of columns

The calculated value of chi-square is compared with the table value at 5% level of significance and inferences drawn.

B. ONE WAY ANOVA

A **one-way ANOVA** analysis of variance compares the means of three or more independent groups to determine if there is a statistically significant difference between the corresponding population means.

H₀ (null hypothesis): There is no significant association between age of the respondents and source of awareness

H₁ (alternative hypothesis): There is significant association between age of the respondents and source of awareness.

Interpretation:

Since p value (0.005) is less than 0.05. we accept the alternate hypothesis and reject the null hypothesis. Hence there is significant association between age of the respondents and their source of awareness.

VII. DATA ANALYSIS AND INTERPRETATION

Table : 1 What type of source of awareness regarding consumer electronics goods?

Particulars	Respondents	Percentage
Advertisement	33	30
Dealer	16	14.5
Friends&family	47	42.7
Others	14	12.7
Total	110	100

Source :Primary Data

INTERPRETATION

From the table shows the various sources of awareness. It is analyzed that 30% of the respondents have selected through 'Advertisement', 42.7% of the respondents have selected through 'Friends & relatives', 14.5% of the respondents have selected through 'Dealers', 12.7% of the respondents have 'others'.

Chart : 1 Source of Awareness

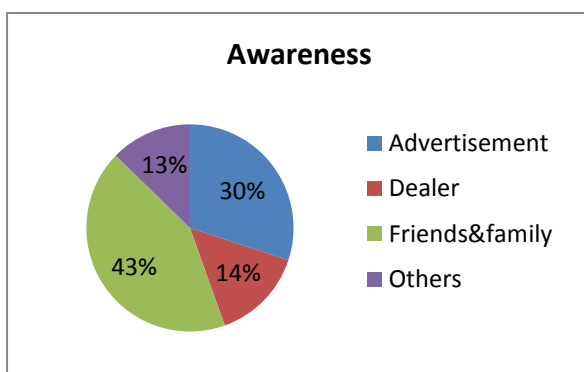


Table : 2 How do you know about electronics goods?

Particulars	Respondents	Percentage
Television	50	45.5
Newspaper	10	5.1
Magazines	11	10
Others	39	35.5

Total	110	100
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Source : Primary Data

INTERPRETATION

From the table shows that 45.5% of the respondents are selected through 'Television' advertisement is suitable for their electronics goods, 9.1% of the respondents are selected through 'Newspapers' advertisement is suitable for their electronics goods, 10% of the respondents are selected through 'Magazines' is suitable and 35.5% of the respondents are selected through 'Others'.

Chart : 2 How do you know about electronics goods?

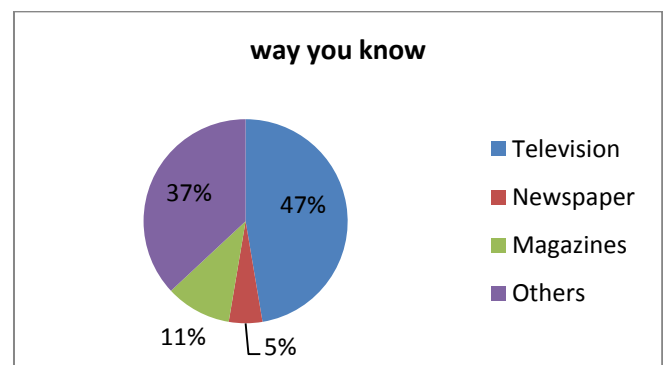


Table : 3 How often do you buy consumer electronics goods?

Particulars	Respondents	Percentage
Once a month	18	16.4
Once a year	41	37.3
Twice a year	28	25.5
Others	23	20.5
Total	110	100

Source : Primary Data

INTERPRETATION

From the table shows that 16.4% of the respondents are selected through 'once a Month' often their buy electronics goods, 37.3% of the respondents are selected through 'Once a year' often their buy electronics goods, 25.5% of the respondents are selected through 'twice a year' often their buy electronics goods and 20.9% of the respondents are selected through 'Others' often their buy electronics goods.

Chart : 3 How often do you buy consumer electronics goods?

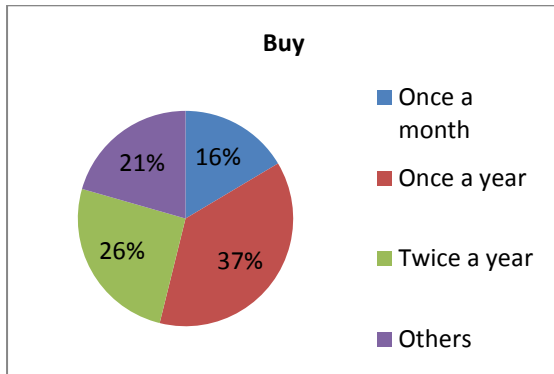


Table : 4 What is the main concern of purchasing consumer electronics goods?

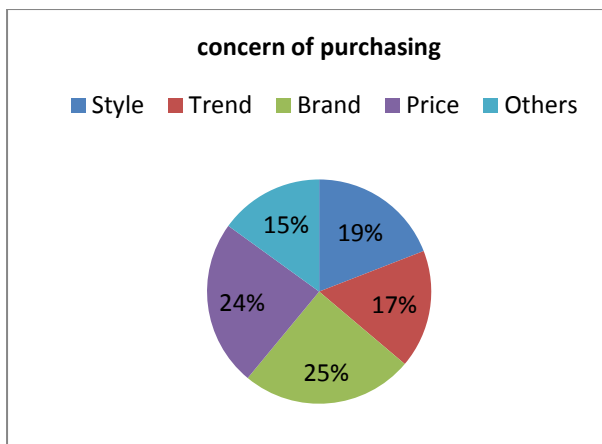
Particulars	Respondents	Percentage
Style	47	43.1
Trend	42	38.5
Brand	61	56
Price	59	54.1
Others	37	33.9
Total	246	100

Source : Primary Data

INTERPRETATION

From the table shows that 54.1% of the respondents are main concern of purchasing 'Price' for their electronics goods, 56% of the respondents are main concern of purchasing 'Brand' for their electronics goods, 43.1% of the respondents are main concern of purchasing 'Style' and 38.5% of the respondents are main concern of purchasing 'Trends'.

Chart : 4 What is the main concern of purchasing consumer electronics goods?



VIII. FINDINGS

- Majority 49% of the respondents are between the age group of "21-25 years".
- Majority 64% of respondents come under the category of "Male".
- Majority 36% of the respondents' education qualification is "Graduate".
- Majority 46% of the respondent's occupation status is "Student".
- Majority 43% of the respondents are under the income group of "Below Rs.20,000".
- Majority 30% of the respondents have purchased electronics goods through "Advertisement".
- Majority 46% of the respondent's selected "Television" advertisement is suitable for their electronics goods.
- Majority 38% of the respondents selected "once a year" often their buy electronics goods
- Majority 45% of the respondents Purchase "Rs.10, 000-Rs.20, 000" for purchase electronics goods.
- Majority 49% of the respondents are important reason of using "others" for their electronics goods.
- Majority 56% of the respondents are main concern of purchasing "Brand" for their electronics goods.
- Majority 50% of the respondents are selected "Discount" is kinds of influencing making purchase decision of electronics goods.
- Majority 41% of the respondents are selected 'others' is importance factors providing sale service of electronics goods.
- Majority 28% of the respondents are selected "Banners buy one get one" for Promotional campy and would motivate buying decision of electronics goods.
- Majority 62% of the respondents are chosen a "Reducing cost" for the quality level of electronics goods.
- Majority 40% of the respondents are chosen "New trends" the company makes the product more effective & efficient electronics goods.
- Majority 47%of the respondents choose "satisfied" with particular brand.

IX. SUGGESTIONS

- The study reveals that majority of the respondents of the company should keep in mind about the need of customer.
- Most of the respondents feel that Electronic Goods Company should look into the hardware and software replacement problem of “Electronic Goods” It was suggested to the companies to take effective step to produce a good quality of electronic goods.

F. CONCLUSION

In this study it has been observed that, the most customers are factors influencing adaptability and usability towards the product but are not happy with the after sales services due to lack of suitable store where they get the “Electronics Goods”. Consumer electronics goods needs to improve some part of product specifically the changing procedure system of the hardware and software keeping in mind as a weak point. High adaptability & usability level helps the company to retain its existing customer as well as generate new customer through word to mouth publicity. The present study of which the people very much aware of Consumer Electronics Goods and maximum of them satisfied product but still there a pinch of dissatisfied about the hardware and software problems. The majority of the respondents accept that consumer Electronics goods want to improve. Customer satisfaction is a good tool to make improvements in the products and services of the company. So, the companies soon take attention on the quality consciousness to make their business more successful by satisfying the customers

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