

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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CONSUMER PREFERENCE ON BRANDED PRODUCTS – PERSONAL COMPUTER

T. SAMSON JOE DHINAKARAN
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
ST. JOHNS COLLEGE
PALAYAMKOTTAI

DR.C. THILAKAM
PROFESSOR & HEAD
DEPARTMENT OF COMMERCE
MS UNIVERSITY
TIRUNELVELI

ABSTRACT

The consumers can better imagine the intangible goods with the help of brand name. Strong brand organizations have a high market share. The brand should be given good support so that it can sustain itself in long run. A consumer who prefers a particular brand basically agrees to select that brand over others based primarily on the brand's reputation. Strong brands reduce consumers perceived monetary, social and safety risks in buying goods/services. Intrinsic brand preferences are generally inferred from tangible performance measures such as sales after accounting for the effects of other factors that may have influenced these tangible measures. Given the rapid introduction and withdrawal of models, one need to, while measuring the dynamics in brand preferences, partial out the effect of the changing portfolio of models on a brand's performance.

KEYWORDS

consumer preferences, branded products.

INTRODUCTION

As the world is turning into a Global Village and new products from abroad are finding their way into the country, the trend of consumption by our native people is slowly changing. Just as human beings have personality showing a summation of characteristics, a brand also has a personality with a set of characteristics, which are human in nature. These characteristics are demographic, e.g., sex, gender, age and socio-economic class. It takes image characteristics of a brand and renders them in human nature as seen by the consumer. Brand image is broader than brand personality because by the time one enters into real personality, we are dealing with feelings and emotions that the consumers takes away from communications. A well-established brand has a clear brand personality. It may remain unstated. But it can play a strategic role in brand wars. Closely positioned brands may also acquire distinct personalities as a result of exposure to the product, packaging, service, word – of – mouth and advertisement. Brand is thought -of - being friendly, boring, funny, rude, caring, and stylish and so on. Consumers need to think of brands in human terms. Memo ability of a brand personality comes through consistency and other pros. It provides an added insight into the brand. By knowing what the people think about the brand, we can guess what their attitudes towards the brand are. Brand personality is either a part of core identity or extended identity. In both the cases, it is a basis to differentiate a brand. This is more so when brands have more or less the same attributes.

OBJECTIVES OF THE STUDY

- ✓ To know the various brands of personal computer available in the market in general.
- ✓ To examine the promotional schemes of the vendors of personal computer.
- ✓ To examine the consumer preference towards the purchase of branded Personal computer.
- ✓ To evaluate the influence of Demographic/Organisational variables on brand preference towards Personal computers in Tirunelveli District.
- ✓ To offer the suggestions for better preference to purchase the personal computer.

HYPOTHESIS

- ✓ H_0 : there is no significant relationship between *Age Group/Gender/Marital Status* of the respondents and their preference towards branded personal computer
- H_1 : there is significant relationship between *Age Group/Gender/Marital Status* of the respondents and their preference towards branded personal computer
- ✓ H_0 : there is no significant relationship between *Educational Qualification/ Occupational Status* of the respondents and their preference towards branded personal computer
- H_1 : there is significant relationship between *Educational Qualification/ Occupational Status* of the respondents and their preference towards branded personal computer

METHODOLOGY**SOURCES OF THE DATA**

As focuses on the aspects of consumer preference on branded computers especially at Tirunelveli district. Hence both primary and secondary data have been obtained for the study. The primary data is collected from the users of branded personal computer. A comprehensive questionnaire has prepared to collect the primary data. The secondary data is collected from reports, journals, newspapers, magazines and websites. To obtain different preference of consumer of branded products of personal computer. Since the population is unknown, a simple random sampling procedure is adopted to obtain better statistical results to reflect the characteristic features of the population.

BRAND

A Brand is a name, term, symbol or design or a combination of them, which is intended to identify the goods and services of a seller or a group of sellers and to differentiate them from those of competitors.

FEATURES OF A GOOD BRAND

- Brand should suggest something about the product – purpose, quality, benefit, use, action etc.

- It should be simple, short and easy to pronounce and remember.
- It should be easy to advertise and identify.
- It should be of a permanent nature.

BRAND PREFERENCE

Based on the previous experience with the product consumer will choose it rather than competitors of its availability. Companies' with products at the brand preference stage are in favourable position in competition their industry since the brand preference results in brand loyalty companies more market share.

H₀: there is no significant difference between gender with Product Detail, Source of information, Price, Brand, Quality, After sales service, Buying behavior and Convenience.

H₁: there is significant difference between gender with Product Detail, Source of information, Price, Brand, Quality, After sales service, Buying behavior and Convenience.

TABLE 1: MULTIPLE COMPARISONS

Particulars		Mean Difference	Sig.	Result
Gender	Product Detail	35.3333	.052	Significant
	Source of information	27.0000	.333	Significant
	Price	23.3333	.593	Significant
	Brand	36.6667(*)	.038	Not Significant
	Quality	34.2500	.099	Significant
	After sales service	41.6667(*)	.012	Not Significant
	Buying behavior	38.0000(*)	.035	Not Significant
	Convenience	48.6756(*)	.001	Not Significant

* The mean difference is significant at the .05 level.

Source: Primary Data

It is observed from the above table/analysis that there has been a low degree of correlation between the gender compared with product detail, source of information, price, brand, quality, after sales service, buying behavior and convenience. On which/ however the respondents brand, after sales service, buying behavior and convenience are not significant with gender and other variables are significant with gender.

H₀: there is no significant difference between age with Product Detail, Source of information, Price, Brand, Quality, After sales service, Buying behavior and Convenience.

H₁: there is significant difference between age with Product Detail, Source of information, Price, Brand, Quality, After sales service, Buying behavior and Convenience.

TABLE 2: MULTIPLE COMPARISONS

Particulars		Mean Difference	Sig.	Result
Age	Product Detail	5.9143	.998	Significant
	Source of information	.2000	1.000	Significant
	Price	-3.8000	1.000	Significant
	Brand	3.4857	1.000	Significant
	Quality	-2.4000	1.000	Significant
	After sales service	7.3429	.992	Significant
	Buying behavior	9.9950	.958	Significant
	Convenience	18.8756	.302	Significant

Source: Primary Data

It is observed from the above table/analysis that there has been a low degree of correlation between the age compared with product detail, source of information, price, brand, quality, after sales service, buying behavior and convenience. On which all the variables are significant with age.

FINDINGS

51 percentage of the respondents belongs to the male gender. 33 percentage of the respondents fall in the age group of 26 to 35. Majority of the respondents are married persons. Maximum of the respondents comes under graduation. 25 percentage of the respondents are private servants. The above table shows that all the respondents are having the personal computer. 73 percentage of the respondents used the computer earlier. Majority of the respondents feels that the personal computer reduces the cost of operation. Majority of the respondents use the lcd monitor in the personal computer. Majority of the respondents use the 17 – 20 inch size of monitor in the personal computer. 27 percentage of the respondents are neutral with the price range of the personal computer. Majority of the respondents purchase their personal computer by down payment. Majority of the respondents compared their brand with other brands.

CONCLUSION

On overall assessment it can be concluded that people give preference to the quality and also to the brand. What lies in the future is virtually impossible but we do know that whatever it brings, computer technology will be right in the center of it. As computer technology continuous to advance and development for both home and industry there will be an ever growing needs for computer professional to fill the resulting job opening career opportunity in the computer field remain strong and knowledge of computer technology will continue to become more and more important to workers in very field.

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