



# Consumers Satisfaction towards Electronic Goods in Virudhunagar District

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**Abstract** - India is witnessing a noteworthy development in manufacturing industries since 1947. Though various industries are producing different kinds of products, electronic goods occupy a predominant position in Indian market. Electronics is one among the world's largest and fastest growing industries. In the past two decades, the electronic sector has been growing faster than any other sectors. The objective of the study is to know the level of satisfaction of consumers about the electronic goods and to analyse the factors influenced for selecting electronic goods. For this study, 200 respondents were selected from the study area Virudhunagar district by convenient sampling method. In order to find the association between the level of satisfaction about electronic goods based on gender, family income and age group. The orders of merit given for factors influenced for selecting electronics goods by the respondents were converted into Henry Garret Ranking and an attempt was made to analysis the features of electronic goods on a weighted average ranked basis. The producer must be paid special attention at least with regard to price and distribution system to cover the large number of customers. The idea must be build for better brand image and the quality is also must be checked frequently for a better customer satisfaction.

**Keywords:** Awareness, Consumers Satisfaction, Electronic Goods Awareness

## 1. INTRODUCTION

India is witnessing a noteworthy development in manufacturing industries since 1947. Though various industries are producing different kinds of products, electronic goods occupy a predominant position in Indian market. Hence, new industries have emerged and concentrating more on technological up gradation on a par with the leading electronic manufacturing countries such as Japan, Korea etc., The consumer electronics industry has witnessed a unique growth over the past few years. This growth can be attributed to the increasing effect of state of the art electronic devices on the market. The consumer electronics industry is ushering in the dawn of convergence. It is the confluence and merging of hitherto separated markets of digital based audio, video and information technology, removing entry barriers across the market and

industry boundaries. Technological changes, especially in the electronic sector, have paved the way for the new opportunities. The political, socio-economic and technological changes as the global scenario reflected in the performance of Indian electronic industries. A long recession in the demand of consumer electronic products, especially television, audio systems, refrigerator, washing machine etc., has affected this industries lot.

Electronics in one among the world's largest and fastest growing industries. In the past two decades, the electronic sector has been growing faster than any other sectors. The growth in the electronic sector is associated with the increasing demand for existing products. Introduction of new products, opening new markets in the rural and sub-urban areas, penetration of electronics into rest of the economy of a nation. This global marketing strategy creates good awareness among the consumer of electronic goods and through these products, standard of living has enhanced. By seeing advertisements in the television and in other medias the rural and suburban customers come forwards towards a change of lifestyle by purchasing electronic goods even installment basis.

Based on the above issues the following questions were probed:

1. To what extent the consumers are aware of electronic goods.
2. What is the level of utilizing the electronic goods?
3. What are the common problems faced in electronic goods marketing.

## 2. REVIEW OF LITERATURE

Rizwana Ahmed (1992) In her thesis entitled "Consumer buying decision for consumer durable goods" opined that, the