

A Study on the Factors Influencing the Brand Switching Attitude among the Consumers of Consumer Electronics with special reference to Coimbatore City

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Abstract - Advances in technology, changing consumer needs, fast-paced life and the power of social marketing have left, the consumers with innumerable choices, markets with stiff competition and manufacturers with extreme pressure to innovate products which give consumers the best of service, comfort and pride. This study aims at understanding the factor affecting brand loyalty and the forces that speed up brand switching. The objectives of the study are (i) to identify the socio economic factors of the sample respondents that create the larger market segment; (ii) to find the variables which influence the changing of brands and (iii) to find the impact of socio economic factors. The researchers concluded that the manufacturers design new products to increase profits and not to cater to customer needs. Upgraded competitors' products are more efficient, acts as an energy saver and economical which promotes brand switching. The marketers are provided with greater opportunity to influence the consumer to change their brands in need by providing better options and comfort. The market is huge and the manufacturers have good scope to tap the market, get new consumers and sustain the market provided they understand the consumers and tailor-make the product to suit the target market segment at large.

Keywords – Consumer electronics, brand, target marketing.

I. INTRODUCTION

Advances in technology, changing consumer needs, fast-paced life and the power of social marketing have left, the consumers with innumerable choices, markets with stiff competition and manufacturers with extreme pressure to innovate products which give consumers the best of service, comfort and pride. The brand loyalty of the consumers of today majorly depends on the service providers' capability in satisfying consumers' needs in all means and ways. And, failure on the part of service providers to pace up with the changes, advancements and the competition results in brand switching. The brand loyalty in consumer electronics is seeing a sea change due to new developments in the recent years. The consumer electronics industry is one which is growing exponentially and encompasses a wide product catalog. The latest innovation of IOT, 5G and AI are opening up a host of opportunities for the companies to explore and scale up. These opportunities drive the attitude of consumer either to be brand loyal or to switch brands.

Also, the digital era of today and tomorrow is driven by high-end technologically rich products which comes with huge offering to satisfy the ultimate comfort level for the consumers. This trend leaves no option either for the

manufacturer or for the consumer but to upgrade and update. The constant changing life-style, ever-escalating cost of living, and the hush-rush life pushes the consumers to fall into the best of time-bound life which triggers to provide the customer with ease and comfort and steers innovation after innovation. There exists a constant conflict of thought in the minds of customers between brand loyalty and the need for comfort. The product which satisfies both the quality, economics and efficiency is widely preferred. And, the Brands which provides the perfect blends grabs the market share and achieves a stable market share.

There are lot of studies carried out by the researchers in various places on brand switching, brand changing and buyer behavior. The existing studies revolves around different types of products including electronic products. But studies on selective consumer electronics which are above Rs. 20,000 is rare which stands as the motivating factor for the researcher. So the researchers focused on this research gap to conduct the present study.

II. OBJECTIVES OF THE STUDY

1. To identify the socio economic factors of the sample respondents that create the larger market segment.

2. To find the variables which influence the changing of brands.
3. To find the impact of socio economic factors on brand changing attitude.

III. SAMPLE DESIGN

The present study by the researcher is a humble effort to find the factors influencing the brand switching of consumer electronic segment with special reference to the Coimbatore city. The durable products which are above Rs. 20,000 were taken for this study. The researcher adopted convenient sampling method to collect the data and the researchers have given importance to all the sample respondents. Before issue of the questionnaire, the researcher ensured that all the respondents have the needed electronic durable products. One hundred and twenty five samples were taken for this study.

IV. ANALYSIS AND INTERPRETATION

The researcher used percentage analysis to present the socio economic factors of the sample respondents in the study area. The regression used to find the socio economic factors impact on the brand changing variables.

Table 1 : Gender of the sample respondents

Sl. No.	Gender	Number of Respondents	Percentage
1.	Male	48	38.40
2.	Female	69	55.20
3.	Transgender	08	6.40
	Total	125	100

Source : Survey data

The above table shows the gender of the sample respondents. Forty-eight (38.40%) respondents are male. Sixty-nine (55.20%) respondents are female and remaining eight (6.40%) respondents are transgender. Majority of the respondents are female.

Table 2: Age group of the sample respondents

Sl. No.	Age group	Number of Respondents	Percentage
1.	Up to 30 years	23	18.40
2.	31 years to 40 years	44	35.20
3.	41 years to 50 years	31	24.80
4.	Above 50 years	27	21.60
	Total	125	100

Source : Survey data

The above table shows the age group of the sample respondents. Twenty-three (18.40%) respondents are under the age group of up to 30 years old. Forty-four (35.20%) respondents come under the age group of 31 years to 40 years old. Thirty-one (24.80%) respondents fall under the age group of 41 years to 50 years old and remaining twenty-seven (21.60%) respondents are above 50 years old. Majority of the respondents fall under the age group of 31 years to 40 years and their mean age group is 37.54.

Table 3: Monthly family Income of the sample respondents

Sl. No.	Monthly family Income	Number of Respondents	Percentage
1.	Up to Rs. 30,000	23	18.40
2.	Rs. 30,001 to Rs. 60,000	31	24.80
3.	Rs. 60,001 to Rs. 90,000	44	35.20
4.	Above Rs. 90,000	27	21.60
	Total	125	100

Source : Survey data

The above table shows the monthly family income of the sample respondents. Twenty-three (18.40%) respondents' monthly family income is around Rs. 30,000. Thirty-one (24.80%) respondents' monthly family income is between Rs. 30,001 and Rs. 60,000. Forty-four (35.20%) respondents' monthly family income is between Rs. 60,001 and Rs. 90,000 and remaining twenty-seven (21.60%) respondents' monthly family income is above Rs. 90,000. Majority of the sample respondents' monthly family income is between Rs. 60,001 and Rs. 90,000 and their mean income is Rs. 74,068.

Table 4 : Occupation of the sample respondents

Sl. No.	Occupation	Number of Respondents	Percentage
1.	Private employee	32	25.60
2.	Government employee	27	21.60
3.	Employer	23	18.40
4.	Professionals	25	20.00
5.	House wives and retired people	18	14.40
	Total	125	100

Source : Survey data

The above table shows the occupation of the sample respondents. Thirty-two (25.60%) sample respondents are working in private companies. Twenty-seven (21.60%) sample respondents are government employees. Twenty-three (18.40%) sample respondents are doing business. Twenty-five (20.00%) sample respondents are professionals and remaining eighteen (14.40%) sample respondents are house wives and retired people. Majority of the sample respondents are private employees.

Table 5 : Educational Qualification of the sample respondents

Sl. No.	Monthly family Income	Number of Respondents	Percentage
1.	School level	18	14.40
2.	Under graduates	37	29.60
3.	Post graduates and above	62	49.60
4.	Diploma course and others	8	6.40
	Total	125	100

Source : Survey data

The above table shows the educational qualification of the sample respondents. Eighteen (14.40%) sample respondents studied school level. Thirty-seven (29.60%) sample respondents are undergraduates. Sixty-two (49.60%) sample respondents are post graduate and above and remaining eight (6.40%) sample respondents are diploma holders and other courses. Majority of the respondents are post graduates and above.

Table 6 :Durable products purchase decisions

Sl. No.	Purchase decisions	Number of Respondents	Percentage
1.	Own decision	24	19.20
2.	Spouse decisions	38	30.40
3.	Friends decisions	20	16.00
4.	Relatives decisions	18	14.40
5.	Salesmen opinion	25	20.00
	Total	125	100

Source : Survey data

The above table shows the purchase decisions influences of the sample respondents. Twenty-four (19.20%) sample respondents decide on their own. Thirty-eight (30.40%) sample respondents spouse influences the purchase decisions. Twenty (16.00%) sample respondents' purchase decisions are influenced by their friends. Eighteen (14.40%) sample respondents are considering their relatives decisions and remaining twenty five (20.00%) sample respondents are considering salesmen opinion while buying durable

Table 8:Reason for changing brands and the level of influence on the purchase decisions

Sl. No.	Purchase decisions&Reason for changing brands	Own Decision	Spouse Decisions	Friends Decisions	Relatives Decisions	Salesmen Opinion	Total
1.	Product Price	7	6	4	3	2	22
2.	Product Features	3	7	6	7	4	27
3.	Discount	2	1	1	2	6	12
4.	Products quality	6	7	8	4	5	30
5.	Social Value	6	17	1	2	8	34
	Total	24	38	20	18	25	125

Source : Survey data

The cross table is prepared by the researchers to find the forces influencing the decision making process against the factors influencing the brand change decisions. Majority of the sample respondents consider product price as the deciding factor that influences their purchasing decisions. Social Values are given very high consideration when purchasing decisions are influenced by spouses. Friends consider products quality, whereas relatives recommend products having excellent features. When it gets to salesmen opinion, majority of the respondents are to consider social value of the products.

The following figure shows represents the above table.

Figure 1 :Reason for changing brands and purchase decisions

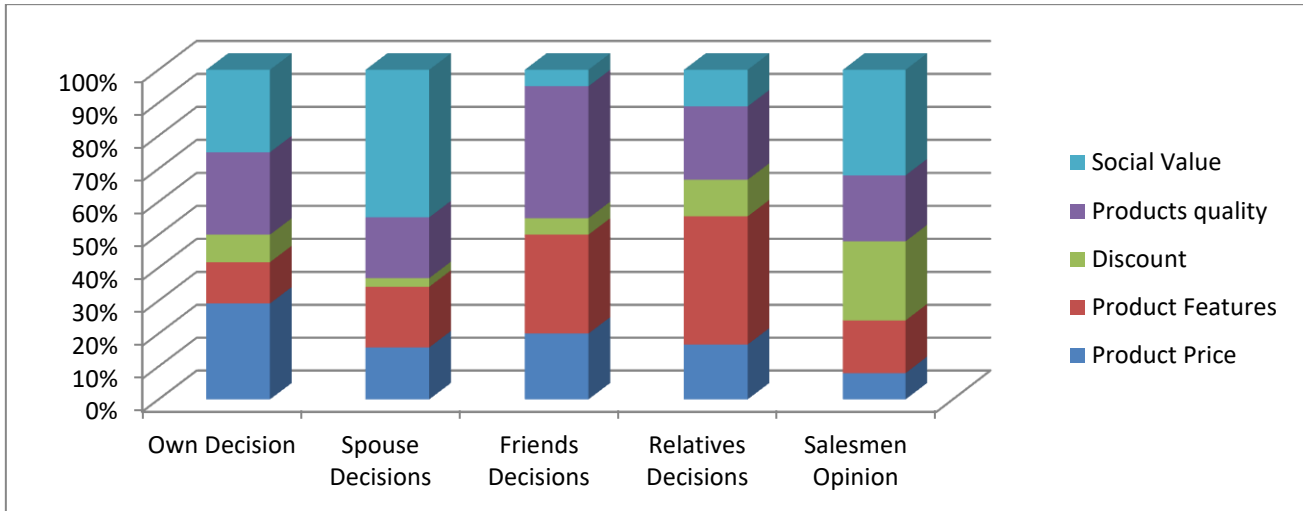
products. Majority of the respondents' buying decisions are influenced by their spouse.

Table 7:Reasons for changing brands

Sl. No.	Reasons for changing Brands	Number of Respondents	Percentage
1.	Product Price	22	17.60
2.	Product Features	27	21.60
3.	Discount	12	9.60
4.	Products quality	36	28.80
5.	Social Value	28	22.40
	Total	125	100

Source : Survey data

The above table presented the reasons that motivate respondents to change brands. The researcher has taken five major reasons for changing of brands, i.e. (i) product price, (ii) product features, (iii) discount, (iv) product quality and (v) social value of the durable products. Twenty- two (17.60%) sample respondents changing brands for product price. Twenty-seven (21.60%) sample respondents are changing brands for products features. Twelve (9.60%) sample respondents are changing brands for price discount. Thirty six (28.80%) sample respondents are changing brands for products quality and remaining twenty eight (22.40%) sample respondents are changing brand for social values. Majority of the respondents are changing brands because of product quality.



Factors impact the changing brands - Regression

Regression was applied to find the impact of socio-economic factors which impacts brand change.

Table 9:Model Summary – R and R Square Value

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816	.666	.118	7.6241

a. Predictors: (changing brand), Gender, age group, monthly family income, occupation, educational qualification and purchase decisions.

Source :ComputedData

The above table presents the model summary of regression to find the R value. The R value is 0.816, ($R^2 = 0.666$) it shows that the data are fit to find the impact between the variables.

Table 10 :ANOVA – Changing brands

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	16499.924	9	1833.325	22.584	.002
	Residual	59694.251	540	110.545		
	Total	76194.175	549			

a. Dependent Variable: Changing Brands
 b. Predictors: (Constant) Gender, age group, monthly family income, occupation, educational qualification and purchase decisions.

Source :ComputedData

The above ANOVA table value shows significant variance between the socio economic factors and factors influencing changing brand. The calculated P value is 0.002. It inferred that the socio economic factors have significant variance with factors influencing changing brand.

Table 11: Regression -Socio Economic Factors and Factors Influencing Changing Brand

Model		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	64.865	3.498		18.544	.000
	Gender	2.885	.610	.207	4.731	.001
	Age group	2.820	1.314	.087	2.146	.002
	Monthly Family Income	-1.164	.374	-.125	-.109	.248
	Occupation	.003	.268	.000	.010	.003
	Educational Qualification	1.713	.971	.076	1.763	.078
	Purchase decisions	.247	.758	.013	4.325	.007

a. Dependent Variable: Changing Brand

Source :Computed Data

The above table shows the impact of socio economic factors on brand switching of the sample respondents. Gender (0.001), Age group (0.002), occupation (0.003) and purchase decisions (0.007) has positive impact on factors influencing changing brand at 5% significant level. Monthly family income (0.248) and educational

qualification (0.078) has negative impact on factors influencing changing brand at 5% significant level.

V. FINDINGS

The following are major findings of the study

1. Majority of the respondents are female. Majority of the respondents come under the age group of 31 years to 40 years and their mean age group is 37.54.
2. Majority of the sample respondents' monthly family income is between Rs. 60,001 and Rs. 90,000 and their mean income is Rs. 74,068. Majority of the sample respondents are private employees.
3. Majority of the respondents are post graduates and above. Majority of the respondents' spouse influence the purchasing decisions and it stands as strong proof to believe that the consumers discuss about brands and the different aspect of the durable products before taking decisions.
4. Majority of the respondents are changing brands for products quality.
5. Regression analysis shows that Gender (0.001), Age group (0.002), occupation (0.003) and purchase decisions (0.007) has positive impact on factors influencing changing brand at 5% significant level. Monthly family income (0.248) and educational qualification (0.078) has negative impact on factors influencing changing brand at 5% significant level.

VI. SUGGESTIONS

1. The companies should offer products with the features suited and required for different segment of the markets.
2. Product quality should be the USP of any company to sustain itself in the market.
3. The companies should adapt and adopt to the advancements in the latest technology.
4. Companies should frame marketing strategies to suit the different market segments.
5. Price is one of the motivating factors which drives brand switching and the marketers should be cautious in pricing the product taking into reasonable consideration the market competition but with no compromise on the quality.
6. It is important for the marketers to satisfy the habit of the customer. Keeping a track on the reason for the habit is the best way to improved brand loyalty. Giving a chance to break the habit will result in brand switching.
7. An effective Customer Relationship Management is a must to avoid brand switching.
8. The advertising campaigns should be targeted towards reaching loyal customers and the new customers. Both the markets should be given due importance.
9. Manufacturers should understand that the era of "High Quality – High price" is changing.

VII. CONCLUSION

Brand changing is a very natural phenomenon among the consumers. Once consumer find themselves dissatisfied with their current brand preference, they change the brand. There are lots of reasons behind changing brands and the marketers should put constant effort to identify the reasons to increase sales. Some consumers are highly brand loyal expecting the provider to understand, value their preference and provide them the best. Such consumers are untouched by other brands – and whatever the best of products features will not influence them. The manufacturers should identify these types of consumers to give the of best products with price discount. The manufacturers design new products to increase profits and not to cater to customer needs. Upgraded competitors' products are more efficient, acts as an energy saver and economical which promotes brand switching. The marketers are provided with greater opportunity to influence the consumer to change their brands in need by providing better options and comfort. The market is huge and the manufacturers have good scope to tap the market, get new customers and sustain the market provided they understand the pulse of the end user and tailor-make the product to suit the target market segment at large.

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