Research on the Selling Strategies Adopted by Consumer Durables Dealers in Chennai (Ainformation especially on Electronic Goods)

Sadam Hussain, Banupriyaa, Santhoshr, Joshvas, R. Ramamoorthy

Abstract: The aim of the study is to apprehend dealers’ attitude inside the direction of enthusiasts and lighting fixtures in Chennai City. Here the survey changed into executed for the purpose of acquiring provider’s view on diverse fan and light manufacturers. This turned into finished by administrating questionnaire to the sample of sellers managing numerous manufacturers’ electronics in Chennai city. The number one facts for the look at grow to be accrued through questionnaire and secondary facts gathered from journals, books and magazines. The tools used for reading the accumulated records are simple percent evaluation, weighted average evaluation, Chi-rectangular analysis and One-manner ANOVA. The locating of the study reveals that dealers face many problems like transportation, credit rating cut price and well-timed delivery and so on, it’s miles endorsed from the findings that the sellers can do some promotions to enhance the income turnover. It’s miles cautioned that the organisation need to meet sellers in a common time and cope with their troubles in a timely manner.

I. INTRODUCTION

The main purpose of choosing this project is to understand the different types of promotional schemes [1-16] and brand preference adopted by consumer durable dealers [17-24] in Chennai.

II. SCOPE OF THE STUDY:

- This research helps to measure the level of retailer’s satisfaction on electronic showrooms in Chennai. It also helps us to find out the customer expectation and retailer’s opinion [25-28]. This research helps to the researcher to identify the quality of service offered by the retailer’s [29].

III. LIMITATIONS OF THE STUDY

- The information collected from the respondents is within the chennai region.
- Sample size was the major constraints for this project because it is limited to 100.

Few respondents are not answered the questionnaire properly.

IV. OBJECTIVES OF THE STUDY

- To analyse different Schemes and Promotional Campaigns undertaken by consumer durable dealers in chennai.
- To analyse and identify the brand preference adopted by consumer durable dealers in chennai.

V. RESEARCH METHODOLOGY

Variables of the study:

In this project the variables of the study is Electronics showrooms in Chennai. The population size of this study is 440 electronics showrooms in chennai. The researcher get the population through the below website address:

- www.yellowpages.sulekha.com

The researcher used Simple Random Sampling method for selecting the sample size from the population [30-33]. The sample size of the study is 100 electronics showrooms in chennai.

Areas covered in this study:

<table>
<thead>
<tr>
<th>NAME OF THE AREA</th>
<th>NO OF SAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNASALAI</td>
<td>24</td>
</tr>
<tr>
<td>ANNANAGAR</td>
<td>16</td>
</tr>
<tr>
<td>T.NAGAR</td>
<td>11</td>
</tr>
<tr>
<td>PARRYS</td>
<td>10</td>
</tr>
<tr>
<td>PARK TOWN</td>
<td>15</td>
</tr>
<tr>
<td>SOWCARPET</td>
<td>10</td>
</tr>
<tr>
<td>MYLAPORE</td>
<td>06</td>
</tr>
<tr>
<td>TAMBARAM</td>
<td>04</td>
</tr>
<tr>
<td>PERAMBUR</td>
<td>03</td>
</tr>
<tr>
<td>EGMORE</td>
<td>01</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
</tr>
</tbody>
</table>

Areas covered in chennai:

From the above areas, the personal interview was conducted with the help of structured questionnaire. The questionnaire consists of 13; questions all are closed ended questions.
VI. ANALYSIS AND INTERPRETATION

**TABLE 1: Years of service**

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>NO.OF.RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 year</td>
<td>04</td>
<td>4</td>
</tr>
<tr>
<td>1 – 5 years</td>
<td>44</td>
<td>44</td>
</tr>
<tr>
<td>More than 5 years</td>
<td>52</td>
<td>52</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

**Inference:**
- 4% of the respondents are engaged in the business for less than one year.
- 44% of the respondents are engaged in the business for 1 – 5 years.
- 52% of the respondents are engaged in the business for more than 5 years.

**TABLE 2: Types of product**

<table>
<thead>
<tr>
<th>Type of product</th>
<th>NO.OF.RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>98</td>
<td>98</td>
</tr>
<tr>
<td>Others</td>
<td>02</td>
<td>02</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

**Inference:**

- 98% of the respondents are dealing with all type of electronic products.
- Remaining 2% of the respondents are dealing with other than vacuum cleaner and microwave Oven.

**TABLE 3: Types of brand**

<table>
<thead>
<tr>
<th>Type of Brand</th>
<th>NO.OF.RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>83</td>
<td>83</td>
</tr>
<tr>
<td>Others</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

**Inference:**

- 83% of the respondents are dealing with all type of electronic brands.
- Remaining 17% of the respondents are dealing with other than O General and Electrolex.

IX. TYPES OF BRAND

**TABLE 4: Frequently moving brand**

<table>
<thead>
<tr>
<th>Types of brand</th>
<th>NO.OF.RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sony</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Lg</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Samsung</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Philips</td>
<td>06</td>
<td>06</td>
</tr>
</tbody>
</table>

**Inference:**

- Sony is the most frequently moving brand with 20 respondents.
- Lg, Samsung, and Philips are also frequently moving brands with 18, 20, and 06 respondents respectively.
Panasonic 04 04
Godrej 02 02
O General 02 02
Electrolux 03 03
All 23 23
Total 100 100

Inference:
- 20% of the respondents are assured that Sony products are frequently moving brand.
- 18% of the respondents are assured that Lg products are frequently moving brand.
- 20% of the respondents are assured that Samsung products are frequently moving brand.
- 06% of the respondents are assured that Philips products are frequently moving brand.
- 04% of the respondents are assured that Panasonic products are frequently moving brand.
- 02% of the respondents are assured that Godrej products are frequently moving brand.
- 02% of the respondents are assured that O General products are frequently moving brand.
- 03% of the respondents are assured that Electrolux products are frequently moving brand.
- 23% of the respondents are assured that all the brands are frequently moving.

X. FREQUENTLY MOVING BRAND

<table>
<thead>
<tr>
<th>Factor</th>
<th>NO.OF.RESPONDNTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>Banners</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>Media</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Inference:
- 55% of the respondents are promoting the product through magazine.
- 26% of the respondents are promoting the product through Banners.
- Remaining 19% of the respondents are promoting the product through Media.

XI. FINDINGS

1. 52% of the respondents are engaged in the business for more than 5 years, while 44% of the respondents were in the business for less than 5 years. Only few respondents are engaged in the business for less than 1 year.
2. 98% of the respondents are dealing with all type of electronic products remaining few respondents are not dealing with few types of electronic products (includes microwave oven and vacuum cleaner).
3. 83% of the respondents are dealing with all type of electronic brands, remaining 17% of the not dealing with few types of electrical brands (includes O.General and Electrolex).
4. 56% of the respondents are promoting the product through Magazine, 26% of the respondents are promoting the product through Banners, Remaining 19% of the respondents are promoting the product through Media.
5. 38% of the respondents prefer the brand through Model, 48% of the respondents prefer the brand through Features, few respondents prefer the brand through Color.
6. 85% of the respondents are earning maximum sales in New Year. The Rest, 7%, 4%, 2%, &2% of the respondent are earning maximum sales in Deepavali, Pongal, Christmas, &Ramzan.
7. 42% of the respondents are mainly purchased the product for quality, 38% of the respondents are mainly purchased the product for Brand Image, Remaining 20% of the respondents are purchased the product for Price.
8. 98% of the respondents are providing offers and discounts during festival seasons, only few respondents are not providing any offers and discounts.
9. 90% of the respondents provide credit sales to their customers. Remaining 10% of the respondent not providing any credit sales to their customers.
10. 90% of the respondents providing EMI schemes to the customers. Remaining few respondents provide 0% interest and No service tax to the customers.

Suggestions
- The dealers have to deal with all types of brands to attract customers.
- The dealers should adopt some new promotional tools to increase the sales of the Non-moving brands.
- To make advertisement effective, the dealers have to promote through media.
- The dealers should give more offers and discounts in all festival seasons to earn more customers.
- All dealers must provide credit sales to the customers.
- Dealers should satisfy the customer with product quality, price and the service after the sales of the Product.
Dealers should concentrate on other schemes like No Taxes and 0% Interest.

**XII. CONCLUSION**

The Project was conducted for Study on selling strategies adopted by consumer durables in chennai.

Today’s business world is highly competitive. In order to retain the customers the dealers are providing high quality of service and products. And the prices also vary from one to other dealers.

Based on this project it can be conclude that all the dealers are highly competitive in providing offers and discounts. Only few Brands are not moving well, so the dealers try to adopt some new promotional tools to boost-up the sales of the product and as well as to make customers satisfied.

**REFERENCE**

10. Anbarasi M., Praveen Kumar S., Various online marketing and promotions strategies to improve the validation towards the organic products in the pharmaceutical sectors, 2019, Indian Journal of Public Health Research and Development, V-10, I-1, P-263-269