

# Research on the Selling Strategies Adopted by Consumer Durables Dealers in Chennai (A information 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](http://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:*

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

*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.

Revised Manuscript Received on February 14, 2019.

SADAM HUSSAIN, Student, Department of Management Studies Biher, Chennai – 73, TN, India.

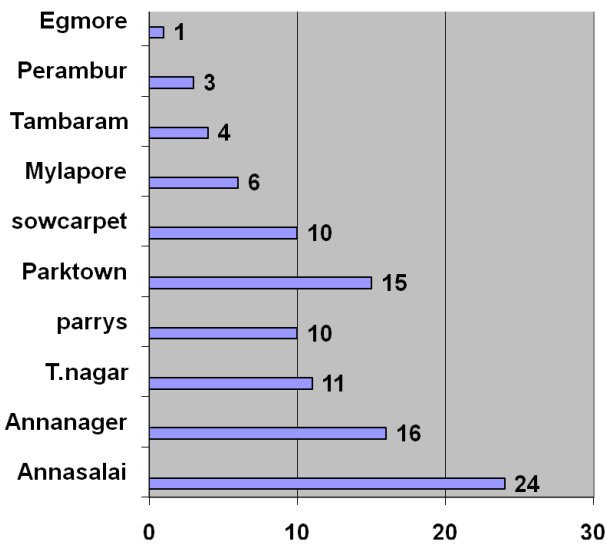
BANUPRIYAA, Student, Department of Management Studies Biher, Chennai – 73, TN, India.

SANTHOSHR, Student, Department of Management Studies Biher, Chennai – 73, TN, India.

JOSHVAS, Student, Department of Management Studies Biher, Chennai – 73, TN, India.

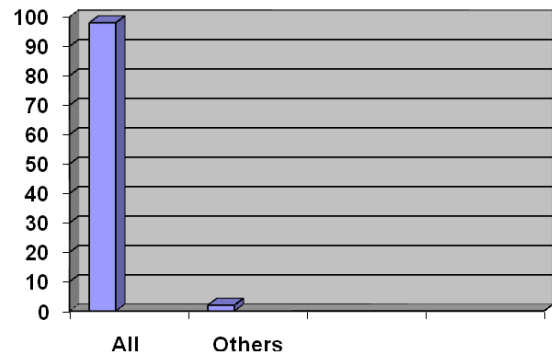
R. RAMAMOORTHY, Assistant Professor, Department of Management Studies Biher, Chennai – 73, TN, India.

**Research ON THE SELLING STRATEGIES ADOPTED BY CONSUMER DURABLES DEALERS IN CHENNAI (Ainformation ESPECIALLY ON ELECTRONIC GOODS)**



- 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.

**VIII. TYPES OF PRODUCT**



**VI. ANALYSIS AND INTERPRETATION**

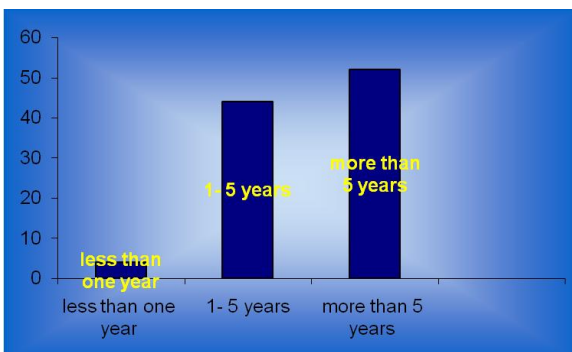
**TABLE.1 Years of service**

FACTOR	NO.OF.RESPONDNTS	PERCENTAGE
Less than 1 year	04	4
1 – 5 years	44	44
More than 5 years	52	52
Total	100	100

*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.

**VII. YEARS OF SERVICE**



**TABLE.2 Types of product**

Type of product	NO.OF.RESPONDNTS	PERCENTAGE
All	98	98
Others	02	02
Total	100	100

*Inference:*

**TABLE Types of brand**

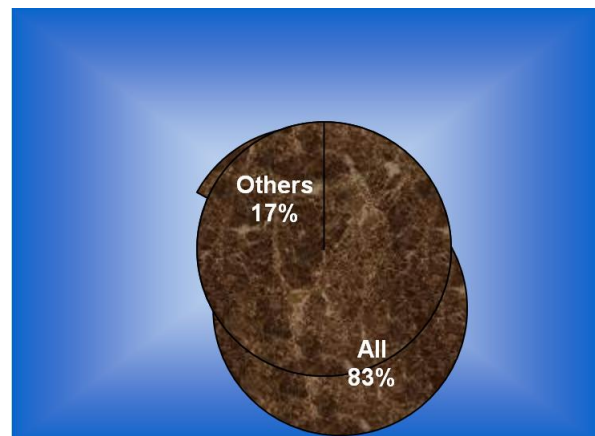
Type of Brand	NO.OF.RESPONDNTS	PERCENTAGE
All	83	83
Others	17	17
Total	100	100

*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 Electrolux.

**IX. TYPES OF BRAND**



**TABLE.4 Frequently moving brand**

Types of brand	NO.OF.RESPONDNTS	PERCENTAGE
Sony	20	20
Lg	18	18
Samsung	20	20
Philips	06	06

Panasonic	04	04
Godrej	02	02
O General	02	02
Electrolex	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 Electrolex products are frequently moving brand.
- 23% of the respondents are assured that all the brands are frequently moving.

**X. FREQUENTLY MOVING BRAND**

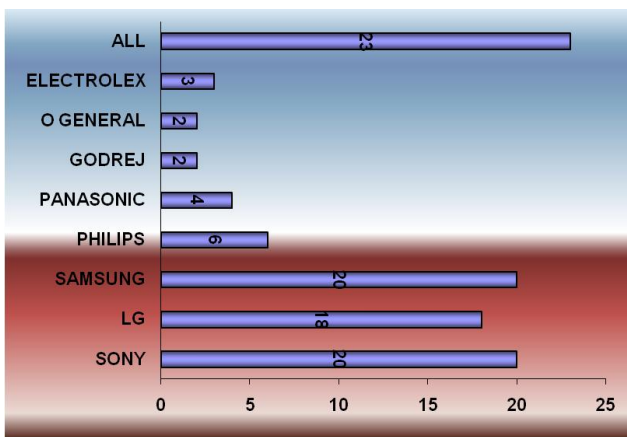


TABLE.5 Promotional schemes adopted by the dealers

Factor	NO.OF.RESPONDENTS	PERCENTAGE
Magazine	55	55
Banners	26	26
Media	19	19
Total	100	100

*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 cSUGGESTIONS

- ❖ 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.



# Research ON THE SELLING STRATEGIES ADOPTED BY CONSUMER DURABLES DEALERS IN CHENNAI (Ainformation ESPECIALLY ON ELECTRONIC GOODS)

- ❖ 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

1. BharthVajan R., RamachandranS.,Psychographic dimensions of training,2016,International Journal of Pharmacy and Technology,V-8,I-4,P-23727-23729
2. Balakrishnan P., Bharthvajan R.,A study on human resource planning in hospitals in Chennai City,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7503-7507
3. Priyadarsini P., BharthvajanR.,Role of emotional intelligence training programme in reducing the stress of the nurses,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7411-7421
4. KerinabBeenu G., BharthvajanR.,Empirical analysis on the cosmetic buying behavior of young women in South India,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7361-7366
5. Balakrishnan P., BharthvajanR.,Whistling in the wind,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7586-7593
6. Krishnan B., Peter M.,Health hazards of Indian Bpo employee-an alarming issue,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7336-7341
7. KerinabBeenu G.H., Peter M.,Role of insurance in economic development,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7532-7539
8. Balakrishnan P., Peter M., PriyadarsiniP.,Efficiency of safety measures for wellbeing of employees in manufacturing industry,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7376-7382
9. Anbarasi M., Praveen Kumar S.,Online sales promotions of herbal products and its effectiveness towards tanisha.com,2019,Indian Journal of Public Health Research and Development,V-10,I-1,P-195-200
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
11. Loganathan R., Praveen Kumar S.,Grievance handling a key factor for solving issues of employees in an organization,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7483-7491
12. Loganathan R., Praveen Kumar S.,Study on preference of private label brands in super and Hypermarkets,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7327-7335
13. Smitha M., Praveen Kumar S.,Understanding stress and its managementamong the nurses in Chennai city,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7560-7565
14. KerinabBeenu G.H., Praveen Kumar S.,A study on the investment behavior of Chennai investors in mutual fund schemes,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7520-7525
15. Loganathan R., Praveen Kumar S.,Retention strategies key for organizational productivity,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7443-7447
16. Pavithra J., Ganesan M., BrindhaG.,State wise analysis of microfinance sector in India,2016,International Journal of Pharmacy and Technology,V-8,I-4,P-23417-23432
17. Pavithra J., Ganesan M.,A comparative study on microfinance in India and abroad,2016,International Journal of Applied Business and Economic Research,V-14,I-8,P-5471-5476
18. Pavithra J., Ganesan M.,A study on awareness and impact of micro-financial schemes,2016,International Journal of Applied Business and Economic Research,V-14,I-8,P-5449-5460
19. Senthilmurugan P., PavithraJ.,Consumer preference towards organised retailing with reference to Big Bazaar,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7469-7475
20. Senthilmurugan P., PavithraJ.,Implication of social media marketing in growing healthcare industry,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7448-7456
21. Loganathan R., PavithraJ.,Consumer perception towards private label brand over other brands in super markets and hypermarkets,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7355-7360
22. KerinabBeenu G., Pavithra J.,Tradeoff between liquidity and profitability in logistics industry,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7398-7401
23. KerinabBeenu G., Pavithra J.,A study on the prospective consumer's perception towards utility cars in Chennai city,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7526-7531
24. Pavithra J., DilliBabu P., Ambuli T.V.,A study on budgetary control at Maruti Service Masters, Chennai,2014,International Journal of Applied Business and Economic Research,V-12,I-2,P-151-161
25. Pavithra J., DilliBabu P., Ambuli T.V.,A study on customer satisfaction of retro Garments Pvt Ltd, Chennai,2014,International Journal of Applied Business and Economic Research,V-12,I-2,P-381-391
26. KerinabBeenu G.H., Pavithra J., Senthilmurugan P.,A study on the influence of promotional activities for TATA ARIA among consumers in Chennai,2014,International Journal of Applied Engineering Research,V-9,I-22,P-7572-7578
27. VijayaragavanS.P.,An investigative expert that's general FBG sensors,International Journal of Mechanical Engineering and Technology,V-8,I-8,PP-1500-1505,Y-2017
28. VijayaragavanS.P.,Equalization routing protocol for Wi-Fi sensor strategy,International Journal of Mechanical Engineering and Technology,V-8,I-8,PP-1662-1666,Y-2017
29. Karthik B., Kiran Kumar T.V.U., Vijayaragavan P., Bharath KumarE.,Design of a digital PLL using 0.35µm CMOS technology,Middle - East Journal of Scientific Research,V-18,I-12,PP-1803-1806,Y-2013
30. Kanniga E., Selvamarathnam K., Sundararajan M.,Kandigital bike operating system,Middle - East Journal of Scientific Research,V
31. Jasmin M., Vigneshwaran T., Beulah HemalathaS.,Design of power aware on chip embedded memory based FSM encoding in FPGA,International Journal of Applied Engineering Research,V-10,I-2,PP-4487-4496,Y-2015
32. JasminM.,Optimization techniques for low power VLSI circuits,Middle - East Journal of Scientific Research,V-20,I-9,PP-1082-1087,Y-2014
33. Jasmin M., VigneswaranT.,Fuzzy controller for error control of on - Chip communication,2017 International Conference on Algorithms, Methodology, Models and Applications in Emerging Technologies, ICAMMAET 2017,V-2017-January,I-1,PP-1-5,Y-2017