

AN IMPACT OF CUSTOMERS BRAND PREFERENCE WITH SPECIAL REFERENCE TO EXPERIENCE GOODS – A STUDY

Dr.N.MANIVANNAN, Associate Professor, Department of Commerce, VELS Institute of Science, Technology and Advanced Studies(VISTAS), Pallavaram, Chennai-117.

Email ID: maniv1350@gmail.com.

Dr.V.VIJAYALAKSHMI, Associate Professor, Department of Commerce, VELS Institute of Science, Technology and Advanced Studies(VISTAS), Pallavaram, Chennai-117.

Email ID: vijayalakshmi.vels@gmail.com.

Dr.V.ANDAL, Associate Professor, Department of Commerce, VELS Institute of Science, Technology and Advanced Studies(VISTAS), Pallavaram, Chennai-117.

Email ID: andalgokul79@gmail.com

ABSTRACT

The study is fully related for the entire product to be produced only on the basis consumer and customers. The product all are needed in his personal use and also the retail purpose, but most of the consumer must to concentrate for the personal promotion. The promotion performance is based on the experience goods in the present society. Consumer is always the important assets in the marketing field; the selling targets must to be fulfilled only by the hands of consumers/customers. The study contained the scope, objectives, and limitations of the study. The table values are prepared on the basis of Chi-Square test, and the findings, suggestions and conclusion of the study.

(Key words: Consumer, Goods, Services, customers, Advertisement, Experience goods)

INTRODUCTION

The good is one of the important sources in the hands of consumers and customers; these are the useful to his personal life style with the effective development. The following are some of the examples of common goods for all¹

1. Wildlife
2. Air
3. Atmosphere
4. Water
5. Land
6. Eco system

The following are the examples of an experience good and also explained some of the explanation with detail³

1. Haircut

The city, towns and then the remaining areas has the number of saloon or the hair cut center, all are differ on the basis of services given by them. The kinds of sector are also called as a service oriented one, maximum number of people wants to maintain their hair with the stylish. This sector may lead to improve their personal life with the effective way of achievement. The general people all are having one of the mentality, they want to promote in his personal with the support of good appearance, that can be satisfied by the help of haircut center.

2. Medicine

The medicine is very important substitute for the people they having their immunity power by birth no worry about the medicine support but number of does not have a immunity power by birth that's why numerous medical shops are available in the society. These kind of service sector are ready to provide their support by the way off-line and On-line also, But its one of most important point is doctors prescription, without having the prescription is not possible to supply by the concerned organisation. So many kind medical related organisations are eagerly waited for providing their service to the general people.

3. Restaurants

The restaurant is an important alternative sources of food providers in the country, this kind of service is an emerging way of gives a support to the societal people. This service is a some kind of promotion to the quality of food services to the general people. Theses level of service to the society is needed one because of the hotel industry is an effective providing service to the right place and the right time.

4. Travels

The travelers of the society is the promotion of human's, goods and services from one place to another place with effective manner in the event of money. The travels are road, rail, air and the Ship, these are the mode of transferring your product from the sender to the receiver. The timely delivery of goods and services is main theme of the travels. The travel agencies all are needed a time gives a effective services the people.⁷

5. Legal Services

The legal means law oriented services to the society, the societal people all needs some more law related helps to the society. The society may be based on legal for their assets, properties and other kinds of physical evidences. The law makes a perfect level of result to the needed people at the various level adjustments. The law is civil oriented to the general people, its used for getting legal compensation from the opposite parties or concerned companies.⁵

6. Advice

Any one gives a guidance to you at free of cost is called as advice, suppose of some of the company or organizations met any problem that the time which one is the best way for gets a solution. The solution may be money oriented or not, but the result must be the possible to the concerned people. The advices from the lawyer, doctors, auditor and some other kind of people.

7. Information Products

The information is the best way for getting any product or services from the available places of society. The society of india or any other country is easy way to find out the final

answer. The information is the best sources of the particular field of the general human resources .i.e need any time details for bus, train or any other kinds of services may be filled with the help of the information via. The information is first for all kinds problems and the answer.⁴

IMPACT OF THE EXPERIENCE GOODS⁴

The consumer/ customers all are buying their product with the different way but they are expecting our product is only to satisfied their needs and wants. But the number of times the user are facing problems of the using and through out the product, all the product has the recycle able to the next one stage. Most of users or the consumer is only concentrating the focus on how to handle the product with the reasonable timing⁶. The time is essential for every one because service, hotel , travels, information and other kinds goods, they need the timing for gave their service to the public with the effective manner. The impact must to be make a timely and effective places.

OBJECTIVES OF THE STUDY

1. To find out the reason for choosing their the personal product for the individual life of the customers/ consumers.
2. To make a effective study of product and services must to be fulfill the needs and wants within their limited expectations.
3. To continue the effective study of experience goods not for this only its going to top level of the all the product.

SCOPE OF THE STUDY

1. The study was to know about the needed people for the needed information's about the product.
2. The experience goods all are need to be participate some of the people form general population.
3. Total of the study is an effective way for developing their needed product form the needed place.

Research Design: Descriptive Research Design

Sampling Methods: Convenient sampling method has been adopted to collect data from respondents.

Sample Size: 310

Method of Data collection: Survey questionnaire method and Personal Discussion method.

LIMITATIONS OF THE STUDY

1. The study is confined only the **310** samples only.
2. Most numbers of people from the concerned beneficiaries of those kinds of services.
3. The study area is in and around of the Chennai district because of time constraint.

REVIEW OF LITERATURE

Aswathappa.K (2019) in his study on business environment in India felt that the task of any marketing executive was becoming more complex because of our cultural pattern – life style, social values and beliefs, which were changing more quickly than they used to be.

Chandra Mohan (2018) observed that unlike the factors, in other kind of factor which were influencing the purchasing patterns of durable products. This study was based on India's global players of the future, Indian business through the ages which is FICCI study..

Rao & Natrajan (2016) has observed in NCAER study on markets for consumer products in India. The analyzed consumer purchasing pattern particularly durable products. The study of consumer behaviour was more important than the number of consumers in the market because each consumer is unique.

FRAMEWORK OF ANALYSIS AND ANALYTICAL TOOLS
QUALITY OF THE ADVERTISEMENT VERSUS CUSTOMERS PREFERENCE
CHI SQUARE TABLE

O	E	(O-E)	(O-E) ²	(O-E) ² /E
20	20	0	0	0
10	11	-1	1	0.0909
25	17	8	64	3.7647
30	24	6	36	1.5000
5	12	-7	49	4.0833
10	16	-6	36	2.2500
20	28	-8	64	2.2857
15	15.40	-0.40	0.1600	0.0103
10	23.80	-13.80	190.400	8.0016
40	33.60	6.40	40.9600	1.2190
25	16.80	8.20	67.2400	4.0023
30	22.40	7.60	57.7600	2.5785
30	24	6	36	1.5000
15	13.20	1.80	3.2400	0.2454
25	20.40	4.60	21.1600	1.0372
310	310			32.4777

CHI SQUARE

Df: (r-1)(c-1)

(6-1)(5-1)

20.

Table value: 31.410

Calculated Value: 32.4777

Result:

Since the calculated value of Chi Square is greater than the table value of X^2 , H_0 rejected. So the Respondent Customer preference is influenced by the quality of advertisement.

Hence there is evidence of association between Customer preference and by the quality of advertisement.

**MARKETING AWARENESS VERSUS CUSTOMERS SATISFACTION
CHI SQUARE TABLE**

O	E	(O-E)	(O-E) ²	(O-E) ² /E
28	28.32	-0.32	0.1024	0.0036
17	25.44	-8.44	71.2336	2.8000
35	18.72	16.28	265.0384	14.1580
52	40.12	11.88	141.1344	3.5178
47	36.04	10.96	120.1216	3.3330
10	26.52	-16.52	272.9104	10.2907
45	48.96	-3.96	15.6816	0.3202
16	18.36	-2.36	5.5696	0.3033
28	30.68	-2.68	7.1824	0.2341
32	27.56	4.44	19.7136	0.7152
310	310			35.6759

CHI SQUARE

Df: (r-1)(c-1)

(5-1)(4-1)

12.

Table value: 21.026

Calculated Value: 35.6759

Result:

Since the calculated value of Chi Square is greater than the table value of X^2 , H_0 rejected. So the marketing awareness is influenced the customers satisfaction.

Hence there is evidence of association between marketing awareness and the customer's satisfaction.

FINDINGS

From the above study the brand preference is fully based on the experienced goods are available in the present study. The brand preference is an important in the society at the level of least to top, the brand is an very useful in customers/ consumers in the new field of marketing. The basic information of the present marketing is an valuable one in product market, the marketing people all are equal to the luxury life. The life of the every product to be produced and the used by the consumer. The detailed discussion of the marketing era is in the hands of

consumer, the experienced goods all need to be one of the finding of the authorized one. The study of the consumer preference of goods is based on his own experience in the personal study

SUGGESTIONS

The consumers/customers all are needed a product to be maintaining his life with smoothly and successfully in present and also the future. The market area is very big one but all the activity must to be control with the help of the product. The basic level of the product using by the consumer at the rate of high level, because they are spending a huge amount for his personal life. The consumer mentality is an very important one in the marketing people. The product all are sold very easily into the market but is was very risky jobs in the marketers' hands. So all the product to be produced and sold by the company to the consumer is an very relevant to the present society.

CONCLUSION

Finally concluded that all the marketing related information only for the promotion of producers not for the consumer, so here after make all the decision and action to be taken by advertiser. The advertising agency is very important role in the promotion of product from the producers to the consumers. The level of performance to be controlled and developed by the concerned organisation, the whole performance of advertising is an positive result to the society. The consumer always expecting the good quality of goods and services within the needed time and place. The production places are to be well known by the producers and the consumers within reasonable one in the marketing area. The above study is gave number of suggestions to the producers but the same way all the ideas must to be fulfilled by the consumer with the effective utilization of his goods and services.

REFERENCES

1. Marketing- Dr.L.Natarajan- Margham Publication, Chennai.
2. Marketing Management – Kathiresan – Prasanna Publication, Chennai.
3. Marketing Management – P.K. Agarwal – Pragati Prakashan, Meerut.
4. Marketing Management – V.S. Ramaswamy & S.Namakumari- MacMillan Publisher, Chennai
5. Principles of Marketing – Prof. S.K. Sarangi- Asian Books publisher Private Ltd, Chennai.
6. Marketing Management – Rajan Saxena – Tata McGraw hill Education, New Delhi.
7. Marketing Management – M.Govindarajan- Printice Hall of India, New Delhi