

A STUDY ON CUSTOMERS' PERCEPTION IN WHITE GOODS PURCHASE THROUGH DIGITAL MARKETING IN COIMBATORE CITY

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Abstract:

This study investigates the customers' perception regarding the purchase of white goods through digital marketing in Coimbatore City. The research aims to comprehend the preferences, attitudes, and factors influencing customers' decisions when buying white goods online. It employs a mixed-method approach combining qualitative and quantitative analyses to explore the perceptions and behaviors of customers in this regard. The findings are anticipated to contribute to a better understanding of consumer behavior in the context of digital marketing for white goods, thereby aiding businesses in devising effective strategies to cater to customer needs.

Key Words: White Goods, Digital Marketing and Retail Sector

Introduction:

The emergence of digital marketing revolutionized the retail sector, particularly in the sale of white goods such as refrigerators, washing machines, and air conditioners. Coimbatore City, known for its technological advancements and consumer market, serves as an ideal backdrop to delve into customers' perceptions towards purchasing white goods through digital platforms. Understanding consumers perceive and engage with digital marketing channels in this specific domain is crucial for businesses aiming to enhance their market presence and customer satisfaction.

Review of Literature:

Numerous studies have explored consumer behavior and perceptions in digital marketing across various industries. Research indicated that convenience, product information availability, pricing, trust, and post-purchase services significantly influence customers' decisions when buying white goods online. Furthermore, factors like online reviews, brand reputation, website usability and personalized marketing also play pivotal role in shaping consumer perceptions and choices in the digital realm.

Objectives:

The primary objectives of this study are:

- To assess customers' perceptions regarding the purchase of white goods through digital marketing platforms in Coimbatore City
- To identify the key factors influencing customers' decisions when buying white goods online
- To analyze the impact of digital marketing strategies on customer preferences and buying behavior

Scope of the Study:

This study focuses on customers residing in Coimbatore City and their perceptions specifically related to the purchase of white goods through digital marketing channels. The research encompasses various demographic segments to provide a comprehensive understanding of diverse consumer perspectives.

Research Methodology:

A mixed-method approach combining surveys, interviews and data analysis will be utilized to gather comprehensive insights into customers' perceptions. The quantitative data collected through structured surveys distributed among a diverse sample population, while qualitative information obtained through in-depth interviews with select participants. Statistical tools and content analysis aid in data interpretation.

Data Collection Methods:

Surveys distributed electronically and in person, targeting consumers across different age groups, income brackets, and residential areas within Coimbatore City. In-depth interviews involved open-ended questions to delve deeper into participants' perceptions and experiences.

Analysis and Interpretation:

Out of 107 respondents, 100 were finalized for analysis. Quantitative data analyzed using statistical software to derive patterns, correlations and trends in customers' perceptions. Qualitative data from interviews undergone thematic analysis to extract meaningful insights and themes.

Particulars	Variables	Max. Respondents	%
Demographic Variables	Age (25-35)	73	73
	Gender (Male)	69	69

	Income (25,001 – 35,000)	81	81
	Education level (UG & PG)	85	85
	Occupation (Private)	86	86
Psychographic Variables	Lifestyle	91	91
	Personality traits	88	88
	Values and beliefs	88	88
Behavioral Variables	Purchase frequency	90	90
	Brand loyalty	81	81
	Previous online shopping experience	83	83
Digital Marketing Variables	Types (social media, email marketing, websites, etc.)	85	85
	Frequency of exposure to digital marketing campaigns	84	84
	Perceived effectiveness of digital marketing strategies	87	87
Perception Variables	Attitudes towards white goods	87	87
	Perception of product quality	81	81
	Trust in online transactions	80	80
Purchase Decision Variables	Factors (price, reviews, brand reputation, etc.,)	89	89
	Satisfaction with the purchasing process	90	90
Geographic Variables	Location within Coimbatore City	79	79
	Proximity to white goods stores or distribution centers	81	81
Technology Adoption Variables	Use of smart phones, computers, or other devices for shopping	94	94
	Familiarity with e-commerce platforms	82	82

Findings:

The study's findings provide a comprehensive understanding of customers' perceptions regarding the purchase of white goods through digital marketing. Insights on factors influencing buying decisions, preferences and challenges faced by consumers in this context highlighted.

- Majority of customers prefer online platforms for researching white goods before purchase.
- Social media marketing significantly influences customers' decisions in buying white goods.
- Price competitiveness and reviews/ratings are key factors influencing digital purchasing decisions.
- Trust in the brand and after-sales services play a crucial role in customer perception.

Implications:

- Companies need to focus on an online presence and strategic social media marketing.
- Importance of competitive pricing and positive online reviews for product sales.
- Building trust through efficient after-sales services and brand credibility.

Recommendations:

- Invest more in digital marketing strategies tailored to customer preferences.
- Enhance customer service and post-purchase engagement to build brand loyalty.
- Regularly analyze and adapt digital marketing strategies based on consumer feedback.

Suggestions:

Based on the findings, recommendations will be provided to businesses operating in the white goods industry to improve their digital marketing strategies, enhance customer engagement, and address consumer concerns effectively.

Scope for Further Study:

Future research could explore the evolving trends in digital marketing, technological advancements impacting consumer behavior, and comparative studies across different cities or regions to gain a more holistic understanding.

Conclusion:

This study aims to shed light on customers' perceptions regarding white goods purchase through digital marketing in Coimbatore City. By comprehensively analyzing consumer behavior and preferences, the research seeks to provide valuable insights to businesses, enabling them to tailor their digital marketing strategies for improved customer satisfaction and enhanced market performance.

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