



Customer preference and satisfaction towards power inverter in Coimbatore city

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Abstract

This project considers most common factors influencing consumer buying behaviour of power inverter. The study identifies the consumer preference towards power inverter. The describe pre-purchase and post purchasing behaviour of the consumer The survey questions are created using a combination of suggestions from consumer own questions and covers a variety of topics including buying preferences, brands, inverter choice, product features, micro inverters & power optimizers, service & warranty, inverter pricing.

Keywords: customer preference, products and services of power inverter, level of satisfaction, product features

Introduction

India is the largest country but we have many problems like communication, transportation electricity etc. But the main problems are the shortage of electricity. The demand for the electricity is more than the supply that's why people use inverter for power supply. Inverter is available in different capacity. It needs battery to operate and to be charged.

Inverter is become one of the important in Morden technology because of the need of continuous supply of electric power for all needs such as to operate computer, surgical equipment, lambs, ATM, Telecommunication etc. Inverter is highly demanded because of the best alternative way for power generation. In order to prolong the running time of an inverter, additional batteries can be added to the inverter.

Types of inverters

There are three types of inverter they are

- Square wave
- Modified sine wave
- True sine wave

Advantage of inverter

Inverter can automatically switches from main power to inverter power in less the 10 mille- seconds and vice versa

- No petrol or Diesel needed
- No Noise
- No Fumes
- Portable
- Cheaper to operate than generators
- No special skills needed to operate
- Quick and easy to recharge

Consumer Preference

Consumer preference is used to select an option that has the great anticipated value among a number of options by the consumer in order to satisfy his/her needs. Preference indicates the more valuable option available in the market. It results of their behaviour of searching, purchasing and disposing of product.

Review of literature

Kotler (2001) in is study defined image as "the set of beliefs, ideas, and impression that a person holds regarding an object". Keller (1993) the study considered brand image as "a set of perceptions about a brand as reflected by brand associations in consumer's memory".

Mohanty and Bhasker (2005) have proposed a different methodology to the consumers based on the decision support tool for the internet shopping. This tool generally comprises of multiple number of attributes of the products which are generally conflicting, ambiguous and no commensurable in nature. In this study they given the example, the data such as mileage, comfort, maintenance cost, resale value and cost seems to be imprecise in nature.

Arjun Chowdhri (2006) has remarked that brand commitment is an important determinant in buying behavior for consumers. Here fuzzy logic has been used to solve the complex issue.

David B. Eastwood *et al* (1987) have examined the consumer behavior based on the purchase

Biel (1992) ^[5] however defined brand image as "a cluster of attributes and associations that consumers connect to the brand name". Hsieh, Pan, and Section (2004), Reveled "A successful brand image makes consumer enables to

Objective of the study

- To Study the consumer brand preference towards power inverter
- To Study consumer behaviour towards inverter
- To study motivating factors

Research Methodology

The methodology of the study is based on the primary data collected through well-framed and structured questionnaires to elicit the well-considered opinions of power Inverter in Coimbatore city. Simple Random Sampling method used to collect the responses customers. The study has been conducted in two stages with a preliminary pilot study followed by the main study.

Analysis and Interpretation

Brand of inverter preferred by the consumer

Table 1

S. No	Brand of inverter	No of respondents	Percentage
1	Luminous	27	13.5
2	Microtek	51	25.5
3	V. Guard	64	32
4	Ameron	33	16.5
5	Exide	25	12.5
	Total	200	100

The table shows that majority 32% of the respondents prefer V.Guard, 25.5% of the respondents prefer Microtek, about 16.5% of the respondents prefer Ameron, 13.5% of the

respondents prefer Luminous and only 12.5% respondents prefer Exide

Association between age of the respondents and motivating factors

Table 2

Age	Factors Motivating					
	Price	Safety	Warranty	Customer Service	Power Consumption	Total
20-30	6, 7.9%	32, 42.1%	10, 13.2%	9, 11.8%	19, 25%	76, 100%
31-40	9, 15%	26, 43.3%	3, 5%	7, 11.7%	15, 25%	60, 100%
41-50	5, 12.8%	11, 28.2%	9, 23.1%	5, 12.8%	9, 23.1%	39, 100%
Above 51	1, 4%	9, 36%	7, 28%	1, 4%	7, 28%	25, 100%

Null Hypothesis H_0 : There is no relationship between age and factors motivating

Alternative Hypothesis H_1 : There is relationship between age and factors motivating

Table 3

Calculated Chi-Square Value	Df	P-Value	Significant /Not Significant	Remarks
14.956	12	.244	NS	Accepted

Rank for level of satisfaction

Table 4

S. No	Factors	Total score	Mean score	Rank
1	Price	738	3.69	1
2	After Sales Service	506	2.53	7
3	Battery Capacity	735	3.68	2
4	Operation Cost	646	3.23	6
5	Performance	659	3.30	5
6	Reliability	681	3.41	3
7	Warranty	678	3.39	4

The table reveals the ranking for level of satisfaction. "Price" was ranked first by the selected samples respondents with the total score of 738 and mean score of 3.69. Battery capacity was ranked "Second" by the selected samples respondents with the total score of 735 and mean score of 3.68. "Reliability" and "Reliability" was ranked third and fourth with the total score of 681 and 506, mean score of 3.41 and 2.53. "Warranty" and "Performance" was ranked fifth and sixth with the total score of 659 and 646, mean score of 3.30 and 3.23 "After Sales Service" was ranked seventh with the total score of 506 and mean score of 2.53

Suggestion

- Branding facilitates the business to market their product by helping the consumer to identify their product. Hence the producer should understand the value and power of brand.
- The producer should take the possible measures to ensure that advertisement is reliable.
- The people are requested to use solar energy for their day to day use. People should save current.
- Most of the customer prefers high voltage capacity inverter. But the price of inverter is high.
- Most of the customers are motivated to buy the inverter by its performance of the inverter.

Conclusion

The current study can be concluded in such manner that the strong relationship was found between customer satisfaction and brand brand image; surprisingly, the result of the current study do not support the generation perception that customer satisfaction may crate the loyalty intention in the absence of Brand image, therefore, the marketing manager must understand that first of all, they need to build a good brand image neither they should try to create customer satisfaction nor expect that customer satisfaction may create loyalty intention. Current study also reveled that there is a very strong and positive relationship between customer satisfaction and loyalty intention in the presence of the brand image only so it should be very important and powerful marketing strategies. First focus should be on brand image than satisfaction and loyalty intention.

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