

consumer attitude towards exide BATTERIES

¹Dr. L.Sathees kumar

ABSTRACT--*This study is conducted on Consumer attitude towards Exide Batteries in Salem City. The data are to be collected from both primary and secondary sources. The objectives of the study is to find out the performance of the company and the level of satisfaction obtained from the customers. To study the dealers perception towards the products. To find out the customer preference towards the products. To find out new features for the development of Exide battery. To study the problem faced by the customers and dealers and the company's support provided towards the same and suggest measures to solve the problem. The sample size selected for this research is 100 respondents which include users of Exide Batteries. The technique used for the research is a random sampling technique because the population is finite. The various tools and techniques adopted in this study are Percentage Analysis, Weighted Average Method (for ranking questions) and Chi-square Test. It was suggested from the findings that the public point of view is that more advertisements required to make aware about Exide Batteries equivalent to other batteries like Amaron, Exide and reset batteries. Dealers suggested that the company possesses ISO 9001 - 2000 certification and the also have an advantage that Exide's spare parts are easily available in the market with reasonable price.*

Keywords: *Back up; Brand Image; Consumer Attitudes; Consumer Preference and Utility.*

I. INTRODUCTION

Customer Satisfaction is a person's feeling of pleasure and/or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations. As this definition makes clear, customer satisfaction is a function of perceived performance and expectations. If the performance matches the expectations, the customer is satisfied. Many companies are, however aiming for high satisfaction because, customers who are just satisfied still find it easy to switch when a better product comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional affinity with the brand, not just rational preference. The result is high customer loyalty.

SCOPE OF THE STUDY

- The research study on Sales Promotion and customer and dealer opinion was confined to Exide batteries.
- The study was conducted to identify the customer and dealer's opinion pertaining to various factors.
- An Analysis was made and necessary suggestions were advocated to improve the products of Exide batteries.

¹ Assistant Professor of Commerce, K. N. Govt. Arts College for Women, (A), Thanjavur-7.

OBJECTIVES OF THE STUDY

- To study the total performance of the company and the level of satisfaction obtained from the customers.
- To study the dealers perception towards the products.
- To find out the customer preference towards the products.
- To find out new features for their development of Exide battery.
- To study the problem faced by the customers and dealers and the company's support provided towards the same.
- Suggestion measures to solve the problem.

II. RESEARCH METHODOLOGY

Research Methodology is defined as “a systemized effort to gain new knowledge”. Research methodology deals with the research design, methods of data collection, statistical tools employed review of related literatures, limitations and chapter classifications.

III. RESEARCH DESIGN

Sampling Technique

The technique used for the research is a Non-Probability Convenience sampling technique because the population is finite.

Period Study

The Primary data were collected for a period during May to June 2019.

Sample Size

The sample size selected for this research is 100 respondents which include users of Exide Batteries.

Methods Of Data Collection

In this research, two methods are adopted for collecting the data:

➤ Primary Data

Primary data are collected with an aid of a Questionnaire. The Questionnaire contains a series of questions arranged in a proper order.

➤ Secondary Data

Secondary data were collected through various books, journals, magazines, etc. Even internet was used to collect the data.

TOOLS AND TECHNIQUES

The various tools and techniques adopted in this study are Percentage Analysis, Weighted Average Method (for ranking questions) and Chi Square Test.

IV. Analysis and Interpretation

CHI - SQUARE TEST

H₀ : Null Hypothesis

There is no significant relationship between opinion about the brand and the utility of the product.

H₁ : Alternative Hypothesis

There is a significant relationship between opinion about the brand and the utility of the product.

Table 1: Table Showing the Relationship between Opinion about the Brand and Utility of the Product

Opinion about the brand	Utility of the product			Total
	Three wheeler	Four wheeler	Lorry	
Long Life	28	15	10	53
Price	6	7	5	18
Less Maintenance	5	4	5	14
Guarantee	5	5	5	15
Total	44	31	25	100

Observed	Expected	(O-E) ² /E
28	23.32	0.939211
6	7.92	0.465455
5	6.16	0.218442
5	6.6	0.387879
15	16.43	0.124461
7	5.58	0.361362
4	4.34	0.026636
5	4.65	0.026344
10	13.25	0.79717
5	4.5	0.055556
5	3.5	0.642857
5	3.75	0.416667
		4.462038

The result of the chi-square test reveals that the calculated chi-square value is less than the table chi-square value at 5% level of significance and therefore, the relationship between opinion about the brand and the utility of the product is not significant. Thus the hypothesis is that the relationship between opinion about the brand and the utility of the product does not hold good. Thus the null hypothesis is accepted.

V. CORRELATION AND REGRESSION ANALYSIS

Regression Analysis

Table 2: Regression Model for Ranking of the Respondents about the Brand

Variables	Regression Coefficient	Standard Error	t- value (d.f = 7)	R ²
Constant	-9.114	24.9		.94

(X ₁)	.525	.053	9.99**	
(X ₂)	1.044	.366	2.85*	

*- : Significant at 5 % **: significant at 1% level.

Regression Fitted: $Y = -9.114 + .525X_1 + 1.044 X_2$

Analysis of variance for regression

Source	D F	S S	M S	F
Regression	2	31923.1	15961.5	50.9**
Residual	6	1878.9	313.1	

** - Significant at 1 % level

The final stepwise multiple regression model indicated that out of the 4 variables, two variables have significantly contributed to the X³, X⁴. The analysis of variance of the multiple regression model for recognition & satisfaction indicates the overall significance of the model fitted. The coefficient of determination, R² value showed that these variables put together explained the variations of recognition & satisfaction the extent of 94.4%. The step wise regression model for recognition & satisfaction excludes the variables, namely work in progress and the value of money and social responsibility.

Table 3: The Ranking of the Respondents towards the Factors Preferred to Purchase Exide Batteries
Correlation Coefficient Matrix

Variables	Brand reputation	Durability	Service	Maintenance	Availabilities	Utility
Brand reputation	1					
Durability	.87**	1				
Service	.95**	.90**	1			
Maintenance	.41	.44	.32	1		
Availabilities	.44	.51	.31	.87**	1	
Utility	.54	.53	.53	-.24	-.26	1

** -Significant at 1% level

The above correlation coefficient matrix table shows the interrelation between the f variables.

VI. FINDINGS

- ❖ More than half (56 percent) of the respondents Annual income is above Rs.200000.
- ❖ Most (85 percent) of the respondents are aware about Reset Batteries.
- ❖ Less than half (44 percent) of the respondents using three wheelers are using Exide Batteries.
- ❖ More than half (53 percent) of the respondents expect long life from the Batteries of Exide.
- ❖ It was found that a weighted mean of 3.26 indicates that the respondents rated satisfaction as first about the Exide batteries.
- ❖ It was found that a weighted mean of 3.74 indicates that the respondents preferred purchasing Exide batteries for its durability.
- ❖ It was found that a weighted mean of 4.32 indicates that the majority respondents are highly satisfied with the durability of the product.

❖ It was found that a weighted mean of 3.03 indicates that the majority respondents are satisfied with the time taken to attend the services.

❖ It was found that a weighted mean of 2.91 indicates that the respondents expected much towards guarantee.

❖ It was found that 37 percent of the dealers opined that Exide may backup with Quality facilities and support.

❖ It was found that the majority (70 percent) of the respondents opined that there is a medium demand for Exide batteries.

❖ It was found that the majority (90 percent) of the respondents opined that the after sales services provided by Exide batteries is satisfactory.

❖ It was found that more than half (53 percent) of the respondents opined that the advertisements for Exide batteries among consumers are medium.

❖ It was found that half (50 percent) of the respondents opined that the advertisement through television may be an effective medium to promote Exide batteries.

❖ It was found that the majority of the dealers opined that the company possess ISO 9000 certification and the also have an advantage that Exide's spare parts are easily available in the market with reasonable price.

❖ It was understood from the dealer's opinion that is obtained from the consumers towards the Exide batteries are expectation of low price, more quality and less frequency in maintenance of the batteries. They also expected the duration of the warranty period may also be extended.

❖ The majority of the dealers apart from Exide batteries are dealing with Amron, Exide, AMS and Reset batteries available in the market.

❖ Dealers suggest to advertise more about the product in all media to attract more customers towards Exide Batteries. They also suggest that festival offers shall be introduced to increase more sales and also providing discounts for regular customers and also to the customers referred customers.

❖ It was found that the relationship between opinion about the brand and the utility of the product does not hold good. Thus the null hypothesis is accepted.

VII. SUGGESTIONS

❖ From the findings of the study, it is known that the public and the customers have suggested to reduce the price of Exide Batteries. They have also suggested that the R&D may concentrate on increasing the life of the batteries.

❖ From the public point of view, more advertisements are required to make aware about Exide Batteries equivalent to other batteries like Amaron, Exide and reset batteries.

❖ Dealers appreciated the company for holding ISO 9001 : 2000 certification for quality standards.

❖ Exide's spare parts are easily available in the market with reasonable price.

❖ Dealers expressed that the feedback obtained from the consumers towards the Exide batteries are expectation of low price, more quality and less frequency in maintenance of the batteries. They also expected the duration of the warranty period may also be extended.

❖ Dealers suggest to advertise more about the product in all media to attract more customers towards Exide Batteries. They also suggest that festival offers shall be introduced to increase more sales and also providing discounts for regular customers and also the customers referred through word of mouth concept.

VIII. CONCLUSION

For the study conducted towards the public opinion and the dealer's opinion about Exide batteries the researcher has concluded that the company may arrange regular meetings with the dealers and shall make aware about the product by obtaining the feedback from the dealers. This study was not an intensive study and the researcher had some limitations towards the data collection, findings of the study. It is suggested that the researcher's findings and suggestions may be considered by the company to have an approximate marketable idea for Exide Batteries.

REFERENCES

1. Ajzen, I. (1985), "From intentions to actions: a theory of planned behaviour", in Kuhl, J. and Beckmann, J. (Eds), *Action-control: From Cognition to Behaviour*, Springer, Heidelberg, pp. 11-39.
2. Ajzen, I. (1991), "The theory of planned behaviour", *Journal of Organizational Behaviour and Human Decision Processes*, Vol. 50 No. 2, pp. 179-211.
3. Al-Debei, M.M., Al-Lozi, E. and Papazafeiropoulou, A. (2013), "Why people keep coming back to Facebook: explaining and predicting continuance participation from an extended theory of planned behaviour perspective?", *Decision Support Systems*, Vol. 55 No. 1, pp. 43-54.
4. Bai, B., Law, R. and Wen, I. (2008), "The impact of website quality on customer satisfaction and purchase intentions: evidence from Chinese online visitors", *International Journal of Hospitality Management*, Vol. 27 No. 3, pp. 391-402.
5. Delafrooz, N., Paim, L.H. and Khatibi, A. (2011), "Understanding consumer's internet purchase intention in Malaysia", *African Journal of Business Management*, Vol. 5 No. 3, pp. 2837-2846.
6. Fang, Y., Chiu, C. and Wang, E. (2011), "Understanding consumers' satisfaction and repurchase intentions: an integration of IS success model, trust, and justice", *Internet Research*, Vol. 21 No. 4, pp. 479-503.
7. Ganesan, S. (1994), "Determinants of long-term orientation in buyer-seller relationships", *The Journal of Marketing*, Vol. 58 No. 2, pp. 1-19.
8. Ha, H., Janda, S. and Muthaly, S. (2010), "A new understanding of customer satisfaction model in e-repurchase situation", *European Journal of Marketing*, Vol. 44 Nos 7/8, pp. 997-1016.
9. Jisana, T. (2014, May). *Consumer Behaviour Models: An Overview*. Sai Om Journal of Commerce & Management, 1(5), 34-43. Retrieved from http://www.saiompublications.com/journal/index.php/ISSN-2347-7563/article/viewFile/163/pdf_24.
10. Jordan case", *Education, Business and Society: Contemporary Middle Eastern Issues*, Vol. 4 No. 4, pp. 280-291.

11. Satyabrata das sharma, lakshman nayak, chitta ranjan panda, mitali priyadarsini pati, subhalata samantaray (2016) a review on benthic study along odisha coast, east coast of india: a neglected research. *Journal of Critical Reviews*, 3 (4), 27-32.
12. Ertekin, T., Acer, N., Icer, S., Yildirim, A. Estimation of the total brain volume using semi-automatic segmentation and stereology of the newborns' brain MRI (2013) *NeuroQuantology*, 11 (2), pp. 181-188.
13. Marciak-Kozłowska, J., Kozłowski, M. On the brain and cosmic background photons (2013) *NeuroQuantology*, 11 (2), pp. 223-226.