

# CONSUMERS BEHAVIOR ON MARKETING EVENTS OF ELECTRONIC PRODUCT SELLERS IN COIMBATORE CITY

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## *Abstract*

In India, marketing event is a speedy mounting structure of advertising and communication. This concept has increased by the event arrangers and diverse product sellers. The event organizers initiate more programme for the advertising the different manufacturers products. It is an extremely adapted technique to proffer innovative services and products to more customers as a unique distribution channel. It augments the relationship between the sellers and each of its customers through inventive marketing technologies. The marketing plans of the manufacturers are crucial one to communicate about their products into customers. The purchasing behaviour has also interrelated with their perception of products and services of the sellers. It mostly changed through product buying habits in marketing events and the consumers have also faced more problems in the purchase of the products from the marketing events of the programme organizers in Coimbatore. The research measured the consumer's behaviour on marketing events of electronic product sellers in this work. The researcher adopted descriptive and exploratory design for the current study. The study included 200 electronic product buyers and used the purposive sampling method for the selection of respondents. The structured questionnaire has helped to collect the primary data. The researcher has worked the study from 2018 to 2019. The percentile and analysis of variances have helped for the analysis in the research.

**Keywords: Marketing Events, Consumer Behaviour, Electronic Products.**

## 1. INTRODUCTION

In India, marketing event is a speedy mounting structure of advertising and communication. This concept has increased by the event arrangers and diverse product sellers. The event organizers initiate more programme for the advertising the different manufacturers products. It is an extremely adapted technique to

proffer innovative services and products to more customers as a unique distribution channel. It augments the relationship between the sellers and each of its customers through inventive marketing technologies. The marketing plans of the manufacturers are crucial one to communicate about their products into customers. The organizers have been conducting seasonal and timely events for satisfying the consumer's requirements through the trade fairs in midpoint of the city. The event includes more electronic items, consumable products and other valuable products. In particular, the electronic products have mostly preferred by the manufacturers and business people. The sellers are also advertising their products through the exhibition with some offers. The study has covered the behavior of consumers on the event based marketing of electronic goods sellers in Coimbatore City.

## 2. REVIEW OF LITERATURE

The research contains more literatures related to consumer behaviour and marketing events of electronic products sellers. Cornwell (1995) defined the marketing event and it includes huge number of marketing practice with innovative promotional activities to advertise the products. Zanger & Sistenich (1996) has differentiated the marketing platforms with classic and marketing event with more buyers and branded product sellers. Oh & Haemoun (2000) revealed that the consumers behaviour has related to more attributes and factors on the purchase of goods in world. The brand name and image has related with the product prices and awareness of consumers. Wohlfeil & Whelan (2005) explained the different marketing event strategies of Germany in 1980s and it changed the marketing setting and behaviour of the buyers in the study area. Anne & Lars (2008) developed the advertising model for measure the behaviour and psychological aspects of the consumers. The research offered the effects of marketing events of sellers of different products.

## 3. STATEMENT OF THE PROBLEM

The behaviour of consumer is typically different in each and every electronic goods buyer. The purchasing behaviour has also interrelated with their perception of products and services of the sellers. It mostly changed through product buying habits in marketing events and the consumers have also faced more problems in the purchase of the products from the marketing events of the programme organizers in Coimbatore. The research measured the consumer's behaviour on marketing events of electronic product sellers in this work.

## 4. OBJECTIVES

The aims of the research are given below:

1. To explain the respondents profile of the present study in Coimbatore.
2. To measure the consumer's behaviour on marketing events of electronic product sellers in Coimbatore.
3. To check the changes of consumers behaviour through demographic variables and marketing events of sellers in the study.

## 5. METHODOLOGY

The researcher adopted descriptive and exploratory design for the current study. The study included 200 electronic product buyers in Coimbatore and used the purposive sampling method for the selection of respondents. The structured questionnaire has helped to collect the primary data. The researcher has worked the study from 2018 to 2019. The percentile and analysis of variances have helped for the analysis in the research.

## 6. FINDINGS

The researcher analyzed the consumer behaviour on marketing events of electronic product sellers through the percentile analysis as given below:

**Table -1: Personal Details of the Respondents in Coimbatore**

Sl. No.	Variables	Variables	No. of Respondents	Percentage
1.	Gender	Male	86	43.0
		<b>Female</b>	<b>114</b>	<b>57.0</b>
2.	Age	<20 years	57	28.5
		<b>20-40 years</b>	<b>95</b>	<b>47.5</b>
		>40 years	48	24.0
3.	Marital Status	<b>Married</b>	<b>112</b>	<b>56.0</b>
		Unmarried	88	44.0
4.	Educational Level	Schooling	39	19.5
		<b>UG/PG Degree</b>	<b>104</b>	<b>52.0</b>
		Professional & Others	57	28.5
5.	Income	<b>&lt; Rs.20000</b>	<b>87</b>	<b>43.5</b>
		Rs.20001-40000	47	23.5
		> Rs.40000	66	33.0
6.	Type of family	<b>Joint</b>	<b>132</b>	<b>66.0</b>
		Nuclear	68	34.0
<b>Total</b>			<b>200</b>	<b>100.0</b>

Source: Primary Data

Table-1 indicated the personal details of the samples in the research. The study included consumers of purchasing electronic items from exhibitions. The buyers were mostly 20-40 aged category (47.50%) and majority of females (57.00%) preferring the marketing events for purchasing the electronic items. Mostly married category (56.00%) of samples have included in the research and having UG/ PG degrees (52.00%). They were mostly earning below Rs.20,000 (43.50%) belongs to joint family type (66.00%) in the research.

**Table – 2 ANOVA**

	SS	DF	MS	F	Sig.
Between Groups	23134.67	3	6311.229	36.124	.000
Within Groups	163344.54	196	179.423		
Total	186479.21	199			

Source: Calculated Value

Table-2 evaluated the changes of the behaviour level of consumers through personal details and purchase experience from the marketing events of electronic products. ANOVA test result has significant changes in the consumer behaviour through different aspects in the work.

**Table -3 Consumer Behaviour on Marketing Events in Coimbatore**

Consumer Behaviour	No. of Samples	Percentage %
Poor	41	20.50
Fair	32	16.00
Good	127	63.50
Total	200	100.00

Source: Calculated Value

Table-3 derived the consumer behaviour on marketing events of the electronic product sellers in Coimbatore. The samples have 20.50 percent of poor behaviour and 16 percent of fair level behaviour on purchase of items from different marketing events. Here, the consumers have good behaviour (63.50%) on the marketing events of electronic product sellers in the study.

## 7. CONCLUSION

The marketing events have mostly conducted to advertise and promote their products and services through the exhibitions in Coimbatore. The electronic products sellers were periodically organized the marketing events and it provided more knowledge about the electronics products to the consumers. The analysis result indicated that the most of the females have been purchasing the electronic products for their home with sufficient monthly income. The consumer's behaviour were also changed through the marketing events of the sellers in the study. The consumers have good behaviour on the marketing events of the electronic good sellers in Coimbatore.

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