



CONSUMER BUYING BEHAVIORS OF COMPUTER TABLES DURING COVID-19

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ABSTRACT

During Covid-19, this study focused on customer purchase behaviour of computer tables. In this unpredictable circumstance, computer usage has surged in the market. People demand more computers, which leads to an increase in the demand for computer tables in the market. India is known for its one-of-a-kind and exceptional furniture design. Because of its rich handcraft and appealing traditional art and style, the Indian furniture business is well-known both in India and beyond. Over time, the Indian furniture market has changed. Its market has expanded beyond chairs and tables to include designed interiors such as wardrobes and sofas. For generations, furniture has been an important element of Indian households. The main objectives of the study: to determine the forte computer table preferences of customers. To learn about the numerous factors that influence furniture / computer table purchasing decisions. To determine the level of customer satisfaction with the computer table. To make recommendations for improving the quality of the computer table design. The descriptive research study method is adopted in this investigation. And percentage analysis only used for the data analysis and interpretation. Determinations of sample size with the help of pilot study was 800. Primary and secondary data collection used for this study. Convenience sampling technique used for the study.

Key Words: Preference, Satisfaction, Design, Indian Households.

1.INTRODUCTION

The customer is the most important aspect of every business. In the end, the efficiency with which a free market system of enterprise runs is determined by the amount to which the business community understands consumers. A corporate community that is unaware of consumer preferences will be unable to execute its responsibilities in a meaningful and timely manner. This is precisely why modern marketing places a premium on consumer behaviour. Marketing research is a method for developing and disseminating information for marketing management decision-making that is methodical and objective.

Consumer behaviour knowledge would be extremely useful in developing and implementing marketing strategies. Buyer reactions to a company's marketing approach, for example, have a significant impact on the company's performance. Price should always be considered as part of a holistic marketing strategy. Marketers must remember, however, that context influences customers' perceptions of value—lower is not necessarily better, as evidenced in luxury markets when the product's genuine worth is reflected.

Quality refers to a variety of aspects of a product, the importance of which varies from one consumer to the next. Marketers should know which features identify their products or services the most, as well as which

features are most desirable in target audiences. Branding: Your company's logo, artwork, and even packaging all send out a message about your brand. Marketers should make certain that these features satisfy or surpass clients' expectations, allowing your brand to stand out. Service: Customer perception is shaped by service quality, and even companies with outstanding products may suffer if their service is inadequate. After exceptionally favorable or highly bad service experiences, customers are more likely to publish online evaluations, which can help or hurt company exposure.

Consumer perception is the foundation for making decisions. When it comes to other people, people make decisions in under 20 seconds, but when it comes to products, they take longer. Consumers will not be confused if the perception tone is set correctly by the companies. This presentation examines the many methods of consumer perception and concludes with the application of perception in general by businesses all around the world.

The India Furniture Market was valued at US\$ 17.77 billion in 2020 and is expected to reach US\$ 37.72 billion by the end of 2026, with a double-digit CAGR of 13.37 percent between 2020 and 2026. India is known for its one-of-a-kind and exceptional furniture design. Because of its rich handcraft and appealing traditional art and style, the Indian furniture business is well-known both in India and beyond. Over time, the Indian furniture market has changed. Its market has expanded beyond chairs and tables to include designed interiors such as wardrobes and sofas. For generations, furniture has been an important element of Indian households. The unorganised sector accounts for the majority of the Indian furniture industry.

2. REVIEW OF LITERATURE

Di, Awng (june 2008) "This study examines consumer impressions of retail stores in Bangkok, including superstores and family-run boutiques. Big C, Carrefour, and Tesco-Lotus were the superstores employed in this study to compare with family-run stores. The study was a quantitative study that collected data from 400 shoppers in Bangkok utilising survey questionnaires. To examine data variables and test hypotheses, quantitative statistics were used. Customers benefited more from rivalry between superstores and family-run stores, according to the findings of this study.

Customers were aware that superstores had forced many family-run businesses to close, but they supported free and fair competition. Customers also asked the Thai government to set curbs on superstore expansion and assist family-run businesses, even though they agreed that superstores are necessary for consumers and that family-run businesses are underserved in Bangkok. Consumers were more satisfied with marketing characteristics such as product quality, product variety, and superstore prices that remained steady. They also favoured the atmosphere of superstores than that of family-run businesses. Superstores, consumers believed, benefited the economy and society more than family-run enterprises."

According to Ashfaq Ahmad et al., (2010), the perception of service quality of goods given by Islamic and conventional banks in Pakistan is being investigated. The study focused on service quality factors such as dependability, tangibles, responsiveness, certainty, and empathy. For this study, a sample of 720 people was chosen, and a structured questionnaire was created utilising stratified random sampling. The mean and standard deviation were used to illustrate that policymakers and bankers should create effective and quality-oriented arrangements to have satisfied and delighted consumers for long-term benefits, and the service quality score supplied by Islamic banks is higher than that of conventional banks. In terms of diverse technologies supplied to clients and future expansion of e-channels in retail banking,

Aashish Shashikant Jani (2012) identifies relative critical elements affecting the areas of strength and weaknesses of public and private sector banks. The aforementioned was discovered using parameters such as money transactions, efficiency, financial services, reliability, and incentive. A survey questionnaire was utilised

to collect empirical data from 100 bank clients, and hypotheses were formulated utilising methods such as Mean, Standard Deviation, Coefficient of Variation, Correlation Analysis, and Z test. Customers of both public and private sector banks had a favourable opinion of technology, according to the findings.

Dharmalingam et al., (2012) investigated the difference between expected and perceived services, as well as the areas that need to be improved in order to provide superior service quality in selected new private sector banks. For customer service quality expectations and perceptions, service quality factors such as tangible, reliability, responsiveness, assurance, empathy, access, security, and price and product diversity were evaluated. Customers have the highest expectations in the security and accessibility dimensions, and the lowest expectations in the responsiveness dimensions, according to paired t-test measurement results. The largest service gap exists in reliability, price, and product variety, and the smallest service gap exists in empathy and tangible dimensions.

Anber AbraheemShlash Mohammad and Shireen Yaseen Mohammad Alhamadani (2012) investigated the level of service quality perceived by clients of Jordanian commercial banks, as well as the impact on customer satisfaction. SERVQUAL (parasuraman et al., 1988) introduced a five-dimensional service quality measure that includes reliability, responsiveness, empathy, assurance, and tangibles. 9 items adapted from the Customer Satisfaction Survey were used to gauge customer satisfaction (Walfried et al., 2000). A pilot study was undertaken, and a questionnaire was delivered to 30 willing responders in a timely manner. A standardised questionnaire with 30 items was delivered to 260 commercial bank customers at random.

ISSAR MOHAMED.S ISSAR MOHAMED.S ISSAR MOHAMED (MAY 2013) "The consumer's purchasing power has also increased, giving rise to his demands and requirements." Big retail chains, such as Big Picture, serve a variety of consumer demands under one roof here. The following can be deduced about the P's based on the results of a poll done on customers' perceptions of Big Bazaar's marketing mix: Customers are pleased with the variety and availability of products, but they are dissatisfied with the quality and availability of branded products. Big Bazaar has done a great job of maintaining its reputation as a good value for money retailer, since its prices have been reviewed well.

"An expectancy of positive or nonnegative results that one can obtain depending on the expected behaviour of another person in an interaction," according to Bhattacharya. "Uncertainty is a feature." "A consumer's belief that he or she can rely on a brand" is how brand trust is defined. Agustin&Singh, 2005; Chatterjee & Chaudhuri, Chatterjee & Chau (2015). Furthermore, Lassaret.(2015) defined it as "a consumer's belief in a firm and its communications, as well as whether the firm's actions will be in the consumer's best interests." According to the definitions, trust is a significant aspect in the interaction between brands and consumers, but it is difficult to develop and change.

According to Shergill and Chen's (2016) research, there are four major aspects that influence consumer perceptions of their online purchase experiences: website security/privacy, website design, website reliability/fulfillment, and website customer service. These four characteristics were viewed differently by New Zealand online buyers. The highest rating score was for online reliability/fulfillment, followed by website customer service. Website design came in third, with website security/privacy coming in last. Each of the four sorts of online customers in New Zealand has a unique perspective on specific website components and factors.

Schaupp and Bélanger (2018) sought to know how to gauge the success and failure of e-commerce by measuring the level of the consumer perception on purchase. Their findings revealed that privacy (a technology issue), marketing (a product component), and convenience are the three most critical factors for consumer happiness. Trust, delivery, usability, product customisation, product quality, and security come next.

Emari et al. (2019) investigated the parameters of service quality in the Iranian banking business. The study tested Groonor's model, which suggested that functional quality was measured using the modified

SERVQUAL scale, which included tangible, assurance, responsiveness, reliability, and empathy, while technical quality service items were developed using image, customer perception, and overall service quality.

3. NEEDS FOR THE STUDY

The research of consumer perception patterns regarding the buying and use of furniture is more important than ever. As a result, the purpose of this study is to learn more about how consumers feel about purchasing and using a computer table. It's important to understand the types of computer tables that customers use, as well as their distinct purchase patterns, so you can figure out which ones they're using and what their preferences are. It assesses consumers' true opinions and mindsets and assists in meeting their future expectations, resulting in increased sales volume. It identifies the user's usage and system in order to assist the company in further educating the consumer about the usage. The goal of the study is to learn more about the following aspects of consumer perceptions of computer tables and the extent to which they are aware of them. Furniture's impression, Consumer satisfaction level, wareness, Factors influencing buying decision

4 .OBJECTIVESOF THE STUDY

To determine the forte computer table preferences of customers. To learn about the numerous factors that influence furniture / computer table purchasing decisions. To determine the level of customer satisfaction with the computer table. To make recommendations for improving the quality of the computer table design.

5. RESEARCH METHODOLOGY

The goal of "Consumer buying behaviour of computer tables during covid 19" study is to expand the pool of information more about consumer, human beings, and society. And this consumer perspective is used to gather and analysis data in order to improve our knowledge of the subject or issue. The method of gathering data and information for the aim of making business strategies. Publication research interviews, surveys, and other research techniques may be used as part of the process, which could contain both current and historical data. A research design is the arrangement of methods and procedures for gathering and interpreting data on the variables indicated in a problem study. The study's design determines the study's type. The descriptive research study method is adopted in this investigation. Primary and secondary data collection used for this study. Convenience sampling technique used for the study.

7. ANALYSIS AND INTERPRETATION

Table – 01 Showing Age of the respondents

S.NO	Age	Frequency	Percentage
1	Below 20	60	7.5
2	21 to 30	650	81.25
3	Above 30	90	11.25
TOTAL		800	100

From the above table it was found that 81.25% of the respondents are belong to the age group of 21 to 30 age and 11.25% of the respondents are belong to the age group of above 30 and 7.5% of the respondents are belong to the age group of below 20 age respectively.

Table – 2 Showing gender of the respondents

SNO	Gender	Frequency	Percentage
1	Male	500	62.5
2	Female	300	37.5
Total		800	100

From the above table it was found that 62.5% of the respondents are male and 37.5% of respondents are female respectively.

Table – 3 Showing Occupation of the respondents

S.no	Occupation	Frequency	Percentage
1	Student	240	30
2	Employed	520	65
3	Self employed	40	5
Total		800	100

From the above table it was found that 65% of the respondents are employed and 30% of the respondents are Student, and 5% of respondents are self employed respectively.

Table – 4 Showing to know about computer table of the respondents.

S.no	Opinion	Frequency	Percentage
1	Family	170	21.25
2	Friends	390	48.75
3	Tv , Ads	130	16.25
4	Social media	110	13.75
Total		800	100

From the above table it was found that 48.75% of the respondents are know the computer table by Friends and 21.25% of the respondents are know the computer table by Family, 16.25% of the respondents are know the computer table by Tv , Ads and 13.75% of the respondents are know the computer table by Social media.

Table – 5 Showing Satisfaction of computer table of the respondents.

Sno	Satisfaction	Frequency	Percentage
1	Highly satisfied	240	30
2	Satisfied	380	47.5
3	Neutral	130	16.25
4	Not satisfied	30	3.75
5	Highly not satisfied	20	2.5
Total		80	100

From the above table it was found that 47.5% of the respondents are Satisfied and 30% of respondents are Highly satisfied, 16.25% of respondents are neutral and 3.75% of respondents are not satisfied and 2.5% of respondents are Highly not satisfied and respondents are known about satisfaction computer table respectively.

8. FINDINGS AND SUGGESTIONS

The above table shows that that 81.25% of the respondents are 21 to 30 age, 11.25% are 31 to 40 and 7.5% of respondents are below 20 age. There are that 62.5% of the respondents are male and 37.5% of respondents are female respectively. The occupations for the respondents were found that 65% of the respondents are employed and 30% Student, Unemployed 5% of respondents. Education Qualification of respondents are mostly found that 52.5% of the respondents are post graduation. Many of them are come to know about the computer table by Friends. (48.75).

It is identified that consumers get satisfied with the computer table. (47.5) Many of the consumers are very much aware about the product of computer table. It is identified that consumer feels about the quality of the computer table is good. Consumers strongly agree that Majority of the computer tables are used in the companies. Agrees with the computer table require a fixed position as they can be put in use anywhere. The consumers Strongly agree that manufacturer wants to give much importance to the quality of the product they produce. It is very conscious about the product they buy. The consumer Agree that a computer table need a certain amount of elevator for the usage. Want to modify the space. Not occupying much space for the position. Bigger in size.

Computer table is quality that's the main thing and it is movable very convenient and spacious is more better. For the Position of UPS, because it's wire have been much smaller than the other wires. So, In my table it could have some features for tiny things to be fit Showing have any Features on computer table by the respondents Nothing Innovate new things Advance features I don't think any feature to be included. computer table with attached coffee mug stand Want to modify the space. Not occupying much space for the position. Bigger in size Computer table is quality that's the main thing and it is movable very convenient and spacious is more better For the Position of UPS, because it's wire have been much smaller than the other wires. So, In my table it could have some features for tiny things to be fit It will be useful for online class. Quality with flexibility. Include a shelf. A processor, generally underclocked to limit heat output. Safer place to keep computer no damages. Create and maintain a positive relationship with your clients. Employees must be asked for their input in order for the company to make appropriate policy decisions and be satisfied. Consumer satisfaction will only improve as a result of strong coordination. In every evaluation, one of the most significant factors is feedback. Consumer perception and satisfaction in various activities to attain goals.

9. CONCLUSION

In today's competitive environment, every business must make critical decisions in order to maximise profits through increased sales. Every company should aim to understand and create consumer perceptions of products. To assure the development of such things, the initiative must come from top management, who must think clearly and communicate effectively. It also includes some tactics for improving consumer perception, resulting in satisfied and loyal customers. Quality and service, as well as complaint resolution, should all be geared to achieve excellence and customer happiness.

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