

# A Study on Consumer Switching Behavior in Electronic Brands in Coimbatore

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**Abstract:** This study analyses the key factors affecting consumer switching patterns in Coimbatore's electronic sector. The act of switching behavior refers to changing from one brand to another brand because of dissatisfaction with brands or better alternatives. To retain customers and obtain an advantage against competitors, businesses need to find switching patterns in the market. Some elements such as price, quality, promotions, offers, and services significantly affect consumers buying decisions, with price being the most impactful. Consumers change brands because of alternative pricing choices. Brand value and product quality also play a crucial role, mostly consumers choose loyalty and well-known brands. The study shows that advertisements and sales promotions significantly affect buying decisions, shaping brand perception and customer loyalty in the electronic market. This study gives a meaningful understanding of key variables affecting switching patterns in Coimbatore's electronic industry. Analyzing these elements will help businesses improve pricing strategies, maintain product quality, and enhance brand reputation and value.

**Keywords:** Consumer switching patterns, Brand loyalty, Pricing strategy, Customer satisfaction.

## 1. Introduction

This study analyses the factors influencing consumer switching patterns in Coimbatore's electronic industry. The act of Consumer switching behavior refers to changing from one brand to another due to dissatisfaction of product or better alternative. Understanding consumer switching behavior is important for businesses to sustain customers, and develop effective marketing strategies to improve business. Coimbatore is well known as an electronics hub in South India, Coimbatore has seen continuous growth over a period of time, which leads to increased competition among brands. Consumer switching behavior in the electronics sector is affected by various factors such as price, quality, promotions, offers, and services. Value of the brands, awareness, and quality also play a key role, as consumers prefer reliable and well-owned brands. additionally, Consumer is also influenced by psychological and emotional elements like brand value and loyalty. The study shows that advertisements and sales promotions have a big impact on buying decisions, influencing brand perception and customer loyalty. Analysis of consumer decisions to buy shows that brands like Apple and Samsung are among the most preferred due to their strong market presence and customer

satisfaction. This study gives valuable insights into the key element affecting consumer switching behavior patterns in Coimbatore's electronic market. Identifying these key elements is important, to help businesses improve competitive pricing strategies, maintain product quality, and improve brand reputation, ultimately leading to increased customer retention and competitive advantage.

## 2. Objectives

- To analyze the factors affecting consumer brand-switching behavior.
- To understand how brand trust, price, and service quality impact consumer choices.
- To study how advertisements and discounts influence buying decisions.
- To examine how customer preferences for electronic brands change over time.

## 3. Research Methodology

- *Research Design:* Structured approach with non-probability sampling.
- *Area of Study:* Coimbatore.
- *Sampling Technique:* Convenience sampling (a type of non-probability sampling).
- *Data Collection:* Primary Data
- *Sample Size:* 150 respondents.
- *Tools for Analysis:* Chi-Square Test, Percentage Analysis, Rank Correlation, Weighted Average Method.

## 4. Literature Review

1. Ruçhan Kayaman and Huseyin Arasli (2007)-Kayanan and Arasli (2007) explored the interrelations of brand awareness, brand loyalty, perceived quality, and brand image in the hotel industry. Brand awareness was found insignificant in the tested model. The study improves the understanding of customer-based hotel brand equity.
2. Florence Benoit-Moreau and Béatrice Parguel (2007)-Benoit-Moreau and Parguel (2007) examined how country-level and product-level images influence brand equity. Results showed that consumer-based brand equity is

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significantly linked to both macro and micro country images. The contribution of country image dimensions varies by product category.

3. Steven A. Taylor, Gary L. Hunter, and Deborah L. Lindberg (2007)-Taylor et al. (2007) studied customer-based brand equity (CBBE) in business-to-business financial services. The extended model says that there is more variance in loyalty intentions and highlights the role of customer satisfaction. It emphasizes customer attitudes in understanding CBBE.
4. Venkatesh Shankar, Pablo Azar, and Matthew Fuller (2008)-Shankar et al. (2008) improved a model to identify and find brand equity for multi-category brands. Applied to Allstate, the model captures spillover effects and links advertising to brand equity. It identifies key dimensions driving brand image and shareholder value.
5. David N. Bibby (2009)-Bibby (2009) explored the link between brand image and brand equity in sports sponsorship. The study focuses on the sponsorship between New Zealand All Blacks and Adidas, supporting Keller's model. Findings confirm that brand image is a key driver of brand equity.

### 5. Analysis and Interpretation

#### A. Weighted Average Method

##### 1) To Analyze the Factors Affecting Consumer Brand-Switching Behavior

The factors influencing the consumers' switching behavior have been analyzed by using the weighted average method.

The analysis shows that price (2.69) is the most influential factor in consumer brand switching, followed by prestige (2.43) and quality (1.95). Upgradation (1.94) and duration (1.79) have less impact compared to pricing and brand reputation consumer buying decisions.

##### 2) To Understand How Brand Trust, Price, and Service Quality Impact Consumer Choices

The factors influencing consumer choices were analyzed based on the question "Why did you buy branded products?"

The analysis shows that quality (38.6%) is the most important factor in buying branded electronic products, followed by product lifespan (23.3%) and upgradation (22.0%). Warranty/guarantee (16.0%) also influences consumer decisions.

Table 2

S.No.	Particulars	No.of Respondents	Percentage
1	Quality	58	38.6
2	Duration	35	23.3
3	Upgradation	33	22
4	Warranty-Guaranty	24	16
	Total	150	100

##### 3) To Study how Advertisements and Discounts Influence Buying Decisions

The impact of advertisements and discounts on consumer buying decisions was analyzed using data from the question "What kind of activity influences you to buy branded products?"

The analysis shows that advertisements (37.3%) have the most influence on buying decisions, followed by prestige (32.0%). Publicity by word of mouth and sales promotions both impact decisions at 18.6%.

##### 4) To Examine how Customer Preferences for Electronic Brands Change Over Time

Customer preferences for electronic brands were studied based on the question "Which electronic branded products do you feel comfortable with, especially in electronic gadgets?"

Table 4

S.No.	Particulars	No.of respondents	Percentage (%)
1	Apple	45	30
2	HP	34	22.6
3	Samsung	42	28
4	LG	17	11.3
5	Sony	12	8

The analysis identifies that Apple (30.0%) is the most preferred brand compared to other brands. Samsung (28.0%) follows closely, reflecting its strong customer base. HP (22.6%) holds a strong market position, highlighting consumer trust in its products. LG (11.3%) and Sony (8.0%) have fewer customers in the market but maintain a loyal customer base.

### 6. Conclusion

The study shows that pricing is the factor have most influences switching behavior patterns in Coimbatore's electronic industry, Consumers are highly switched brands due to the high cost of products, leading them to switch brands when they find better pricing options. Brand reputation ranks second, consumers mostly choose loyal and well-known brands. Quality also plays a vital role in buying decisions, as consumers seek high-quality yet affordable products. The analysis

Table 1

S.No.	Particulars	Highly satisfied (1)	Satisfied (2)	Average (3)	Dis satisfied (4)	Highly dissatisfied (5)	Score	Weighted value
1	Duration	67	52	26	5	0	1.79	V
2	Upgradation	65	45	26	11	3	1.94	IV
3	Price	26	40	48	26	10	2.69	I
4	Quality	52	64	24	9	1	1.95	III
5	Prestige	41	47	33	14	15	2.43	II

Table 3

S.No.	Particulars	No.of Respondents	Percentage (%)
1	Advertisement	56	37.3
2	Prestige	48	32
3	Publicity by word of mouth	28	18.6
4	Sales promotion	28	18.6

highlights that advertisements (37.3%) and promotions (18.6%) have a notable impact on consumer behavior, emphasizing the importance of effective marketing strategies for attracting and retaining customers. The most chosen brands are Samsung (28%) and Apple (30%), followed by HP (22.6%). Consumers choose reputable and high-quality electronic brands, as proven.

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