



## **A Study on Consumer Preferences for Godrej Products among Users with Reference to Coimbatore City**

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### **ABSTRACT:**

The Godrej Group is one of India's most prominent and diversified conglomerates, with a legacy spanning over a century. Established in 1897 by Ardeshir Godrej and Pirojsha Godrej, the company initially gained recognition for manufacturing locks and security equipment. Over the years, Godrej has expanded its footprint across various industries, becoming a household name synonymous with trust, innovation, and quality.

Today, Godrej continues to evolve with technological advancements and customer-centric approaches, maintaining its position as a trusted and innovative brand worldwide. Its deep-rooted values and adaptability to change have solidified its reputation as one of the most respected names in the business world.

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### **INTRODUCTION:**

In any research study, a review of related literature plays a pivotal role in establishing a strong foundation for the research process. This study focuses on understanding consumer preferences and satisfaction regarding Godrej products in Coimbatore city. A thorough review of previous research in this domain provides valuable insights into consumer behavior, satisfaction levels, and factors influencing purchasing decisions. It helps identify gaps in existing studies, refine the research objectives, and direct efforts towards meaningful conclusions. By analyzing past works, the study aims to build a clearer perspective and contribute to the body of knowledge in this field

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### **STATEMENT OF PROBLEM:**

This study seeks to analyze the preferences of consumers in Coimbatore City toward Godrej products, focusing on factors such as quality, price, technology, and design. It also examines the challenges faced by Godrej in meeting consumer expectations and competing with both domestic and international brands. By addressing these aspects, the study aims to provide valuable insights into consumer behavior and preferences for Godrej products in this specific market.

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### **OBJECTIVE:**

- To analyze consumer preferences for Godrej products in Coimbatore City.
- To identify the factors influencing consumer choices, such as price, quality, technology, and brand reputation

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### **SCOPE OF STUDY:**

The study focuses on consumer preferences for Godrej products with specific reference to Coimbatore City. It aims to understand the factors influencing consumer choices and satisfaction levels among users of Godrej products in this region. The study is confined to consumers residing in Coimbatore City, covering a range of Godrej products, including home appliances, kitchen appliances, and other consumer durables.

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### **REVIEW OF LITERATURE:**

- T. Nair & K. Menon (2018) examined how product innovation affects customer satisfaction in Godrej's air conditioner line. They found that features like inverter technology and eco-friendly refrigerants strongly influenced buying decisions. The study recommended ongoing R&D investment to maintain market competitiveness

- R. Sharma & S. Gupta (2019) analyzed Godrej's rural marketing strategies in India, finding that affordability and accessibility were key to penetrating untapped markets. They recommended expanding the distribution network and customizing products to better suit rural consumer needs.
- M. Bansal & A. Patel (2020) explored the role of Godrej's brand loyalty programs in building long-term customer relationships. They found that initiatives like reward points and exclusive offers boosted customer retention and suggested enhancing these programs to maintain strong consumer engagement.

## PROFILE OF THE STUDY:

Godrej, a trusted Indian brand, offers a wide range of products including appliances, personal care, furniture, and security solutions. In Coimbatore, a city known for its industrial growth and urban lifestyle, consumer preferences toward Godrej products reflect both loyalty and evolving expectations. This study explores how users in Coimbatore perceive and choose Godrej products, analyzing factors like product quality, pricing, brand trust, and availability. It also examines the brand's marketing mix and promotional strategies, offering insights into how Godrej sustains its presence in a competitive and dynamic market, in line with principles from *Marketing Management* by Philip Kotler and Kevin Lane Keller.

## ANALYSIS AND INTERPRETATION OF DATA:

### SIMPLE PERCENTAGE ANALYSIS:

TABLE SHOWING THE FACTORS INFLUENCES TO BUY THE PRODUCT

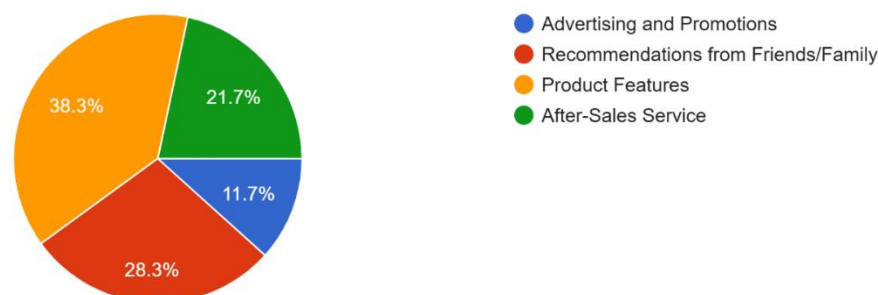
FACTORS	FREQUENCY	PERCENTAGE
Advertising and Promotions	14	11.7
Recommendations from Friends/Family	34	28.3
Product Features	46	38.3
After-Sales Service	26	21.7
TOTAL	120	100

Source- Primary Data

### INTERPRETATION:

The data shows that product features (38.3%) have the highest influence on consumer decisions, followed by recommendations from friends and family (28.3%). After-sales service is important for 21.7% of respondents, while advertising and promotions have the least impact (11.7%).

CHART SHOWING THE FACTORS INFLUENCES TO BUY THE PRODUCT



### WEIGHTED AVERAGE ANALYSIS:

**CLASSIFICATION OF RESPONDENTS WEIGHTED AND RANK ANALYSIS ABOUT OPINION ON THE FOLLOWING FEATURES OF GODREJ PRODUCTS.**

Preference	Agree	Strongly agree	Neutral	Disagree	Strongly disagree	Total	Weighted	Rank
Reasonable price	77	9	23	10	1	511	4.25	1
High-quality materials	42	17	42	18	1	441	3.67	3
Innovative technology	44	15	48	11	2	448	3.73	2
Durability and reliability	27	19	63	10	1	421	3.50	4
Attractive design and packaging	25	16	60	14	5	402	3.35	5

Source- Primary Data

**INTERPRETATION:**

The weighted and rank analysis reveals that "Reasonable price" is the most valued feature of Godrej products, ranking first with a weighted score of 4.25. "Innovative technology" follows closely in second place (3.73), while "High-quality materials" ranks third (3.67). "Durability and reliability" and "Attractive design and packaging" are less prioritized, ranking fourth (3.50) and fifth (3.35), respectively.

**FINDINGS:**

**SIMPLE PERCENTAGE ANALYSIS:**

- 36.7% of respondents were from the Age group 25-35.
- 63.3% of respondents were Male user.
- 32.5% of respondents were Business owner.
- 36.7% of respondents were Annual income ₹40,000-₹50,000.
- 44.2% of respondents were indicated that they most frequently use Security Solutions
- 41.7% of respondents were indicated that they rarely purchase Godrej products.
- 35.8% of respondents were indicated that Price attracts them most to Godrej products.
- 38.3% of respondents were indicated that Product Features influence their decision to buy Godrej products the most.
- 43.3% of respondents were indicated that Locks and Safes are the most reliable Godrej product.
- 49.2% of respondents were indicated that they perceive the brand image of Godrej as Traditional and Conservative.
- 37.5% of respondents were indicated that their preferred mode of purchasing Godrej products is Direct from Godrej Showrooms.
- 37.5% of respondents were indicated that they value Design and Aesthetics the most in Godrej products.
- 45% of respondents were indicated that their primary reason for choosing Godrej products over other brands is Price.
- 36.7% of respondents were indicated that Negative experiences with the brand would make them switch from Godrej to another brand.
- 38.3% of respondents were indicated that they rate the availability of Godrej products in Coimbatore City as Hard to Find.
- 41.7% of respondents were indicated that they feel Godrej products need improvement in Quality.
- 42.5% of respondents were indicated that they first heard about Godrej products through Word-of-mouth
- 40.8% of respondents were indicated that they find Print Media the most appealing marketing channel for Godrej products.

**WEIGHTED ANALYSIS:**

- Majority of the respondents have chosen "Reasonable price" were the weighted average is "4.25".

**SUGGESTIONS:**

- Focus on improving product quality to meet consumer expectations and reduce dissatisfaction.
- Maintain competitive pricing strategies to attract price-sensitive consumers.
- Increase the availability of products in Coimbatore City to make them more accessible to consumers.
- Utilize effective marketing channels like print media and word-of-mouth to strengthen brand awareness and appeal.

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**CONCLUSION:**

The study on consumer preferences for Godrej products in Coimbatore reveals that while the brand enjoys strong trust, factors like price, quality, design, and technology are key for consumers. Challenges such as limited availability, perceived quality issues, and negative experiences could impact loyalty. By addressing these concerns and aligning with consumer preferences, Godrej can enhance customer satisfaction and strengthen its market position in Coimbatore.

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