



## A STUDY ON STRATEGIES ADOPTED IN MARKETING INFORMATION AND COMMUNICATION TECHNOLOGY GOODS IN TAMILNADU

**Mr.S.R Arun<sup>1</sup>**

<sup>1</sup>Ph.D Research Scholar, Department of Business Administration, Annamalai University,  
Annamalai Nagar, Tamil Nadu, India.

### ABSTRACT

*Information and communications technology is an umbrella term that includes any communication device or application, encompassing: radio, television, cellular phones, computer and network hardware and software, satellite systems and so on, as well as the various services and applications. This paper deals with marketing of information technology goods in Tamil Nadu. It outlines the strategies adopted in marketing information technology goods from the point of view of sellers. This paper concludes with some interesting findings*

**KEYWORDS:** *television, cellular phones, computer, Information and communications technology,*

### INTRODUCTION

Information and communications technology (ICT) stresses the role of unified communications and the integration of telecommunications telephone lines and wireless signals, computers as well as necessary enterprise software, middleware, storage, and audio-visual systems, which enable users to access, store, transmit, and manipulate information.

The term ICT is also used to refer to the convergence of audio-visual and telephone networks with computer networks through a single cabling or link system. There are large economic incentives huge cost savings due to elimination of the telephone network to merge the telephone network with the computer network system using a single unified system of cabling, signal distribution and management.

However, ICT has no universal definition, as “the concepts, methods and applications involved in ICT are constantly evolving on an almost daily basis.” The broadness of ICT covers any product that will store, retrieve, manipulate, transmit or receive information

electronically in a digital form, such personal computers, digital television, email, robots.

Regarding marketing, one should Endeavour to define ICT Marketing. What are such technologies and what is their scope? Where do they begin? When do things cease to be ‘technological?’ What are the boundaries of ICT? These questions may seem trivial but they aren’t. A refrigerator is anything but ICT and that’s for sure. But an Internet-enabled fridge, which enables you to order more food automatically from the supermarket next door, certainly is ICT; besides, with an in-built service capability.

### METHODS AND MATERIALS

This study deals with Information and Communication Technology goods marketing strategy and practice of the from the point of view of sellers. This study discusses on marketing strategies adopted in ICT goods marketing such as brand preference, cost of marketing advertisement and extend of commission, these aspects could be studied from the point of view of the sellers.



In this study Tamil Nadu State is studied on the basis of region wise analysis. In this study, six major municipal corporations are selected. They are Chennai, Trichirapalli, Coimbatore, Madurai, Salem and Thirunelveli. From Chennai region 66 seller respondents are selected as sample, 55 seller respondents are selected from the Coimbatore, 66 seller respondents from Trichirapalli, 52 seller 66 seller respondents from the Madurai 72 seller respondents are selected from the Salem and 65 seller respondents are selected from the Thirunelveli. Thus totally 367 seller respondents are selected from TamilNadu. The researcher has collected necessary primary data from the sellers of Information technology goods by employing a well structured questionnaire. The

questionnaire was sent to the concerned respondents after identifying their address from the Information technology goods marketing directory. After completion of answering, they return back to the researcher. The respondents have extended full cooperation in successful data collection.

The collected data are classified and tabulated with help of computer programming. The cross tabulation is done representing region, and sellers type of the respondents as independent variable. The dependent variables includes brands of marketing goods commission on selling different information technology goods, brand preference, factors motivating buying electronic goods and so on. The general data interpretation is done with help of percentage and average analysis.

## RESULTS AND DISCUSSION

**Table 1 Zone wise Distribution of Respondents according to Marketing different brands of Information technology goods**

Zone	MICROSOFT, HCL, IBM	HP,AMD. CCS	INTEL, LG SAMSUNG	COMPAQ, LG, HP	HCL, SONY, INTEL	Total
Chennai	22 (33.33)	16 (24.24)	10 (15.15)	12 (18.18)	6 (9.09)	66
Coimbatore	5 (9.09)	6 (10.91)	31 (56.36)	8 (14.55)	5 (9.09)	55
Trichirapalli	8 (11.94)	26 (38.81)	12 (17.91)	11 (16.42)	10 (14.93)	67
Madurai	5 (9.62)	16 (30.77)	8 (15.38)	9 (17.31)	14 (26.92)	52
Salem	6 (8.33)	6 (8.33)	10 (13.89)	42 (58.33)	8 (11.11)	72
Thirunelveli	22 (33.85)	16 (24.62)	12 (18.46)	8 (12.31)	7 (10.77)	65
<b>Total</b>	68 (18.04)	86 (22.81)	83 (22.02)	90 (23.87)	50 (13.26)	377

Source computed

Figures in parentheses denote percentages

A study of data in table 1 indicates the zone wise distribution of respondents according to marketing different brands of Information technology goods.. It could be noted that out of the total 377 respondents 18.04 per cent of them market MICROSOFT, HCL and IBM brands of ICT products and 22.81 percent of them sell HP, AMD and CCS brands of ICT products. In this study 22.02 percent of them market INTEL, LG and Samsung brands of ICT products and 23.87 percent of them sell COMPAQ, LG and HP brands of ICT products. Moreover 13.26 percent of them market HCL, Sony and INTEL brands of ICT products.

The zone wise analysis reveals the following facts. A considerable number of respondents of Chennai Municipal Corporation (33.33%) market Microsoft, HCL and IBM brands of ICT products. More than a half of the respondents of Coimbatore Municipal corporation (56.86%) market the television brands of INTEL, LG and Samsung brands of ICT products and a more than half the respondents of Salem Municipal corporation (58.33%) market the COMPAQ, LG and HP brands of ICT products. A considerable number of respondents of Trichirapalli Municipal corporation (38.81%) and Madurai Municipal corporation (30.77%) market the HP, AMD and CCS brands of ICT products.. Nearly a one third of the respondents of Thirunelveli Municipal Corporation market the MICROSOFT, HCL and IBM brands of ICT products.

**Table 2 Sales Man Distribution of Respondents according to marketing different brands of Information technology goods**

Sales Man	MICROSOFT, HCL, IBM	HP, AMD, CCS	INTEL, LG SAMSUNG	COMPAQ, LG, HP	HCL, SONY, INTEL	Total
Dealer	13 (15.29)	12 (14.12)	44 (51.76)	6 (7.06)	10 (11.76)	85
Agent	15 (13.39)	28 (25.00)	16 (14.29)	42 (37.50)	11 (9.82)	112
Whole Sales	11 (13.10)	10 (11.90)	18 (21.43)	30 (35.71)	15 (17.86)	84
Retail Sales	29 (30.21)	36 (37.50)	5 (5.21)	12 (12.50)	14 (14.58)	96
<b>Total</b>	68 (18.04)	86 (22.81)	83 (22.02)	90 (23.87)	50 (13.26)	377

Source computed

Figures in parentheses denote percentages

A Study of data in table 2 indicates the sales man wise distribution of Respondents according to marketing different brands of information technology goods. It could be noted that majority of the dealer respondents (51.76%) market the INTEL, LG and SAMSUNG and Aiiwa brands of ICT products. A considerable number of agent

respondents (37.50%) and Whole Seller respondents (35.71%) market the television COMPAQ, LG and HP brands of ICT products. Majority of the Retail seller respondents (37.50%) market the HP, AMD and CCS brands of ICT products.

**Table 3 Zone wise Respondents mode of Advertisement to Market Information technology goods**

Zone	TV	Radio	News Paper, TV	Magazine, TV and Radio	Local Cable TV	Represent atives	Total
Chennai	23 (34.85)	6 (9.09)	7 (10.61)	12 (18.18)	10 (15.15)	8 (12.12)	66
Coimbatore	17 (30.91)	12 (21.82)	8 (14.55)	6 (10.91)	5 (9.09)	7 (12.73)	55
Trichirapalli	22 (32.84)	11 (16.42)	6 (8.96)	9 (13.43)	7 (10.45)	12 (17.91)	67
Madurai	12 (23.08)	8 (15.38)	12 (23.08)	9 (17.31)	6 (11.54)	5 (9.62)	52
Salem	14 (19.44)	10 (13.89)	12 (16.67)	15 (20.83)	10 (13.89)	11 (15.28)	72
Thirunelveli	24 (36.92)	15 (23.08)	8 (12.31)	7 (10.77)	6 (9.23)	5 (7.69)	65
<b>Total</b>	112 (29.71)	62 (16.45)	53 (14.06)	58 (15.38)	44 (11.67)	48 (12.73)	377

Source computed

Figures in parentheses denote percentages

Data presented in table 3 indicate the zone wise respondents' mode of advertisement to market their information technology goods. It is observed that out of the total 377 respondents 29.71 percent of them advertise their information technology goods through TV and 16.45 percent of them advertise their information technology goods through radio. In this study 14.06 percent of them advertise their information technology goods through news paper and TV, 15.38 percent of them advertise their information technology goods through magazine, TV and radio and 11.67 percent of them advertise their information technology goods through local cable TV.

Moreover 12.73 percent of them advertise their information technology goods through sales representatives.

The zone wise analysis reveals the following facts. A considerable number of Chennai municipal corporation (34.85%), Coimbatore municipal corporation (30.91%) Trichirapalli Municipal Corporation (32.84%) and Thirunelveli Municipal Corporation (36.92%) advertise their information technology goods through TV. The respondents of Madurai Municipal Corporation (23.08%) and Salem Municipal Corporation (16.67%) constitute more number with respect to make advertisement of their ICT goods through newspaper and TV.

**Table 4 Sales Man wise Respondents mode of Advertisement to Market Information technology goods**

Sales Man	TV	Radio	News Paper, TV	Magazine, TV and Radio	Local Cable TV	Representative	Total
<b>Dealer</b>	9 (10.59)	8 (9.41)	15 (17.65)	21 (24.71)	20 (23.53)	12 (14.12)	85
<b>Agent</b>	31 (27.68)	36 (32.14)	22 (19.64)	8 (7.14)	7 (6.25)	8 (7.14)	112
<b>Whole Sales</b>	27 (32.14)	7 (8.33)	11 (13.10)	18 (21.43)	10 (11.90)	11 (13.10)	84
<b>Retail Sales</b>	45 (46.88)	11 (11.46)	5 (5.21)	11 (11.46)	7 (7.29)	17 (17.71)	96
<b>Total</b>	112 (29.71)	62 (16.45)	53 (14.06)	58 (15.38)	44 (11.67)	48 (12.73)	377

Source computed

Figures in parentheses denote percentages

A study of data in table 4 indicates the sales man wise distribution of respondents according to their mode of advertisement to market their information technology goods. It could be noted that majority of the retail seller respondents (46.88%) market their information

technology goods through TV advertisement. A considerable number of the Agent respondents (32.14%) market their information technology goods through magazine TV and radio advertisement.

**Table 5 Zone wise Respondents' Mode of Information Technology Goods Sales Promotion**

Zone	Discount	Offer	Free Gift offer	Warranty Free Gift	Free Service	Total
<b>Chennai</b>	20 (30.30)	10 (15.15)	16 (24.24)	12 (18.18)	8 (12.12)	66
<b>Coimbatore</b>	8 (14.55)	12 (21.82)	6 (10.91)	12 (21.82)	17 (30.91)	55
<b>Trichirapalli</b>	7 (10.45)	23 (34.33)	12 (17.91)	18 (26.87)	7 (10.45)	67
<b>Madurai</b>	10 (19.23)	5 (9.62)	6 (11.54)	12 (23.08)	19 (36.54)	52
<b>Salem</b>	6 (8.33)	9 (12.50)	12 (16.67)	32 (44.44)	13 (18.06)	72
<b>Thirunelveli</b>	5 (7.69)	6 (9.23)	33 (50.77)	13 (20.00)	8 (12.31)	65
<b>Total</b>	56 (14.85)	65 (17.24)	85 (22.55)	99 (26.26)	72 (19.10)	377

Source computed

Figures in parentheses denote percentages

Data presented in table 5 indicate the zone wise respondents' mode of information technology goods sales promotion. It is observed that out of the total 377 respondents 14.85 percent of them promote the sale of ICT goods through discount and 17.24 percent of them promote the sale of ICT goods through offer. In this study 22.55 percent of them promote the sale of ICT goods through free gift and offer, 26.26 percent of them promote the sale of ICT goods through warranty and free gift and

19.10 percent of them promote the sale of ICT goods through free services. The zone wise analysis reveals the following facts. A considerable number of Chennai municipal corporation (30.30%) percent of them promote the sale of ICT goods through discount. The respondents of Madurai Municipal Corporation (36.54%) and Coimbatore Municipal Corporation (30.91%) constitute more number with respect to ICT goods sales promotion through discount than those of others.

**Table 6 Sales Man wise Respondents' mode of information technology goods sales promotion**

Sales Man	Discount	Offer	Free Gift offer	Warranty Free Gift	Free Service	Total
<b>Dealer</b>	18 (20.93)	16 (18.60)	15 (17.44)	24 (27.91)	13 (15.12)	86
<b>Agent</b>	7 (6.25)	8 (7.14)	33 (29.46)	38 (33.93)	26 (23.21)	112
<b>Whole Sales</b>	11 (13.10)	12 (14.29)	26 (30.95)	8 (9.52)	27 (32.14)	84
<b>Retail Sales</b>	20 (21.05)	29 (30.53)	11 (11.58)	29 (30.53)	6 (6.32)	95
<b>Total</b>	56 (14.85)	65 (17.24)	85 (22.55)	99 (26.26)	72 (19.10)	377

Source computed

Figures in parentheses denote percentages

A study of data in table 6 indicates the sales man wise respondents' mode of information technology goods sales promotion. It could be noted that a considerable number of retailers (30.53%) and agents (33.93%) prefer

warranty and free gift method of sales promotion. A considerable number of whole seller respondents (30.95%) prefer free service and offer method of sales promotion.

**Table 7 Zone wise Respondents Views on Factors determining Marketing information technology goods**

Zone	Quality	Durability	Fair Price	Free Service	Color and Size	Total
<b>Chennai</b>	33 (50.00)	12 (18.18)	8 (12.12)	6 (9.09)	7 (10.61)	66
<b>Coimbatore</b>	7 (12.73)	22 (40.00)	6 (10.91)	9 (16.36)	11 (20.00)	55
<b>Trichirapalli</b>	11 (16.42)	30 (44.78)	5 (7.46)	12 (17.91)	9 (13.43)	67
<b>Madurai</b>	16 (30.77)	7 (13.46)	12 (23.08)	8 (15.38)	9 (17.31)	52
<b>Salem</b>	12 (16.67)	8 (11.11)	37 (51.39)	7 (9.72)	8 (11.11)	72
<b>Thirunelveli</b>	7 (10.77)	12 (18.46)	8 (12.31)	22 (33.85)	16 (24.62)	65
<b>Total</b>	86 (22.81)	91 (24.14)	76 (20.16)	64 (16.98)	60 (15.92)	377

Source computed

Figures in parentheses denote percentages

Data presented in table 7 indicate the zone wise respondents' views on factors determining marketing information technology goods. It is observed that out of the total 377 respondents 22.81 percent of them hold the view that quality is a major factor determining marketing information technology goods and 17.24 opine it as durability of the goods.

In this study 20.16 percent of them state that fair price is the factors determining the marketing of ICT goods, and 16.98 percent of them state it as free service. Moreover 15.92 percent of them refer color and size of the information technology goods determines the marketing information technology goods.

The zone wise analysis reveals the following facts. Majority of the respondents of Chennai Municipal Corporation (50%) state that quality is the major factor determining marketing information technology goods. The respondents of Coimbatore Municipal Corporation (40%) and Thiruchirapalli Municipal Corporation (44.78%) constitute more number with respect to their views on durability as a major factor determining marketing information technology goods than those of others. A more than half of the respondents of Salem Municipal corporation (51.39%) hold the view that fair price is a major factor determining the marketing information technology goods.

**Table 8 Sales Man wise Respondents Views on Factors determining Marketing Information technology goods**

Sales Man	Quality	Durability	Fair Price	Free Service	Color and Size	Total
Dealer	26 (30.59)	30 (35.29)	8 (9.41)	7 (8.24)	14 (16.47)	85
Agent	31 (27.68)	31 (27.68)	12 (10.71)	26 (23.21)	12 (10.71)	112
Whole Sales	8 (9.52)	8 (9.52)	40 (47.62)	18 (21.43)	10 (11.90)	84
Retail Sales	21 (21.88)	22 (22.92)	16 (16.67)	13 (13.54)	24 (25.00)	96
<b>Total</b>	86 (22.81)	91 (24.14)	76 (20.16)	64 (16.98)	60 (15.92)	377

Source computed

Figures in parentheses denote percentages

A study of data in table 8 indicates the sales man wise respondents' views on factors determining the marketing information technology goods. It could be noted that a considerable number of dealers (35.29%) and agents (27.68%) prefer durability is the major factor in determining the marketing information technology goods.

A considerable number of whole seller respondents (47.62%) state that fair prices is the major factor determining the marketing information technology goods. The retail seller respondents (25.00%) of prefer mainly color and size is the major factor determining the marketing information technology goods.

**Table 9 Zone wise Respondents' Proportion of Advertisement cost with respect to Total cost of marketing information technology goods**

Zone	Below 5 percent	5 - 10 percent	10 - 15 percent	15 - 20 percent	Total
Chennai	5 (7.58)	6 (9.09)	15 (22.73)	40 (60.61)	66
Coimbatore	22 (40.00)	8 (14.55)	13 (23.64)	12 (21.82)	55
Trichirapalli	10 (14.93)	31 (46.27)	9 (13.43)	17 (25.37)	67
Madurai	8 (15.38)	7 (13.46)	32 (61.54)	5 (9.62)	52
Salem	6 (8.33)	44 (61.11)	12 (16.67)	10 (13.89)	72
Thirunelveli	31 (47.69)	10 (15.38)	15 (23.08)	9 (13.85)	65
<b>Total</b>	82 (21.75)	106 (28.12)	96 (25.46)	93 (24.67)	377

Source computed

Figures in parentheses denote percentages

Data presented in table 9 indicate the zone wise respondents' proportion of advertisement cost with respect to total cost of marketing information technology goods. It is observed that out of the total 377 respondents 21.75 percent of them spend advertisement cost below 5 percent of total cost of marketing and 28.12 percent of them spend advertisement cost between 5 and 10 percent of total cost of marketing. In this study 25.46 percent of them spend advertisement cost from 10-15 percent of total cost of marketing and 24.64 percent of them spend advertisement cost in the range of 15 - 20 of total cost of marketing.

The zone wise analysis reveals the following facts. Majority of the respondents of Chennai Municipal Corporation (60.61%) spend advertisement cost in the range of 15 - 20 percent of the total cost of marketing. The respondents of Coimbatore Municipal Corporation (40%) and Thirunelveli Municipal Corporation (47.69%) constitute more number with respect to spending of advertisement cost below 5 percent of the total cost of marketing than those of others. Majority of the respondents of Trichirapalli Municipal Corporation (46.27%) spend advertisement cost in the range of 5-10 percent of the total cost of marketing. More than a half of the respondents of Madurai Municipal Corporation (61.54%) spend advertisement cost in the range of 10-15 percent of the total cost of marketing.

**Table 10 Sales Man wise Respondents Proportion of Advertisement cost with respect to Total cost by marketing information technology goods**

Sales Man	Below 5 percent	5 - 10 percent	10 - 15 percent	15 - 20 percent	Total
Dealer	10 (13.33)	10 (13.33)	15 (20.00)	40 (53.33)	75
Agent	21 (18.75)	26 (23.21)	43 (38.39)	22 (19.64)	112
Whole Sales	24 (28.57)	25 (29.76)	17 (20.24)	18 (21.43)	84
Retail Sales	27 (25.47)	45 (42.45)	21 (19.81)	13 (12.26)	106
<b>Total</b>	82 (21.75)	106 (28.12)	96 (25.46)	93 (24.67)	377

Source computed

Figures in parentheses denote percentages

A study of data in table 10 indicates the sales man wise proportion of advertisement cost with respect to total cost of marketing. It could be noted that a considerable number of retailers (42.45%) spend advertisement cost in the range of 5-10 percent of the total cost of marketing information technology goods. A

considerable number of agents (38.39%) spend advertisement cost in the range of 10-15 percent of the total cost of marketing information technology goods. Majority of the dealers (53.33%) spend advertisement cost in the range of 15-20 percent of the total cost of marketing information technology goods.

**Table 11 Zone wise Respondents Proportion of spending Transport and Labour cost of Marketing Information technology Goods**

Zone	up to 10 percent	10 - 15 percent	15 - 20 percent	20 - 25 percent	Total
Chennai	22 (33.33)	22 (33.33)	12 (18.18)	10 (15.15)	66
Coimbatore	9 (16.36)	12 (21.82)	26 (47.27)	8 (14.55)	55
Trichirapalli	7 (10.45)	8 (11.94)	32 (47.76)	20 (29.85)	67
Madurai	9 (17.31)	31 (59.62)	6 (11.54)	6 (11.54)	52
Salem	5 (6.94)	18 (25.00)	35 (48.61)	14 (19.44)	72
Thirunelveli	9 (13.85)	18 (27.69)	12 (18.46)	26 (40.00)	65
<b>Total</b>	61 (16.18)	109 (28.91)	123 (32.63)	84 (22.28)	377

Source computed

Figures in parentheses denote percentages

Data presented in table 11 indicate the zone wise respondents' Proportion of spending transport and labour cost of marketing information technology goods. It is observed that out of the total 377 respondents 16.18 percent of them spend transport and labour cost below 10 percent of the total cost of marketing and 28.91 percent of them spend transport and labour cost in the range of 10-15 percent of the total cost of marketing. In this study 32.63 percent of them spend transport and labour cost in the range of 15-20 percent of the total cost of marketing and 22.28 percent of them spend transport and labour cost in the range of 20-25 of total cost of marketing.

The zone wise analysis reveals the following facts. Majority of the respondents of Madurai Municipal Corporation (60.61%) spend transport and labour cost in the range of 10-15 percent of the total cost of marketing. The respondents of Coimbatore Municipal Corporation (47.27%), Trichirapalli Municipal Corporation (47.76%) and Salem Municipal Corporation (48.61%) constitute more number with respect to spending transport and labour cost in the range of 15-20 percent of the total cost of marketing than those of others. Majority of the respondents of Thirunelveli Municipal Corporation (40%) spend transport and labour cost in the range of 20-25 percent of the total cost of marketing.

**Table 12 Sales Man wise Respondents Probation of Transport and Labour cost of Marketing Information technology Goods**

Sales Man	up to 10 percent	10 - 15 percent	15 - 20 percent	20 - 25 percent	Total
Dealer	8 (9.41)	26 (30.59)	9 (10.59)	42 (49.41)	85
Agent	35 (31.25)	33 (29.46)	18 (16.07)	26 (23.21)	112
Whole Sales	7 (8.33)	30 (35.71)	35 (41.67)	12 (14.29)	84
Retail Sales	11 (11.46)	20 (20.83)	61 (63.54)	4 (4.17)	96
<b>Total</b>	61 (16.18)	109 (28.91)	123 (32.63)	84 (22.28)	377

Source computed

Figures in parentheses denote percentages

A Study of data in table 12 indicates the sales man wise proportion of transport and labour cost with respect to total cost of marketing information technology goods. It could be noted that a considerable number of the dealers (49.41%) spend transport and labour cost in

the range of 20-25 percent of the total cost of marketing information technology goods. A considerable number of agents (29.46%) and Whole sellers (35.71%) spend transport and labour cost in the range of 10-15 percent of the total cost of marketing information technology goods.

**Table 13 Zone wise Respondents' proportion of spending Storage and Miscellaneous cost of Marketing Information technology Goods**

Zone	10-20 percent	20-30 percent	30-40 percent	40-50 percent	Total
Chennai	24 (36.36)	26 (39.39)	10 (15.15)	6 (9.09)	66
Coimbatore	5 (9.09)	10 (18.18)	32 (58.18)	8 (14.55)	55
Trichirapalli	15 (22.39)	37 (55.22)	8 (11.94)	7 (10.45)	67
Madurai	10 (19.23)	27 (51.92)	6 (11.54)	9 (17.31)	52
Salem	12 (16.67)	10 (13.89)	44 (61.11)	6 (8.33)	72
Thirunelveli	19 (29.23)	18 (27.69)	16 (24.62)	12 (18.46)	65
<b>Total</b>	85 (22.55)	128 (33.95)	116 (30.77)	48 (12.73)	377

Source computed

Figures in parentheses denote percentages

Data presented in table 13 indicate the zone wise respondents' Proportion of spending storage and miscellaneous cost of marketing information technology goods. It is observed that out of the total 377 respondents 22.55 percent of them spend storage and miscellaneous cost in the range of 10-20 percent of the total cost of marketing ICT goods and 33.95 percent of them spend storage and miscellaneous cost in the range of 20-30 percent of the total cost of ICT goods marketing. In this study 30.77 percent of them spend storage and miscellaneous cost in the range of 30-40 percent of total cost of marketing ICT goods and 12.73 percent of them spend storage and miscellaneous cost in the range of 40-50 percent of total cost of marketing.

The zone wise analysis reveals the following facts. Majority of the respondents of Coimbatore Municipal Corporation (58.18%) and Salem Municipal Corporation (61.11%) spend storage and miscellaneous cost in the range of 30-40 percent of the total cost of ICT goods marketing. The respondents of Chennai Municipal Corporation (39.39%), constitutes more number with respect to spending storage and miscellaneous cost in the range of 20-30 percent of the total cost of ICT goods marketing than those of others. A considerable number of respondents of Thirunelveli Municipal Corporation (29.23%) spend storage and miscellaneous cost in the range of 10 - 20 percent of the total cost of marketing. Majority of the respondents of Trichirapalli Municipal



Corporation (55.22%) and Madurai Municipal Corporation (51.92%) spend storage and miscellaneous cost in the range of 20-30 percent of the total cost of marketing.

**Table 14 Sales Man wise Respondents' proportion of spending Storage and Miscellaneous cost of Marketing Information technology Goods**

Sales Man	10-20 percent	20-30 percent	30-40 percent	40-50 percent	Total
Dealer	7 (8.24)	18 (21.18)	38 (44.71)	22 (25.88)	85
Agent	19 (16.96)	66 (58.93)	19 (16.96)	8 (7.14)	112
Whole Sales	16 (19.05)	31 (36.90)	27 (32.14)	10 (11.90)	84
Retail Sales	43 (44.79)	13 (13.54)	32 (33.33)	8 (8.33)	96
<b>Total</b>	85 (22.55)	128 (33.95)	116 (30.77)	48 (12.73)	377

Source computed

Figures in parentheses denote percentages

A study of data in table 14 indicates the sales man wise respondents' proportion of spending storage and miscellaneous cost with respect to total cost of marketing information technology goods. It could be noted that a considerable number of dealers (44.71%) spend storage and miscellaneous cost in the range of 30-40 percent of the total cost of marketing information technology goods and a considerable number of retailers (44.79%) spend storage and miscellaneous in the range

10-20 percent of the total cost of marketing information technology goods. Majority of the agents (58.93%) spend storage and miscellaneous cost in the range of 20-30 percent of the total cost of marketing information technology goods. A considerable number of whole seller respondents (36.90%) spend storage and miscellaneous cost in the range of 20-30 percent of the total cost of marketing information technology goods.

**Table 15 Zone wise Respondents' mode of Purchasing Information Technology Goods from the Manufactures**

Zone	Cash	Credit	Cash cum Credit	Payment offer selling goods	Total
Chennai	11 (16.67)	10 (15.15)	12 (18.18)	33 (50.00)	66
Coimbatore	12 (21.82)	18 (32.73)	16 (29.09)	9 (16.36)	55
Trichirapalli	5 (7.46)	6 (8.96)	37 (55.22)	19 (28.36)	67
Madurai	8 (15.38)	12 (23.08)	25 (48.08)	7 (13.46)	52
Salem	40 (55.56)	8 (11.11)	18 (25.00)	6 (8.33)	72
Thirunelveli	33 (50.77)	13 (20.00)	12 (18.46)	7 (10.77)	65
<b>Total</b>	109 (28.91)	67 (17.77)	120 (31.83)	81 (21.49)	377

Source computed

Figures in parentheses denote percentages

Table 15 presents data on the zone wise respondents' mode of purchasing information technology goods from manufactures. It could be noted that out of the total 337 respondents, 28.91 percent of them purchase the ICT goods from the manufactures on the basis of direct cash payment method and 17.77 percent of them purchase the ICT goods from the manufacturers on the basis of

credit method. In this study 31.83 percent of them follow cash cum credit based information technology goods purchasing from manufacturers and 21.49 percent of them purchase information technology goods from manufacturers on the basis of payment after selling goods.

The zone wise analysis reveals the following facts. Majority of the respondents of Chennai Municipal

Corporation (50%) purchase the information technology goods from the manufacturers on the basis of payment after selling goods. The respondents of Trichirapalli Municipal Corporation (55.22%) and Madurai Municipal Corporation (48.08%) constitute more number with respect to purchasing information technology goods from

the manufacturers on the basis of cash cum credit method than those of others. A more than half of the respondents of Thirunelveli Municipal Corporation (50.77%) and Salem Municipal Corporation (55.56%) purchase the information technology goods from the manufacturers on the basis of direct cash method.

**Table 16 Sales Man wise Respondents' mode of purchasing of Information technology good from the Manufacturers**

Sales Man	Cash	Credit	Cash cum Credit	Payment offer selling goods	Total
<b>Dealer</b>	5 (5.88)	6 (7.06)	46 (54.12)	28 (32.94)	85
<b>Agent</b>	39 (34.82)	26 (23.21)	35 (31.25)	12 (10.71)	112
<b>Whole Sales</b>	8 (9.52)	9 (10.71)	31 (36.90)	36 (42.86)	84
<b>Retail Sales</b>	57 (59.38)	26 (27.08)	8 (8.33)	5 (5.21)	96
<b>Total</b>	109 (28.91)	67 (17.77)	120 (31.83)	81 (21.49)	377

Source computed

Figures in parentheses denote percentages

A study of data in table 16 indicates the sales man wise mode of purchasing information technology goods from the manufactures. It could be noted that majority of the dealers (54.12%) follow cash cum credit

mode of purchasing information technology goods from the manufactures and also considerable number of whole sellers (36.90%) follow the same practice

**Table 17 Zone wise Respondents' Views on Growing demand for Information technology goods**

Zone	To reduce man power usage	To enjoy comfort	Necessary in Modern life	Rapid communication	Total
<b>Chennai</b>	18 (27.27)	8 (12.12)	33 (50.00)	7 (10.61)	66
<b>Coimbatore</b>	32 (58.18)	5 (9.09)	10 (18.18)	8 (14.55)	55
<b>Trichirapalli</b>	8 (11.94)	12 (17.91)	20 (29.85)	27 (40.30)	67
<b>Madurai</b>	7 (13.46)	6 (11.54)	30 (57.69)	9 (17.31)	52
<b>Salem</b>	11 (15.28)	13 (18.06)	12 (16.67)	36 (50.00)	72
<b>Thirunelveli</b>	19 (29.23)	21 (32.31)	7 (10.77)	18 (27.69)	65
<b>Total</b>	95 (25.20)	65 (17.24)	112 (29.71)	105 (27.85)	377

Source computed

Figures in parentheses denote percentages

Data presented in table 17 indicate the zone wise respondents' views on growing demand for information technology goods. It is observed that out of the total 377 respondents 25.20 percent of them hold the view that information technology goods demand increases consequent upon reduction in man power usage and 17.24 percent of them refer it as enjoyment of comfort in information technology age. In this study 29.71 percent of them state that information technology goods are necessary

in modern life and 27.85 percent of them state that information technology goods need increased due to development of rapid communication technology.

The zone wise analysis reveals the following facts. Majority of the respondents of Chennai Municipal Corporation (50%) state that information technology goods are necessary in modern life. The respondents of Trichirapalli Municipal Corporation (40.30%) and Salem Municipal Corporation (50%) constitute more number in

supporting the view on information technology goods need increased due to development of rapid communication technology than those of others. A more than half of the respondents of Coimbatore Municipal Corporation

(58.18%) hold the view that information technology goods demand increased consequent upon reduction in man power usage.

**Table 18 Sales Man wise Respondents' Views on Growing demand for Information technology goods**

Sales Man	To reduce man power usage	To enjoy comfort	Necessary in Modern life	Rapid communication	Total
Dealers	15 (17.65)	18 (21.18)	12 (14.12)	40 (47.06)	85
Agent	24 (21.43)	16 (14.29)	60 (53.57)	12 (10.71)	112
Whole Sales	8 (9.52)	12 (14.29)	25 (29.76)	39 (46.43)	84
Retail Sales	48 (50.00)	19 (19.79)	15 (15.63)	14 (14.58)	96
Total	95 (25.20)	65 (17.24)	112 (29.71)	105 (27.85)	377

Source computed

Figures in parentheses denote percentages

A study of data in table 18 indicates the sales man wise respondents' views on growing demand for information technology goods. It could be noted that majority of the dealers (47.06%) state that information technology goods need increased due to development of rapid communication technology and also considerable number of whole sellers (46.43%) state that information technology goods need increased due to development of rapid communication technology. A more than half of the agent respondents' state that information technology goods are necessary in modern life as its demand increased in the modern era. Further a half the retailers hold the view that information technology goods demand increases consequent upon reduction in man power usage.

**CONCLUSION**

The findings of respondents' marketing different brands of information technology goods indicate the following facts. Marketing Compaq, LG and HP brands of information technology goods ranks the first position in Tamil Nadu, marketing HP, AMD and CCS information technology goods brands the second, marketing INTEL, LG and Samsung brands the third, marketing Microsoft, HCL and IBM information technology goods brands the fourth and marketing HCL, Sony and INTEL brands of information technology goods the last. Majority of the dealers market the television brands of INTEL, LG, and Samsung.

The respondents prefer TV mode of advertisement the first order, radio mode of advertisement the second order, magazine, TV and radio mode of advertisement the third order, news paper and TV mode of advertisement the fourth order, representative mode

of advertisement the fifth order local cable TV mode of advertisement the last order. It is observed that majority of the retailers market their information technology goods through TV advertisement.

The respondents prefer warranty and free gift mode of information technology goods sales promotion ranks the first order, free gift and offer mode of information technology goods sales promotion the second, free services mode of information technology goods sales promotion the third, offer mode of information technology goods sales promotion the fourth, discount mode of information technology goods sales promotion the last. It is concluded that majority of the retailers prefer warranty and free gift method of sales promotion.

The respondents rated first order priority of durability of goods towards the marketing, quality of goods the second, fair price the third, free services the fourth and color and size of the goods in the last. It is seen from the result of study that a considerable number of the whole seller respondents prefer fair price as a major factor determining marketing information technology goods. The respondents' advertisement cost from 5 to 10 percent of the total marketing cost rank the first position. 10-15 percent of the total cost the second, 15-20 percent of the total cost the third, and below 5 percent of the total cost the last. It is noted from the result of the study that majority of the retailers spend advertisement cost from 5-10 percent of the total cost of marketing electronic goods.

The respondents' transport and labour cost in the range of 15-20 percent of the total marketing cost occupies the first position, 10-15 percent of the total cost the second, 20-25 percent of the total cost the third,



below 10 percent of the total cost the last. It is observed that majority of the dealers spend transport and labour cost in the range of 20-25 percent of the total cost of marketing electronic goods. The respondents' storage and miscellaneous cost from 20 to 30 percent of total marketing cost ranks the first position, 30-40 percent of the total cost the second, 10-20 percent of the total cost the third, 40-50 percent of the total cost the last. It is observed that majority of the agents spend storage and miscellaneous cost in the range of 20-30 percent of the total cost of marketing electronic goods.

The respondents' cash cum credit mode purchasing information technology goods from the manufacturers rank the first position, cash mode of purchasing the second, payment after selling goods the third and direct cash payment method the last. It is concluded that majority of the dealers purchase the information technology goods from the manufactures by cash cum credit method.

The respondents' attribute first order priority of growing demand for information technology goods in terms of necessity of information technology goods usage in modern life, due to rapid development of communication technology the second, reduction of man power usage the third and enjoyment of comfort the last. It is observed that majority of the retailers hold the view that information technology goods demand increased consequent upon reduction in man power usage.

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