

A STUDY ON CUSTOMER PERCEPTION TOWARDS BUYING BEHAVIOUR REGARDING EARPHONES

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ABSTRACT

In present scenario the life of every one is related with Earphones as a mandatory to fulfill the basic requirements for working more efficiently, so we take this objective for study in order to have an idea about purchase of earphones. These are also known as headphones (or) earbuds. Earphones are a small piece of equipment, which are used to hear songs, for work purpose, for talking & for audio and video editing etc. The earphones were invented by American engineer Nathaniel Baldwin these earphones were amplify sound in the year of 1910. This paper provides the different types & usage of the earphones. To study the features of the Different types of earphones we did the research by using primary and secondary sources. By using questionnaire methods, we collected the primary data and analyzed by using simple percentage and pie charts.

Keywords: Earphones, Long Battery Life, Good Sound Quality, Customer Satisfaction, Life Span.

I. INTRODUCTION

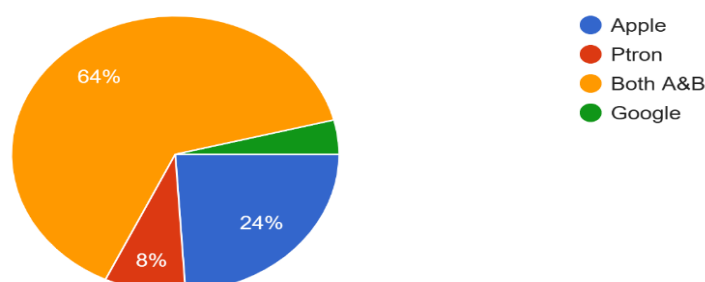
The earphones are the small loudspeaker. In the earphones there are wireless earphones, earpods, earbuds, DJ headphones etc. The earpods contains the types like on-ear earbuds, over-ear earbuds wireless ear buds etc.

The over-ear earbuds are also known as circumaural earphones these over-ear earbuds are more comfortable and produce good sound quality. The on-ear earbuds are not more comfortable than over-ear earbuds the pressure against these earbuds can be irritating it creates the pain in the ears. The wireless earbuds are popular because of complete lack of wires, the sound quality of earbuds sit inside the ear canal they are very little resonance; the wireless earbuds these have ergonomic design which contains both comfort and stability. By using the earphones by too long (or) too loudly they cause loss in hearing it is of 100%. By this the doctors recommended to 60%-minute rule for listening the music, watching movies, for playing games. So, they should maintain up to 60% maximum volume and not more than that because it can cause to damage in ears the uses of earphones are for listening music, for education for talking etc. The disadvantages of earphones can cause pain in the ears, brain damage, it creates disturbance in the minds.

II. RESEARCH ANALYSIS

1. Which of the following companies manufacture earphones_____.

25 responses

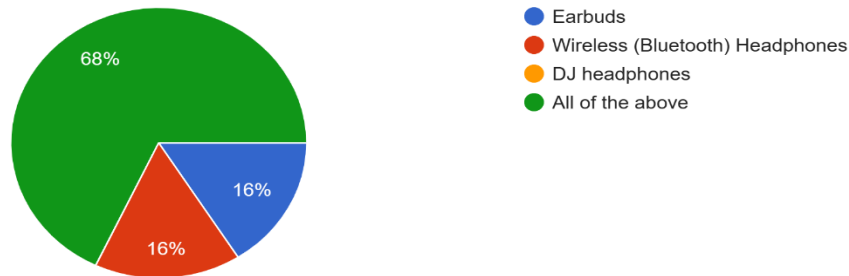


Interpretation:

In this survey it is found that compared to google the apple and ptron got the highest percentage 64%, but mostly the people are choosing the apple earphones it is of 24%.

2. What are the different types of earphones_____.

25 responses

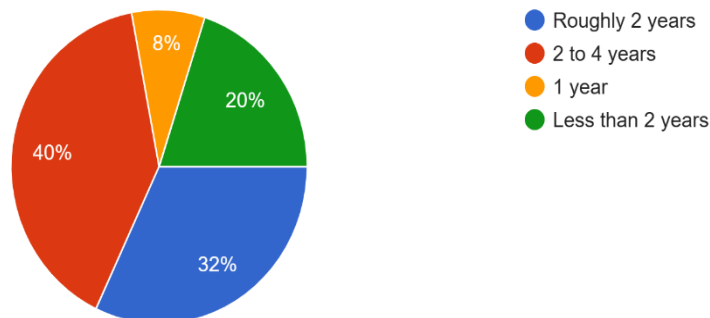


Interpretation:

In this survey it is found that compared to DJ headphones the earbuds, wireless (bluetooth) headphones are mostly used it is up to 16% for some members they are using all the types of earphones it is up to 68%.

3. The life span of wireless earbuds_____.

25 responses

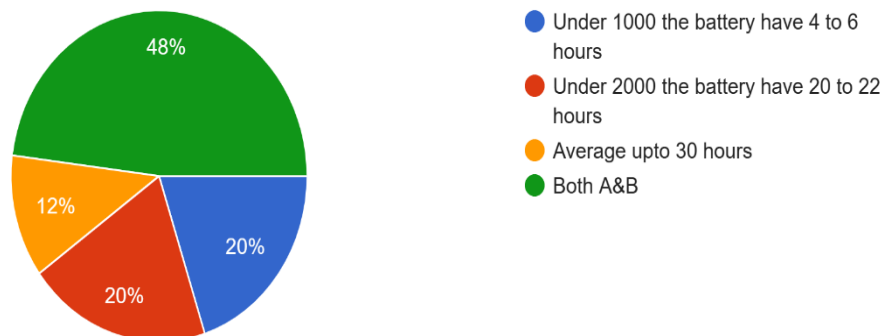


Interpretation:

In this survey it is found that the life span of wireless earbuds is 2 to 4 years it is up to 49% when compared to others it is the highest.

4. How long should the year buds battery last_____.

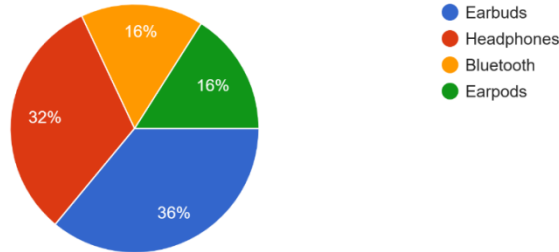
25 responses



Interpretation:

In this survey it is found that the battery of earphones may last under 1000 the battery has 4 to 6 hours and under 2000 the battery has 20 to 22 hours it is up to 48% when compared to others.

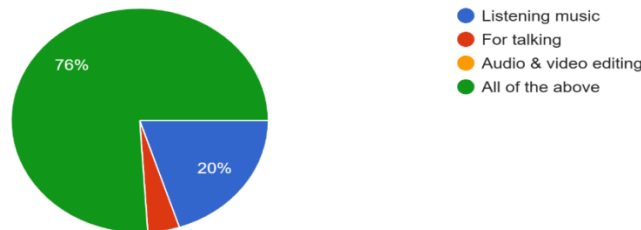
5. Which provides the better sound quality _____.
 25 responses



Interpretation:

In this survey it is found that the earbuds provide the better sound quality it is up to 36% when compared to headphones, Bluetooth and EarPods.

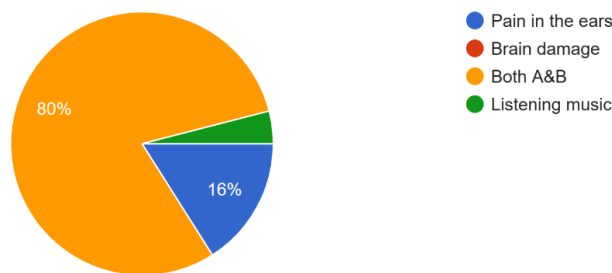
6. What are the uses of headphones _____.
 25 responses



Interpretation:

In this survey it is found that 76% the people using it for talking, listening music and for audios and videos editing.

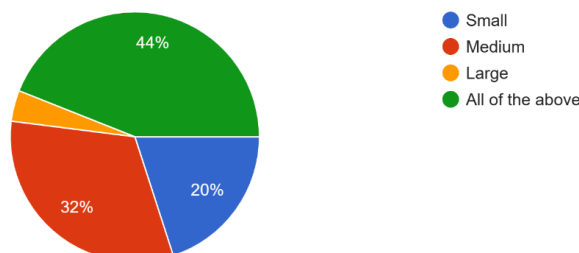
7. What are the disadvantages of earphones _____.
 25 responses



Interpretation:

In this survey it is found that the earphones may cause pain in the ears and brain damage for up to 80% when compared to listening music.

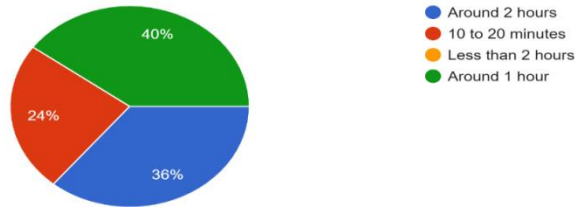
8. The size of the earphones _____.
 25 responses



Interpretation:

In this survey, most of the respondents are using medium size of the earphones.

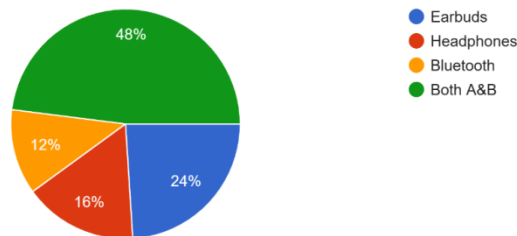
9.How long do foxin earbuds take to charge_____.
25 responses



Interpretation:

In this survey it is found that the foxin earbuds take time to change is around 1 hour which is up to 40%. When compared to around 2 hours 36%, 10 to 20 minutes 24% and less than 2 hours.

10.Which is more suitable for gaming_____.
25 responses



Interpretation:

In this survey it is found that the earbuds, headphones are more suitable for gaming it is up to 48% when compared to bluetooth which is up to 12%.

III. SUGGESTIONS

Using earphones for long time or using the earphones at high volume may cause to loss in hearing, pain in the ears, brain damage and creates disturbance in the minds. Some other suggestions for healthy listening habits be aware of duration of time how long you have been listening and how loud the sound is. Take breaks after prolonged listening sessions, and be aware to comfortable level.

IV. CONCLUSION

The purpose of the research is to know about different types of earphones and their advantages and disadvantages. In the survey conducted the apple earphones are more likely to use by all the persons, the size of the earphones is mostly small, large, medium, the earbuds headphones are mostly suitable for gaming. As per our analysis headphones, earbuds, wireless (bluetooth) headphones are the different types of earphones, the life span of earphones mostly 2-4 years. If once it is full charged, it can be used for 20-40 hours and its quality of sound is excellent. Most of the respondents are using earphones for talking, listening music and for audio & video editing purpose.

V. REFERENCES

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