



AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED HOME APPLIANCES PRODUCTS IN COIMBATORE DISTRICT

Dr. K. L. Chandramohan*, R. Pradeepkumar & S. Sachin****

* Assistant Professor of Commerce, Sri Ramakrishna Mission Vidyalaya College
of Arts and Science, Coimbatore, Tamilnadu

** Student, Sri Ramakrishna Mission Vidyalaya College of Arts and Science,
Coimbatore, Tamilnadu

Cite This Article: Dr. K. L. Chandramohan, R. Pradeepkumar & S. Sachin, "An Empirical Study on Consumer Buying Behaviour Towards Selected Home Appliances Products in Coimbatore District", International Journal of Multidisciplinary Research and Modern Education, Volume 9, Issue 1, Page Number 61-65, 2023.

Copy Right: © IJMRME, 2023 (All Rights Reserved). This is an Open Access Article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium provided the original work is properly cited.

Abstract:

Moment the request situation in India is largely competitive across all the product parts. With the nonstop elaboration in the demographics and psychographics of the target consumers, the situation is getting more and more complex. The main objectivity of the study was to determine the factors influencing the consumer buying behaviour towards selected home appliances products in Coimbatore District. The data was collected from 200 consumers and collected data was analysed using simple percentage and chi-square test. The study found that most (90%) of the Consumer buy selected home appliances products for their Daily need.

Key Words: Consumer, Buying, Behavior, Home, Appliance, Products, Preference, Etc.,

Introduction:

Moment the request situation in India is largely competitive across all the product parts. With the nonstop elaboration in the demographics and psychographics of the target consumers, the situation is getting more and more complex. The ever changing client preferences, rising consumerism, new entrants in the request, and continuously evolving technological inventions performing in product isolation in the short run which further performing in shorter life cycles for durables particularly and also for other life products are adding new confines to formerly complex situation. The request situation and its outgrowth are getting decreasingly uncertain. The leading companies like Samsung, Videocon, Goodrej, Panasonic, Whirlpool, Sony, LG and others by introducing brands at colorful price points have effectively segmented the request which has rebounded in briskly request expansion and penetration. Product isolation and innovative marketing sweats have rebounded in attracting further and further consumers to their brands. In fact the competition in the pastoral request has assumed a battle field dimension and struggles for the survival of the fittest. thus in the light of the script where the marketing terrain is changing at a veritably fast pace and the jacked aggression of the players in the home appliances in India, it's most applicable to conduct a study on colorful confines impacting consumer's purchase opinions regarding home appliances. Consumer home appliances correspond of boxes, refrigerators, air conditioners and washing machines. Consumer home appliance products are frequently precious for an average home, and are generally anticipated to last two to three times. These goods are frequently bought as gifts on a seasonal base or for special occasions. This order includes but isn't limited to recreational goods, sporting outfit, toys and hobbyhorse goods, jewellery, watches, home- earthenware and other durable home goods with long product life. White goods similar as washing machines, refrigerators and coffee machines, as well as brown goods similar as DVD players, boxes and stereos are frequently grouped in this order. Consumer home appliances include any type of products bought by consumers that are manufactured for long- term use.

Classification of Home Appliances:

Traditionally, home appliances are classified into:

- Major Appliances (or "White goods")
- Small Appliances (or "Brown goods") The Terms, "white goods" and "brown goods" are British English.
- Brown goods are typically small household electrical entertainment appliances such as: DVD players, Televisions, Cameras etc.
- White goods comprise major household appliances and may include: Fridge, Air conditioner, Cooker, Gas stove, Mixer Grinder etc.

Stages in Buying Decision Process:

Consumers pass through different stages during buying process. Marketer would learn about the stages of buying process through four methods.

- Introspective method: - They can know about how they themselves would act for purchasing.
- Retrospective method: - They can interview recent buyers to collect information about buying process.

- Prospective method: - They can locate prospective consumers and ask them the process they are going through and their action in future. iv. Prescriptive Method: - They can ask consumers to describe the ideal way to buy the product

Five Stage Model of Buyer Behavior:



Review of Literature:

Kaur and Chadha (2014) examined the consumer towards durable goods in pastoral Punjab. The major objects of the study were to study the factors affecting the purchase of consumer durables and how the consumers change the consumer durables in case of motorcars (auto and motorcycles), home appliances (refrigerator, air conditioner, microwave oven, and washing machines) and electronics (TV and computer). They used descriptive exploration design for achieving the objects of the study which conducted in pastoral Punjab in September- October, 2011. The experimenters have been drawn sample homes through convenience slice system. The needed data collected by the experimenters through structured questionnaire which used having closed ended and ranking grounded questions. They applied weighted average score system to assigning the species and thesis tested by using the ki-square test. They set up that the 73 percent repliers were interested in the schemes of largely priced consumer durables. The experimenters also set up that the family size of ménage not told to the number of consumer durables similar as refrigerators, washing machine, computers, TV, and microwave oven. The study indicated that consumers were getting more knowledgeable, exploratory and moving out form the townlets to acquired information and chooses their products.

Soni and Verghese (2013) conducted a study that entitled "Impact of deals creation tools on consumer's purchase decision towards white goods (refrigerator) at Durg and Bhilia Region'. The main ideal of this study was that the measure of deals creation tools and its impact on consumer purchase decision regarding refrigerator. This study was grounded on primary information which were collected from 109 tried repliers through convenience slice fashion. They applied multiple retrogression tools for assaying the data and testing the thesis. They set up that the trade creation tools like as offer, decoration, and contest were most impacting to the consumer purchase decision for refrigerator.

Savltri (2012) measured the perception of the dealers of durable goods as respects Samsung colour television. Under this study, the author considered the colorful consumers durable them like as television, washing Machine, refrigerator, sewing machines, electronic suckers and cabinetwork but it was concentrated on the perception of dealers regarding CTV. The main ideal of this study was to examine the perception of dealers of consumer durable goods regarding marketing strategies of Samsung India Electronic Private Ltd for Colour Television. This study grounded on primary data which collected from the 50 dealers through questionable system in the Chennai City. He applied factor analysis to measure the variables that affect the perception of dealers regards marketing strategy of Samsung India Private Ltd for Samsung Colour Television. The results showed that Samsung India Electronics handed timely and acceptable stocks, liberal credit terms, and gave awards to enhance and motivate the dealers.

Objective of the Study:

- To analyze the demographic profile of the consumer in Coimbatore District.
- To determine the factors influencing the consumer buying behaviour towards selected home appliances products in Coimbatore District.

Hypothesis:

- There is no significant association between gender and consumer buying behaviour towards selected home appliances products in Coimbatore District.
- There is no significant association between age and consumer buying behaviour towards selected home appliances products in Coimbatore District
- There is no significant association between educational qualification and consumer buying behaviour towards selected home appliances products in Coimbatore District
- There is no significant association between marital status and consumer buying behaviour towards selected home appliances products in Coimbatore District

Limitations of the Study:

- The study is applicable only to the respondents.
- The results of the study are based upon the views expressed by the respondents.
- The statistical method used to analyze the data has their own limitation.
- All the limitations of primary data are applicable to this study.

Methodology:

The type of data collected and the method of sampling are explained under this head.

Data Collection:

Home appliances products such as TV, Refrigerator and Washing Machine are selected and analysed among the consumers in Coimbatore District the data required for the study have been collected through well structure questionnaire. Hence the study is based on primary data. The questionnaire consists of questions relating to personal details, economic details, etc., The secondary data required for the study have been collected from various publications, reports and websites.

Framework of Analysis:

Data collected from the respondents have been analyzed with the help of the following statistical tools. The statistical tools are:

- Simple Percentage
- Chi square Test

Table 1: Personal Profile of the Respondents

Variables	No. of Respondents	Percent
Age (years)		
upto25	30	15
26 to 35	97	48
36 to 45	67	33
Above 45	6	3
Gender		
Male	120	60
Female	80	40
Educational Qualification		
UG	153	77
PG	47	23
Occupation		
Agriculture	34	17
Business	68	34
Employee	50	25
Profession	48	24
Marital Status		
Unmarried	49	24
Married	151	76
Type of Family		
Joint	54	27
Nuclear	146	73
Earning Members in the Family		
One	65	33
Two	105	52

Three	30	15
-------	----	----

Table 1 describes the demographic profile of the consumers. Out of 200 consumers who were taken for the study: it has been identified that most (60%) of the consumers are male, (48%) of the consumers age group is between 26 to 35 years, most (48%) of the consumers are under graduates, (34%) of the consumers are business people, (76%) of the consumers are married, (73%) of the consumers belong to nuclear family and (52%) of the consumers have 2 earning members in their family.

Table 2: Economic Profile of the Respondents

Monthly Income	No. of Respondents	Percent
Up to Rs. 25000	17	8
Rs. 25001 to Rs. 50000	148	74
Above Rs. 50000	35	18
Family Income	35	18
Upto Rs. 40000	59	29
Rs. 50001 to Rs. 100000	92	46
Above Rs. 100000	49	25
Family Expenditure		
Upto Rs. 25000	27	14
Rs. 25001 to Rs. 40000	74	37
Rs. 40001 to Rs. 60000	49	25
Above Rs. 60000	49	24

Table 2 describes the economic profile of the respondents. Out of 200 respondents who were taken for the study: it has been identified that most (74%) of the respondents monthly income is between Rs.25001 to Rs.50000, (46%) of the respondents family income is between Rs.50001 to Rs.100000 and (37%) of the respondents family expenditure is between Rs.25001 to Rs.40000.

Table 3: Purchase of Home appliance brand by the consumers

Brand	No. of Respondents	Percent
Sony	40	20
Godrej	28	14
Whirlpool Kelvinator	36	18
LG	24	12
Panasonic	20	10
Samsung	52	26
Total	200	100

From the above table 3, it is clear that 26 per cent of the consumers of purchase home appliance product Samsung brand of refrigerator followed by sony (20 percent), Whirlpool (18 percent), godrej (14 percent), LG (12 percent), Panasonic (10 percent).

Table 4: Factors influencing Consumers buying Behaviour towards Selected Home Appliance Products

Purpose	Yes	No	Total
Daily Need	180	20	200
	90	10	(100.00%)
Less Power Consumption	158	42	200
	79	21	(100.00%)
Suitability	138	62	200
	69	31	(100.00%)
Product Features	154	46	200
	77	23	(100.00%)
Perceived Quality	148	52	200
	74	26	(100.00%)
User Friendly	112	88	200
	66	44	(100.00%)
Green Product	94	106	200
	47	53	(100.00%)
Appearances	112	88	200
	56	44	(100.00%)

Table 4 describes the purpose of factors influencing consumers buying behaviour towards selected home appliance products of the respondents. Out of 200 respondents who were taken for the study: it has been identified that most (90%) of the Consumer buy selected home appliances products for their Daily need , (79%) of the respondents buy home appliances products for Less power consumption, (69%) of the respondents buy

home appliances products to suitability, (77%) of the respondents buy home appliances products for Product Features, (74%) of the respondents buy home appliances products for Perceived Quality, (66%) of the respondents buy home appliances products to contribute for User friendly, (47%) of the respondents buy home appliances products for Green product and (56%) of the respondents buy home appliances products for Appearances.

Table 5: Variables and consumers buying behaviour towards selected home appliance products

Variables	χ^2 Value	5% Level	1% Level	Result
Age	10.559	12.592	16.812	NS
Gender	6.355	5.991	9.210	NS
Educational Qualification	3.471	5.991	9.210	NS
Marital Status	6.194	5.991	9.210	NS
Marital Status	6.194	5.991	9.210	NS

From the Table 5, it is understood that the calculated values were lesser than the 1% and 5% level of significance and the null hypothesis is rejected. It is inferred that, on an average, consumers of different age group, gender, educational qualification and marital status does not exists any significant association between consumers buying behaviour towards selected home appliance products in Coimbatore District.

Conclusion:

In the light of this script, the associations are getting more and more hopeless to hold the consumers, to retain the request share and to survive. The script in the home appliances assiduity is inversely grueling. Consumer behaviour stems from particular and environmental influences. Consumer behaviour is determined by an existent's cerebral makeup and the influence of others. It's thus the result of the commerce of the particular influence of consumers with the pressure wielded on them by forces external to their terrain. The study found that most (90%) of the Consumer buy selected home appliances products for their Daily need.

References:

1. Sani, Neha, and Verghese, Manoj (2013), "Impact of Sale Promotion Tools on Consumer's Purchase Decision towards White Goods (Refrigerator at Drug and Bhilai Region of CG, India", Research Journal of Management Sciences, Vol. 2 No. 7, pp. 10-14.
2. Kaur, Shumeet and Chadha, Ashita (2014), "Consumer Behaviour for Durable Goods: A Case Study of Rural Punjab", Journal of International Academic Research for Multidisciplinary, Vol. 2, Issue-2. Pp. 10-17.
3. Poranki, K. R; Khair, M. A. and Alotaibi, A. K. (2014), "Competitive Trend and Satisfaction Levels of Consumers of White Goods in India", RJSSM, Vol. 03, No. 12, pp. 78-87. [Available at www.theinternationaljournal.org]
4. Metha, Pooja V. (2013), "Innovations in Consumer Finance in India", Indian Journal of Applied Research, Vol. 3, Issue- 5, Pp. 341-342.
5. Kamath, Rajalaxmi (2007), "Financial Inclusion vis-a-vis Social Banking", Economic and Political Weekly, April 14, Vol. 42, No. 15, pp. 1334-1335.
6. Dasar, Paramanand; Mundekar, S.G. and Maradi, Mallikaijun (2013), "Consumer Behaviour on Consumer Durables with References to Bijapur District", Global Journal of Commerce & Management Perspective, Vol. 2, Issue- 1, pp.36-46. [Available online at www.gifre.org]
7. Savithri, R. (2012), "Dealers and Consumer Durables: A Study Based on Dealers Perceptions as Regards Samsung Colour Television", IJRCM, Vol. 2, Issue- 11, pp. 61-63. [Available at <http://ijrcm.org.in>]
8. K. Veerakumar & A. Dinesh Kumar, "People Preference towards Organic Products", International Journal of Recent Research and Applied Studies (IJRRAS), Volume 4, Issue 7, Page Number 73-75, 2017.
9. K. Veerakumar & A. Dinesh Kumar, "Challenges of Agricultural Development", International Journal of Recent Research and Applied Studies (IJRRAS), Volume 4, Issue 5, Page Number 76-79, 2017.
10. R. Sindhuja & A. Dinesh Kumar, "A Study on the Level of Work-Life Balance among Medical Representatives", International Journal of Recent Research and Applied Studies (IJRRAS), Volume 5, Issue 12, Page Number 28-33, 2018.