

# A STUDY ON CONSUMER BRAND PREFERENCE IN THE PURCHASE PROCESS OF REFRIGERATOR WITH SPECIAL REFERENCE TO CHENNAI CITY.

R.Krishnaveni, Dr.C.Moorthy  
Research Scholar, Assistant professor  
Department of commerce

Enathi Rajappa Arts and Science College, Enathi post, Pattukottai, India

## Abstract

In the last decade Indian durable industry has witnessed a drastic change. As, refrigerator acts as essential house hold appliances in the day to day activities, manufacturers are coming with more advanced features and technology of their products. Moreover many foreign brands are also available in the market. Consumer today seeks experiences with which they can associate themselves emotionally. When customers experience the emotional element of pleasure in the usage of products, they will have an increased favourable effect towards the brands consumed by them. The study evaluates the brand preference of consumers, their willingness to buy the same brand again and again.

Keywords: brand preference, emotional bonding, refrigerator

## Introduction

In today's scenario Television, Refrigerator and other electronic household appliances has become an inseparable part of every household. As the decision to buy these household products is an infrequent one, their purchase bears great influence on buyer behaviour and the way of living. In the context of consumer perspective we can say that we all live in the era of brands, respectively this century is century of global brands. However, even if today's economy can be seen as being in a global era, cultural differences are still important.

Since, consumers reinterpret the brands according to their cultural backgrounds and own perspectives, it differs from the brand expression communicated by the company. The proximity between local culture and local brands is important for companies because it allows them to build better relations to their consumers and also to better respond to and meet their needs.

Brand preference reflects a desire to use a particular Company's products or services even when they are equally priced and equally – available alternatives. Brand preference is important to companies because it provides an indicator of their customers' loyalty, success of their marketing tactics, and the strength of their respective brands. Consumer today seeks experiences with which they can associate themselves emotionally. When customers experience the emotional element of pleasure in the usage of products, they will have an increased favourable effect towards the brands consumed by them. So, organizations should perceive customers interactions with their goods and services as a source of creating emotional association with a brand. This will help the marketers to predict the consumer's commitment to the brand and builds the consumer brand relationship. This consumer brand relationship leads to brand loyalty and their willingness to make financial sacrifices (ready to pay a premium price to attain it).

Now –a- days consumers define themselves through brands they use. The branded clothes they wear, the car they drive, the drinks they consume, university they attended, favourite spots to hang out, and so on.” Therefore it is necessary to study about the brand preference of consumer.

## Review of literature

Vijayalakshmi, Mahalakshmi and Magesh (2013) concluded that the main factors involved in selecting home appliances are price, brand name, quality and after sale services. Respondents are not much influenced by the retailer's information.

Morgan A. Ilaw (2014) unearthed that the extent to which consumers used their self-concepts to determine brand preference. It is proved in his study that there is a significant relationship between the self image congruity and brand preference among male and female and there is no significant relationship between social identity and brand preference. The self image congruities do not guarantee the brand preference, but they are leading the marketers to make their marketing plans to be more effective.

Sathya and vijaysanthi(2016) suggested that most ineluctable to produce goods are preferred by the customer, hence a marketer should study the behaviour and needs of the consumers and then plan to satisfy the needs of the consumer through their goods to occupy the major area of a market over his competitors.

Divya and Supulakshmi(2017) through their study identified that customers buy a brand depending upon the price of the product. Consumer prefers a brand again and again when the price is reduced considerably and they consider the improvement of the quality also.

Sai Ganesh and Naveen Kumar (2017) revealed that most of the customer today buying products with a brand image, so the industries should focus on consumer behaviour such as psychology, attitude, preference and taste. Then only they can maximise their sales and they can also more competence in the market.

Sathya and Indrajith(2018) made an attempt to study the consumer behaviour of women towards the durables. They found that most of the women are facing problems while purchase lower quality of goods. They revealed that the competitive market provides opportunity and also threats both the consumer and marketer. They also found that quality improvement and the after sales service can improve the market share of the particular marketer. The authors suggested that producers as well as the marketer should understand the importance of consumers and change their marketing attitude in order to survive in the sale of consumer durables.

Miloslava chovankova (2019) explored that more fashion conscious, recreational oriented customers are less domestic brand oriented, price conscious customers are prefer to buy domestic brands. Further, he found out that quality consciousness, brand consciousness customers does not prefer domestic brands.

### Objectives of the study

- To examine whether the consumers are emotionally bound with a particular brand.
- To analyse the factors influencing the brand preference of refrigerator.
- To explore the awareness of consumers towards the technical factors available in refrigerators.

### Primary data

Primary data is collected through well structured questionnaire.

### Sample size

120 questionnaires were collected from the respondents of Chennai.

### Tools used

Percentage analysis and correlation are used to analyse the primary data.

### Limitations

- The findings of the study are based on the expressed opinion of the respondents. The personal bias of the respondents may reflect in the study.
- The study is restricted to Chennai and only refrigerator was studied.

### Hypothesis

- Ho:** There is no significant relationship between gender and emotionally attached with a particular brand  
There is no significant relationship between monthly income and type of refrigerator used.
- H1:** There is significant relationship between gender and emotionally attached with a particular brand  
There is significant relationship between monthly income and type of refrigerator used.

### Analysis

Gender	No. of respondents	Percentage (%)
Male	26	21.66
Female	94	78.34
<b>Total</b>	<b>120</b>	

The above table shows that 21.66% of respondents are male and 78.33% of respondents are female.

Monthly income (Rs)	No. of respondents	Percentage (%)
Below 20,000	44	36.66
20001-30000	24	20
30001-40000	14	11.66
40001-50000	8	6.66
Above 50,000	30	25
<b>Total</b>	<b>120</b>	

From the above table it is noted that maximum number of respondents are earning below Rs.20,000 and 25% of the respondents earning above Rs.50,000.

Type of refrigerator	No. of respondents	Percentage (%)
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Single door	66	55
Double door	42	35
Triple door	0	0
Side by side door	0	0
Bottom mounted refrigerator	12	10
<b>Total</b>	<b>120</b>	

The above table shows that 66 (55%) respondents are using single door and 42(35%) respondents are having Double door refrigerators. Only 10% of the respondents are having Bottom mounted refrigerators. This shows that the single door refrigerators are affordable to the respondents who are in below Rs.20, 000 income levels.

Emotionally bound with a particular brand	No. of respondents	Percentage (%)
Yes	58	48.33
No	62	51.67
<b>Total</b>	<b>120</b>	

The above table indicates that only 48.33% of the respondents are emotionally bound with a particular brand of refrigerator and 51.67% of the respondents are not emotionally bound with their existing brand.

### Correlation

Correlation is used to find the relationship between two variables.

Here I would like to test whether there exists any relationship between **Gender** and **emotionally bound** with a particular brand.

$$r = 1$$

Since 'r' is positive, it implies that the variables age and emotionally bound with a particular brand are positively correlated.

Next, I would like to test whether there is any relationship between **Monthly income** and **Type of refrigerator** used.

$$r = 0.85$$

Since 'r' is positive, it implies that the variables age and emotionally bound with a particular brand are positively correlated.

### Findings

- Maximum numbers of respondents are from the age group of 21- 25 (38.33%) years and next from the age group of above 40 years (33.83%).
- Most of the respondents are private employees.
- 55% of the respondents are using the refrigerators for more than 10 years.
- 28.33% of the respondents are searching information from the Television / Radio and the same percentage of respondents avail information from their friends.
- The maximum numbers of respondents are using Godrej refrigerator (28.33%) and the LG (25%) and Samsung (25%) refrigerators are used by 50% of the respondents and only 1% of the respondents are using other brands.
- Most of the respondents (61.66%) are willing to buy the same brand in their next purchase.
- 48.33% of the respondents are emotionally bound with their brand and maximum of them (62.06%) are having Trust in their brand.
- 51.66% of the respondents are willing to visit another retailer showroom to purchase their trusted brand.
- 51.66% of the respondents are willing to pay in single payment and 40% of the respondents are choosing EMI.
- Most of the respondents are strongly agreed with all the technical factors like Frost free, Adjustable shelves, Energy saving, quick freeze, deodorizer and built in voltage stabiliser.

### Suggestions

- Most of the consumers are prefer to buy the refrigerator in offers. So the companies should give more offers and discount to attract them.
- Television / Radio are considered as the most favourable information search options by the customers. So every company should concentrate on the advertisement in TV or Radio. The existing customers can spread the information about the brand they are using to their friends, so it is important to provide a better after sale service.

- Majority of the consumers are aware about the technical factors of refrigerators and they are strongly agreed with those factors. So it is necessary to the companies to provide all the advanced technological features in their product with reasonable prices.
- Most of the consumers are aware about various brands in the market and they are willing to buy a best among them. So every manufacturer should conduct a survey about the customer's needs and they should aware about their competitors product.

## Conclusion

Refrigerators play an important role among all the home appliances and most of the people are using the refrigerator more than 10 years. This study of consumer brand preference towards refrigerator enables the marketers to predict the needs of customers. As, refrigerator acts as essential house hold appliances in the day to day activities, manufacturers are coming with more advanced features and technology of their products. Moreover many foreign brands are also available in the market. So it is important to every marketer to create a brand image in the minds of their customers. When consumers are emotionally bound with their brand they will buy the same brand again and again. To build the positive perception and satisfaction among the consumers about their product the manufacturers should produce quality products in a reasonable price and should maintain healthy relationship with their customers.

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