

CONSUMERS ATTITUDE ON ONLINE PURCHASE OF WHITE GOODS IN COIMBATORE REGION

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Abstract : In recent days, white goods have been creating more attention and preference to purchase the items through online platform in India. The white goods consist some selected electronic goods like fridge, washing machine and other required things which are listed by the ICRA Report, 2006. These are the goods utilized for the commercial and general purpose of the people. The online shopping technique adapted to purchase the white goods with inventive technologies. The consumers have been providing more importance to luxury products for their life. The consumers were progressively using online platforms for buying the required goods in the current era. Their interest is arising in purchase of white goods on online shopping facilities. The sample of 100 white good purchasers have utilized with convenience sampling technique for the research. The primary information has collected with the framed questionnaire and the study period from 2018-2019. The ANOVA and percentile analysis have utilized to get results for the current research.

IndexTerms - ANOVA, Consumer Attitude, White Goods.

I. INTRODUCTION

In recent days, white goods have been creating more attention and preference to purchase the items through online platform in India. The white goods consist some selected electronic goods like fridge, washing machine and other required things which are listed by the ICRA Report, 2006. These are the goods utilized for the commercial and general purpose of the people. The online shopping technique adapted to purchase the white goods with inventive technologies. The consumers have been providing more importance to luxury products for their life. The consumers were progressively using online platforms for buying the required goods in the current era. Their interest is arising in purchase of white goods on online shopping facilities. The consumers have more facilities to collect the information about the required products and goods in the world. It mostly saves the time and minimizes cost of the consumers with single window operations. The research has tried to focus the attitude of the consumers on the white good purchasers through online mode in Coimbatore region. The different product features and facilities have attracting the buyers to purchase some valuable white goods through online. The consumers have also faced more issues on the white good purchases towards online shopping services. So, the study has evaluated the consumer's attitude on the purchase of the electronic products in the study area.

II. REVIEW OF LITERATURE

The literature studies have mostly discussed about the consumers attitude and behaviour on the white goods at international and national level. Bhattacharjee (2005) discovered the influences of the consumer behaviour based on the labelling and packaging of the products in the study. Sehrawet & Subhash (2007) derived that decision making of the consumers purchases with the features like packages and transparency of rural product consumers. Anil & Jelsey (2012) has examined the behaviour of women consumers in rural and urban area who are working people on durables goods. Rajarajan & Priyanga, (2012) found that the relationship between the value of customer's and the level satisfaction. The customers have satisfied with the product purchase through their experience and attained more required things in the study area. Saini (2012) has obtained the factor influences through income of respondents and financial ability. The Indian markets have grown the selling products than other urban markets. Abdul & Muthu (2013) have discussed the lifestyle features and the impact on the purchase behaviour of consumers. This study represented the attitudes of the consumers towards the white goods in the selected region.

III. STATEMENT OF THE PROBLEM

The consumer attitude has motivated to purchase the white goods through online shopping facilities in Coimbatore region. The different product features and facilities have attracting the buyers to purchase some valuable white goods through online. The consumers have also faced more issues on the white good purchases towards online shopping services. So, the study has evaluated the consumer's attitude on the purchase of the electronic products in the study area.

IV. OBJECTIVES

The objectives of the study are given below:

1. To know the personal details and the attitude level of the consumers of the respondents in the study.
2. To evaluate the attitude changes of the consumers on the purchase of white goods through online.

IV. METHODOLOGY

The exploratory research design has adopted with the descriptive aspects in the study. The sample of 100 white good purchasers have utilized with convenience sampling technique for the research. The primary information has collected with the framed questionnaire and the study period from 2018-2019. The ANOVA and percentile analysis have utilized to get results for the current research.

V. RESULTS AND DISCUSSION

The primary data analyzed the consumer's attitude on the white goods through online shopping in the study.

Table -6.1: Consumers Personal Details in the Present Study

Sl. No.	Variables	Variables	No. of Respondents	Percentage
1.	Gender	Male	34	34.0
		Female	66	66.0
2.	Age Group	Upto 25 years	12	12.0
		25-50 years	53	53.0
		Above 50 years	35	35.0
3.	Marital Status	Married	71	71.0
		Unmarried	29	29.0
4.	Educational Qualification	Schooling Level	23	23.0
		College Level	45	45.0
		Others	32	32.0
5.	Monthly Income	Below Rs.10000	23	23.0
		Rs.10001-20000	19	19.0
		Above Rs.20000	58	58.0
6.	Family Type	Joint	38	38.0
		Nuclear	62	62.0
7.	Attitude Level	Poor Attitude	23	23.0
		Fair Attitude	26	26.0
		Good Attitude	51	51.0
Total			100	100.0

Source: Primary Data

Table 6.1 showed that most of the female respondents (66.00%) have been consuming the white goods and they are aged between 25-50 years (53.00%) in the research. Majority of the respondents have married (71.00%) with collegiate educational level (45.00%). The respondents have been earning above Rs.20000 (58.00%) and they are categorized under nuclear family (62.00%). The white good purchasers have good attitude level on purchase of the items from the online shopping services in Coimbatore region.

Table – 6.2 ANOVA

	SS	DF	MS	F	Sig.
Between Groups	34215.58	3	7123.32	32.167	.000
Within Groups	174364.87	96	163.89		
Total	208580.45	99			

Source: Calculated Value

Table 6.2 examined the attitude changes on the purchase of the white goods through online shopping facilities in Coimbatore region. The demographic variables have changed their attitude level at 5 percent significant level in the study.

VI. CONCLUSION

The purchasing attitude of the consumers has changed through the online shopping of white goods in Coimbatore. The females have mostly preferred the white goods with collegiate educational level. They were earned above Rs.20000 under nuclear family type. They have more facilities and choices to purchase the white goods in online purchases. Hence, the consumers attitude level has varied based on their purchase of white goods in online platform in Coimbatore region.

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