

A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS SELECTIVE DURABLE GOODS IN COIMBATORE CITY

¹M.Banurekha ²C.Karthick ³M.A.Prasad ⁴ M.R.Chandrasekar ⁵ N.Chandru
^{1, 2,3,4,5} Assistant Professor

Department of Commerce

Dr.N.G.P. Arts and Science College, (Autonomous)

Coimbatore-48, Tamilnadu, India.

Dr. NGPASC 2019-20 COM031

Abstract: The consumer has to devour a variety of products in their day –to –day life. Consumers have dissimilar taste, like, dislikes and take on unusual pattern while purchasing products. The trade behaviour of consumer have turn out to be a great requirement in modern marketing method, since victory or malfunction eventually depends upon the retail behaviour of the target customers measured individually or a group. The consumer durable goods industry is in service of highly ready for action, multifaceted and speedily changing business surroundings. Industry leaders of consumer durable goods organization be acquainted with their significance of having geared up to access opportune, precise, reliable in sequence and data for the purpose of establishing, fostering and managing customer relationships across divisions. The main objective of the study is to identify the factors influencing consumer’s brand preference, level of satisfaction of the respondents. Convenience sampling technique was followed for collecting rejoinder from the respondents. A study on consumer purchasing behavior conducted in Coimbatore with a total of 200 respondents helps the firm to know about the consumer predilection.

Keywords: Consumer, brands, organizations and business.

I. INTRODUCTION

India’s consumer market is riding the pinnacle of the country’s economic rumble being the second largest in the world. The Indian consumer silhouette has been built-up and changed in terms of education, income, occupation, and reference group and media habits. There is a change in consumer brand preference for durables products for the past decade with the invasion of modern technology. Driven by a young population with access to disposable incomes and easy finance options, the consumer market has been throwing up astounding facts. The consumer durables market is alienated as White Goods, Brown Goods and Consumer Electronics. Here white goods refers to large household appliances such as refrigerators, air conditioners, washing machines, and ceiling fans. Brown goods which includes kitchen blenders, grinders, pressure cookers, microwave irons, irons, vacuum cleaners, table fans. Consumer electronics including televisions, smart phones, tablets, computers and entertainment systems. The Indian Durable market is set to grow at a compound annual rate of 13.4%, to touch \$20.6 billion by 2020. Consumer durables accounts for more than 40% of end consumer spending in India.

II. REVIEW OF LITERATURE

Selvakumar, M and Jegatheesan, K (2012) encompass a paper on, “Brand Preference: A Study With Reference To Washing Machines”, explains that washing machine is one of the widely used home equipment to wash the cloths. At present it is needed for both family and work consequently to make washing work easier. Nowadays, Indian consumers have a wide diversity of brands to prefer, but also the choice to buy a machine that is exact for them among the a number of models available in the market. Apart from these factors they should think about the wash mechanism and some convenience features that their machine should possess for utmost level of soothe. With this scenery, this article makes an attempt to analyze the brand preference of washing machines.

Rajarajan, M and Priyanga, T (2013) has written a paper on, “Consumer Behaviour Towards Selected Household Appliances in Ramanathapuram District”, the study exposed that lifestyle individuality have a great contact on the purchase behavior of the clusters. This study concluded that, the consumer behavior have a great impact on the household appliances of the clusters. In a outflow atmosphere, a person select a product or a brand, which seems to acquire a maximum possibility of his life style identity. on the other hand, a person makes a choice in a spending surroundings to define or actualize his life style, recognize it through the products or brands chosen. It can be understood that the individual’s spending behavior can be predicted from how he represents his world to himself. The household appliances like Electrical cooker, Electrical induction stove, Micro oven, Multipurpose mixer, Refrigerator, Wet grinder were once measured as life purchase but now consumer exchange their old appliances for new ones. The relationship between customer performance and household appliances can thus be seen as an individual’s purchases and use of products and services where these choices comprise part of his life style expression and its reflection.

III.STATEMENT OF THE PROBLEM

The current century, New technologies introduces new brand of electronic items every day, the new influx of electronic items has made the companies continuously engage in gaining the consideration for the customers like price, offers etc. The Customer satisfaction towards selective brands products has been studied by the researcher to find out customer preference and their satisfaction in Coimbatore.

IV.SCOPE OF THE STUDY

The study aims at analyzing consumer perception and preferences towards Household Electronic Consumer Products. The products selected for the study are Refrigerator, Washing Machine, Television, Air-Conditioner and Microwave oven. The scope of the study has been limited to certain buying behavioral aspects based on purchase decision process, namely -in order of product responsiveness, attention, manufactured commodities, assessment procedure, brand inclination, factors of inspiration, price and quality awareness, purchase and post purchase performance . The study broadly aims at examining perceptions of the consumers mainly in terms of the information gathered, sources of information, location where the purchase is made and the ultimate purchase decision.

V.OBJECTIVES

To know the social economic profile of the respondents

To study awareness level of consumer towards brands products.

To explore factors influencing attracted by the consumer towards branded products.

To identify the consumer preference and satisfaction towards branded products.

VI. METHODOLOGY OF THE STUDY

The data for the purpose of the present study have been collected through primary and secondary data. Primary data has been collected through structured questionnaire. The sources of secondary data include published data such as data from books, journals, periodicals, brochures, reports, etc.

Area of the Study: The study was undertaken in Coimbatore

Sample Size: A total of 200 respondents residing in Coimbatore have been taken for sample

Sampling Procedure: For the purpose of the study the respondents were selected from Peelamedu, Karumthapatti, Singanllur and Gandhipuram. Convenience sampling technique was followed for collecting response from the respondents. Tools for Analysis: The statistical tools used for the purpose of this study are simple percentages, Rank analysis and Chi-Square analysis.

VII.ANALYSIS AND INTERPRETATION

Table-1
Table showing brand awareness of the respondents

Particular	No of Respondents	Percentage %
TV	96	48
Refrigerator	43	22
Cooler	20	10
Washing machine	23	11
Microwave oven	18	9
Total	200	100

Interpretation

From the above table it is interpreted that out of total respondents taken for the study, 48% of the respondents are aware of Television, 22% of the respondents are aware of Refrigerator, 11% respondents are aware of Washing machine, 10% of the respondents are aware of Air cooler, 9% of respondents are aware of microwave oven..

CHI-SQUARE TEST

Hypothesis : Hypothesis is taken to find out the relationship between “Respondents Monthly Income And Satisfaction of use of House Hold Products”.

Table -2

Table showing respondents monthly income and satisfaction over the use of house hold products

RESPONDENTS MONTHLY INCOME	SATISFIED TO USE OF HOUSE HOLD PRODUCTS				
	Highly Satisfied	Satisfied	Neutral	Dis-Satisfied	Total
Below 15000	14	16	13	6	49
15001-25000	8	13	12	4	37
25001-35000	9	11	7	9	36
35001-45000	11	17	5	7	40
Above 45000	12	16	5	5	38
TOTAL	54	73	42	31	200

$$= (C-1) (R-1)$$

$$= (4-1) (5-1)$$

$$= (3) (4)$$

$$= 12$$

$$= 21.026$$

INTERPRETATION

From the above table it could be inferred that the calculated value (26.1536) is higher than table value (21.026), hence the null hypothesis is accepted. It can be concluded that there is no significant relationship between “Respondents Monthly Income And Satisfied To Use of House Hold Products”.

VIII.FINDINGS

1. Majority 48% of the respondents are aware of Television.
2. It can be concluded that there is no significant relationship between “Respondents Monthly Income and Satisfied To Use of House Hold Products”.

IX.SUGGESTIONS

Consumers are well aware of the accessible and recently introduced household electronic products presented in the market on account of the effectual advertisements made by the marketers through various media and utmost respondents of urban area uses home appliances than rural area. So the home appliances companies encompass to come across the consumers preferences relating to promotion scheme in the rural area and manufacturer might cautiously intend at capturing all income groups of consumers. Moreover expenditure of consumers' durable goods are received on payment basis it would help in boosting sales up in addition service during warranty time is frequently availed by the consumers, If it is done properly they are satisfied. During the purchase of household electronic products the consumers may perhaps think about aspects like handiness, ease of use, preservation, assurance, returning cost etc., rather than aspects like dealer exhibit, status and monetary options.

X.CONCLUSION

This present study accomplished that, the consumer behavior and preference have a great collision on the home appliance products. Change in life style, sociological factors like nuclear family system, possessiveness, brand loyalty, store loyalty, pleasure oriented approach and purpose oriented approach also persuade the buying behaviour of the consumers. Earlier the consumers prefer small retail outlets for their purchases. They were money cognizant and not quality unaware but at present the consumers have an chance to purchase all their household electronic products under one roof and they have proclivity to modify brand to obtain more reimbursement from the product. This type of loom will direct the implementation of new-fangled types of marketing strategy as well as product alteration, so that the market share can be enhanced.

References

- 1.Selvakumar, M and Jegatheesan, K (2012) “Brand Preference: A Study With Reference To Washing Machines”, Journal of Asian Research Consortium, Vol.1, Issue.5, pp.25-35.
- 2.Vijayalakshmi, S and Mahalakshmi, V (2013) “An impact of consumer buying behavior in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study”, Elixir Marketing Management, pp.15267-15273
- 3.International Journal Of Computational Engineering Research), Vol. 3 Issue.3, pp.234-237. Indian Journal of Marketing , December 2011, Pp(52-59).
- 4.International Research Journal of Applied and Basic Sciences, Vol.4, Issue.7, pp.1894-1900.
5. Primax International Journal of Commerce and Management Research, Vol. 1, Issue No. 1
- 6.Journal of Asian Research Consortium, Vol.1, Issue.5, pp.25-35.
- 7.International Journal of Trade and Commerce, IIARTC, Vol.1, No. 2, pp. 249-259