

A STUDY ON BRAND PREFERENCE OF CONSUMERS TOWARDS SELECTED HOUSE HOLD ELECTRONIC APPLIANCES WITH SPECIAL REFERENCE TO SALEM CITY

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ABSTRACT

Every consumer has certain wants and a strong desire to satisfy them. The consumer purchases certain goods under the thought that the goods would satisfy his wants. If the product fails to satisfy his wants, he will reject the product and switch over to some other product, which can efficiently convince his needs. This being the case, every producer should satisfy the needs of the consumer effectively for the very reality of his enterprise. Particularly in a free enterprise economy, the consumer is regarded as the King. That is why the study is necessary to recognize whether the selected house hold products are satisfying the desires of the consumer effectively. Understanding consumer's preference concerning purchase of any goods and services is a difficult task. The task becomes even harder when it comes to consumer house hold appliances. So it is important to know the factors affecting brand preference of consumer selected house hold appliances.

Keywords: purchase behaviour; consumer; white goods; product; service; brand preference

INTRODUCTION

Consumer durables are those products which do not wear out quickly and can be used for a long period. Today so many brands of consumer households are available in the marketplace. Brand is the most important variable which influences consumer's decision regarding purchase of consumer house hold appliances. While purchasing a house hold appliances, people generally come across so many brands. Research is intended to find out altered brands used and chosen by consumers in the marketplace. People like to acquire quality goods or top brands when it comes to consumer house hold appliances. So it is seen that consumer like to compare brands with other brand. Because there are consumers who are eager to purchase several trusted brands of consumer household appliances. Most of the consumers are very much faithful to some brands when it comes to consumer household appliances. The research also finds out the reasons for brand preference of house hold appliances.

Just beginning countries such as India and China have mainly been protected from the reaction of the recession, as consumers continued to buy basic house hold appliances. In fact, China has been ranked the second-biggest market place in the world for consumer house hold electronics goods. In spite of the recession, their tough domestic economy and growing high-income residents have maintained demand leading to violent market growth. In India also the same situation exists.

MNCs embrace an edge over their Indian counterparts in terms of superior equipment joint with a stable flow of capital, while domestic companies struggle on the basis of their well-acknowledged brands, a broad distribution network and a nearby local market conditions. The largest MNC incorporated in India are Sony India, Samsung India, LG India, and Whirlpool India, and original brands are Godrej Industries, IFB and Videocon. The marketplace for consumer durables is going up day by day. The main magnetism of MNCs dealing in consumer durables is middle class households. Due to raise in job opening in recent years there has been a sharp increase in income of households. It has also lift up the demand for top branded household products.

Even for purchasing of most normally used households now a days it is seen that people prefer to purchase top branded products because they do not want to compromise the value by any means. Changes in standard of living, flavour & behaviour, easy accessibility of loans to purchase those products, easy accessibility of credit cards, introduction of new models, innovative view to modern consumer durables marketplace, consumer awareness etc., have also play a part to it. Brand preference is always connected to satisfaction level of consumers because a consumer will choose a brand only when he/she is satisfied to that brand. The study is also planned to focus on it.

The research is pursued to identify the reasons persuade brand preference of consumers using selected house hold appliances having exclusive characteristic that these items are most frequently used by family. The research is also concerned to find out the satisfaction level of consumers of those selected household appliances.

Review of literature:

Sardar (2012) conducted a study on 'brand preference of passenger cars in Aurangabad district' with the objective of finding out the factors influencing the brand preference of passenger cars and also to assess the profile of passenger car consumers. The study was also intended to analyse the satisfaction level of consumers of passenger cars. A total of 150 respondents from Aurangabad district of Maharashtra were taken as sample. The study found that personal factors like age, educational qualification, gender, occupation, income status had significant influence over factors affecting brand preference. The study also found that 70% of the respondents were satisfied with the car which they were using.

Sabin Mindrut(2015) It is generally known that the decisional process regarding to choose or not to choose a brand is determined by anecdotal evidence. Having a great product without a strong identification is not enough. If a potential customer can relate to previous experience with the identity of a brand, he surely developed a brand image and is more likely to prefer that specific brand.

Hakil Moon, David E (2016) many firms adopt an ingredient branding strategy when introducing new products, whereby a host brand integrates a branded ingredient. Research suggests that perceived fit between the host and ingredient brands should influence the success of such brand partnerships. Not all firms, however, may be able to find appropriately fitting branded ingredients, such as luxury brands which may find it nearly impossible to partner with other luxury brands and therefore need to consider non-luxury partners. The current research examines consumer responses to a real-world ingredient partnership between a luxury host brand (TAG Heuer) and non-luxury ingredients (Intel and Google), who have come together to produce a new product (a luxury smartwatch). Results of a study find that fit between the brand partners (based on both brand image and product category) positively influences purchase intentions with consumer's perceptions of a brand's luxury nature moderating observed effects. The research provides implications for product strategy and marketing of luxury brands.

OBJECTIVES

- ❖ To identify the brands of durables goods those are mostly preferred by consumers in the market.
- ❖ To find out the factors that affect brand preference of consumer durables.

SCOPE AND LIMITATIONS

The research has made an attempt to study the consumers brand preference and fulfillment of their needs. The study should not be applied to area other than Salem city. The results are based only on the information given by the respondents.

STATEMENT OF THE PROBLEM

Understanding consumers' choice concerning purchase of any goods and services is a hard task. The task becomes even harder when it comes to consumer household appliances. Existing review on consumer household appliances to show that brand preference is the most important factor that influences consumers' purchase decision making. Even though in peculiar occasions such attempt is made the researcher is not tending to determine consumers' satisfaction level. In future an initiative is taken to find out the brand preference of consumers for mostly used consumer household appliances like Air Conditioner, Refrigerator, Washing Machine, Mixer Grinder and Wet Grinder.

RESEARCH DESIGN

The present study is an empirical research and it is based on the survey method. This study is descriptive and analytical in nature based on primary and secondary data. **Primary data** have been collected from the respondents by using a well structured questionnaire. **Secondary data** for the study were collected from books, journals, research articles, magazines, reports, newspapers and websites.

SAMPLE DESIGN: The method of data collection is through sample survey, convenience sampling is used in this survey. The researcher has decided to choose a sample of 300 household electronics goods users for different brands of goods preferred by consumers. From that 110 respondents have been selected from the major area of Salem district.

PRODUCT SELECTION

To classify the electronics goods for the present study, the goods used for the study were

- Air Conditioner
- Refrigerator
- Washing Machine
- Mixer Grinder
- Wet Grinder

RESULTS AND DISCUSSIONS

Table: 1 Information of Respondents

S.No	Demographic Variables		No. of Respondents	%
1	Age	Upto20	15	13.63
		21-30	37	33.63
		31-40	30	27.27
		Above 40	28	25.45
2	Sex	Male	35	31.81
		Female	55	50
		Illiterate	20	18.18
3	Educational Qualification	10 th	10	9.09

		12 th	20	18.18
		Graduate	36	32.72
		P.G	18	16.36
		Professional	12	10.90
		Home maker	14	12.72
4	Occupation	Employees	48	43.63
		Business	64	58.18
5	Monthly Income	Below20000	18	16.36
		20,001-40000	34	30.90
		40,001-60000	22	20
		60,001-80000	20	18.18
		Above 80000	16	14.54
6	Marital status	Married	65	59.09
		Unmarried	45	40.90
7	Size of the Family	2-3	35	25.45
		4-5	58	43.63
		Above 5	42	30.90
8	Residential Areas	Rural	29	26.36
		Semi-urban	48	43.63
		Urban	33	30

From Table 1, it shows that 34% of the respondents belonged to the age group of 21 - 30 years, 50% of the respondents were female, 33% of the respondents were graduates, 64% of the respondents were business, 30% of the respondents family monthly income was less than Rs. 20,001- 40,000, 65% of the respondents were married, 43% of the respondents belong to medium size family. 43% of the respondents belong to semi-urban area.

Table: 2 Goods demand by the Respondents

Goods	No		Yes	
	N	%	N	%
Air conditioner	60	54.54	50	45.45
Refrigerator	40	36.36	70	63.63
Washing machine	45	40.90	65	59.09
Mixer grinder	55	50	55	50
Wet grinder	35	36.36	75	68.18

Table 2 specifies that 68% of the respondents own grinder, that 63% of the respondents own refrigerator, that 59% of the respondents own Mixer refrigerator, 50% of the respondents own mixer Grinder, 45% of the respondents own Air conditioner.

Table: 3 Brand Preferences by Respondents

Brands	No. of respondent	%
LG	40	36.36
SAMSUNG	30	27.27
WHIRLPOOL	10	9.09
ONIDA	12	10.90
GODREJ	18	16.36

Table 3 specifies that 36% of the respondents preferred LG, that 27% of the respondents preferred Samsung, that 16% of the respondents preferred Godrej, 10% of the respondents preferred Onida, 9% of the respondents preferred whirlpool.

SUGGESTIONS

- ❖ The brand preference has intense on consumers' buying behaviour.
- ❖ This gives a clear gesture for the producer and marketers of popular brands to sustain their brand loyalty.
- ❖ The creator of weak brands shall struggle to find out their reasons for their unpopularity and business enterprise on strategies to step up the market share in all areas.
- ❖ To achieve success in the market, it has become highly expected to produce goods in such a manner as preferred by the customer.
- ❖ It can be said that the modern market is consumer oriented and any product success or failure is determined only by the consumers.

CONCLUSION

The study is aimed at measuring brand preference towards selective house hold electronics goods special reference to Salem City. Therefore, the producer of electronics products should understand consumer awareness much to find higher sale of their products. Product features like durability and customer service have also been appreciated. Thus, a marketer who know the activities of the consumers and plan his marketing policy to suit the needs and wants of the target market will definitely have a benefit over his competitors.

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