

# STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS SELECTED HOME APPLIANCES PRODUCTS IN OOTY REGION OF NILGIRIS DISTRICT

**Dr.K.Mekala**

Lecturer in Commerce,  
Government Polytechnic College,  
Ooty, Tamil Nadu, India

## Abstract

Perception means how one views or perceives matters under the influence of one's past experience and personal opinion. By understanding the perception of his consumer's the product can know how the consumers view his product or service. The study of consumer behavior (CB) is the market because it enables them to understand and predict buying behavior of consumer in the market place. Consumer behavior is a composition of four aspects via, consumer preference search purchase decision and post purchase behavior or satisfaction.

A sample is a representative part of the population. The Probability methods of Systematic Random sampling method was followed for study to choose the sample respondents. the researcher has decided to select a sample size of 400 household respondents have been selected from the Ooty region as Urban, Semi Urban and Rural. Present study concluded that, the consumer buying behavior and preference have a great impact on the home appliance products. The home appliances like Television, Air Conditioner, Refrigerator, Washing Machine and Mixer Grinder, were once considered as life purchase but now people become more open to the idea of exchanging their old appliances for new ones. There is a significance association between consumer occupation and buying behavior towards home appliance products.

Keywords: Consumers, Buying Behaviour, Home Appliances, Ooty.

## Introduction

In India, especially in all the major cities, every company is trying to stay alive in their platform to their level best in the prevailing condition to achieve the desired level of potential customers. The change in the global economy is inevitable and liberalization plays an indispensable role in our country. The top level multinational Companies have entered into the Indian market and plays an imperative role with their wide and superior range of products. When compared to the world level market Indian market is growing with superior product line in Home appliances. So, it is very significant to the product and we are aware that our “Customer is the King”. In order to achieve the requisite goal in buying the Home appliances, customers are very much conscious and sound enough to take the most appropriate decisions. Therefore, the researcher, having understood the importance of the entire scenario made an attempt to analyse the socio-economic background of the respondents in Ooty region.

## Review of Literature

**Vijayalakshimi, Mahalakshimi & Magesh (2013)** in their study paper convey that the modern home is unaccomplished without Home Appliances especially in the major cities and urban areas. The Electronic home appliances are considered the windfall in the major metro cities and they are the influential in cutting down the time concerned in most of the domestic household tasks. So the researchers considered for their research in the consumer’s buying behavior towards electronics home appliances in Hyderabad city, Andhra Pradesh. Home appliances products like Microwave Oven, Television, Washing machine, Refrigerator and Air cooler are taken for this study. An expedient sampling method was adopted in this study to select 253 respondents in Hyderabad City. The research design used in this study was demographic; questionnaire was used as a tool to collect information from respondents. In addition to that, the study will adopt data segmentation. The result found was, demographic factors influencing the consumer for buying home appliances, other factors like price, quality, offer and features of home appliances empowering the consumer for buying the home appliances.

**Usha and Sasikala (2014)** in their study reveals that management is the youngest of sciences and oldest of arts and consumer behavior in management is a very young discipline. Understanding the consumer

attitude is an important part of the marketing process to realize the challenges faced by marketers in comprehending the consumer's mind. Marketing starts with the needs of the customer and ends with his satisfaction. When everything revolves round the customer, then the study of consumer behavior becomes a necessity. It starts with the buying of goods can be bought individually, or in groups. Goods can be bought under stress (to satisfy an immediate need), for comfort and luxury in small quantities or in bulk. Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring evaluating, using and disposing of goods and services. Consumer buying behavior has become an integral part of strategic market planning. Generally goods can be classified in to durable and non durable goods. Home appliances play a major role in the domestic life of the modern man. It has always had a significant place in the life of man ever since the Stone Age when man began to use tools. This paper highlights that, location wise consumer buying behavior towards home appliance products in Madurai District.

### **Objectives of the Study**

1. To know the Socio-Economic background of Consumers in the study area.
2. To study and analyze the Consumer Buying Behaviour towards selected Home Appliance Products in Ooty Region in Nilgiris District of Tamil Nadu.

### **Research Design and Methodology**

The research design adopted for this study is Descriptive Research. The sampling design of the study is based on the Area sampling and convenience sampling. This study is based on primary and secondary data. Primary data have been collected from the respondents by using a well structured, non-disguised questionnaire. Secondary data for the study were collected from books, journals, research articles, magazines, reports, newspapers and websites. Data where analysed using statistical tool of percentage analyses.

Sample Design: A sample is a representative part of the population. The Probability methods of Systematic Random sampling method was followed for study to choose the sample respondents. the researcher has decided to select a sample size of 400 household respondents have been selected from the Ooty region as Urban, Semi Urban and Rural.

## Results and Discussion

**Table No.1**  
**Gender-wise Classification of the Respondents**

Sl. No.	Gender-wise Classification	Number of the Respondents	Percentage (In %)
1	Male	267	66.8
2	Female	133	33.3
Total		400	100

**Source: Primary Data**

The above table related to the Gender-wise classification of the Respondents. It can be inferred that out of 400 respondents, 66.8 per cent of the sample respondents are males and 33.3 per cent of the sample respondents are females.

**Table No.2**  
**Age-Wise Classification of Respondents**

Sl.No	Age-Wise Classification	Number of the Respondents	Percentage
1	Upto 25 Years	16	4.0
2	26 – 35 years	120	30.0
3	36 - 45 years	158	39.5
4	46 - 55 Years	70	17.5
5	Above 56 Years	36	9.0
Total		400	100

**Source: Primary Data**

Table No.2 reveals that out of 400 respondents, majority (39.5 percent) are in the age group of 36 – 45 years, 30% are between 26 to 35 years, 17.5% are between 46 to 55 years, 9% are in the age group of above 56 years and the remaining 4 percent are in the age group of up to 25 years.

**Table No.3**  
**Occupational Status of the respondents**

Sl.No	Occupational Status of the respondents	Number of the Respondents	Percentage
1	Business	57	14.3
2	Government Employee	132	33
3	Private Employee	187	46.8
4	Professional	16	4
5	Others	8	2
Total		400	100

**Source: Primary Data**

It is inferred from Table No.3 that 187 (46.8%) respondents are private employees, 132 (33%) respondents are government employees, 57 (14.3%) respondents' fathers are businessmen, 16 (4%) respondents are professionals and remaining 8 (2%) respondents belong to others category.

**Table No.4**  
**Association between Mode of purchase and occupation of the respondents**

Mode of Purchase	Occupation of the Respondents						Chi square value
	Business	Government employee	Private employee	Professional	Others	Total	
Cash	34(59.6%)	51(38.6%)	94(50.3%)	10(62.5%)	7(87.5%)	196(49.0%)	17.03 P(0.03*)
Credit	8(14.0%)	26(19.7%)	38(20.3%)	1(6.3%)	1(12.5%)	74(18.5%)	
Installment	15(26.3%)	55(41.7%)	55(29.4%)	5(31.3%)	0(0%)	130(32.5%)	
Total	57(100%)	132(100%)	187(100%)	16(100%)	8(100%)	400(100%)	

\* Significance at 5% Level, **Source: Primary Data**

Table 4 concludes that significance of chi square is less than 0.05. Hence the null hypothesis is rejected. It concludes that occupation has a significant association with the mode of purchase of the respondents. Cross table result shows that majority (50.3%) of the respondents in the private employee

category buy through cash mode of purchase. 59.6 per cent of the respondents who are doing business buy through cash mode, 41.7 per cent of the respondents who are government employees buy through installment purchase.

**Table No.5**  
**Friedman test for significant difference in the respondents rank ordered preferences towards various Home Appliances**

Preferred Home Appliance	Mean Rank	Chi Square Value	P Value
Television	1.31	863.28	0.000*
Mixer and Grinder	3.26		
Refrigerator	3.91		
Air conditioner	3.91		
Washing Machine	4.6		
Electric Fan	5.37		
Speaker and Audio Equipment	5.63		
DVD Player	8.69		
Iron Box	8.74		
Microwave Owen	11.26		
Mp3 Player	11.83		
Induction Stove	12.49		
Electric cooker	12.51		
Chimney	12.91		

**Source: Primary Data** \* Significance at 5 % level

Table No.5, Friedman's test was conducted to determine whether respondents had a differential rank ordered preference for the fifteen varieties of Home Appliances. Results of the analysis indicate that there was a significant difference in the respondents rank ordered preference for the various variety of Home appliances as the p value is less than .05. The analysis also revealed that there were significantly more favorable rankings

for Television (1.31) followed by mixer and grinder (3.26), refrigerator (3.91), air conditioner (3.91) and washing machine (4.6). Chimney was the least ranked (12.91) Home appliance by the respondents.

## Summary and Conclusion

- It is find that most of them are male respondents then female respondents.
- It is observed that majority of the consumers are belongs to the age category of 36 to 45 years.
- It is identified that around half the respondents are working in private sectors in the study area
- Chi-square test result reveals that consumer occupation has a significant association with the mode of purchase of the respondents.
- Results of the analysis indicate that there was a significant difference in the respondents rank ordered preference for the various variety of Home appliances as the p value is less than .05.

This present study concluded that, the consumer buying behavior and preference have a great impact on the home appliance products. The home appliances like Television, Air Conditioner, Refrigerator, Washing Machine and Mixer Grinder, were once considered as life purchase but now people become more open to the idea of exchanging their old appliances for new ones. There is a significance association between consumer occupation and buying behavior towards home appliance products can thus be seen as an individual's purchases and use of products and services where these choices constitute part of his life style expression and its reflection.

## Reference:

1. Marsden, D. and Littler, D. (1999). A Dialectical Approach to Consumer Research: Beyond Positivism and Postmodernism", in European Advances in Consumer Research, Volume 4, eds. Bernard Dubois and Tina M. Lowrey and L. J. Shrum, Marc Vanhuele, Provo, UT : Association for Consumer Research, PP. 341-346.
2. Karthikeyan Sundarraj, An investigation on consumer behavior and preferences towards apparel, purchase by Indian consumers age 15 – 25, University of Borås, Sweden (2001).

3. Loudon, D.L. and Bitta A.J. Della, Consumer Behavior, Fourth Edition, 2002, Tata McGraw-Hill, New Delhi.
4. **Geethanjali R, Assokumar.S,(2011).** A Study on Consumer Buying Behaviour Towards Home Appliances in Salem City, IJEMR , Vol 1,(5). PP.1-15.
5. **S.Vijayalakshimi, V.Mahalakshimi & S.Magesh (2013).** Study on Consumer Buying Behaviour Towards Selective Electronic Home Appliances In Hyderabad City, International Journal of Logistic and supply chain management perspective, Vol.2(4), PP.616-623.
6. **Janaki P, Santhi P. (2013).** A study on marketing stimuli in purchase of home appliances from customer perspectives, International Journal of Sales & Marketing Management Research and Development (IJSMMRD) ISSN 2249-6939, Vpl. 3(2), PP.23-30.
7. **K.Usha and P.Sasikala (2014).** Study on Consumer's Perceptions and Buying Behaviour Towards Selected Home Appliances Products in Madurai District.
8. **Pandey AC, Mithilesh Kumar Pandey.** A study on impact of lifestyle on brand preference of buyer behaviour with special reference with Uttarakhand” International Monthly Refereed Journal of Research in Management & Technology, II, August’13 ISSN - 2320-0073.

