

A STUDY ON THE CONSUMER PREFERENCE FOR HOUSEHOLD ARTICLES IN PERAMBALUR DISTRICT

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ABSTRACT

The successful shopper feels a sensation of satisfaction, execution and fulfillment. Buying for emotional and psychological reasons has become the new mantra of modern society. So Marketers must know the pulses of buyers and satisfy the needs. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. The study would provide enough insights to the manufacturers about the buying criteria considered most important and the amount of impact they exert on the shopping behaviour of consumers. Promotional techniques like price reduction and exchange offer followed by the manufactures of pure it, should be incorporated by other manufacturers of water purifier to have large market share. The consumer preference for household appliances, and their brand loyalty on the household appliances purchased by them. The researcher will be highly happy if some of the suggestions of the study are implemented by the manufacturers on household appliances.

Key words: Consumer Behaviours, Advertisement, Family Member, Sales representatives

INTRODUCTION

Modern shoppers buy things to reward themselves, to satisfy psychological needs or to make themselves feel good. The new mode of thought in the buying environment is no longer sufficient to identify simple customer demand and try to satisfy them. Wants are unlimited and the resources to satisfy these wants are limited. So the consumers think rationally before buying any product. The successful shopper feels a sensation of satisfaction, execution and fulfillment. Buying for emotional and psychological reasons has become the new mantra of modern society. So Marketers must know the pulses of buyers and satisfy the needs. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. As a consumer we are all unique and this uniqueness is reflected in the consumption pattern and the process of purchase. The study of consumer behaviour provides us with reasons why consumers differ from one another in buying using products and services. We receive stimuli from the environment and the specifics of the marketing strategies of different products and services, and responds to the stimuli in terms of either buying or not buying product. In between the stage of receiving the stimuli and responding to it, the consumer goes through the process of making his decision. Markets are not created by god or nature or economic forces but by businessmen. The want they satisfy may have been felt by the customers before it was offered and given means of satisfying it. It may have been an unfelt want. There may have been no want at all; until business action created it by advertising or by salesmanship or by inventions something new. In every case it is business action that creates the customer.

REVIEW OF LITERATURE

Nahiyd and Mohamed (2013) aimed at studying the preferences of consumption pattern of milk and factors affecting consumers' purchase decision of dairy products in Khartoum, state capital of Sudan. Milk and Dairy products experience high consumption rates in Sudan. Consumers show wide variations in their preferences for different milk types and dairy products available in the local market. Consumer purchase decisions are influenced by various factors. Study of 77 such factors assists processors and producers of dairy products in implementing marketing strategies that are consumer oriented and can ultimately lead to higher selling rates. Quality was found to be the main factor affecting the purchase decision, followed by price of the products. Fresh milk was the highly preferred milk type among the citizens. The studies concluded with recommendations are: processors and producers of dairy products should implement modern marketing concepts that focus on the consumers' needs and wants. Also, producers and processors should use marketing mix in ways that increases their sales and creates satisfied customers.

Anjali Sharma et al. (2013) made an attempt to investigate the impact of brand loyalty on consumer buying behaviour for beauty products and aspects involved while purchasing cosmetic products. Majority of respondents opined that quality is the most important factor at the time of purchasing of the beauty products followed by brand and price. However, small group of women feel packaging is the key factor for decision making. Researchers concluded that these factors are generally responsible for switching to other brands and friends are the most powerful reference group.

According to Hoyer et al. (2012) social factors impacting consumer behaviour arise as a result of interactions of perspective consumers with others in various levels and circumstances. Targeting members of society perceived as opinion

leaders usually proves effective strategy when marketing products and services due to the potential of opinion leaders to influence behaviour of other members of society as consumers.

Munusamy and Hoo (2008) investigated the relationship between marketing mix strategy and consumer motives at major stores in Malaysia. A quantitative approach was used on the private labeled fast moving consumer products. A convenience sample of 120 respondents was surveyed using a structured questionnaire. A simple regression analysis was conducted to test the relationship between the 4P's and consumer motives. The study found that only the pricing strategy has a positive impact on consumer motives, while the promotion strategy has a significant negative impact on consumer motives. The product and place strategies do not influence consumer motives. These findings suggest that consumers do not look for product characteristics and store location when buying private labeled fast moving consumer products.

STATEMENT OF THE PROBLEM

In the market for household appliances consumer is confused about the existence of different product with different brand names. In the market for household appliances there is a stiff competition. Similarly other household appliances such as Refrigerator, Washing machine, Water purifier, Microwave oven and Induction stove. The demand for household appliances will naturally increase from the sector of working women. In reduces the working women much of the problem of working in household maintenance. Refrigerator, Washing machine, Water purifier, Microwave oven and Induction stove are five items selected for the present study. In case of Washing machine there is a stiff competition among Samsung IFB, Whirlpool, Ken-stat and LG washing machine companies. It also holds goods in case of Induction stove and Microwave oven. This study is an attempt to understand the preferences by the consumer in different households.

SCOPE OF THE STUDY

The study would provide enough insights to the manufacturers about the buying criteria considered most important and the amount of impact they exert on the shopping behaviour of consumers. It further renders scope to the decision makers for framing strategies in consonance with the changing needs of the shoppers. This study useful to the manufacturer for designing the product based on the consumer preference.

OBJECTIVES OF THE STUDY

1. To identify the factor responsible for the consumer preference for household articles
2. To know the reason for brand loyalty for the articles selected by the consumer.
- 3.

RESEARCH METHODOLOGY

Statistical Tools

The data collected were analysed with the help of statistical techniques namely percentage analysis and chi-square test.

Date Collection

50 working women in Perambalur District are the respondents for the research. The respondents were selected on the basis of "Convenience Sampling". The analysis was made on the basis of information provided by the respondents as per the Interview schedule method as primary data.

DATA ANALYSIS AND INTERPRETATION

Table No: 1 Factor Determining Purchase of Microwave Oven

S.No.	Factor	No. of respondents	Percentage (%)
1	Advertisement	20	40
2	Family Member	10	20
3	Friends	6	12
4	Sales representatives	14	28
	Total	50	100

Source: primary data

The above table shows that 40% of the respondents are influencing by advertisement, and 20% of the respondents are influencing by Family members, and 12% of the respondents are influenced by Friends and the remaining 28% of the respondents are influenced by sales representatives.

Chart No: 1 Factor Determining Purchase of Microwave Oven

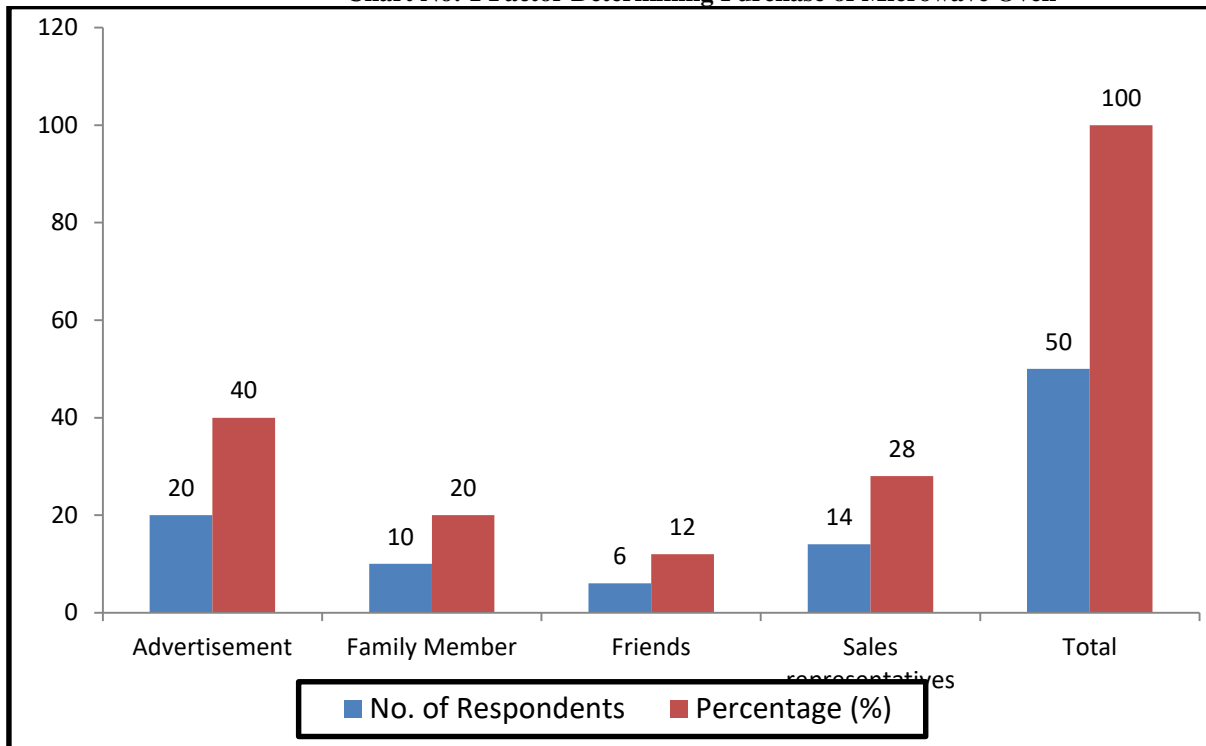


Table No: 2 Satisfaction of After Sales in Microwave Oven

S.No.	Service	No. of respondents	Percentage (%)
1	Advertisement	11	22
2	Family members	18	36
3	Friends	15	30
4	Sales representatives	6	12
	Total	50	100

Source: primary data

The above table shows that 22% of the respondents are influenced by advertisement, and 36% of the respondents are influenced by family members, and 30% of the respondents are influenced by friends, and the remaining 12% of the respondents are influenced by sales representatives.

Chi-Square Test

O	E	(O-E)	(O-E) ²	(O-E) ² /E
5	4.68	0.32	0.1024	0.02
3	3.12	0.12	0.0144	0.0046
1	2.08	1.08	1.1664	0.56
13	14.04	1.04	1.0816	0.077
4	2.08	1.92	3.6867	1.77
4	4.14	0.14	0.0196	0.005
3	2.76	0.24	0.0576	0.02
3	1.84	1.16	1.3456	0.73
13	12.42	0.58	0.3364	0.027

0	1.84	1.84	3.3856	1.84
0	0.18	0.18	0.0324	0.18
0	0.12	0.12	0.0144	0.12
0	0.08	0.08	0.0064	0.08
1	0.54	0.46	0.2116	0.39
0	0.08	0.08	0.0064	0.08
Total				5.9036

$$X^2 = \sum (O-E)^2 / E = 5.9036$$

$$\begin{aligned} \text{Degrees of freedom} &= (C-1)(R-1) \\ &= (3-1)(5-1) \\ &= (2)(4) \\ &= 8 \end{aligned}$$

$$\text{Calculated Value} = 5.9036$$

Table value of 8 at 5% level of significant = 15.507

Since the calculated value is (5.9036) less than the table value the (15.507) hypothesis is accepted. So there is no relationship between Family size and brand preference.

FINDINGS

- 40% of the respondents are influencing by advertisement
- 20% of the respondents are influencing by Family members
- 12% of the respondents are influenced by Friends a
- 28% of the respondents are influenced by sales representatives.
- 22% of the respondents are influenced by advertisement, and 36% of the respondents are influenced by family members, and 30% of the respondents are influenced by friends, and the remaining 12% of the respondents are influenced by sales representatives.

SUGGESTIONS

- Promotional techniques like price reduction and exchange offer followed by the manufactures of pure it, should be incorporated by other manufacturers of water purifier to have large market share.
- Brand gives the proud for the consumer for the loving the commodities. Without the brand, nothing to be notified as gallant. This is more prevalent that the image of the house would be more plenteous.
- Because, the consumers will always compare the design, quality and brand frequently especially for the electronic products. People may impress about the presentation of the product but also they impressed with the services that bounded with the product. In this aspect the researches have analyzed the specific service which is commonly known as Guarantee, Warrantee of the products. Because it is a promise what the manufacturers are giving to the Customers.

CONCLUSION

While the rural market certainly offers a big attraction to marketers, it would be easy to think that any company can enter the market without facing any problems and walk away with sizable share. Distribution is the most important variable in the marketing plans of most consumer good manufacturers, because managing such a massive sales and distribution network is itself a huge task. The consumer preference for household appliances and their brand loyalty on the household appliances purchased by them. The researcher will be highly happy if some of the suggestions of the study are implemented by the manufacturers on household appliances.

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