

“CONSUMER BUYING BEHAVIOUR TOWARDS HOME APPLIANCES IN CHENNAI CITY”

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ABSTRACT:

The Consumer Durables industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. This study focused consumer behaviour about Home Appliances such as mobile phones and kitchen appliances like microwave ovens are also included in this category of various brands. The researchers explained in detail in the Consumers' behaviour is a composition of four aspects viz., consumer preference, information search purchase decision and post purchase behaviour or satisfaction.

Keywords: Consumer, Brand, Satisfaction.

INTRODUCTION

Economic strength of a country lays its ability to employ all its available resources gainfully. This would be possible only when there is a steady and effective demand for goods and services, which is the pre-condition for the ability and willingness of the people to purchase or pay for such goods and services. Ultimately, consumption function is the centre of all economic activities, which is largely influenced by the consumer behaviour. Consumer behaviour as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine acts".

CASE OF CONSUMER DURABLES INDUSTRY

This sector has been witnessing momentous upswing in recent years, helped by drivers such as the emerging retail boom, real estate and housing demand, greater disposable income and an increase in the level of prosperous section of the population. The industry comprises of major international and local players such as BPL, Videocon, Voltas, Blue Star, LG, Samsung, IFB, Titan, Whirlpool, etc. The consumer durables industry can be broadly classified into two segments: Consumer Electronics and Consumer Appliances.

GOING TECHNO SAVVY:

Due to availability of more and more gadgets, many of them not really needed, the consumer durables industry has a high demand. Many of the products are upgraded version of the products consumers already possess. For example, consumer want to buy a new model of a mobile even though the present work is still working, demand of hi-tech LED TVs when LED or Flat screen TV is already available with them. All this is a trend impacting consumer behaviour.

STATEMENT OF THE PROBLEM

The consumer wave rides high in the country today. Fast developing technology and newer innovations coupled with heightened competition, rising income levels and rapidly increasing consumer awareness has led high expectations on the part of consumer. In marketing terms “consumer” is thought of ‘Who is the person to buy’, ‘what product to buy’, ‘object behind purchase’, ‘at what price’ and ‘at which place’.

OBJECTIVES OF THE STUDY

1. To study the consumer awareness of the Home Appliances.
2. To study the consumer level of usage of Home Appliances.
3. To find out the consumer satisfaction level of Home Appliances.

RESEARCH DESIGN & METHODOLOGY

METHODOLOGY

Both primary and secondary data have been used in the study. Primary data have been collected by using questionnaire and secondary data have been collected from via. The Researchers has taken the sample size of 60 respondents for the Research. The Researchers has chosen area of the study the Chennai City.

TOOLS FOR ANALYSIS

1. Percentage Analysis Method

LIMITATIONS OF THE STUDY

- The respondents are limited to Chennai City only. The sample size of the study is 60 respondents.

REVIEW OF LITERATURE

Rajarajan.M and **Priyanga.T** (2013)¹ in their article focused Consumer Behaviour towards Selected Household Appliances in Ramanathapuram District. The study revealed that lifestyle characteristics have a great impact on the purchase behaviour of the clusters. The study concluded that, the consumer behaviour have a great impact on the household appliances of the clusters.

Vijayalakshmi.S and **V.Mahalakshmi.V** (2013)² studied an impact of consumer buying behavior in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study. This empirical study contributes to a vital comprehension of the impact of dissimilar factors on consumer buying behaviors. The key findings of this study designates that, overall, the set of self-determining variable are weakly associated with the self-determining variable.

CONSUMER APPLIANCES IN INDIA

FAVOURABLE ECONOMIC CONDITIONS AND CHANGING LIFESTYLES INCREASE DEMAND

Demand for consumer appliances in India has been growing, along with rising rural incomes, increasing urbanization, the growing middle-class and changing lifestyles. Rising disposable incomes coupled with easy financing schemes have led to shortened product replacement cycles and the changing perception of owning appliances, whereby appliances previously considered luxuries have now become considered necessities.

INDIA IS IN THE SPOTLIGHT AS A LUCRATIVE MARKET FOR BOTH LOCAL AND INTERNATIONAL PLAYERS

International companies view India as one of the key markets for future growth in consumer appliances. The growth in demand is being driven by favourable demographics in terms of the working population and higher disposable incomes in rural areas.

ANALYSIS & INTERPRETATION

PERCENTAGE ANALYSIS METHOD

Table – 1.1: Table showing the gender of the respondents

Gender	No of the respondents	Percentage
Male	25	41.7
Female	35	58.3
Total	60	100.0

Source: Primary data

Above table reveals that, 58.3 % of the Respondents are Female and 41.7% of Respondents are Male .

Chart – 1.1: The gender of the respondents

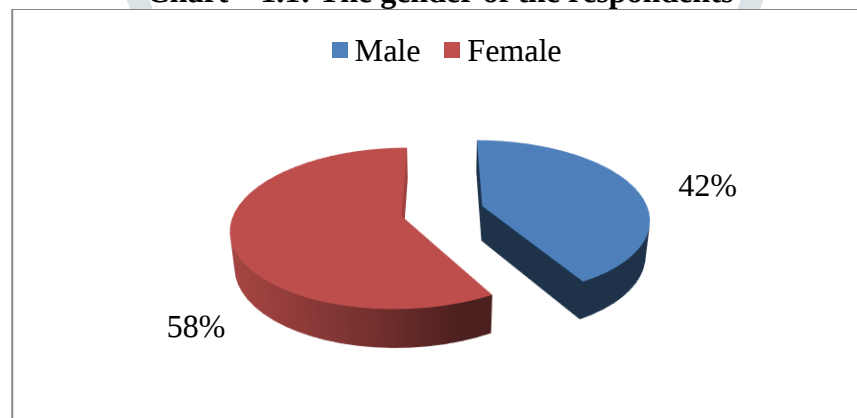


Table – 1.2 : The source of awareness of Home Appliances

Source of awareness	No of the respondents	No of the respondents
Advertisement	42	70.0
Sales man	5	8.3
Friends & Relatives	10	16.7
Others Specify	3	5.0
Total	60	100.0

Source: Primary data

The above table shows that, 70% of the respondents are aware about Home Appliances through advertisement, 16.7% of the respondents are aware about Home Appliances through friends & relatives,

8.3% of the respondents are aware of Home Appliances through Salesman, and 5% of the respondents are aware of Home Appliances by Others.

Chart – 1.2: The source of awareness of Home Appliances

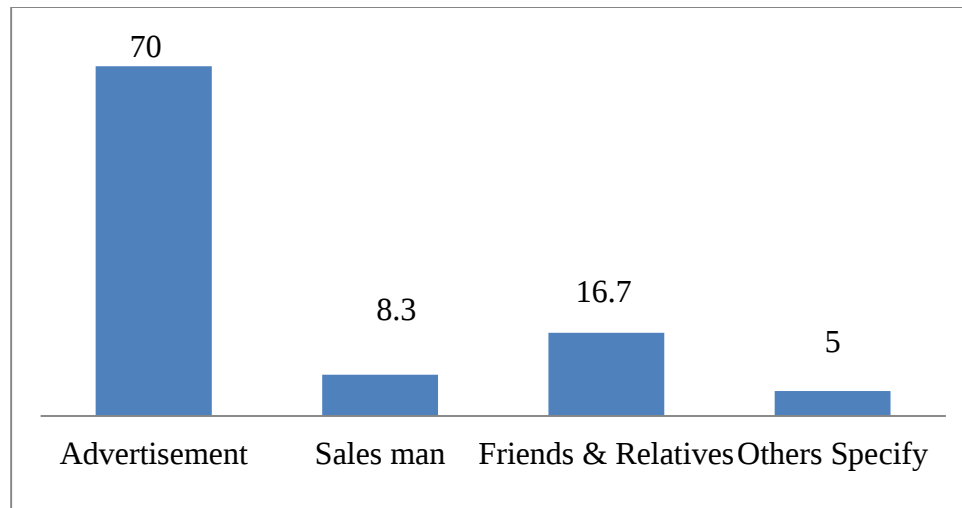
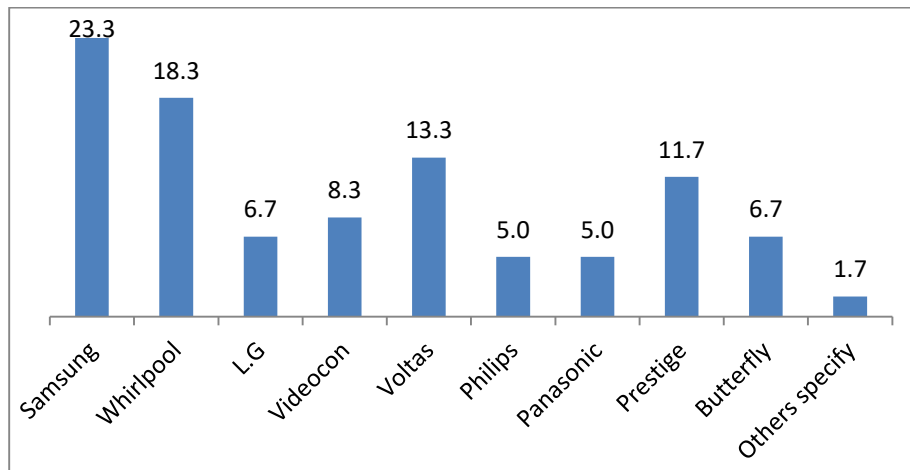


Table – 1.3 : The brands of Home Appliances for usage

Brands of Home Appliance	No of the respondents	Percentage
Samsung	14	23.3
Whirlpool	11	18.3
L.G.	4	6.7
Videocon	5	8.3
Voltas	8	13.3
Philips	3	5.0
Panasonic	3	5.0
Prestige	7	11.7
Butterfly	4	6.7
Others specify	1	1.7
Total	60	100.0

Source: Primary data

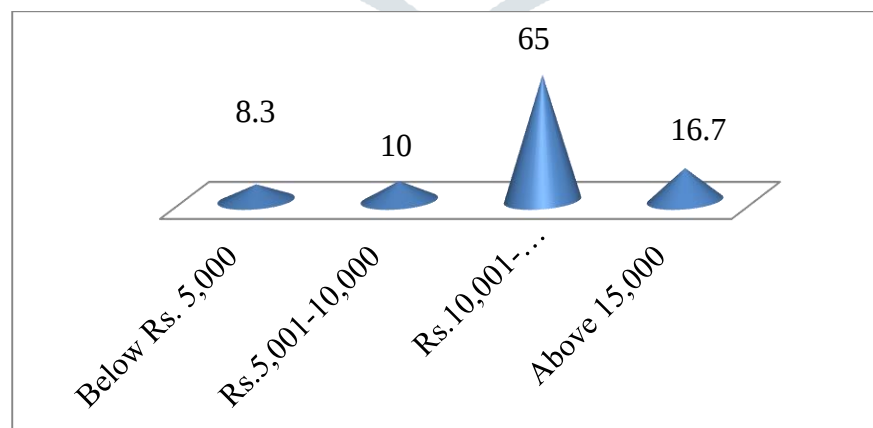
From the above table it is clear that, 23.3% of the respondents are using Samsung. Home Appliances, 18.3% of the respondents are using Whirlpool Home Appliances, 13.3% of the respondents are using Voltas Home Appliances, and 11.7% of the respondents are using Prestige Home Appliances.

Chart – 1.3: The brands of Home Appliances for usage**Table – 1.4 : The Price of purchase the Home Appliances**

Price of the home appliances	No of the respondents	Percentage
Below ₹5,000	5	8.3
₹ 5,001 – 10,000	6	10.0
₹10,001 - 15,000	39	65.0
Above ₹ 15,000	10	16.7
Total	60	100.0

Source: Primary data

It is evident from table that, 65 % of the respondents are Price of purchase the Home Appliances ₹ 5,001 – 10,000 , 16.7% of respondents are Price of purchase the Home Appliances Above ₹ 15,000, and 10% of the respondents are Price of purchase the Home Appliances ₹ 5,001 – 10,000 .

Chart – 1.4: The Price of purchase the Home Appliances**Table – 1.5 : The level of satisfaction towards Home Appliances**

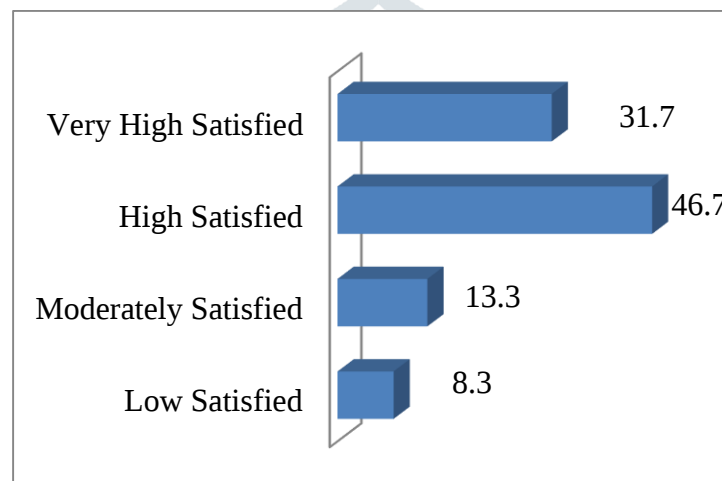
Opinion	No of the respondents	Percentage

Low satisfied	5	8.3
Moderately satisfied	8	13.3
High Satisfied	28	46.7
Very High Satisfied	19	31.7
Total	60	100.0

Source: Primary data

From the Above table it is evident that, 46.7% of the respondents are High Satisfied towards Home Appliances, 31.7% of the respondents are Very High Satisfied, 13.3% of the respondents Moderately satisfied and 8.3% of the respondents are Low satisfied.

Chart – 1.5: The level of satisfaction towards Home Appliances



FINDINGS:

- Majority of the Respondents (66.7%) are Female.
- Majority of the respondents (70%) are aware about Home Appliances through advertisement.
- Most of the respondent (23.3%) are using L.G. Home Appliances.
- Majority of the respondents (65 %) are Price of purchase the Home Appliances ₹ 5,001 – ₹ 10,000.
- Most of the respondents (46.7%) are high satisfied towards Home Appliances.

SUGGESTIONS

This research study suggests farther studies in the field of home appliances have understudy of generalizations of findings to other area. Similarly research can be carried out in specific products such as TVs, Refrigerator washing machine etc.

1. Only few brands of Home Appliances are well known in the market, where as L.G, Voltas, Videocon undergo more of advertisement Samsung and Sony brands in order to make them familiar in the market.
2. Quality of Home Appliances companies to be improved in order to Customer care.

CONCLUSIOIN

The study of “**Consumer Behaviour of Home Appliances**” with special reference to Chennai City followed the questionnaire method and this survey result given preference to the customers the best performing Home Appliances products for its moderate price and quality.

This research study revealed that consumer usage of home appliances and most of the respondents has satisfied.

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