



## A EMPRICAL STUDY ON CONSUMERS'S BUYING BEHAVIOUR OF ELECTRONIC HOME APPLIANCES IN DINDIGUL DISTRICT

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### ABSTRACT

*The advent of electronic products have enabled people to stay connected at all times. People tweet, post and update across various social media networks, receiving almost real-time feedback from friends, family and followers. The change in the global economy is inevitable and liberalization plays an indispensable role in our country. The top level Multinational Company has 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 electronic 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 selective brand of the home appliances customers are very much conscious and sound enough to take the most appropriate decisions. 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 Dindigul District. 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 200 respondents in Dindigul District. 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 home appliances.*

### INTRODUCTION

Consumer behaviour is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behaviour. Consumer Behavior may be defined as "the interplay of forces that takes place during a consumption process, within a consumers" self and his environment. The communication takes place between three elements viz. knowledge, discrimination and behavior; it persists through pre-purchase activity to the post purchase experience; it includes the stages of evaluating, acquiring, using and disposing of goods and services".

Consumer research takes places at every phase of utilization process, before the purchase, during the purchase and after the purchase. It is concerned with learning the specific meanings that products hold for consumers. The term consumer is used to denote two different kinds of consumers, entitled that are personal or individual consumer and organizational consumer. The personal consumer is the individual who buys good and services for his own use or for his household usage. They buy goods for ultimate consumption; hence, they are called as „end users“, or „Ultimate users“.

The year 2000s have borne witness to spectacular shifts in the marketplace activated by prickly changes in the lifestyle patterns of the past and present and the essential revolution in the communication technology. Time tested concepts on brand loyalty and mass marketing, are being turned on their heads as they fail to gauge the behaviour of new generation customers. The behaviour is characterized by the exceptionality of individual prospects, the preference for numerous options, inclination to abandon brand loyalty and switch to competition brands that give higher apparent value. The new breed is even willing to import to satisfy specific requirement. It is complicated to categorize this generation by conservative demographic factors and unless their contemplation process and buying behaviour are fully understood, decisions on product designs and packaging, branding and distribution channels are likely to be misplaced.

The varying demographic profile of the population in terms of education, income, size of family and so on, are very imperative by what will be more substantive in days to come will be the psychographics of customers that is how they feel, think or behave. Marketers will have to continually monitor and comprehend the primary Psychographics to map their relevant industries are moving and decide what required to be done, by way of totting up value that stimulates customers to buy the company's products and empower the potential industry structure.

### **NEED OF THE STUDY**

Last few years have witnessed growing demands for different consumer products. Increase in demand is a result of increase in income of the people and increase in discretionary income too. A rise in discretionary income results usually in an increased spending by consumer on those items that raise their living standards. Moreover, a trend for people to utilize their income for more comforts and facilities is also developing. Intense competition among the marketers of electronics products and the increasing awareness of consumers about their own needs is making a major difference in marketing of electronic home appliances. In the context of the above scenario, it is interesting to study how the human beings i.e. consumers, satisfy their different non-basic needs. Moreover, it is interesting to study, why they buy a particular product, how they buy it,

when they buy it, from where do they buy it and how they respond to the marketing stimuli.

### **REVIEW OF LITERATURE:**

According to Churchill and Patter (2010), the way consumer decides whether and what to buy depends partly on the significance of the purchase. Consumer purchase decision specifically refers to the activities consumer take when deciding what to buy and when making the actual purchase. Consumer research about price can show how to communicate price most effectively. Research indicates that, the ending of the price affect how consumer perceives quality of the product.

According to Kotler and Armstrong (2012), in market offering, a product is the key element that brings value to the customer. Products are more than just tangible objects but inclusive of service features, design, performance quality brand name and packaging. A product's quality has a significant impact towards the product or service performance, thus it is linked to a customer's satisfaction (Kotler and Armstrong 2010). It is also vital for marketer's product positioning tools. Consumers today are demanding high quality goods that save time, energy and often calories. The rank that consumers in united State placed for product quality are as follows; Reliability, Durability, Easy maintenance, Ease of use, A trusted brand name and Low price (McDaniel, Lamb and Hair, 2011).

### **OBJECTIVES OF THE STUDY**

The objectives of the study are

- To study the purchase decision behaviour relating to electronic home appliances.
- To analysis customer response to the marketing stimuli of home appliances.
- To analyse the factors influencing purchasing of electronics home appliances.

### **HYPOTHESES**

The null hypotheses were framed in order to test the association between education and income of the respondents with that of involvement in purchase process of home appliances.

### **METHODOLOGY**

The study was conducted at Dindigul District. The respondents were selected from the two years customer data base of a leading multi

brand home appliances showroom in the Dindigul district. Within the data base, the customer belonging to Dindigul district were screened resulting in 2000 customers. Proportionate random sampling method was adopted by taking ten percent of the population resulting in a sample size 200 respondents. Interview schedule was used for the collection of primary data. Considerable data has also been tapped from secondary sources such as journals, newspapers, magazines and websites. The percentage and Weighted Average has been used for data analysis.

## RESULTS AND DISCUSSIONS

### Distribution of Respondents

The respondents were classified based on their socio-economic profile and the purchase behaviour.

### Socio-Economic Profile of the Respondents

The demographic variables namely age, sex, residence, education, occupation and monthly income are the most widely employed in market segmentation. The socio economic profile of the respondents is presented in table 1.

**Table 1: Distribution of Respondents Based on Socio-Economic Profile**

Variables	No of Respondents	Percentage	
Age [Years]	Below 20	30	15
	21-40	136	68
	41-60	32	16
	Above 60	2	1
Gender	Male	50	25
	Female	150	75
Marital Status	Married	110	55
	Unmarried	90	45
Family	Nuclear	140	70
	Joint	60	30
Education	School Level	20	10
	Under Graduate	60	30
	Post Graduate	110	55
	Others	10	05
Occupation	Business	30	15
	Govt.Employment	48	24
	Private employment	70	35
	Profession	32	16
	others	20	10
Monthly income(Rs)	Less than 10,000	58	29
	10,001-20,000	62	31
	20,001-30,000	68	34
	Above 30,000	12	6

**Source: Primary data**

Majority of the respondents (68 per cent) belongs to the age group of 21-40 years. Female respondents constitute 75 per cent and the remaining 25 per cent were male. Majority of the respondents were married. The nuclear families were predominant with 70 per cent. Most of the respondents (55 per cent) were post graduates, Most of the respondents were in private sector employment (35 per cent). Most of the respondents (34 per cent) were in the

income group with having monthly income between . 20,001-30,000.

### Classification of Respondents Based on Purchase Decision of Home Appliances

Different people play different role to make a specific purchase. The classification of the respondents based on purchase behavior of home appliances is given in table 2.

**Table 2: Classification Based on Purchase Decision of Home Appliances**

Variables		No of Respondents	Percentage
Information about home appliances	Television	70	35
	Radio	4	2
	Journals	8	4
	Newspaper	16	8
	Banners	10	5
	Friends, Relatives	70	35
	Sales person	22	11
Source of purchase	Dealer	84	42
	Company outlet	26	13
	Shops	88	44
	Second hand Purchase	2	1
Mode of purchase	cash	46	23
	credit	154	77

**Source: Primary data**

It can be noted from table 2 that all of the respondents were involved in purchase of home appliances. The respondents gathered information about home appliances from many sources 35 per cent of the respondents were aware of home appliances through television and through friends . The classification of respondents based on source of purchase shows that 44 per cent of the respondents bought home appliances from shops, basis is quite popular among 77 per cent of the respondents and another 23 per cent of the respondents were purchased in cash basis.

#### **FACTORS INFLUENCEING PURCHASE OF HOME APPLIANCES**

A firm's marketing efforts should start and end with the customers. It is aimed to give greater consumer satisfaction. The marketing mix is used as a tool towards the customers in order to ascertain their needs, tastes and preferences. The weighted average score has been calculated for the analysis the influences of marketing mix in home appliances purchase and for various elements of marketing mix. A marketer is always interested to know how consumer respond to various marketing stimuli product, price, place and promotion which are most important by the respondents were ranked accordingly and presented in table 3.

**Table 3: Ranking of Elements of Marketing Mix by the Respondents**

Variables	Total mean score	Rank	
		Within category	Over all
<b>Product</b>			
Appearance	7.5	3	3
Quality	7.78	2	2
Performance	6.32	4	4
Less Power consumption	5.66	5	5
Green product	3.92	10	10
Brand Name	8.29	1	1
Value addition	5.02	6	6
Warranty	4.82	7	7
Re-Purchase/Exchange offer	4.58	8	8
After Sales Service	4.18	9	9
<b>Price</b>			
Reasonable price	2.22	1	15
Credit facilities	2.06	2	17
Offers and discount	1.74	3	20

<b>Promotion</b>			
Attractive advertisement	3.05	1	11
Word of mouth promotion	2.44	2	12
Celebrity	2.38	3	13
Demo by agents	2.11	4	16
<b>Place</b>			
Trust worthiness of dealer	1.91	2	18
Installation	2.23	1	14
Door delivery	1.84	3	19

**Source: Primary data**

Factors influencing purchase of Home Appliances under product mix element such as brand name, quality, appearances, performances, economical power consumption had predominant influence, followed by the elements of promotion mix namely advertisement, word of mouth promotion, and celebrity advertisement.

Under physical distribution mix, installation, and under price mix, the reasonable price had greater influence in purchase decision on home appliances.

### **RELATIONSHIP BETWEEN SOCIO-ECONOMIC STATUS AND STAGES OF PURCHASE OF HOME APPLIANCES**

Education and income are the most important among the socio-economic variables. Education provides wholesome understanding of the market offering where as income forms the bases of purchasing power. Education brings in quest for knowledge and understanding. Thus, education and income of the respondents were considered for analyzing the association with involvement shown by the respondents at various stages of purchase of Home Appliances

**Table 4: Relationship Between Socio-Economic Status And Stages Of Purchase Of Home Appliances**

<b>Stages of purchase</b>	<b>Education</b>		<b>Income</b>	
	<b>F Ratio</b>	<b>Significance @ 5%</b>	<b>F Ratio</b>	<b>Significance @ 5%</b>
Pre-Purchase	3	Insignificant	9	significant
Purchase options	5	significant	11	significant
Procedure of purchase	32	significant	6	significant
Usage stage	3	significant	4	significant
Customer engagement	5	Insignificant	21	significant
Re-Purchase	47	significant	6	significant

**Source: Primary data**

From the above analysis it is found that education and income of the respondents are the two socio-economic variables which have significant association in all the stages which the buyers undergo while purchasing home appliances and has significant impact on the involvement of respondents in each and every service offered at the different stages of purchase.

### **SUGGESTIONS**

The following are the suggestion made with respect to marketing of home appliances.

- Product promotion shall be designed by looking with owner's personality and self image tied to the product.
- More than the functional benefits in products, buyers seek other benefits that trigger an emotional response.
- Product improvement is of continuous interest to the consumer.
- Product entails significant risks. Hence sufficient risk cover if any provided on purchase of the product.

- Product to be identified with the norms of a group that is, the product should have sign or badge value.
- Provide no scope for cognitive dissonance at the post purchase stage.

## CONCLUSIONS

The rising economy has made Indian consumers more affluent. An indication of this is evidently given by the study on consumer behaviour of Indian consumers in Dindigul District in the age group of 21-40. This study has focused on how the buying behavior on the investigations can be drawn on the consumer behaviour for this particular group.

Successful companies rely on their satisfied customers to return to repurchase and the companies offerings to others. The interest evoked by a stimulus (or stimuli) or the aspects of the person, the product, and the situation all combine to determine the consumer's motivation to buy home appliances resulting in high involvement purchase.

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