CONSUMER BEHAVIOUR TO SELECT HOUSEHOLD APPLIANCES IN SRIMUSHNAM TALUK, CUDDALORE

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ABSTRACT

Home appliances are that without which a modern home is considered incomplete, especially in urban areas. Modern home appliances have made our life more comfortable and easier than ever. The study area and analyse their pre-purchasing and post- purchasing behaviour, factors, influencing buying decision and level of satisfaction of the consumers. The study has been conducted among 100 individual investors in the kattumannar Kovil Taluk. The sample investors were selected by adopting the convenience sampling method. In the modern, fast moving world, household appliances play a vital role. In this regard, marketers of household appliances should consider the conditions of environment and also the ever changing needs and tastes of consumers.

KEY WORDS: Household Appliances, Consumer behaviour, level of satisfaction

INTRODUCTION

Home appliances are electrical/mechanical appliances which accomplish some household functions, such as cooking and cleaning. Household appliances represent a significant part of energy consumption in the household. Recent technology developments allow a smart operation of these appliances. Home appliances are that without which a modern home is considered incomplete, especially in urban areas. Modern home appliances have made our life more comfortable and easier than ever. In metro cities and big towns such household appliances are regarded as a boon, as they are instrumental in cutting down the time involved in most of the domestic chores.

STATEMENT OF THE PROBLEM

Household appliances are inevitable in this mechanized world. Most of the womenfolk are having dual role. In order to fulfil the needs of the modern world, more and more companies started to manufacture different household appliances to satisfy the needs of the customers. One can find different brands for each and every household appliance. Understanding consumer behaviour is never simple, because customers may say one thing but do another. They may not be in touch with their deeper motivations and they may respond to influences and change their minds at the last minute. Companies find different strategies to compete with their own competitors and to increase market share. Studying consumer's preference will be useful to companies manufacturing household appliances.

OBJECTIVES OF THE STUDY

- To study the profile of consumers in the study area and analyse their pre-purchasing and post- purchasing behaviour.
- To evaluate the factors, influencing buying decision.
- To assess the level of satisfaction of the consumers of the study area on product and service related factors.

METHODOLOGY

The study has been conducted among 100 individual investors in the kattumannar Kovil Taluk. The sample investors were selected by adopting the convenience sampling method. For compilation of data, questionnaire comprising two parts, namely, part A and part B were developed. In the first part questions relating to demographic characteristics of the consumers were included. In part B, questions pertaining to consumer's preferences and level of satisfaction and motivational factors of the consumers on the performance of select household appliances were included.

Data Analysis and Interpatation

The demographic characteristics of the consumers in the kattumannar Kovil Taluk are presented in Table:1

TABLE: 1

SL. No	Demographic Variables		No. of Respondents (100)	Percentage (%)
1	Gender	Male	63	63.0
		Female	37	37.0
2	Age (In years)	Below 25 years	8	8.0
		26 to 35 years	57	57.0
		36 to 45 years	26	26.0
		Above 46 years	9	9.0
3	Educational status	Illiterate	21	21.0
		High School/H.S.C	4	4.0
		Degree	24	24.0
		PG Degree	29	29.0
		Diploma/ITI/Others	22	22.0
4	Occupational status	Farmer	19	19.0
		Businessman	8	8.0
		Home maker	10	10.0
		Student	4	4.0
		Government Employed	13	13.0
		Private Employed	25	25.0
		Professional	8	8.0
		Others	13	13.0
5	Monthly Income	Below 10000	35	35.0
		10001 to 20000	31	31.0
		20001 to 30000	17	17.0
		30001 to 40000	12	12.0
		Above 40000	5	5.0
6	Marital status	Married	62	62.0
		Unmarried	38	38.0

Source: Primary Data.
The above table itself is self-explanatory.

The above table shows that out of the 100 sample respondents (1) 63 per cent of them belong to male category; (2) 57 per cent of the respondents fall in the age group of 26-35 years; (3) A considerable number of consumers (29) have Post Graduate level educational qualification; (4) 25 per cent of them are private employed; (5) 39 percent of the individual investors fall in the monthly income group of below Rs.10,000 and (6) majority of them (62 per cent) are married.

A number of home appliances and branded are available in the markets. Even though the authors had listed out ten home appliances in the questionnaire and asked the consumers. To revel in which of them, they had parked their hard earned money. The responses of the consumers have been in the following Table.

TABLE: 2

Appliances	No. of Respondents
Television	25
Refrigerator	52
Washing Machine	29
Air Conditioner	40

DVD Player/Home Theater	62
Micro Wave Oven	27
Mixie	73
Wet Grinder	41
Electric Cooker	47
Fan	68

Source: Primary Data.
Notes: Figures in brackets indicate the percentages to total sample.
Figures without brackets indicate the number of respondents unless otherwise specifically mentioned.

From the above table it is crystal clear that out of the 100 individual investors, 25 per cent of the respondents are having sony brand televisions,52 per cent of the respondents are having LG brand refrigerators, 29 per cent of the respondents are having whirlpool brand washing machines. 40 per cent of the respondents have preferred LG brand air conditioners. The majority (62 per cent) of the respondents is having sunny brand DVD players/Home Theater, 24 percent of the respondents are having IFB brand microwave ovens. The majority (73 per cent) of the respondents is having Preethi brand mixes, 41 per cent of the respondents are having Laxmi brand wet Grinders. 47 per cent of the respondents are having Prestige brand Electric cookers. The majority (60 per cent) of the respondents is having Usha brand fans.

The authors had listed ten Factors namely Price, Quality, Durability, Safety, Convenience, Comfort, Seasonal Discount, By Aid Household Members, Design and Style, Replacement Value in the questionnaire to know which might have motivated the sample respondents to purchasing household appliances. The responses have been given in the following Table.

TABLE: 3

Ranking of Motivational Factors

Motivational Factors	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Price	13	29	21	4	15	14	4	0	0	0
Quality	48	30	8	0	14	0	0	0	0	0
Durability	0	0	10	23	8	4	21	12	14	8
Safety	22	10	32	23	9	0	0	4	0	0
Convenience	12	8	5	4	22	20	5	10	0	14
Comfort	0	18	2	12	8	32	8	0	16	4
Seasonal Discount	0	0	4	0	12	16	36	9	6	17
To Aid Household Members	0	0	14	8	0	0	16	27	16	19
Design and Style	5	0	4	26	0	10	4	21	30	0
Replacement Value	0	5	0	0	12	4	6	22	13	38

Source: Primary Data.

Out of the 100 sample investors, 48 respondents have been motivated by the factor “Quality” to prefer a particular appliance. Similarly 22, 13, 12 respondents have been motivated by the factors and also have been given much weightage by the consumers are “Safety”, “Price”, “Convenience”. The remaining factors “Durability”, “Comfort”, “Seasonal Discount”, “To Aid Household Members” have motivated the sample respondents to some extent only. They have not been seriously considered by the respondents. It is to be noted here that the factors “Design and Style” and “Replacement Value” have not been given much weight by the sample respondents.

The researcher has included some statements for assessing the level of satisfaction of the consumers. The factor scores regarding the level of satisfaction are given in Table.

TABLE: 4

Factors	Level of Satisfaction				
	Highly Satisfied	Satisfied	Neither Satisfied Nor Dissatisfied	Dissatisfied	Highly Dissatisfied
Quality	40 (40.0)	60 (60.0)	0	0	0
Price	31 (31.0)	40 (40.0)	29 (29.0)	0	0
Colour	31 (31.0)	40 (40.0)	21 (21.0)	0	0
Design	44 (44.0)	39 (39.0)	17 (17.0)	0	0
Durability	10 (10.0)	62 (62.0)	16 (16.0)	12 (12.0)	0
After Sales Services	4 (4.0)	37 (37.0)	21 (21.0)	24 (24.0)	14 (14.0)
Guarantee and Warrantee	47 (47.0)	39 (39.0)	14 (14.0)	0	0
Advertisement	23 (23.0)	42 (42.0)	27 (27.0)	4 (4.0)	4 (4.0)
Brand	58 (58.0)	37 (37.0)	5 (5.0)	0	0
Information Provided by People	4 (4.0)	32 (32.0)	56 (56.0)	8 (8.0)	0

Source: Primary Data.

The table depicts that majority of the consumers have the satisfaction (when the responses under the heads “Satisfied” and “Highly Satisfied” are put together) with the factors ‘Quality’ (100.0 per cent), ‘ Price’, ‘Colour’ (71.0 per cent), ‘Design’ (83.0 per cent), ‘After Sales Services’ (41.0 per cent), ‘Guarantee and Warrantee’ (86.0 per cent), ‘Advertisement’ (65.0 per cent), ‘Brand’ (95.0 per cent), ‘Information Provided by People’ (36.0 per cent). 29.0 per cent, 21.0 per cent, 17.0 per cent, 16.0 per cent, 21.0 per cent, 14.0 per cent, 27.0 per cent, 5.0 per cent, 56.0 per cent, of the consumers have expressed that they neither satisfied nor dissatisfied with factors are Price, Colour, Design, Durability, After Sales Services, Guarantee and Warrantee, Advertisement, Brand, Information Provided by People. But the majority of the consumers (38.0 per cent) has expressed that they have disagreed with the factor ‘After Sales Services’.

How did you come to know about that brand of household appliances in the following Table.

TABLE: 5

	No. of Respondents	Percentage (%)
Sales People	19	19.0
Dealers	4	4.0
Self Experience	26	26.0
Television	21	21.0
Friend, Colleagues and Relatives	22	22.0
Magazines and Newspapers	8	8.0
Total	**100**	**100.0**

Source: Primary Data.

Out of the 100 sample respondents 26.0 per cent of them have come to know about the household appliances their Self Experience, 22.0 per cent of the consumers expressed that they have come to know about investment avenue through their Friend, Colleagues and Relatives, 21.0 per cent of the mentioned that they have come to know through Television advertisements, 19.0 per cent of the consumer asserted that they have come to know through the Sales People, 8.0 per cent of the respondents stated that they have come to know through Magazines and Newspapers, 4.0 per cent of the consumer stated that they have come to know through Dealers. It is concluded that around 26.0 per cent of the consumers have come to know about the household appliances through the Self Experience.

From your point of view which of the following is the best medium to popularize a particular brand. The answers for those questions have been tabulated below.

TABLE: 6

	No. of Respondents	Percentage (%)
Television	69	69.0
Radio	05	5.0
Newspapers	13	13.0
Others	13	13.0
Total	**100**	**100.0**

Source: Primary Data.

From the above table it is crystal clear that the majority (69 per cent) of the respondents has come to know about the household appliances through television.

From whom did you purchase your household appliances. The answers to those questions have been tabulated below.

TABLE: 7

	No. of Respondents	Percentage (%)
Dealers	37	37.0
Company Show Rooms	26	26.0
Any Other Stores	37	37.0
Total	**100**	**100.0**

Source: Primary Data.

Out of the 100 respondents, 37 per cent consumers have purchased their household appliances through dealers and any other stores.26.0 per cent of the respondents have purchased through company show rooms.

Did you consider all other competitive brands before purchasing that particular brand. The answers for those questions have been tabulated below.

TABLE: 8

	No. of Respondents	Percentage (%)
Yes	58	58.0
No	42	42.0
Total	**100**	**100.0**

Source: Primary Data.

Out of the 100 sample respondents, 58 per cent of the consumers have considered all brands before selecting a particular brand and 42 per cent of the respondents have not considered all the brands before selecting a particular brand.

Mention the mode of payment for purchase of household appliances. The responses have been given in the following Table.

TABLE: 9

	No. of Respondents	Percentage (%)
Cash Basis	57	57.0
Instalment	22	22.0
Credit Cards	13	13.0
Debit Cards	8	8.0
Total	**100**	**100.0**

Source: Primary Data.

The majority of the sample respondents (57.0 per cent) have preferred cash basis as the mode of payment for the household appliances purchased by them.

Did you make a through analysis before purchasing that particular household item. The answers for those questions have been tabulated below.

TABLE:10

	No. of Respondents	Percentage (%)
Yes	73	73.0
No	27	27.0
Total	**100**	**100.0**

Source: Primary Data.

From the above table it is crystal clear that the majority of the consumers 73.0 per cent of the respondents have made through analysis before purchasing the household appliances.

How many dealers did you approach before purchase particular appliances. The responses have been given in the following Table.

TABLE: 11

	No. of Respondents	Percentage (%)
1 Dealer	44	44.0
2-3 Dealers	43	43.0
4-6 Dealers	13	13.0
Total	**100**	**100.0**

Source: Primary Data.

The above table reveals that out of the 100 respondents, 44.0 per cent of the consumers have approached 1 dealers and 43.0 per cent of the consumers have approached 2-3 dealers before purchasing a particular brand of household appliances.

Before purchasing the appliances how many brands did you compare respondents is presented in the following Table.

TABLE: 12

	No. of Respondents	Percentage (%)
1 Brand	21	21.0
2-4 Brands	57	57.0
5-7 Brands	04	4.0
More than 7 Brands	18	18.0
Total	**100**	**100.0**

Source: Primary Data.

Out of the 57 respondents have stated that they have compared 2-4 brands before purchasing a particular brand of household appliances.

While purchasing the household appliances for which of the followings did you give importance is presented in the following Table.

TABLE: 13

	No. of Respondents	Percentage (%)
Price	12	12.0
Quality	44	44.0
Design	04	4.0
ISI Mark	09	9.0
Brand Name	08	8.0
Guarantee and Warrantee	23	23.0
Total	**100**	**100.0**

Source: Primary Data.

Out of the 100 sample respondents44. 0 per cent of the consumers are purchasing the house appliances to consider ‘Quality’ of the product.

FINDINGS

- The above table shows that out of the 100 sample respondents (1) 63 per cent of them belong to male category; (2) 57 per cent of the respondents fall in the age group of 26-35 years; (3) A considerable number of consumers (29) have Post Graduate level educational qualification; (4) 25 per cent of them are private employed; (5) 39 percent of the individual investors fall in the monthly income group of below Rs.10, 000 and (6) majority of them (62 per cent) are married.

- ❖ Out of the 100 individual investors, 25 per cent of the respondents are having Sony brand televisions, 52 per cent of the respondents are having LG brand refrigerators, 29 per cent of the respondents are having whirlpool brand washing machines. 40 per cent of the respondents have preferred LG brand air conditioners. The majority (62 per cent) of the respondents is having sony brand DVD players/Home Theater, 24 per cent of the respondents are having IFB brand microwave ovens. The majority (73 per cent) of the respondents is having Preethi brand mixes, 41 per cent of the respondents are having Laxmi brand wet Grinders. 47 per cent of the respondents are having Prestige brand Electric cookers. The majority (60 per cent) of the respondents is having Usha brand fans.

- ❖ Out of the 100 sample investors, 48 respondents have been motivated by the factor “Quality” to prefer a particular appliance. Similarly 22, 13, 12 respondents have been motivated by the factors and also have been given much weightage by the consumers are “Safety”, “Price”, “Convenience”. The remaining factors “Durability”, “Comfort”, “Seasonal Discount”, “To Aid Household Members” have motivated the sample respondents to some extent only. They have not been seriously considered by the respondents. It is to be noted here that the factors “Design and Style” and “Replacement Value” have not been given much weight by the sample respondents.

- ❖ The table depicts that majority of the consumers have the satisfaction (when the responses under the heads “Satisfied” and “Highly Satisfied” are put together) with the factors ‘Quality’ (100.0 per cent), ‘ Price’, ‘Colour’ (71.0 per cent), ‘Design’ (83.0 per cent), ‘After Sales Services’ (41.0 per cent), ‘Guarantee and Warrantee’ (86.0 per cent), ‘Advertisement’ (65.0 per cent), ‘Brand’ (95.0 per cent), ‘Information Provided by People’ (36.0 per cent). 29.0 per cent, 21.0 per cent, 17.0 per cent, 16.0 per cent, 21.0 per cent, 14.0 per cent, 27.0 per cent, 5.0 per cent, 56.0 per cent, of the consumers have expressed that they neither satisfied nor dissatisfied with factors are Price, Colour, Design, Durability, After Sales Services, Guarantee and Warrantee, Advertisement, Brand, Information Provided by People. But the majority of the consumers (38.0 per cent) has expressed that they have disagreed with the factor ‘After Sales Services’.

- ❖ Around 26.0 per cent of the consumers have come to know about the household appliances through the Self Experience.
- ❖ From the above table it is crystal clear that the majority (69 per cent) of the respondents has come to know about the household appliances through television.

- ❖ Out of the 100 respondents, 37 per cent consumers have purchased their household appliances through dealers and any other stores.26.0 per cent of the respondents have purchased through company show rooms.
- ❖ Out of the 100 sample respondents, 58 per cent of the consumers have considered all brands before selecting a particular brand and 42 per cent of the respondents have not considered all the brands before selecting a particular brand.

- ❖ The majority of the sample respondents (57.0 per cent) have preferred cash basis as the mode of payment for the household appliances purchased by them.
- ❖ From the above table it is crystal clear that the majority of the consumers 73.0 per cent of the respondents have made through analysis before purchasing the household appliances.

- ❖ The above table reveals that out of the 100 respondents, 44.0 per cent of the consumers have approached 1 dealer and 43.0 per cent of the consumers have approached 2-3 dealers before purchasing a particular brand of household appliances.

- ❖ Out of the 57 respondents have stated that they have compared 2-4 brands before purchasing a particular brand of household appliances.
- ❖ Out of the 100 sample respondents44. 0 per cent of the consumers are purchasing the house appliances to consider ‘Quality’ of the product.

CONCLUSION

In the modern, fast moving world, household appliances play a vital role. In this regard, marketers of household appliances should consider the conditions of environment and also the ever changing needs and tastes of consumers. Hence the household appliance manufacturers before producing the household appliances have to give considerable attention to pre-purchase and post- purchase behaviour and perception of the consumers. Besides these, the advertisements published by the household appliance manufacturers should give the true picture about their products. Not only that the manufacturers of these essential appliances whether they are producing white goods or brown goods should give much importance for other sales service also. By this they can retain their consumers and create brand loyalty.

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