



PROBLEMS FACED BY WHITE GOODS CONSUMERS – A STUDY IN NAMBIYUR BLOCK, ERODE DISTRICT

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ABSTRACT

Electronics goods are one of the common products used by the public. The existence and development of electronic industry play a significant role in the economic and social development of our country. The development of the electronic industry much depends on its functions and market for its products. There are various white goods in our country and they are playing an important role in fulfilling the needs of the consumers. Manufacturers want to popularize their brand image in the mind of public about their quality, durability and fashion of their white goods. For this purpose, manufacturers and distributors spent huge amount of money towards sales promotional activities and many new companies that have emerged as producers of new brands of white goods. At present, the consumers are more dynamic their taste, needs and preference are changing. By considering this, it is necessary to give more importance to the consumers' desire. It is quite normal to adopt various sales promotional techniques by the manufacturers to boost up the sales of their brand of white goods. In markets, a plenty of white goods with different brands are available, each one is having its own features and consumers are in dilemma to select a particular brand. Their taste, needs and preference are changing as per the current scenario. The users have certain expectations from white goods in terms of its low cost, efficiency, low cost of maintenance, low electricity consumption, availability of spare parts etc., in the white goods market. Different brand of white goods with different types of capacity are available. Each one is having its own special features are users to select any. Now-a-days to technological advancement new products are introduced in the market. But only a few products are accepted by the people. The white goods is one of the acceptable product for people the main factor influence to purchase the low price, convenience, time saving, warranty etc.

KEYWORDS :

INTRODUCTION

The essence of modern marketing concept is that all elements of business should focus towards the satisfaction of consumers. This requires a thorough understanding of consumer behavior and buying motivation to make a purchasing decision there should be a proper flow of information about the product from the producer to the consumer, because modern marketing concept is consumer oriented.

Branding enables the firm assured control over the market. Repeated sales are stimulated and product substitution is not possible. It creates an exclusive market for the product. When brands are successfully and effectively promoted the very existence of the middle man depends upon a continued supply of each brand. The marketer wants to understand how the stimuli are changed into response inside the consumers' black box which has two parts. First the buyers' characteristics influence how he or she perceives and reacts to the stimuli, second buyer behavior. We look first at buyer characteristics as they affect buying behavior and then discuss the buyer decision process.

WHITE GOODS

White goods means "Large electronic home appliance (Washing machine, Refrigerator etc.) that are typically finished in white enamel". White goods can be also being the household appliances that accomplish everyday housekeeping tasks, whether active or passive. White goods in this capacity are all the large typically electrical powered appliances used in the home. The refrigerator, stove, washer, dryer, dishwasher and water heater etc., can all be called as white goods. White goods recycling are the proper and environmental disposal of these appliances. White goods is another word for home appliances such as refrigerator, microwave ovens, air conditioner etc. White goods are the goods that are painted white or enameled white. These products were previously manufactured with a white enamel finish but are now colored.

PRODUCTS COVERED

White goods include household appliances such as water heater, Refrigerator, cloth dryer, air conditioner, dish washer, micro oven, washing machine etc., in the modern period these products are available in a variety of decorative colors. White goods do not included the entertainment appliances such as Television, home

cinema, camcorders, CD and DVD players. These products are included in the brown goods category. White goods appliances account for 70% of the energy consumed in homes and their green house gas emission levels are usually high. An industry body said, production of white goods or house hold appliances is likely to grow 15 percent in the current financial year as consumer demand rises with manufacturer cutting prices on increased competition.

Some of the white goods manufacturing companies are Godrej, LG, Samsung, Whirlpool, ONIDA, Videocon, V-guard, Electrolux, Haier, Hitachi, IFB, Kenstar, Panasonic, Japan, Inolsa. White goods include number of large electronic house hold appliances. But, in the present study, only two white goods have been selected i.e., washing machine and refrigerator.

NEED FOR THE STUDY

This study is undertaken to examine the consumers' attitude towards selected white goods in Nambiyur block of Gobichettipalayam Taluk. The scope of this study also extends to examine the factors which influence the white goods consumers to select a particular brand of white goods, to analyze the level of satisfaction of white goods consumers and problems faced by the white goods consumers.

REVIEW OF LITERATURE

Kapoor¹ (1960) examined the growth patterns in actual production and capacities of the consumers goods and concludes that rising income, urbanization and education are having a great impact on the Indian consumption pattern and the growing component of discretionary expenditure.

Bhavani Prasad and Sitakumari² (1987) examined the study on market of refrigerator consumers in twin cities. Various factors are to be taken, to analyze the factors influence the consumers. It found, that advertisement is influencing the purchase decision in the city more than other factors.

OBJECTIVE OF THE STUDY

- To find out the various problems faced by the white goods consumers.

RESEARCH METHODOLOGY

This study is an empirical research based on survey method. The present study is confined to Nambiyur block of Gobichettipalayam Taluk. Gobichettipalayam Taluk has 3 Blocks viz., Gobichettipalayam, Nambiyur and T.N. Palayam. Of them, Nambiyur Block has been purposively selected.

**ANALYSIS AND INTERPRETATION
PROBLEMS FACED BY THE WHITE GOODS CONSUMERS
(WASHING MACHINE): WEIGHTED RANKING METHOD**

Factors	Total score	Rank
High price	403	II
Consumption of more electricity	401	III
High maintenance cost	349	VI
Frequent repair	323	VIII
Non-availability of spare parts	495	I
Consumption of more water	292	IX
Poor time saving	376	V
Affects the life span of cloths	391	IV
No proper service	345	VII

1. Kapoor "Durable consumer Goods" (1960), monthly commentary on Indian economic conditions, vol.I,II, June 1960.
2. Bhavani Prasad G.V. and Sitakumari Ch (1987), "Impact of advertising on consumer durable market. A study of refrigerator consumers" Indian Journal of Marketing, vol.VIII, No. 1, pp.21-31.

The above table reveals the various problems faced by the washing machine consumers and their ranking. In the weighted ranking analysis, it is found that non-availability of the spare parts is the most important problem, followed by high price, consumption of more electricity, affects the life span of cloths, poor time saving, high maintenance cost, no proper service, frequent repair, consumption of more water respectively.

Hence, it is concluded that non-availability of the spare parts is the most important problem faced by the washing machine consumers.

The above table reveals the various problems faced by the washing machine consumers and their ranking. The sample respondents are ranked I to IX according to their personal view. Non-availability of spare parts is the important problem of washing machine consumers (with the mean score of 60.13) followed by high price (with the mean score of 52.8), consumption of more electricity (with the mean score of 52.09), affects the life span of cloths (with the mean score of 50.37), poor time saving (with the mean score of 49.76), high maintenance cost (with the mean score of 47.44), no proper service (with the mean score of 46.36), frequent repair (with the mean score of 45.5), consumption of more water (with the mean score of 41.89) respectively.

Hence, it is concluded that non-availability of spare parts is an important problem faced by the washing machine consumers while using the washing machine.

PROBLEMS FACED BY THE WHITE GOODS CONSUMERS (REFRIGERATOR): WEIGHTED RANKING METHOD

Factors	Total score	Rank
High price	416	II
Consumption of more electricity	474	I
Ice formation is low	333	VIII
Frequent repair	340	VII
Non-availability of spare parts	348	VI
High maintenance cost	351	V
Water leakage	427	III
Poor restoration of cooling	375	IV
No proper service	317	IX

The above table reveals the various problems faced by the refrigerator consumers and their ranking. The sample respondents

are ranked I to IX according to their personal view. Consumption of more electricity is the important problem of refrigerator consumers (with the mean score of 57.83) followed by high price (with the mean score of 53.64), water leakage (with the mean score of 53.97), poor restoration of cooling (with the mean score of 49.31), high maintenance of cost (with the mean score of 47.44), non-availability of spare parts (with the mean score of 47.25), frequent repair (with the mean score of 46.67), ice formation is low (with the mean score of 46.25) and no proper service (with the mean score of 43.64) respectively.

FINDINGS

In this chapter, an attempt is made to find out various problems faced by the white goods consumers while using washing machine and refrigerator. For the purpose, weighted ranking and Garret ranking techniques have been applied.

- By applying the weighted ranking method, it is found that the non-availability of spare parts is the major problem faced by washing machine the consumers.
- The consumers of refrigerator are faced problems like high price; consumption of more electricity, ice formation is low, frequent repair, non-availability of spare parts, high maintenance cost, and water leakage, poor restoration of cooling and no proper service.

SUGGESTIONS

- To provide frequent availability of spare parts for the white goods in all retail shops
- The white goods manufacturer concentrates to reduce the power consumption of their products.

CONCLUSION

Today there are number of brands of white goods available in the market and they differ in price, quality, capacity, type etc. In the present technological era, it can be easily said that all middle class people are also using the white goods to replacing the human resources. By considering this situation, white goods producers are also come up with different names. But consumers prefer to purchase their favorite brands due to various reasons. It is obvious that the quality, price, advertisements, brand name, dealers network and after sale service together decide the purchase. The present study reveals that majority of the sample respondents prefer to buy the Samsung washing machine and LG refrigerator for its best quality and reasonable price, for these reasons they could be easily marketed in Nambiyur block. So, the manufacture should pay special attention to the above factors and make their business more attractive and satisfy their consumers. To rightly say, yesterday's luxuries are made today's necessities. Hence, in the computer world white goods are no longer a luxury item.

On the basis of the findings of the present study, various constructive suggestions have been offered. If all suggestive measurements have been considered by the white goods manufacturers, desired results can be achieved.

Reference

1. Kapoor "Durable consumer Goods" (1960), monthly commentary on Indian economic conditions, vol.I,II, June 1960.
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