



Study on Consumer's Perceptions and Buying Behaviour Towards Selected Home Appliances Products in Madurai District

KEYWORDS

Consumer Buying Behavior, Home Appliances, Consumer Perceptions and Marketing Strategies

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ABSTRACT Management is the youngest of sciences and oldest of arts and consumer behavior in management is a very young discipline. Understanding the consumer attitude is an important part of the marketing process to realize the challenges faced by marketers in comprehending the consumer's mind. Marketing starts with the needs of the customer and ends with his satisfaction. When everything revolves round the customer, then the study of consumer behavior becomes a necessity. It starts with the buying of goods can be bought individually, or in groups. Goods can be bought under stress (to satisfy an immediate need), for comfort and luxury in small quantities or in bulk. Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring evaluating, using and disposing of goods and services. Consumer buying behavior has become an integral part of strategic market planning. Generally goods can be classified in to durable and non durable goods. Home appliances play a major role in the domestic life of the modern man. It has always had a significant place in the life of man ever since the Stone Age when man began to use tools. This paper highlights that, location wise consumer buying behavior towards home appliance products in Madurai District.

1. INTRODUCTION TO CONSUMER'S PERCEPTIONS AND BEHAVIOUR

The world of marketing is an ever changing one. This is not simply because the consumer's desires are changing but because of the entry of new competitors with novel product features in a competitive environment there is nothing more crucial to success that keeping the customers satisfied and engaged. Creation of a satisfied customer is the goal of marketing. Achievement of the goal to a large extent depends on how quickly and efficiently the producer is able to gather quality consumer insights and perceptions.

Perception means how one views or perceives matters under the influence of one's past experience and personal opinion. By understanding the perception of his consumer's the product can know how the consumers view his product or service. The study of consumer behavior (CB) is the market because it enables them to understand and predict buying behavior of consumer in the market place. Consumer behavior is a composition of four aspects via, consumer preference search purchase decision and post purchase behavior or satisfaction.

Home appliances are electrical mechanical appliances which accomplish some household functions, such as cooking or cleaning. The household appliances have a major role in the stylish appearance of any home decor. The major appliances used in every household include refrigerators, mixer grinder, air conditioner, washing machine and television.

The art of action planning to achieve a specific goal is called strategizing and the action plan is called strategy. "A marketing strategy articulates the best use of the firm's resources and tactics to achieve its marketing objectives. It should also match the consumer's desire for value with organization's distinctive capabilities. Internet capabilities should be maximize external opportunities. The planning process should be guided by a marketing – oriented culture and processes in the organization. When properly implemented a good marketing strategy also enable a company to achieve its business – unit and corporate objectives. Although .corporate, business unit and marketing strategies all overlap to some extent, the marketing strategy is the most detailed and specific of the three.

2. REVIEW OF LITERATURE

Nowadays, many studies related to sales consumer perception have been archived. Mahajan (1980) in his study on inter-regional homogeneity of consumer behavior in India reveals that consumer behaviour markedly differs between the rural and urban sectors. It further reveals that inter regional homogeneity in consumption seems to be realized at best in the case of North India and Central India. Freda (1995) observed that for consumer durable goods, the family members together decide on the product to be purchase, brand and shop. Kempst and Smith (1998) observe that consumer's first usage experience with a brand is a critical factor in determining brand beliefs, attitudes and purchase intention.

3. OBJECTIVES OF THE STUDY

The major objectives of this study are:

- To review the related literature, to have a better understanding of the present study.
- To study and analyze the Consumer Buying Behaviour towards selected Home Appliance Products in Madurai (Location wise Tamilnadu).
- To offer Findings and Suggestions.

RESEARCH METHODOLOGY:

The research design adopted for this study is Descriptive Research. The sampling design of the study is based on the Area sampling and convenience sampling. This study is based on primary and secondary data. Primary data have been collected from the respondents by using a well structured, non-disguised questionnaire. Secondary data for the study were collected from books, journals, research articles, magazines, reports, newspapers and websites. Data where analysed using statistical tool of percentage analyses.

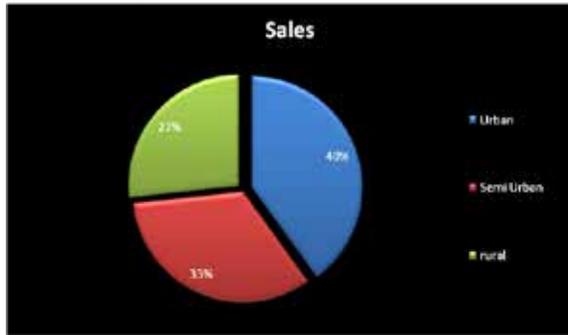
Sample Design:

A sample is a representative part of the population. The Probability methods of Systematic Random sampling method was followed for study to choose the sample respondents. the researcher has decided to select a sample size of 300 household respondents have been selected from the Madurai District as Urban, Semi Urban and Rural.

Table.1 Location Wise Distribution of the Consumers

Location	No. of Respondents	Percent
Urban	120	40.0
Semi Urban	100	33.3
Rural	80	26.7
Total	300	100.0

Source: Survey Data



Among the selected consumers 40 percent is from the urban area. 33.3 percent from semi urban area and the remaining 26.7 percent reside at rural area.

PRODUCT SELECTION

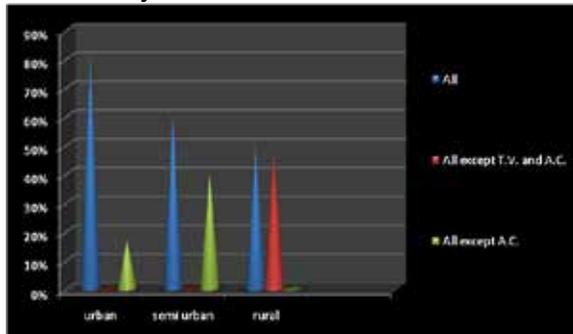
To identify the products for the present study, the products used for the study were

- Color Televisions
- Air Conditioner
- Refrigerator
- Washing Machine
- Mixer Grinder

Table.2 Location Wise Distribution of Consumers of Home Appliances

Types of Home Appliances	Area of Residences						Total	
	Urban		Semi Urban		Rural			
	No.	%	No.	%	No.	%	No.	%
All	100	83.3	60	60	40	50	200	66.7
All except TV and AC	Nil	-	Nil	-	40	50	40	13
All except AC	20	16.7	40	40	Nil	-	60	20
Total	120	100	100	100	80	100	300	100

Source: Survey Data



Analysis shows that 66.67 percent of the consumers have all the home appliances specified and 13.3 percent have everything except TV and AC and 20 percent do not use AC among the selected product portfolio. The table shows that the urban community has found more utility in using the home appliances than the rural community. This can be related to the pattern of their life style.

Table.3 Reason for Choosing the Brand of Home Appliances

Reason	Color Television	Air Conditioner	Refrigerator	Washing Machine	Mixer Grinder	Total
Because of brand name	140 (47)	40 (20)	80 (30.7)	180 (60)	180 (60)	620 (46)
Because of better after service	25 (8)	30 (15)	40 (15.3)	60 (20)	20 (6.7)	175 (13)
Lesser price	15 (5)	10 (5)	0 (0)	0 (0)	40 (13.3)	65 (5)
Because of brand name & better after service	120 (40)	120 (60)	140 (54)	60 (20)	60 (20)	500 (36)
Total	300 (100)	200 (100)	260 (100)	300 (100)	300 (100)	1360 (100)

Source: Survey Data

Figures given in parentheses indicate percent.

Table.3 shows nearly 46 percent have home appliances because of the brand name and only 5% of the respondent chooses home appliances because of lesser price.

4. FINDINGS AND RECOMENDATIONS

Maximum of the respondents of urban area uses home appliances than the rural area. So the home appliances companies have to find the consumers preferences regarding promotion scheme in the rural area. The researcher found the "BRAND NAME" plays a dominant role in purchasing the home appliances.

5. CONCLUSION

This present study concluded that, the consumer behavior and preference have a great impact on the home appliance products. The home appliances like Television, Air Conditioner, Refrigerator, Washing Machine and Mixer Grinder, were once considered as life purchase but now people become more open to the idea of exchanging their old appliances for new ones. The relationship between consumer behavior and home appliance products can thus be seen as an individual's purchases and use of products and services where these choices constitute part of his life style expression and its reflection.

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