



## A Study on Consumer Behaviour With Reference To Home Appliances in Tiruvarur Town

### KEYWORDS

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**ABSTRACT** Marketing and consumer behaviour are so closely related that the study of consumer behaviour can be said to be the first step in refined marketing. Consumer behaviour study and consumer research are important allies of the marketer. The present study Consumer behaviour – A study with reference to home appliances is aimed analyzing the role of consumers involving pre-purchase activities and making the final decision. Consumer behaviour is the corner stone of marketing strategy. Business units aiming at increasing sales must understand the behaviour of consumers. A sample of 150 respondents possessing Indian made home-appliances covered in the study was selected, by using convenience sampling method. An understanding of consumer behaviour is essential in Marketing planning and programmes and one of the most important keys to successful marketing.

### Introduction

The study of consumer behaviour is not altogether a recent activity. While it has blossomed in to a much studied science only during the last decades, it finds mention in the earliest treatise **THE WEALTH OF NATIONS** by Adam Smith in 1776. The effects of sociology and psychology and anthropology besides economics, on the behaviour of consumers were recognized and the science of consumer behaviour took root. Marketing and consumer behaviour are so closely related that the study of consumer behaviour can be said to be the first step in refined marketing. Consumer behaviour study and consumer research are important allies of the marketer.

### Importance of the study:

A purchase is rarely the result of a single motive. Every business man needs to know why consumers purchase certain products or why they do not purchase others. The present study Consumer behaviour – A study with reference to home appliances is aimed analyzing the role of consumers involving pre-purchase activities and making the final decision. Consumer behaviour is the corner stone of marketing strategy. Business units aiming at increasing sales must understand the behaviour of consumers.

### Objectives of the Study

1. To study the general theoretical concepts of consumer behaviour.
2. To study the factors influencing the purchase of home appliances.
3. To study the relationship between income and Brand consciousness.
4. To know the awareness of consumers towards advertising, messages, after sales services and consumer legislation.

### Research Methodology

The study is based on survey method. The primary data were collected from the respondents using an interview schedule. The study was a stupendous task because of large number of households. A sample of 150 respondents possessing Indian made home-appliances covered in the study was selected, by using convenience sampling method. The convenience sampling is one of the non-

probability sampling methods. The reason of using this method was the non-availability of the list of universe. The study was conducted in Tiruvarur Town.

### Home appliances covered:

1. Air - conditioner
2. Grinder
3. Pressure cooker
4. Refrigerator
5. Mixie
6. Washing machine

### Limitations of the study:

The study was confined only to Tiruvarur Town

Owing to constraints of time and resources more number of home appliances and more information such as brand loyalty, order of purchase could not be included.

The findings are drawn only on the basis of information supplied by the respondents.

### Findings

The results of the study are given below;

**Table – 1**  
**Brand wise possession – Grinder**

Sl. No.	Brand Name	Number of Respondents	Percentage
1.	Lakshmi	67	45
2.	Shantha Titting E.G	8	5
3.	Maharaja	14	9
4.	A.V.E.	6	4
5.	Butterfly	7	5
6.	HMT	11	8
7.	SPL	3	2
8.	Sowbakya Wet Grinder	29	19
9.	Others	5	3
	Total	150	100

Source: Primary data

It was clear that Lakshmi Wet Grinders are preferred by 45 percent of the respondents. The reason attributed by them is that, the brand offers trouble free performance. Sowbakya Wet Grinder is preferred by 19 percent of the respondents.

**Table - 2**  
**Brand wise possession – Mixie**

Sl.No.	Brand Name	Number of Respondents	Percentage
1.	Maharaja	18	14
2.	Preethi	13	10
3.	Bajaj Mixo Matique	4	3
4.	New Videocon	3	2
5.	Butterfly	9	7
6.	Premier	16	13
7.	Sieco	2	2
8.	Meenu	1	1
9.	Sumeeth	37	29
10.	Star National	21	17
11.	Prestige	2	2
	Total	126	100

**Source: Primary data**

It is clear that two many brands of mixies are available in the market. Sumeeth mixie was used by 37 respondents followed by Star National and Maharaja. The reason given by the respondents for using Sumeeth mixie is its Superior quality.

**Table – 3**  
**Brand wise possession – Pressure Cooker.**

Sl.No.	Brand Name	Number of Respondent	Percentage
1.	Prestige	41	28
2.	Maharaja	23	16
3.	Butterfly	36	24
4.	Anandha	4	3
5.	Howkins	12	8
6.	Premier	29	20
7.	Kelvinator	2	1
	Total	147	100

**Source: Primary data**

As far as Pressure Cooker is concerned prestige was the brand, preferred by 28 percent of the respondents. Butterfly came second with 24 percent followed by premier.

**Table – 4**  
**Brand wise possession – Refrigerator**

Sl.No.	Brand Name	Number of Respondents	Percentage
1.	Whirl pool	72	64
2.	Godrej	17	15
3.	L.G.	8	7
4.	Kelvinator	9	6
5.	Videocon	7	8
	Total	113	100

**Source: Primary data**

Refrigerator, one of the costly home appliances was possessed by 113 out of 150 respondents. Whirl pool was the most familiar brand among the sample population. It was used by 64 percent of them.

**Table 5**  
**Brand wise possession - Washing machine**

Sl.No.	Brand Name	Number of Respondent	Percentage
1.	Hi – Tech	2	7
2.	Whirl pool	9	32
3.	Videocon	8	29
4.	L.G.	7	25
5.	IFB	2	7
	Total	28	100

**Source: Primary data**

The study revealed that only 28 out of 150 sample respondents were in possession of washing machine. Whirl pool was the most preferred brand by the respondents followed by Videocon and L.G. Utility is the most important factor influencing the purchase of washing machine.

**Table – 6**  
**Brand wise possession – Air – Conditioner**

Sl.No.	Brand Name	Number of Respondents	Percentage
1.	Hi – Tech	5	24
2.	National	3	14
3.	L.G.	2	9
4.	Samsung	5	24
5.	Carrier	6	29
	Total	21	100

**Source: Primary data**

Air-Conditioner is one of the expensive home-appliances. It was possessed only by 21 respondents. Carrier was the most familiar brand used by 29 percent of the respondents and both the Hi-Techi and Samsung were used by 24 percent of the respondents.

### Suggestions

Since female members go for purchasing home appliances more than male members, steps may be taken by the manufacturing companies to convince this group.

Since youngsters, who are susceptible to change, are more in the decision making group. So, steps may be taken by the manufacturing companies to attract this group.

The home appliances manufacturing companies shall concentrate more on the needs of housewives and employee segment for achieving better sales results.

Trading up and trading down policies may be followed to cater to the needs of rich and poor people.

Instead of manufacturing only one type of home appliances it would be better to manufacture high priced as well as low priced products to cover the high and low income group of the potential buyers.

Widespread advertisements through proper media are very essential for successful marketing of home appliances.

Personal selling method is the best suitable sales technique to be followed to introduce the product.

### Conclusion

In a competitive economic system, the success of the business units depends on an accurate knowledge of the consumers. An understanding of consumer behaviour is essential in Marketing planning and programmes and one of the most important keys to successful marketing. The

increase in population, the increase in the diversity of population and the ever expanding choices and freedom, and the study of consumer behaviour are must for the marketing function.

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