



A STUDY ON MEASURING THE LEVEL OF AWARENESS OF THE CONSUMERS TOWARDS HOUSEHOLD APPLIANCES AVAILABLE IN THE MARKET

C.Krishnamoorthy

Ph.d Scholar in Commerce School of Commerce and International Business Dr.g. R. Damodaran College of Science Avinashi Road, Civil Aerodrome (Post) Coimbatore, Tamilnadu

Dr.S.Dhanraj

Associate Professor and HOD School of Commerce and International Business, Dr.GRD Damodaran College of Science Coimbatore, Tamilnadu - Co-Author

ABSTRACT

Today the market situation in India is highly competitive across all the product segments. With the continuous evolution in the demographics and psychographics of the target consumers, the situation is becoming more and more complex. The ever changing customer preferences, rising consumerism, new entrants in the market, and continuously evolving technological innovations resulting in product differentiation in the short run which further resulting in shorter life cycles for durables particularly and also for other lifestyle products are adding new dimensions to already complex situation. In a consumption environment, a person chooses a product or a brand, which seems to possess a maximum possibility of the definition or elaboration of his life style identity. Hence it becomes necessary for the companies to create a high level of awareness among the consumers to exhibit the unique feature in their products and to capture the market. This study highlights the consumers' level of awareness towards the household appliances available in the market.

KEYWORDS : Household appliances, Consumer Awareness, Marketing

Introduction

The marketing scenario in the world today is changing very rapidly. The boundaries of nations are disappearing for exploiting the opportunities of business. Technological changes are taking place at the flash of an eye and standards are undergoing changes in time. Buying habits of the consumers are fast varying and so are the fortunes of various organizations. An organization with an excellent track record suddenly finds its products obsolete, its unparallel consumer base eroded and its financial resources depleted. In order to sustain in such an environment, an organization needs to anticipate the changes in the behaviour of consumers. In today's business environment time is not only a scarce resource, but also a competitive weapon. The marketer must move faster, quicker and swifter to thrive in these turbulent times. Companies have to react with speed to competitive moves of the rivals. The marketing of products is becoming a more and more complex process in the context of globalization, liberalization, and privatization and modernization policy of the Government. Hence it becomes necessary for the companies to create a high level of awareness among the consumers to exhibit the unique feature in their products and to capture the market. This study highlights the consumers' level of awareness towards the household appliances available in the market.

Objectives

The present paper is based basically on primary data. This paper attempts

- To analyze consumers level of awareness towards the distinct features of the household appliances available in the market.
- To analyze the significant difference in the level of awareness towards household appliances available in the market among the demographic variables of the consumers

Methodology of the study

Data: Primary data was used and the data were collected through the issue of questionnaire.

Sampling Technique: Convenient sampling method

Sample size: 500 consumers were chosen for the study.

Study Area: Coimbatore City, Tamilnadu

Period of study: April 2016 to March 2017

Tools Used: Percentage Analysis, ANOVA and t-test

Discussion of the study

Table 1 states the consumers' level of awareness towards various household appliances available in the market. The level of awareness is measured using 12 factors which determines the attraction of consumers towards household appliances. From the study it is clear that with regard to Product Segmentation, majority of 38.6 percent of the consumers have moderate level of awareness; with regard to Price range, majority of 36.6 percent of the consumers have high level of awareness; with regard to good quality, majority of 32.8 percent of the

consumers have high level of awareness; with regard to warranty period, majority of 36.8 percent of the consumers have moderate level of awareness; with regard to Availability of after sales service, majority of 37.2 percent of the consumers have high level of awareness; with regard to Maintenance and service charges, majority of 34.4 percent of the consumers have low level of awareness; with regard to Availability of products in the market, majority of 33.4 percent of the consumers have low level of awareness; with regard to Brand extension, majority of 40.2 percent of the consumers have low level of awareness; with regard to price of accessories and repairs, majority of 35.2 percent of the consumers have low level of awareness; with regard to Technology adopted and product model, majority of 31.6 percent of the consumers have high level of awareness; with regard to Unique functions, majority of 34.6 percent of the consumers have moderate level of awareness; with regard to Eco friendly features, majority of 44.8 percent of the consumers have moderate level of awareness.

ANOVA and t-test have been applied to test the significant difference between the demographic variables taken for the study and the level of awareness towards household appliances available in the market at 5% level of significance. The demographic variables taken for the study are age, gender, educational qualification, occupational status, Family income per month, number of members in the family, marital status, Type of family and number of earning members in the family of the consumers.

Ho: "There is no significant difference in the Level of Awareness towards household appliances available in the market among the demographic variables of the consumers"

Table 2 and Table 3 shows that at 5% level of significance, the significant values of Educational Qualification, Occupational status, Number of members in family, Number of earning members in family, gender and Type of family are .032, .017, .003, .000, .000 and .010. As the significant values are less than 0.05, the null hypothesis is rejected and the result shows that there exists significant difference in the level of awareness of the consumers towards household appliances available in the market.

Conclusion

It is considered a priority for marketers to know the reasons behind the purchasing intentions of consumers towards household appliances. From this study it is clear that consumers level of awareness towards brand extension, price of accessories are low. So the marketers can take keen interest in highlighting their brands towards brand extension and its availability of accessories. Research has also indicated that consumers give importance to quality and eco friendly while purchasing household appliances. Marketers could use this finding towards improving their quality as well as eco friendly features in their products. Products that show more quality could be beneficial to consumers. Marketers should also design such strategies so that

consumers also consider other variables as shown in this study for purchasing household appliances.

Table 1
Level of awareness of the consumers towards household appliances available in the market

Features		Very low	Low	Moderate	High	Very high	Total
Product segmentation (model, capacity)		47	73	193	160	27	500
	NO						
	%	9.4	14.6	38.6	32	5.4	100
Range price (low, high)		23	107	130	183	57	500
	No						
	%	4.6	21.4	26	36.6	11.4	100
Good quality		33	110	73	164	120	500
	No						
	%	6.6	22	14.6	32.8	24	100
Warranty period		66	100	184	56	94	500
	No						
	%	13.2	20	36.8	11.2	18.8	100
Availability of after sales services		33	36	83	186	162	500
	No						
	%	6.6	7.2	16.6	37.2	32.4	100
Maintenance and service charges		101	172	107	57	63	500
	No						
	%	20.2	34.4	21.4	11.4	12.6	100
Availability of products in the market		46	167	94	150	43	500
	No						
	%	9.2	33.4	18.8	30	8.6	100
Brand extension		120	201	93	53	33	500
	No						
	%	24	40.2	18.6	10.6	6.6	100
Price of accessories and repairs		110	176	92	69	53	500
	No						
	%	22	35.2	18.4	13.8	10.6	100
Technology adopted and product model		23	103	143	158	73	500
	No						
	%	4.6	20.6	28.6	31.6	14.6	100
Unique functions		66	148	173	60	53	500
	No						

	%	13.2	29.6	34.6	12	10.6	100
Eco friendly features (like: low power/ water consumption, less carbon dioxide emission, etc)		23	93	50	224	110	500
	No						
	%	4.6	18.6	10	44.8	22	100

Table 2
ANOVA- Demographic variables and Level of Awareness towards household appliances available in the market

		Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	139.577	4	34.894	2.064	.084
	Within Groups	8368.055	495	16.905		
	Total	8507.632	499			
Educational qualification	Between Groups	207.181	5	41.436	2.466	.032
	Within Groups	8300.451	494	16.803		
	Total	8507.632	499			
Occupational Status	Between Groups	203.225	4	50.806	3.028	.017
	Within Groups	8304.407	495	16.777		
	Total	8507.632	499			
Family Income per month	Between Groups	77.773	3	25.924	1.525	.207
	Within Groups	8429.859	496	16.996		
	Total	8507.632	499			
Number of members in family	Between Groups	235.942	3	78.647	4.716	.003
	Within Groups	8271.690	496	16.677		
	Total	8507.632	499			
Number of earning members in family	Between Groups	648.046	3	216.015	13.632	.000
	Within Groups	7859.586	496	15.846		
	Total	8507.632	499			

Table 3
T-test- Demographic variables and Level of Awareness towards household appliances available in the market

	T value	df	Sig. (2-tailed)
Gender	-3.836	498	.000
Marital status	-1.665	498	.097
Type of family	-2.580	498	.010

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. New Jersey, Englewood Cliffs, Prentice-Hall.
- Ajzen, I., & Madden, T. J. (1986). Prediction of Goal -Directed Behavior: Attitudes, Intentions, and Perceived Behavioral Control. *Journal of Experimental Social Psychology*, 22, 453-474
- Burke SJ, Milberg SJ (1993). The role of ethical concerns in consumer purchase behavior: Understanding alternative processes. *Adv. Consumer Research*, pp. 119- 122.
- Carpenter JM (2008). Consumer shopping value, satisfaction and loyalty in discount retailing. *Journal of Retail and Consumer Service*, 15: 358.
- Dasu, S., Ton, g. 2010. Dynamic pricing when consumers are strategic: Analysis of posted and contingent pricing schemes. *European Journal of Operational Research* 204, 662-671.
- Dr.M. Rajarajan and T. Priyanga, Consumer Behaviour towards selected household appliances in Ramanathapuram, *Primax International Journal of Commerce and Management Research*, Vol. 1, Issue No. 1, April -June 2013.
- Graillet L (1998). Emotions and Consumer Behavior. *Res. Appl. Mark.*, 13(1): 5-25.
- Pickering, J.F., 2005. Verbal explanations of consumer durable purchase decisions. *Journal of the Market Research Society* 17, 107-113.
- Senechal S (2006). Proposition of a Scale Assessing the Perceived Ethics in a Business Relation between Consumers and Service Organizations. 12th Conference of the French Marketing Association, May, Nantes.
- Sherman E, Mathur A, Smith RB (1997). Store Environment and Consumer Purchase Behaviour: Mediating Role of Consumer emotions. *Psychol. Mar.*, 14(4): 361-378.