

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED HOME APPLIANCES WITH SPECIAL REFERENCE TO TIRUPUR CITY

Dr.T.Kiruthiga
Associate Professor
Department of Commerce
St.Joseph's College for Women, Tirupur

INTRODUCTION OF THE STUDY

“A study on consumer buying behavior towards selected Home Appliances with special reference to Tirupur city” is carried out with the objective to determine the consumer buying behavior. The change in the global economy is inevitable and liberalization plays an indispensable role in our country. The top-level Multinational Company has entered into the Indian market and plays an imperative role with their wide and superior range of products. When compared to the world level market Indian market is growing with superior product line in electronic home appliances so, it is very significant to the product and we are aware that our “Customer is the King”. In order to achieve the requisite goal in buying the selective brand of the home appliances customers are very much conscious and sound enough to take the most appropriate decisions. The modern home is unaccomplished without Home Appliances especially in the major cities and urban areas. So the researchers considered for their research in the consumer's buying behavior towards electronics home appliances in Tirupur city. Home appliances products like Microwave Oven, Television, washing machine, Refrigerator and Air cooler are taken for this study. The research design used in this study was demographic; questionnaire was used as a tool to collect information from respondents. The result found was, demographic factors influencing the consumer for buying home appliances, other factors like price, quality, offer and features of home appliances empowering the consumer for buying the home appliances.

STATEMENT OF THE RESEARCH PROBLEM

A home appliances also referred to as a domestic appliance, an electric appliance or household appliances is a machine which assists in household functions such as cooking, cleaning, and food preservation.

The consumer wave rides high in the country today. Fast developing technology and newer innovations coupled with heightened competition, rising income levels and rapidly increasing consumer awareness has led high expectations on the part of consumer.

In marketing terms “consumer” is thought of ‘Who is the person to buy’, ‘what product to buy’, ‘object behind purchase’, ‘at what price’ and ‘at which place’.

- It is a struggle that there is competition to the home appliances products in the market.
- There is less quality in its products comparing to others.
- Now in the present century new technologies introduces new brands of electronic items, every day the new arrival of electronic items has made the companies constantly engaged in gaining attention of the consumer like price, offer etc.,

OBJECTIVES OF THE STUDY

- To review the related literature, to have a better understanding of the present study.
- To study and analyze the consumer buying behavior towards selected home appliances products in Tirupur city.
- To understand the various factors and its impact on consumer buying decision of selected home appliances products in Tirupur city.
- To offer Findings and Suggestions.

SCOPE OF THE STUDY

- The study facilitated to acquaint about the customers outlook and opinion.
- This study assisted to know the dissimilar services offered by home appliances companies.
- This study helps in understanding the needs and change to be done in home appliances.
- The survey focus on the opinion of the respondents regarding the home appliances with refers to Tirupur city.

RESEARCH METHODOLOGY

Research methodology is the path through which researchers need to conduct their research. It shows the path through which these researchers formulate their problem and objective and present their result from the data obtained during the study period. Research can be defined as “an activity that involves out, in a more or less systematic way, things you did not know”. Methodology is the philosophical framework within which the research is conducted or the foundation upon which the research is based.

SAMPLE DESIGN: The sampling designs have taken for this study is descriptive and the technique used was simple random sampling. A simple random sample is a randomly selected

subset of a population. In this study the samples or respondents who are living in and around the Tirupur city.

SAMPLE SIZE: The sample size for this study is 100 users of home Appliances who are living in and around the Tirupur city. The sample was heterogeneous to some extent as it includes male, female, and people from same location, educational status, and occupation and income group of regular and occasional buyers.

STATISTICAL TOOLS: The data collection from the respondent had been tabulated and then subjected to statistical analysis to enable judgments. In this study, the following analysis had been used by the researcher:

- Percentage Analysis.
- Rank Analysis.
- Chi-Square Analysis.
- Point Analysis.

HYPOTHESIS:

H1: There is a significant relationship between occupation of the respondents and mode of payment in purchasing of home appliances products.

H2: There is significant relationship between Incomes of the respondents with occurrence of purchasing home appliances products.

REVIEW OF LITERATURE

Nguyen and Lobo (2016) Studied energy efficient household appliances in the context of emerging markets. 682 Vietnamese residents participated in a survey to investigate purchase behavior towards the energy efficient products. An integration of motivational and cognitive predictors was employed and results of study show that residents with egoistic values are negatively intended to buy energy efficient appliances while biospheric and altruistic values positively influence such intentions. Further analysis showed that ownership of energy efficient home appliances varies according to gender and employment status.

In Malaysia, Tan, Ooi and Goh (2017) extended TPB by adding moral norms, environmental concern and knowledge. Results showed that attitude and PBC are key determinant of consumers' purchase intentions toward energy efficient household appliances. But subjective norms were not proved to have any significant influence on such intentions. In order to understand motivations that drive sustainable energy saving behavior, Park and Jib (2017)

conducted a study in South Korea. Data was collected from 1050 household consumers by using interviews and survey method. Results indicate that intention of using energy efficient appliances leads towards their actual usage.

Elsamen, Akroush and Asfour (2018) added environmental awareness, perceived performance risk and perceived financial risk in the classic model of TRA. Attitude was again found to be the main influencer while positive impact of environmental awareness on subjective norms found to reduce perceived risk of performance and finance. Li, Li, Jin and Wang (2019) focused purchase intentions of residents of Shanxi, China by applying TPB. H. Li and Shanyong (2019) employed TPB and TAM and collected online data from Chinese household consumers.

Preeti Mehra (2020) in her article noted the UN report information's (The progress of the World Women – 2020 – 2021). She said that the maximum 60 per cent of the women in India have no say in simple decision making in the rural family, but working women have distinct advantage over non-working or unpaid working women decision making for purchasing of consumer durable goods.

Ministry of Commerce (2021) released the data that the sales of home appliances in rural China rose 128 percent during the first four months, boosted by a nationwide subsidy program for Chinese rural consumers, The sales value of home appliances covered by the rural subsidy program reached 94.43 billion yuan (14.3 billion U.S. dollars) from January to April, according to a statement on the MOC. During this period, the sales of home appliances in the countryside reached 39.515 million units, an increase of 91 percent from one year ago.

DATA ANALYSIS AND INTERPRETATION

H₁: There is significant relationship between occupation and mode of payment

Table No.1

RELATIONSHIP BETWEEN OCCUPATION OF THE RESPONDENTS AND MODE OF PAYMENT

MODE OF PAYMENT	CASH	DEBIT CARD	CREDIT CARD	EMI	DIGITAL PAYMENT	TOTAL
OCCUPATION						
STUDENT	20	3	1	4	12	40
BUSINESS MEN/WOMEN	7	4	2	4	9	26

SALARIED	6	4	-	3	7	20
PROFESSIONAL	1	-	-	1	4	6
OTHERS	5	1	-	1	1	8
TOTAL	39	12	3	13	33	100

$$\text{Chi square } (x^2) = \frac{(O-E)^2}{E}$$

E

$$\text{Degree of freedom} = (r-1) * (c-1)$$

$$= (5-1) * (5-1) = 4 * 4 = 16$$

Level of significance = 5%

Table value = 26.296

The calculated value (17.707) is less than the table value at 5% of significance level and 16 degree of freedom (26.296). Therefore the null hypothesis is accepted and alternative hypothesis is rejected. Hence there is no relationship between occupation and mode of payment.

H₂: There is significant relationship between income and occurrence

Table No.2

RELATIONSHIP BETWEEN INCOME OF THE RESPONDENTS AND OCCURRENCE

OCCURRENCE	FESTIVALS	GIFTS	OFFERS	WEDDINGS	OTHERS	TOTAL
INCOME						
BELOW 10,000	12	1	14	2	5	34
11,000-20,000	9	2	8	6	8	33
21,000-30,000	11	3	9	1	3	27
31,000-40,000	2	-	2	-	1	5
ABOVE 40,000	-	-	1	-	-	1
TOTAL	34	6	34	9	17	100

$$\text{Chi square } (x^2) = \frac{(O-E)^2}{E}$$

E

$$\text{Degree of freedom} = (r-1) * (c-1)$$

$$= (5-1) * (5-1) = 4 * 4 = 16$$

Level of significance = 5%

Table value = 26.296

The calculated value (12.763) is less than the table value at 5% of significance level and 16 degree of freedom (26.296). Therefore the null hypothesis is accepted and alternative hypothesis is rejected. Hence there is no relationship between income and occurrence.

Table No.3

ATTRIBUTES TO PURCHASE HOME APPLIANCES RANKING METHOD

FEATURES	I	II	III	IV	V	AVERAGE	RANK
BRAND IMAGE	52	26	9	3	10	407	I
TRANSPARENT	10	65	14	10	1	373	III
PRICE	23	28	37	3	9	353	V
CLEANLINESS	32	47	10	11	-	400	II
AFTER SALES SERVICE	33	35	15	5	12	372	IV

Source: Primary Data

Interpretation:

The table 4.17 describes the ranking of home appliances, the respondents said that Brand image is I rank, Cleanliness is II rank, Transparent is III rank, After sales service is IV rank, Price is V rank. Hence it can conclude the brand image is the most important factors for respondents to purchase the home appliances.

FINDINGS

- Majority of the respondents belongs to the age less than 25 years and belongs to the category of male and majority of them are unmarried. Majority of the respondents belongs to nuclear family and mostly they prefer the LG brand electronic products. Most of them belong to business men/women.
- Preference for buying home appliances has been calculated using rank. Brand image is first rank, Cleanliness is second rank, Transparent is third rank, after sales services is fourth rank, and Price is fifth rank.
- There is no relationship between occupation and mode of payment. ∅ There is no relationship between income and occurrence.

SUGGESTIONS

The pulse of the Indian market has to be comprehended enough by the manufacturers so as to induce and persuade the customers to buy their selective product based on the product, price, brand image, place and promotion. The dissemination of fruitful and productive information has to be shown to the consumers through media rather concentrating mainly on the aesthetic part, quality of the product.

Also the selection of the right media with the corresponding ratings will reach the right customers at the right time. The Brand owners has to compare the other product line on par with their product to improve the standards and discriminate the product line and elucidate the masses by proper training of sales personnel's by the company so that the acquaintance of truthful information will throw more light on to the public with more effect on purchase of the desired product.

The Social media like Face book, Twitter and blogs have to be used by young customers to gather more knowledge during their pass time; these media can be used to promote awareness on consumer buying behaviour. There should be equilibrium between sustainability and demand. A new empirical method has to be worked out to maintain for a sustainable business. A more detailed study has to be carried out to find perception from consumers in Tirupur city to develop a new sustainability model.

CONCLUSION

The rising economy has made Indian consumers more affluent. An indication of this is evidently given by the study on consumer behaviour of consumers at Tirupur. This study has focused on how the buying Behaviour on the investigations the following conclusions can be drawn on the consumer behaviour for this particular group. Based on this study, there searchers concluded that, people in Tirupur city has pertinent knowledge about diverse brands of the Electronic Home Appliances.

Knowledge about Electronic Home appliances differ based on the age level. The demographic factors like age, gender, marital status, qualification, occupation, income and family type discriminating the buying Behaviour of home appliances is based on this study the awareness level of home Electronic Home appliances are moderate Tirupur City.

Most of the respondents have the relevant knowledge on the renowned brands like Godrej, Whirlpool, LG, Samsung and other company brands. Based on grades and rankings given by

respondents, the main factors involved in selecting home appliances are price then brand name, then quality.

REFERENCE

- Philp Kotler and Kevin Lane Keller, Marketing Management, Macmillan BusinessBooks, New Delhi 2007.
- Pillai and Bagavathi RSN modern Marketing – Principles and Practices, S. Chand& Company ltd New Delhi, 2009
- Kothari L.R., Research Methodology, Wishwa Prakashan Publication, 2002.
- Gupta S.P., Statistical Methods, 36th Edition, Sultan Chand & Sons Educational Publishers, New Delhi 2008.