

A STUDY ON CONSUMER BEHAVIOUR TOWARDS HOME APPLIANCES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT:

Every business in India, particularly in all of the major cities, is attempting to maintain their platform's viability to the best of their abilities in order to attract the desired number of potential customers. The shift in the global economy is unavoidable, and liberalization is crucial to our nation. In the major metropolitan areas, electronic appliances are regarded as a boon because they reduce the amount of time required to complete the majority of domestic chores. As a result, the researchers considered the consumer buying habits of electronics and home appliances in Hyderabad, Andhra Pradesh. This study uses microwave ovens, televisions, refrigerators, washing machines, air coolers, and other household appliances. This study used an efficient sampling strategy to select 253 respondents in Hyderabad City. This study used a demographic research design; Respondents' information was gathered through the use of a questionnaire. In addition, data segmentation will be used in the study. Demographic factors influenced the consumer's decision to purchase home appliances, while other factors such as the appliance's price, quality, offer, and features empowered the consumer.

Keywords: consumer behaviour, Economic, purchase decision.

INTRODUCTION:

Additionally, using appliances reduces daily stress. The integration of applied science into the home is known as domestic technology. Domestic technology encompasses numerous facts. On one level, there are home appliances, home automation, and other household appliances like washing machines and dryers. Here, you can take into consideration the kitchen appliances that are currently in style. The entrepreneur must take into account additional appliances in light of the planned production facilities. It is the adaptation of commercial activities and the use of institutions by organizations to effect short-term or long-term behavioral change. Choosing target markets through market analysis and segmentation, as well as comprehending methods of influence on consumer behavior, are marketing techniques. Every business in today's hypercompetitive and globalized world strives to survive and perform to the best of their abilities in order to reach the desired level of potential customers. Our nation's liberalization is what brings about the change in this global economy. India is now a major player. The major multinational corporations (MNCs) have all entered our market with a wide range of high-quality alternatives to our own. As a result, it is the result of the interaction between the consumer's own influences and the pressures from the environment. For instance, a consumer buying a brand of home appliances is motivated by a need to own the category and the brand (based on the benefits to their emotional and functional well-being). Large machinery that is commonly referred to as a major or domestic appliance. Completes various mundane household duties, which encompass activities like food preparation and cooking maintenance, either through sanitation or purging, in a domestic, organizational, or manufacturing context. Large and cumbersome, appliances are unmistakably distinguished from their smaller counterparts known as small appliances, usually immovable to a certain degree, another common feature of large household appliances. This means that their electrical needs may be significant and require specific electrical measures. Installation of wiring capable of providing a greater amount of electricity than what typical electrical outlets are capable of supplying. There are restrictions on the locations that can be used.

OBJECTIVES OF THE STUDY:

- To find out the relationship between the marketing stimuli variables and respondents purchase behavior intentions.
- To analyze the buying behavior of different classes of consumers based on their personal characteristics.
- To investigate how satisfied consumers of home appliances of varying socio-economic backgrounds.

STATEMENT OF THE PROBLEM:

Indian consumers engage in both physical and mental activities when making purchases. The physical activities include going to a store, looking at products, and choosing products. Today, sustainability is a major concern. Over the past few decades, people have tried to produce goods that won't harm the environment. The purchasing habits of consumers determine whether a particular market segment will succeed or fail. A clear understanding of what consumers think before, during, and after a purchase is essential for developing a successful marketing strategy. It seems almost impossible to live a life without using electrical appliances in the 21st century. Home appliances, in particular, play a significant role in modern man's life. Because technology has become so ingrained in human existence that it is no longer viewed as an advantage but rather as an essential component of every household. But when any of the electrical home appliances stop working for more than a few days, things start to get hard. Humans are so dependent on electrical appliances that, at times, life can almost come to a complete halt. In the event that a single appliance, like an inverter, fails to turn on after a power outage, it could disrupt the entire day

SCOPE OF THE STUDY:

This study focuses on the issues that people face today and how the development of home appliances has met these needs. The only people who participated in the study were city residents. Home machines in India have been expanding at a consistent speed, the primary point of a market is to successfully figure out the necessities and needs of the objective buyers and fulfills them. Additionally, this study aids in comprehending the factors. Additionally, this study aids in comprehending the factors that influence consumers' decisions to purchase home appliances. It also involves a look at the information that urban consumers use to make purchases and the brands they prefer for home appliances in the area under study. Consumers must exercise extreme caution when selecting a product in a competitive market. Sales service, a company's reputation, product durability, and other factors should all play a role in determining a product's popularity with customers. Nearly every day, advertisements in various media ask consumers to return or toss their old home appliances in the market for new ones. People's living conditions in towns and major cities are rapidly changing. For their day-to-day needs, the sample respondents in the study area clearly owned a greater number of home appliances.

RESEARCH METHODOLOGY:**AREA OF THE STUDY:**

The area of the study describes the perception about study on consumer behaviour towards home appliances with special reference to Coimbatore city.

Source of data:**Primary data:**

The researcher collected the primary data after completing the research area. Primary data was collected through a questionnaire. It was collected from 50 respondents.

Secondary data:

Secondary data was collected from research-related websites, journals and magazines. It was collected through a library to facilitate a proper understanding of the conceptual framework of the study.

Sample:

50 questionnaires were collected for the survey. Convenience sampling method is used.

Data analysis:

Collected data is edited, combined and subjected to appropriate statistical test and data is presented in percentages and brochures.

Tools used in the analysis:

- Percentage analysis
- Average Rank analysis
- Chi-square analysis

Limitation of the study:

- The maximum number of samples selected is 50. Therefore, the results cannot be generalized.
- Respondents may be biased. The data collected may not be predictable.
- Customer preferences and opinions are expected to change from time to time.

REVIEW OF LITERATURE:

A literature review is a piece of academic writing that shows that you know and understand the academic literature on a particular subject within its context. A critical appraisal of the data is also part of a literature review; Because of this, it is referred to as a literature review as opposed to a literature report.

Kaliyaperumal and Bhuvanewari (2022) inferred that in a serious financial framework, the outcome of the specialty units relies upon a precise information on the customers. A comprehension of buyer conduct is fundamental in Marketing arranging and projects and one of the main keys to effective advertising. The expansion in populace, the expansion in the variety of populace and the always exhausting decisions and opportunity, and the investigation of shopper conduct are must for the promoting capacity

Kuhe and Bisu (2020) introduced an efficient perusing survey of the impacts of some situational factors on the energy utilization conduct of families. Family's energy decision and way of use characterize its energy utilization conduct; it is a critical element in deciding the energy effectiveness of families. In spite of the energy-productive mechanical developments and mindfulness on ecological/wellbeing ramifications of utilizing specific energy sources and advancements, families actually utilize wasteful, conventional energy sources and innovations.

Sung-Yoon et.al (2019) investigations buyer inclination for electric rice cookers, and evaluates the energy-saving and outflow decrease impacts of a refund program in South Korea. Results show that there is heterogeneity in shopper inclination for all ascribes of the rice cooker, and buyers put a high significance on cost quality. The discount program in the rice cooker market additionally impressively affects purchaser buy choices, and results in a yearly decrease of 83.88 GWh of power utilization and 37,200 tons of CO₂e, when a 10% refund is accommodated first grade energy-productivity items. A few arrangement suggestions for the energy-effectiveness market and energy-naming system are proposed, in view of the aftereffects of the examination.

AN OVERVIEW OF HOME APPLIANCES:

The household appliance industry has undergone a productive redesign in recent years with the design and marketing of equipment that is increasingly high-performing in terms of consumption, increasingly safe and efficient in terms of the environment and sustainability, and increasingly minimal and innovative in design. The use of household appliances has a significant impact on the modern man's domestic life. It has been an important part of daily life ever since the Stone Age, when humans started using tools for the first time. The tools and household appliances that people use on a daily basis in the twenty-first century are more advanced. As we strive to make our lives more convenient and comfortable, the significance of appliances in determining a person's way of life increases. Electrical or mechanical appliances are used in the home for specific tasks like cooking or cleaning. The term "household appliances" refers to items that are necessary for our day-to-day lives, such as those used for cooking, cleaning, exercising, purification, and food preservation. The majority of household appliances are substantial devices that are typically utilized in the bedrooms, bathrooms, kitchen, and hallways. Kitchen appliances are frequently used for cleaning, cooking, and the preservation of food. The appliances in any home decor have a significant impact on its stylish appearance. This makes the atmosphere of any room look and feel better. Due to the warm environment, a cooler and climate control system are currently utilized frequently. This will give some kind of reviving and cooling impact. The refrigerators contribute to the long-term freshness of the food and vegetables. The most common household appliances include refrigerators, mixer grinders, grinders, gas stoves, pressure cookers, TVs, air conditioners, music players, home theaters, digital players, ceiling fans, air purifiers, personal computers, vacuum cleaners, iron boxes, water purifiers, water heaters, digital clocks, and others.

The Part That Appliances Play in Kitchen Design:

How well organized all of the household items are will have a significant impact on a house's beauty and comfort. Because the kitchen is such an important part of the house, the arrangement of the appliances there needs to be taken seriously. They assume a vital part in the plan of kitchens. Certain kitchen appliances are necessary for our convenience and efficiency on the one hand. On the other hand, these appliances need to be in the right place to make the most of their presence in the kitchen.

Cooking isn't always easier or more successful if you have all of the kitchen's appliances. The importance and pertinence of planning emerge in this unique situation. If all of the kitchen machines are placed in a reasonable location, they could hinder productivity and comfort in the kitchen, negating the purpose for which they were purchased. A very much planned kitchen can possibly turn into the main room in the house since it is where the entire family accumulates habitually and stays associated in a condition of homegrown happiness.

MARKET EXAMINATION:

Due to rising economies and shifting consumer lifestyles, the home appliances market is anticipated to expand at a CAGR of more than 4% from 2021 to 2026. COVID-19 has disrupted the global supply chains of the major brands of home appliances and consumer electronics. China is one of the largest consumers and producers of a variety of consumer electronics and home appliances, and it exports a variety of input supplies that are primarily used to produce finished goods. The China production shutdown has forced other European and American consumer electronics manufacturers to temporarily halt production. As a result, the gap between supply and demand is getting bigger.

Technological advancements have led to the development of smart appliances, which are anticipated to drive market expansion over the forecast period. Smart appliances use less energy and have more advanced functions. Due to the rise in disposable income, high living standards, and the need for comfort, consumers are likely to upgrade their existing appliances to smarter models. Consumers frequently purchase home appliances due to their ease, effectiveness, and time savings. It is anticipated that new product development, product differentiation, product innovation, and the integration of numerous value-added features will also drive market demand over the next few years. The market is significantly impacted by trends in home appliances' effectiveness, variety, sustainability, stylish design, and smart functionality.

The market for home appliances offers significant growth opportunities because of their ease of use and contribution to improved quality of life. Additionally, the market is witnessing new sustainability and energy efficiency trends, which simultaneously simplify a number of household chores and boost well-being. Innovative and varied functionalities, high-quality materials, and visually appealing designs present opportunities for market expansion. The design of these white goods sets them apart.

DATA ANALYSIS AND INTREPRETATION:

In this chapter the analysis and interpretations are on **the study of consumer behavior towards home appliances with special reference to Coimbatore city**. It is based on a sample of fifty respondents chosen from the city of Coimbatore. The opinion of the respondents and the relevant information were collected through a questionnaire comprising of personal factors and study factors. The collected information was classified and tabulated and supplementary with the following statistical tools in tune with objectives of the study.

Percentage analysis:

The percentage analysis is mainly carried out to determine the percentage of the respondents fall under each category. This analysis also helps to standardize the respondent's opinion on various aspects. This analysis carried out all questions given in the questionnaire.

Rank analysis:

Based on the consolidated of the respondents the average rank is calculated and final rank is affixed using the criterion lesser the average rank more is the priority" the results are presented in table with suitable interpretation.

Chi- Square analysis:

In statistical work, the chi-square analysis is one of the simplest and most widely used non-parametric tests. It is used to the independence of attributes or factors. In this study the factors are classified under two categories, namely, personal factor and study factors. Each of the personal factors is composed with the study factor and the chi- square test is applied at 5% level of significance.

Percentage analysis:

Table 01: Descriptive demographic variable:

Demographic variable		frequency	percentage
Gender	Male	21	42.0
	Female	29	58.0
	Total	50	100.0
Age	Upto25	10	20.0
	26-35	11	22.0
	36-45	17	34.0
	46-55	12	24.0
	Total	50	100.0
Educational qualification	School level	6	12.0
	Graduate	8	16.0
	Post graduate	12	24.0
	other	24	48.0
	Total	50	100.0
Marital status	Married	42	84.0
	Unmarried	8	16.0
	Total	50	100.0
Occupation	Business	17	34.0
	Government employee	8	16.0
	Private employee	14	28.0
	other	11	22.0
	Total	50	100.0
Monthly income	<15000	15	30.0
	15001-30000	21	42.0
	30001-45000	5	10.0
	>45000	9	18.0
	Total	50	100.0

From the above table 1, it is clear that the general profile of the respondents shows that:

- 42% of the respondents are male and 58% of the respondents are female.
- 20% of the respondents are upto25, 22% are of 26-35 years ,34% are of 36-45 years and 24% are between 46-55 years.
- 12% of the respondents are at the school level ,16% are of graduate level, 24% are of postgraduate level and 48% are between other.
- 84% are of the respondents are married and 16% are of unmarried respondents.
- 34% of the respondents are business person, 16% of the respondents are of government employees,28% of the respondents are of private employees, 22% of the respondents are other.
- 30% of the respondents are less than 15000, 42% of the respondents are between 15001-30000,10% of the respondents are between 30001-45000 ,18% of the respondents are greater than 45000.

Weighted Average Rank Analysis:

Table no :2: Rank analysis of Common appliances used in households based on survey results

Reasons	Rank	I	II	III	IV	V	VI	VII	Score	Mean	R
	Value	7	6	5	4	3	2	1			
Fridge	NO	6	10	4	15	2	8	5	209	4.18	III
	Score	42	60	20	60	6	16	5			
microwave	No	8	4	5	10	6	2	15	172	3.44	VI
	Score	56	24	25	40	18	4	5			
Fan(ceiling)	No	5	6	4	10	10	7	8	183	3.66	V
	Score	35	36	20	40	30	14	8			
Washing machine	No	4	8	5	6	10	7	10	219	4.38	II
	Score	28	48	25	24	30	14	50			
laptop	No	5	6	4	5	20	5	5	186	3.72	IV
	Score	35	36	20	20	60	10	5			
printer	No	6	4	5	4	6	20	5	170	3.4	VII
	Score	42	24	25	16	18	40	5			
television	No	10	10	6	8	4	2	10	223	4.46	I
	Score	70	60	35	32	12	4	10			

(R-RANK)

From the above table it is clear that out of the total respondents for the study on common appliances used in households. Most of the respondents have given top priority television followed by factors like washing machine, fridge, laptop, fan(ceiling), microwave, printer.

It's concluded that the respondents have given top priority to television.

Chi-square analysis:

Ho: There is no significant relationship between monthly income and periodically buying home appliances.

H1: There is a significant relationship between monthly income and periodically buying home appliances.

Table no 3 :Chi-Square Tests

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	11.290 ^a	9	.256
Likelihood Ratio	14.734	9	.098
Linear-by-Linear Association	.164	1	.685
N of Valid Cases	50		

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .40.

From the above table it is found that the hypothesis is rejected(significant) in two cases

It is concluded that monthly income has significant influences periodically buying home appliances.

FINDINGS, RECOMMENTATIONS AND CONCLUSION:

- Majority (58%) of the respondents are female.
- Most (34%) of the respondents are belonging to the age group of below 36-45.
- Most (48%) of the respondents are other.
- Majority (84%) married of the respondents.
- Most (34%) of the respondents are doing business.
- Most (42%) of income respondents income level is between (15001-30000).
- It's concluded that the respondents have given top priority to television.
- It is concluded that monthly income has significant influences periodically buying home appliances.

SUGESSTIONS:**Smart Technology:**

The rise of the Internet of Things (IoT) has made it possible for home appliances to be connected to the internet and controlled remotely. Manufacturers could focus on producing appliances with smart technology, such as voice-activated controls, smartphone apps, and home automation systems.

Durability:

Consumers want appliances that are built to last. Manufacturers could focus on producing appliances that are durable and have a longer lifespan, reducing the need for replacements and repairs.

Safety:

Safety is a major concern when it comes to home appliances. Manufacturers could focus on producing appliances that have improved safety features, such as automatic shut-off switches and sensors that detect overheating.

CONCLUSION:

After conducting a study on consumer behavior towards home appliances, it can be concluded that consumers consider a variety of factors before making a purchase decision. These factors include product features, brand reputation, price, perceived quality, and convenience. In addition, consumers' demographic characteristics such as age, income, and education level can also influence their buying behavior. It was found that consumers are willing to pay a premium for appliances that are energy-efficient, eco-friendly, and have smart technology features. However, price remains a crucial factor in the decision-making process for most consumers, especially those with limited budgets. Furthermore, the study revealed that consumers often rely on online reviews, recommendations from friends and family, and in-store demonstrations to gather information before making a purchase decision. This highlights the importance of effective marketing strategies and customer service in influencing consumer behavior towards home appliances. Overall, the study suggests that understanding consumers' preferences and behaviors can help home appliance manufacturers and retailers to design and promote products that meet consumer needs and desires, and ultimately increase sales and customer satisfaction.

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