



CUSTOMER BEHAVIOUR IN THE BUYING PROCESS OF HOME APPLIANCES

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ABSTRACT :

Household products have become an inseparable part of our daily life. Their purchase is an infrequent, expensive and technical one so it gains high momentum. The consumer has to make the decision under significant brand differences because their purchase results in a long lasting bond between him and the product. The present study was conducted on a sample of 300 consumers in Ludhiana city to get a overview of their purchase behavior and product related perceptions. Further they were divided into three income categories to find the attitudes with relevance to income level. The products selected for the study were Television, Refrigerator and Food processor. The primary objective of the research was to study the relation of income level with the perceptions regarding product attributes; major choice determinants viz. reference groups, effective modes of communication and consumer attitude regarding advertising. The findings revealed that purchase of household product was not a single man's decision. It was inferred from the study that lower and middle income category consumers evaluated products in more utilitarian terms such as sturdiness rather than style or fashionability. They were less likely to experiment with new products. In contrast, upper category consumer was mainly concerned about appearance and body image.

KEYWORDS : Household products , purchase behavior and product related perceptions.

INTRODUCTION

Promoting plans of organizations are going through a change and in this unique period "Pay Level" has arisen into a mainstream apparatus of sorting out how items fit into a purchaser example of living. As business sectors are comprised of individuals with cash to spend, it becomes compulsory for a advertiser to have exhaustive information on the pay level of his objective customers and their conduct since they are the genuine "power holders" in this cutthroat commercial center. Now-a-days judicious organizations consider purchaser's pay level to be the new coronet of their promoting techniques. The need of great importance is to have an exhaustive advertising plan by using different brand advancement procedures in order to build up a picture and draw in possibilities to the organization. The current examination has been embraced against this background to comprehend the purchaser buy conduct and his item insights collecting them with his pay level.

OBJECTIVES OF THE STUDY :

The essential goal of this exploration was to contemplate the decision example of various pay bunches in this quickly changing commercial center.

Following were the other explicit targets:

1. To examine what the overall financial conditions mean for the manner in which buyers designate their cash towards acquisition of family items.
2. To discover the purchaser insight with respect to utilitarian ascribes of these items.
3. To sort out the reference bunch who assumed a critical part in influencing customer's item inclination.
4. To discover the best mechanism of correspondence.
5. To contemplate the disposition of the respondents in regards to handiness of publicizing.

IMPORTANCE OF THE STUDY

In today's scenario Television, Refrigerator and other electronic household appliances has become an inseparable part of every household. As the decision to buy these household products is an infrequent one so their purchase bears great influence on buyer behavior and his way of living. This study is quite significant for the marketers as it can help them in developing a better understanding of their present and prospective customers.

SAMPLE

With the end goal of this examination, the example of 300 families was browsed Ludhiana city based on Random Sampling. Judgment moreover turned into a base in order to make the example delegate enough. Family items chose for the investigation included Television, Refrigerator also, Food Processor. These items were picked keeping in see that most families do have them. The example was taken thusly so as to relate purchasing conduct alongside buying power.

LIMITATIONS OF THE STUDY

No investigation is finished in itself, notwithstanding how great it very well might be and each examination has a few constraints. The constraints of this investigation can be summed up beneath:

1. The discoveries of this investigation depended on the stated viewpoints of the respondents, so the individual inclination may have sneaked in due to respondents inclination to support their perspectives.
2. This was not a comprehensive study because of time and asset requirements.
3. The extent of the examination was restricted distinctly to three family items.

ANALYSIS

SAMPLE PROFILE

It's a proven fact that consumer exhibit different behavioral patterns according to their demographic characteristics. So, the classification of the respondents on the basis of such characteristics viz. age, gender and income is practiced to segment respondents into various sub groups.

CONSUMER PERCEPTIONS

The decision to purchase a consumer durable results in the establishment of a long lasting bond between consumer and the product. The product becomes a part of the household and reflects the lifestyle. So the consumer in its decision-making process compares various brands, their prices, features and many other aspects. In this present study all these variables are studied in relation to consumer's level of income.

CHOICE DETERMINANTS

Customer purchasing conduct is a result of an assortment of components for example not simply those identifying with clear highlights of the item. So an assessment of such significant

components viz. reference gatherings, media channel and effect of notice becomes fundamental for the examination to bunch their conduct under a specific example.

ROLE DOMINANCE IN PURCHASE DECISION

To discover the individuals who had a significant impact in the buy interaction of the above talked about items, the respondents were asked their feelings with regards to who affected their choice for the most part.

RESULTS AND CONCLUSIONS :

The surmisings drawn from the investigation about the different parts of exploration study are as per the following:

- The profile established 75% male and 25% female respondents. The wide hole was because of the presence of some specialized choices generally taken by men as it were.
- In guys the dynamic age bunch was 35-44 years while if there should be an occurrence of females the dynamic force vested in two age bunches for example 35-44 and 45-54.

It was construed from the examination that the customers of I₁ and I₂ classification assessed items in more utilitarian terms, for example, toughness rather than style or design capacity. They were less inclined to explore different avenues regarding new items. Interestingly, I₃ classification buyers were essentially concerned about appearance and self-perception. Item insightful investigation is given as follows:

TELEVISION :

- Weston (19.57%), LG (30%), Sony (41.67%) were the most preferred brands in lower, center and upper pay classifications individually.
- Cost (28.26%), brand notoriety (25.63%), (39.58%) were the significant contemplations behind buy choice in lower, center and upper pay classes separately.
- It was demonstrated by applying Chi-square Test that buying power affected purchasing thought.
- Entertainment esteem was the primary purpose for the buy choice in lower and center pay bunch with 40.22% and 40.63% reactions individually. 37.5% of the upper pay bunch thought about it as an impression of their status.

REFRIGERATOR :

- Videocon (25%), LG (34.37%) and LG (33.33%) were the most preferred brands in lower, center and upper pay bunch classes separately.
- Price (25%), brand notoriety (29.38%), and (33.33%) were the significant contemplations behind the buy choice in lower, center what's more, upper pay bunches separately.
- It was demonstrated by applying Chi-square Test that purchasing thought processes contrasted in different pay classifications.
- Better capacity limit was the mostly wanted component in lower and center pay bunch for example 33.33% and 31.25% individually.
- Maintenance of Freshness was the fundamental space of concern for example 29.17% among upper pay bunch.

FOOD PROCESSOR :

- Jupiter (30%), Philips (31.08%), Panasonic (36.17%) were the most preferred brands in I₁, I₂, I₃ class individually.

- Price (27.5%) brand notoriety (34.04%) and (34.04%) were the significant contemplations behind the buy choice in I1, I2, I3 class individually.
- Multiple utilizations (48.75%), efficient (50.68%) and need (42.15%) were the significant advantages expected by the three classes individually.

CHOICE DETERMINANTS

- Family (33.7%) and (43.13%), companions (54.17%) assumed a predominant part in dynamic interaction in individually classifications.
- Television was tracked down the best media station among every one of the three classes viz. 51.09%, 53.75% and 47.92% reactions.
- It was found by applying Likert Scale that commercial was chiefly taken as a helpful mechanism of data yet don't enjoy them into real buy.

CONCLUSION :

Promoting plans of organizations are going through a change and in this unique period "Pay Level" has arisen into a mainstream apparatus of sorting out how items fit into a purchaser example of living. As business sectors are comprised of individuals with cash to spend, it becomes compulsory for an advertiser to have exhaustive information on the pay level of his objective customers and their conduct since they are the genuine "power holders" in this cutthroat commercial center.

The current examination has been embraced against this background to comprehend the purchaser buy conduct and his item insights collecting them with his pay level.

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