

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
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 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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A STUDY ON CONSUMER BEHAVIOUR OF MINI PUMPS IN DOMESTIC SECTOR**G. DEVAKUMAR****PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****M. S. RAMAIAH SCHOOL OF ADVANCED STUDIES****BANGALORE****DR. G. BARANI****PERSONAL ASST. TO VICE CHANCELLOR****ANNA UNIVERSITY OF TECHNOLOGY****COIMBATORE****ABSTRACT**

In marketing, understanding the behavior of the consumers is a starting point, knowing the consumer personality and their needs which lead to prompt sales. This study is primarily focused to understand the consumer behavior on mini pumps in Coimbatore City. There are numbers of organized and unorganized sector, who manufactures variety of pumps in Coimbatore. And there is huge demand for mini pumps, especially for domestic usage. This article attempts to understand the consumer behavior on the usage of mini pumps. The Study conducted with 250 customers to know their buying behavior, and it has found that the consumers are influenced by the plumbers, mechanics and electricians.

KEYWORDS

Behavior, Consumer, Marketing, Mini pumps.

THE BACKGROUND OF THE STUDY

Consumer buying behavior is a decision process and an acts of people involved in buying and using the product. The various stages involved in consumer buying process are problem recognition, information search, evaluation of the alternatives, purchase decision, purchase and post purchase evaluation. The consumer making a purchase decision would be affected by the three major factors namely, personal factor, psychological factor and social factors.

STATEMENT OF THE PROBLEM

The attitude of the consumer, which prompts sale, depends on the situational behavior, availability of product, near by dealer shop, attractive price and after sales service support. Coimbatore is the place where too many payers in the pump market both organized and unorganized sectors. Hence this study is beneficial to the dealers and retailers with a view to understand the consumer behavior to attract the customer.

OBJECTIVE OF THE STUDY

1. To identify the various factors behind consumer behavior
2. To understand the influencing factor on promotional strategy
3. To suggest suitable recommendation to the dealers and retailers in the domestic pump market

HYPOTHESIS

- There is no significant association between the age group of respondents and the decision making.
- There is no association between the age group of respondents and the type of advertisement.
- There is a significant preference and association between the gender and the type of advertisement

LITERATURE REVIEW

Charterina (2012) the results show the conditions of the urban infrastructure, not only influence the decision as to where to shop in an in-town versus out-of-town dichotomy. The other factors like, means of transport, size of shopping basket and variety of types of retail outlets selected by consumers for their purchases.

Hasan Afzal and Muhammad Aslam Khan (2010). Says, with the use of effective advertising techniques, brands must build their image which in turn would build customer trust and credibility. Brands must try to build their competencies so that customer needs can be satisfied

Jacques Viaene and Xavier Gellynck (1995). There are five basic behaviour influencers namely, cognitive, affective, social, moral or ethical. These five basic influencers are used to determine the extent of willingness to change the habits.

Joy M. Kozar,(2012), It has noted that advertising executives are often apprehensive about using older models for fear that younger audiences might be offended, a misperception as older models is not found to actually alienate younger consumer groups. According to the study, among a sample of younger age consumers, older models were perceived as more trustworthy and credible than younger models.

M.Sathish, K. Santhosh Kumar, K.J.Naveen, and V.Jeevanantham (2011). Study says that the majority of the consumers are influenced by their friends and family members.

METHODOLOGY

The methodology involves collection of primary data from the respondents of the study. Well defined questionnaire was used to collect information from the respondents in Coimbatore city. The collected data was analyzed through frequency, percentages and Chi-square test. Literature survey was done using publication, journals and articles. Using convenience sampling, 250 samples were collected from the respondents.

LIMITATION OF THE STUDY

1. The present study is confined to usage of house hold mini pumps in Coimbatore city.
2. The sample size of 250 taken in domestic sector, which cannot be taken for generalizing other sectors.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: DISTRIBUTION OF AGE OF RESPONDENTS

Age group	Frequency (n=250)	Percentage %
25 to 35	112	44.8
36 to 45	58	23.2
46 to 55	45	18
Above 56	35	14

FIGURE 1: DISTRIBUTION OF AGE OF RESPONDENTS

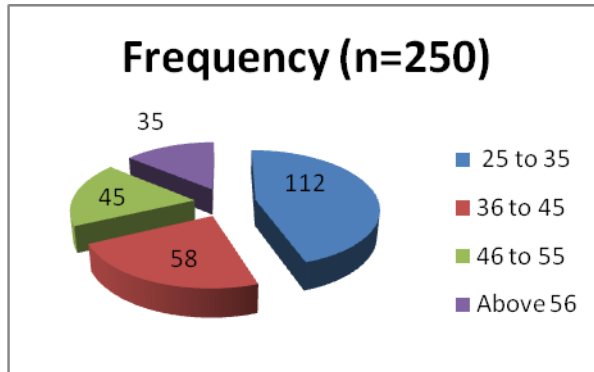


TABLE 2: DISTRIBUTION OF GENDER OF RESPONDENTS

Gender	Frequency (n=250)	Percentage %
Male	184	73.6
Female	66	26.4

FIGURE 2: DISTRIBUTION OF GENDER OF RESPONDENTS

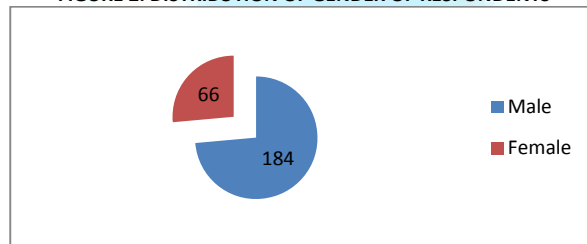


TABLE 3: INFORMATION SOURCE OF MINI PUMPS PURCHASE

Source	Frequency (n=250)	Percentage %
TV	12	4.8
News paper	15	6
Plumber/Electrician	86	34.4
Friends	34	13.6
Retailer	72	28.8
Hand bills	14	5.6
Event promotion	17	6.8

FIGURE 3: INFORMATION SOURCE OF MINI PUMPS PURCHASE

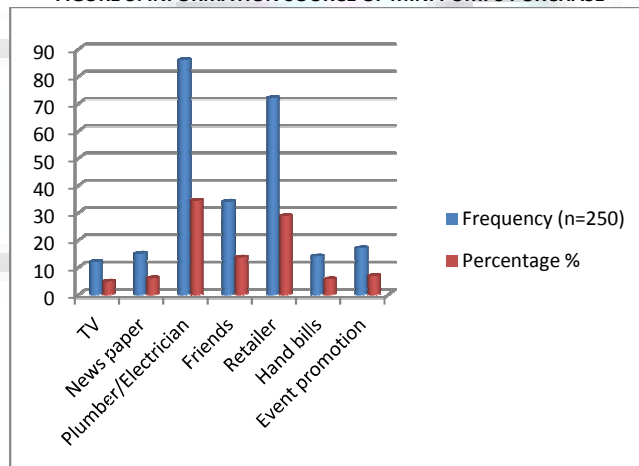


TABLE 4: DECISION TAKEN TO PUCHSE THE MINI PUMP SET

Decision	Frequency (n=250)	Percentage %
Self	30	12
Friends	33	13.2
Plumber/Electrician	148	59.2
Family	39	15.6

FIGURE 4: DECISION TAKEN TO PUCHSE THE MINI PUMP SET

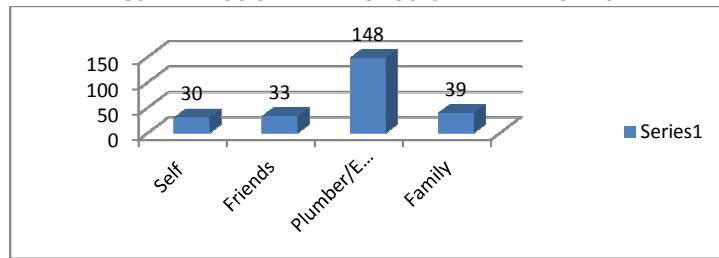


TABLE 5: INFLUENCE ON ADVERTICEMENT

Description	Frequency (n=250)	Percentage %
Agree	78	31.2
Strongly agree	28	11.2
Neither agree nor disagree	3	1.2
Disagree	127	50.8
Strongly disagree	9	3.6
Neither disagree nor agree	5	2

FIGURE 5: INFLUENCE ON ADVERTICEMENT

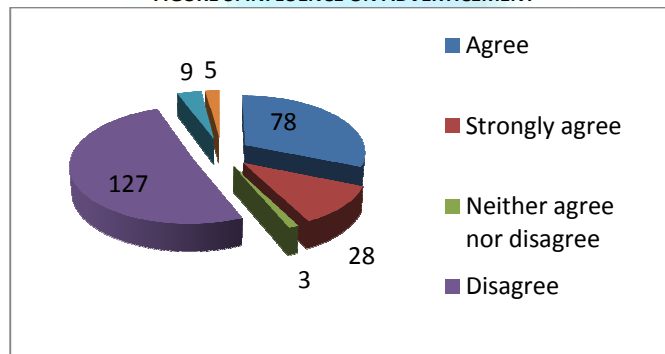


TABLE 6: AGE GROUP OF RESPONDENT AND DECISIONMAKING

Age	Self	Friends	Plumber	Family	Total
25-35	11	15	68	18	112
36-45	8	6	34	10	58
46-55	6	7	24	8	45
Above 50	5	5	22	3	35
Total	30	33	148	39	250

FIGURE 6: AGE GROUP OF RESPONDENT AND DECISIONMAKING

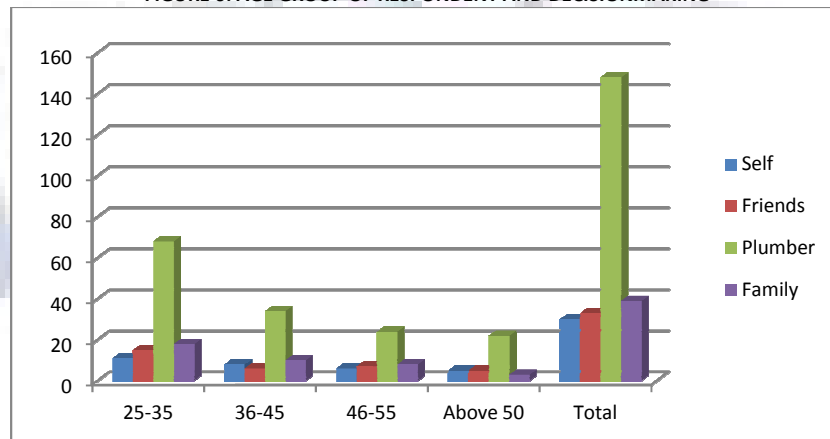


TABLE 7: ASSOCIATION BETWEEN THE AGE GROUP OF RESPONDENT AND DECISIONMAKING

O	E	O-E	(O-E) ² /E
11	13.44	-2.44	0.442976
15	14.784	0.216	0.003156
68	66.304	1.696	0.043382
18	17.472	0.528	0.015956
8	6.96	1.04	0.155402
6	7.656	-1.656	0.358194
34	34.336	-0.336	0.003288
10	9.048	0.952	0.100166
6	5.4	0.6	0.066667
7	5.94	1.06	0.189158
24	26.64	-2.64	0.261622
8	7.02	0.98	0.136809
5	4.2	0.8	0.152381
5	4.62	0.38	0.031255
22	20.72	1.28	0.079073
3	5.46	-2.46	1.108352
			3.147838

Chi-square (actual) value = 3.14, Degree of freedom = 9, p = 0.05

Chi-square (critical) value = 16.19,

Since, Chi-square (actual) value < Chi-square (critical) value, do not reject the hypothesis H0, There is no significant association between the age group of respondents and the decision making.

TABLE 8: AGE GROUP OF RESPONDENT AND TYPE OF ADVERTISEMENT

Age	TV	News paper	Plumber	Friends	Retailer	Hand bills	Event promotion	Total
25-35	2	1	36	8	21	4	5	77
36-45	2	3	13	6	23	4	4	55
46-55	4	5	10	12	12	2	3	48
Above 50	4	6	27	8	16	4	5	70
Total	12	15	86	34	72	14	17	250

FIGURE 7: AGE GROUP OF RESPONDENT AND TYPE OF ADVERTISEMENT

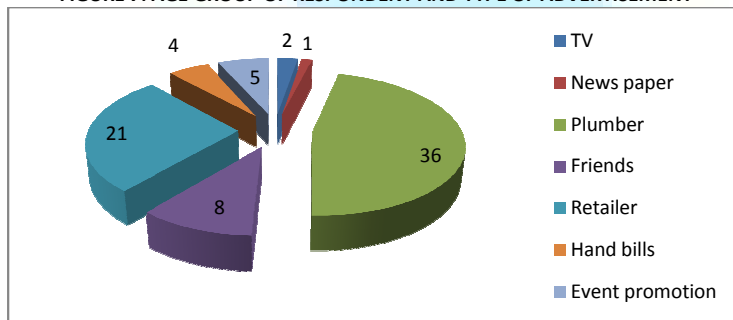


TABLE 9: ASSOCIATION BETWEEN THE AGE GROUP OF RESPONDENT AND TYPE OF ADVERTISEMENT

O	E	O-E	(O-E) ² /E
2	3.696	-1.696	0.778251
1	4.62	-3.62	2.83645
36	26.488	9.512	3.415816
8	10.472	-2.472	0.583536
21	22.176	-1.176	0.062364
4	4.312	-0.312	0.022575
5	5.236	-0.236	0.010637
2	2.64	-0.64	0.155152
3	3.3	-0.3	0.027273
13	18.92	-5.92	1.852347
6	7.48	-1.48	0.292834
23	15.84	7.16	3.236465
4	3.08	0.92	0.274805
4	3.74	0.26	0.018075
4	2.304	1.696	1.248444
5	2.88	2.12	1.560556
10	16.512	-6.512	2.568202
12	6.528	5.472	4.586824
12	13.824	-1.824	0.240667
2	2.688	-0.688	0.176095
3	3.264	-0.264	0.021353
4	3.36	0.64	0.121905
6	4.2	1.8	0.771429
27	24.08	2.92	0.354086
8	9.52	-1.52	0.242689
16	20.16	-4.16	0.858413
4	3.92	0.08	0.001633
5	4.76	0.24	0.012101
			26.33097

Chi-square (actual) value = 26.33, Degree of freedom = 18, p= 0.05,

Chi-square (critical) value = 28.86

Chi-square (actual) value < Chi-square (critical) value

Since, Chi-square (actual) value < Chi-square (critical) value, do not reject the hypothesis H0, There is no significant preference among the categories and no association between the age group of respondents and the type of advertisement .

TABLE 10: GENDER AND THE TYPE OF ADVERTISEMENT

Type of Add	Male	Female	Total
TV	8	4	12
News paper	7	8	15
Plumber/Electrician	68	18	86
Friends	24	10	34
Retailer	60	12	72
Hand bills	8	6	14
Event promotion	9	8	17
Total	184	66	250

FIGURE 8: GENDER AND THE TYPE OF ADVERTISEMENT

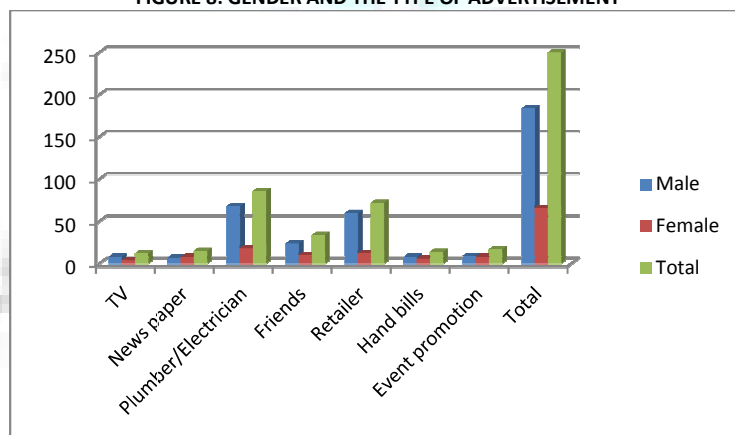


TABLE 11: ASSOCIATION BETWEEN THE GENDER AND THE TYPE OF ADVERTISEMENT

O	E	O-E	(O-E) ² / E
8	8.832	-0.832	0.078377
4	3.168	0.832	0.218505
7	11.04	-4.04	1.478406
8	3.96	4.04	4.121616
68	63.296	4.704	0.349589
18	22.704	-4.704	0.974613
24	25.024	-1.024	0.041903
10	8.976	1.024	0.11682
60	52.992	7.008	0.926783
12	19.008	-7.008	2.583758
8	10.304	-2.304	0.51518
6	3.696	2.304	1.43626
9	12.512	-3.512	0.985785
8	4.488	3.512	2.74825
			16.57584

Chi-square (actual) value = 16.57, Degree of freedom =6, $p = 0.05$,

Chi-square (critical) value = 12.59

Chi-square (actual) value > Chi-square (critical) value

Since, Chi-square (actual) value > Chi-square (critical) value, reject the hypothesis H₀, There is a significant preference among the categories and there is an association between the gender and the type of advertisement

FINDINGS AND SUGGESTIONS

The majority of the buying behaviors of the respondents were influenced by the information source provided by the plumbers, mechanics and electricians. The maximum numbers of respondents were told that they were attracted by plumbers and mechanics, and the decision taken based on these information sources, which contribute to 59% of the total. It is also observed that the retailer plays an important role for pushing the product. It was found that the Chi-square (actual) value is less than the Chi-square (critical) value, hence there is no significant preference among the categories of association between the age group and decision making on purchase. Also there is no association between the age group of respondents and the type of advertisement. The maximum respondents were having age group from 25 to 35, in which 74% of them were men and there is a significant association between the gender and the type of advertisement.

CONCLUSION

Coimbatore city being the heart of pump manufacturing industries and the utilization of mini pump has become a part of every house hold irrespective of all the seasons. Many companies under organized and unorganized sector are entering in to the market .For better survive, the manufactures should motivate the dealer, sub-dealer, retailer and the influencers' of the product i.e., plumbers, mechanics and electricians for better margin on their effort made on sales. Marketers to design attractive promotional campaigns like dealers meet, mechanics training program, plumbers meet, which will result in customer attraction against salability of the brand.

SCOPE FOR FUTURE RESEARCH

Similar type of study can be conducted on sectors like agricultural sector and industry sector for other range of product namely, open well submersible pump sets, bore well submersible pumps and mono block pump sets.

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