

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3130 Cities in 166 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	JOB SATISFACTION AS MEDIATOR IN THE RELATIONSHIP BETWEEN WORK SPIRITUALITY AND PERFORMANCE: A CASE STUDY OF EMPLOYEE'S SHARIA BANKING SECTOR IN SURAKARTA DISTRICT, INDONESIA <i>ACHMAD CHOERUDIN, TULUS HARYONO & MUHAMMAD CHOLIL</i>	1
2.	WOMEN ENTREPRENEURSHIP AND EMPOWERMENT: AN ANALYSIS FROM THE PERSPECTIVE OF SMALL URBAN INDIA <i>DR. SUJIT ROY & DR. SAMITA MANNA</i>	8
3.	ERP APPLICATION IN INDIAN INDUSTRIES: AN ANALYSIS WITH RESPECT TO MANUFACTURING UNITS IN PONDICHERRY <i>DR. D. ARAVAZHI IRISSAPPANE & S. YASODHA</i>	13
4.	INFLUENCE OF ADVERTISING IN MEDIA ON THE PERCEPTIONS OF YOUNG INDIAN CONSUMERS WITH SPECIAL REFERENCE TO ORGANIZED FAST FOOD OUTLETS <i>DEEPAK ASHOKKUMAR & DR. S. SANKARANARAYANAN</i>	20
5.	NATURE BASED TOURISM AND PROTECTED AREA (PA) MANAGEMENT <i>U.N. SHUKLA & ALTAF AHMAD LONE</i>	24
6.	PRODUCTION TREND OF MAJOR AGRICULTURAL CROPS IN BANGLADESH <i>MD. RASHIDUL HASAN, M. S. RAHMAN & D. C. ACHARJEE</i>	29
7.	APPRAISAL OF SOCIAL MEDIA AS A STRATEGIC MARKETING TOOL <i>AAKRITI CHAUDHRY & ASHIMA SHARMA</i>	33
8.	A BRIEF ANALYSIS OF INDIA-JAPAN BILATERAL TRADE: A TRADE INTENSITY APPROACH <i>P. SUNDAR RAJ & DR. B. AMBROSE</i>	36
9.	TALENT MANAGEMENT AS A NEVER-ENDING WAR FOR TALENT: AN ANALYSIS <i>DR. R. UMA DEVI</i>	39
10.	A STUDY ON HUMAN RESOURCE ACCOUNTING <i>DR. CIRAPPA. I. B & MUTTESHA. N</i>	46
11.	DETERMINANTS OF TOBACCO OUTPUT IN ZIMBABWE <i>DESMOND NDEDZU, VIMBAYI KETERO, TAMUKA MUKURA, TENDAI MAKOVA & EDGAR MUHOYI</i>	53
12.	NATURAL RESOURCE ENDOWMENT AND ECONOMIC GROWTH IN AN OIL EXPORTING COUNTRY: THE CASE OF NIGERIA <i>ALALADE S. A. & EJUMEDIA P. E.</i>	59
13.	CONSUMER BEHAVIOUR WITH REFERENCE TO HOME APPLIANCES IN TIRUVARUR TOWN <i>R. AYYAPPAN & DR. P.ASOKAN</i>	65
14.	SELF HELP GROUP-BANK LINKAGE PROGRAMME AS AN INSTRUMENT OF ECONOMIC UPLIFTMENT OF POOR WOMEN OF ASSAM: A CASE STUDY OF RAHA BLOCK OF NAGAON DISTRICT <i>SUMIT DEY, LAKHIMI NATH & PRIYAM KALITA</i>	68
15.	HUMAN RESOURCE MANAGEMENT SCENARIO IN INDIA <i>THOTA AMRUTHA VALLI & T.RANGA VALLI</i>	73
	REQUEST FOR FEEDBACK & DISCLAIMER	76

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S.M.S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in ***M.S. Word format*** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF.**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

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.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- 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.

CONTRIBUTIONS TO BOOKS

- 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.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

CONSUMER BEHAVIOUR WITH REFERENCE TO HOME APPLIANCES IN TIRUVARUR TOWN**R. AYYAPPAN****RESEARCH SCHOLAR****P.G. & RESEARCH DEPARTMENT OF COMMERCE****THIRU.VI.KA. GOVERNMENT ARTS COLLEGE****TIRUVARUR****DR. P.ASOKAN****ASSOCIATE PROFESSOR****P.G. & RESEARCH DEPARTMENT OF COMMERCE****THIRU.VI.KA. GOVERNMENT ARTS COLLEGE****TIRUVARUR****ABSTRACT**

The present study Consumer behaviour – A study with reference to home appliances is aimed analyzing the role of consumers involving pre-purchase activities and making the final decision. Consumer behaviour is the corner stone of marketing strategy. Business units aiming at increasing sales must understand the behaviour of consumers. The study is based on survey method. The primary data were collected from the respondents using an interview schedule. The study was a stupendous task because of large number of households. A sample of 150 respondents possessing Indian made home-appliances covered in the study was selected, by using convenience sampling method. The convenience sampling is one of the non-probability sampling methods. The reason of using this method was the non-availability of the list of universe. The study was conducted in Tiruvarur Town. In a competitive economic system, the success of the business units depends on an accurate knowledge of the consumers. An understanding of consumer behaviour is essential in Marketing planning and programmes and one of the most important keys to successful marketing. The increase in population, the increase in the diversity of population and the ever expanding choices and freedom, and the study of consumer behaviour are must for the marketing function.

KEYWORDS

home Appliances, Tiruvarur Town.

INTRODUCTION

The study of consumer behaviour is not altogether a recent activity. While it has blossomed in to a much studied science only during the last decades, it finds mention in the earliest treatise **THE WEALTH OF NATIONS** by Adam Smith in 1776. The effects of sociology and psychology and anthropology besides economics, on the behaviour of consumers were recognized and the science of consumer behaviour took root. Marketing and consumer behaviour are so closely related that the study of consumer behaviour can be said to be the first step in refined marketing. Consumer behaviour study and consumer research are important allies of the marketer.

IMPORTANCE OF THE STUDY

A purchase is rarely the result of a single motive. Every business man needs to know why consumers purchase certain products or why they do not purchase others. The present study Consumer behaviour – A study with reference to home appliances is aimed analyzing the role of consumers involving pre-purchase activities and making the final decision. Consumer behaviour is the corner stone of marketing strategy. Business units aiming at increasing sales must understand the behaviour of consumers.

OBJECTIVES OF THE STUDY

1. To study the general theoretical concepts of consumer behaviour.
2. To study the factors influencing the purchase of home appliances.
3. To study the relationship between income and Brand consciousness.
4. To know the awareness of consumers towards advertising, messages, after sales services and consumer legislation.

RESEARCH METHODOLOGY

The study is based on survey method. The primary data were collected from the respondents using an interview schedule. The study was a stupendous task because of large number of households. A sample of 150 respondents possessing Indian made home-appliances covered in the study was selected, by using convenience sampling method. The convenience sampling is one of the non-probability sampling methods. The reason of using this method was the non-availability of the list of universe. The study was conducted in Tiruvarur Town.

HOME APPLIANCES COVERED

1. Air - conditioner
2. Grinder
3. Pressure cooker
4. Refrigerator
5. Mixie
6. Washing machine

LIMITATIONS OF THE STUDY

1. The study was confined only to Tiruvarur Town
2. Owing to constraints of time and resources more number of home appliances and more information such as brand loyalty, order of purchase could not be included.
3. The findings are drawn only on the basis of information supplied by the respondents.

FINDINGS

The results of the study are given below:

TABLE – 1: BRAND WISE POSSESSION – GRINDER

Sl. No.	Brand Name	Number of Respondents	Percentage
1.	Lakshmi	67	45
2.	Shantha Tilting V.G	8	5
3.	Maharaja	14	9
4.	A.U.E.	6	4
5.	Butterfly	7	5
6.	HMT	11	8
7.	SPL	3	2
8.	Sowbakya Wet Grinder	29	19
9.	Others	5	3
	Total	150	100

Source: Primary data

It was clear that Lakshmi Wet Grinders are preferred by 45 percent of the respondents. The reason attributed by them is that, the brand offers trouble free performance. Sowbakya Wet Grinder is preferred by 19 percent of the respondents.

TABLE – 2: BRAND WISE POSSESSION – MIXIE

Sl.No.	Brand Name	Number of Respondents	Percentage
1.	Maharaja	18	14
2.	Preethi	13	10
3.	Bajaj Mixo Matique	4	3
4.	New Videocon	3	2
5.	Butterfly	9	7
6.	Premier	16	13
7.	Sieco	2	2
8.	Meenu	1	1
9.	Sumeeth	37	29
10.	Star National	21	17
11.	Prestige	2	2
	Total	126	100

Source: Primary data

It was clear that two many brands of Mixies are available in the market. Sumeeth mixie was used by 37 respondents followed by Star National and Maharaja. The reason given by the respondents for using Sumeeth mixie is its Superior quality.

TABLE – 3: BRAND WISE POSSESSION – PRESSURE COOKER

Sl.No.	Brand Name	Number of Respondent	Percentage
1.	Prestige	41	28
2.	Maharaja	23	16
3.	Butterfly	36	24
4.	Anandha	4	3
5.	Howkins	12	8
6.	Premier	29	20
7.	Kelvinator	2	1
	Total	147	100

Source: Primary data

As far as Pressure Cooker is concerned prestige was the brand, preferred by 28 percent of the respondents. Butterfly came second with 24 percent followed by premier.

TABLE – 4: BRAND WISE POSSESSION – REFRIGERATOR

Sl.No.	Brand Name	Number of Respondents	Percentage
1.	Whirl pool	72	64
2.	Godrej	17	15
3.	L.G.	8	7
4.	Kelvinator	9	6
5.	Videocon	7	8
	Total	113	100

Source: Primary data

Refrigerator, one of the costly home appliances was possessed by 113 out of 150 respondents. Whirl pool was the most familiar brand among the sample population. It was used by 64 percent of them.

TABLE 5: BRAND WISE POSSESSION - WASHING MACHINE

Sl.No.	Brand Name	Number of Respondent	Percentage
1.	Hi – Tech	2	7
2.	Whirl pool	9	32
3.	Videocon	8	29
4.	L.G.	7	25
5.	IFB	2	7
	Total	28	100

Source: Primary data

The study revealed that only 28 out of 150 sample respondents were in possession of washing machine. Whirl pool was the most preferred brand by the respondents followed by Videocon and L.G. Utility is the most important factor influencing the purchase of washing machine.

TABLE – 6: BRAND WISE POSSESSION – AIR – CONDITIONER

Sl.No.	Brand Name	Number of Respondents	Percentage
1.	Hi – Tech	5	24
2.	National	3	14
3.	L.G.	2	9
4.	Samsung	5	24
5.	Carrier	6	29
	Total	21	100

Source: Primary data

Air-Conditioner is one of the expensive home-appliances. It was possessed only by 21 respondents. Carrier was the most familiar brand used by 29 percent of the respondents and both the Hi-Tech and Samsung were used by 24 percent of the respondents.

CONCLUSION

In a competitive economic system, the success of the business units depends on an accurate knowledge of the consumers. An understanding of consumer behaviour is essential in Marketing planning and programmes and one of the most important keys to successful marketing. The increase in population, the increase in the diversity of population and the ever expanding choices and freedom, and the study of consumer behaviour are must for the marketing function.

REFERENCES

1. Dr. V. Balu, Marketing Reserch and Consumer Behaviour, Sri Venkateswara Publications, Chennai -4.
2. Edward W. Cundiff, Richard R. Still, Norman A.P. Govant Prentice Hall of India (P) Ltd., New Delhi, 1971.
3. M.S. Raju, Dominique xardel, Consumer Behaviour Vikas Publishing House (P) Ltd., 2004.
4. Mamoria C.B. Joshi R.L. Principles and Practice of marketing in India, Kitala Mahal Allahabad, 1978.
5. Peter D. Bennith Harold H. Kassarijian, Consumer Behaviour, Prentice Hall of India (P) Ltd., New Delhi, 1987.
6. R.S. Deshpande – Model Ideal Home for India, United Banked Corporation, Poona 1982.
7. Sherlakar S.A., Marketing management – Himalaya Publishing House, Bombay, 1990.
8. William J. Stanton, Fundamentals of Marketing, Mc Graw Hill, International Book Company, Singapore, 1985.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

