

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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## A STUDY ON CONSUMER BEHAVIOUR TOWARDS INTERNATIONAL BRAND OF HOME APPLIANCES AT VELLORE CITY

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### ABSTRACT

*This research work entitled "A study on consumer behaviour towards international brand of home appliances at Vellore City carried out by the researcher to have a clear insight into the brand preference and to understand the consumer behaviour towards purchasing International brand of Home appliances. This study is mainly deals with knowing purchase and post purchase behaviour. It also opens the various factors which can affect the purchase decision of consumer towards international Home Appliances Brands. Further, this study covers various factors influencing consumers towards international brands of home appliances in Vellore district. The study area is confined to the sample population in Vellore City. Only five items of home appliances: Air conditioner, Washing Machines, Refrigerators, Washing Machines and Television are taken into consideration. A well structured Questionnaire is used to collect primary data. Sample size is 100, variance and confidence methods are used for Determining sample size. The researcher adopted simple random sampling for the study. The data was analyzed using the statistical tools like percentage analysis, chi square and ANOVA. This study provides the exceptions of consumer and up to how much level of these expectations met and also helps to know whether they recommend International brands to other or not. This Study assisted to know the different services offered by International home appliance companies.*

### KEYWORDS

International Brand, consumer behaviour, post purchase behaviour, Services offered.

### 1. INTRODUCTION

Consumer Behavior is defined as "the interplay of forces that takes place during a consumption process, within a consumers self and his environment. Consumer research takes places at every phase of utilization process, before the purchase, during the purchase and after the purchase. The varying demographic profile of the population in terms of education, income, size of family and so on, are very imperative by what will be more substantive in days to come will be the psychographics of customers that is how they feel, think or behave. Marketers will have to continually monitor and comprehend the primary Psychographics to map their relevant industries are moving and decide what required to be done, by way of totting up value that stimulates customers to buy the company's products and empower the potential industry structure. The acquaintances of the consumer behavior assists the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are predisposed by their environment, the reference groups, family, and salespersons and so on.

This study is mainly deals with knowing purchase and post purchase behaviour. Changing preference of customers in today's scenario is unpredictable as there are so many best option for customer in home appliances selection. The competition is cutthroat in term of price, promotional strategies. The International brands find India to be a potential hub to market their products. But then too the consumer behaviour has to be know which him attracted towards International brands. Major Appliance brands include such companies as Whirlpool, Samsung, Godrej & LG. A smaller number of distributors control groups of these brands

### 2. LITERATURE REVIEW

Mujahid-Mukhtar E, Mukhtar H (1991) has observed role of decision making for household durables: good measure of women's power within a household in Pakistan. It is their influence in the purchase of new home improvement technology good (cars, appliances, etc.), who's expense and life-long nature makes their purchase an important decision. The study identified various cultural and economic factors that affect women's decision making power: urban women, women in nuclear families, educated women, and working women generally have more decision making power than rural women, women in extended families, illiterate women, and unemployed women.

Belch And Belch, has analyzed that, Consumer behaviour is the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.

Leon G. Schiffman & Leslie Lazar Kanuk, "Consumer behaviour can be defined as the behaviour that consumer display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs".

According to BEARDEN, "The mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants."

According to LEON G SCHIFFMAN "The behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

According to Solomon, "Consumer behaviour is the process involved when individual or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants".

### 3. OBJECTIVES OF THE STUDY

1. To Study the consumer behavior towards International brand of home appliances in Vellore City.
2. To find out factors that influence buying decision of home appliances.
3. To examine the change in consumer behavior due to International Brand.

### 4. SCOPE OF THE STUDY

- This Report will help to understand the consumer behaviour towards purchasing new Home appliances. It also opens the various factors which can affect the purchase decision.

- This Report provides a frame of mind of people, what are the exceptions of consumer and up to how much level this expectation met. To know whether they recommend to other or not.
- The Study facilitated to acquaint about the customer’s outlook and opinion. This Study assisted to know the dissimilar services offered by home appliance companies.

**5. RESEARCH METHODOLOGY**

**RESEARCH DESIGN**

Descriptive Research Design

**SAMPLING METHOD**

The researcher adopted simple random sampling for the study

**SAMPLE SIZE**

Sample size is 150, variance and confidence methods are used for Determining sample size.

**RESEARCH INSTRUMENT**

The research instrument that is used in this study is questionnaire. A well structured Questionnaire is used to collect primary data The instrument consisted of 19 items with five-point Likert-like scale and 10 item with multiple option scale with intensities varying through.

**COLLECTION OF DATA**

The data collected are mostly primary and rarely secondary data.

**RESEARCH AREA**

The research was conducted at Vellore.

**STATISTICAL TOOLS**

- ANOVA
- SIMPLE PERCENTAGE ANALYSIS.

**6. DATA ANALYSIS AND INTERPRETATION**

**TABLE 6.1: FREQUENCY DISTRIBUTION OF THE RESPONDENTS BASED ON THE AGE OF THE CUSTOMER**

Description	Respondents	Percent
Below 20 years	9	6.0
21-30 years	82	54.7
31-40 years	49	32.7
Above 40 years	10	6.7
Total	150	100.0

The table 6.1 shows that 54.7% fall in the category of 21-30 years in age 32.7% in 31-40 years, Only 6.7% are in the age group Of Above 40 years and 6% are Below 20 years, Thereby the usage of home appliances is more in the young population.

**TABLE 6.2: FREQUENCY DISTRIBUTION OF THE RESPONDENTS BASED ON THE CUSTOMER QUALIFICATION**

Description	Respondents	Percent
SSLC	11	7.3
Higher secondary	14	9.3
Diploma	36	24.0
Graduate	49	32.7
Postgraduate	31	20.7
Others	9	6.0
Total	150	100.0

The table 6.2 shows that 49 respondents reported that they graduate, this represent 32.7%, 36 respondents reported that they diploma, this represent 24%, 31 respondents reported that they postgraduate, this represent 20.7%, 14 respondents reported that they higher secondary, this represent 16.7%, 11 respondents reported that they SSLC, they represent 7.3%, 9 respondents reported that they others, they represent 6%.

**TABLE 6.3: FREQUENCY DISTRIBUTION OF THE RESPONDENTS BASED ON THE PURCHASE OF PRODUCT**

Description	Respondents	Percent
Brand name	58	38.7
Price	42	28.0
Quality	21	14.0
Offers/discount	11	7.3
Availability	11	7.3
Post purchase service	7	4.7
Total	150	100.0

The table 6.2 shows that 58 respondents are reported that they purchase the product based on Brand name this represents 38.7%, 42 respondents are reported that they purchase the product based on price this represents 28%, 21 respondents are reported that they purchase the product based on quality this represents 14%, 11 respondents are reported that they purchase the product based on offers/discounts this represents 7.3%, 11 respondents are reported that they purchase the product based on availability this represents 7.3%, 7 respondents are reported that they purchase the product based on post purchase service this represents 4.7%.

**TABLE 6.4: ANOVA FOR INTERNATIONAL BRAND GREATLY EXPRESS THEIR INDIVIDUALITY BASED ON THEIR OCCUPATION**

Source of variance	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.963	4	.491	.345	.847
Within Groups	206.330	145	1.423		
Total	208.293	149			

**Interpretation**

H<sub>0</sub>- There is no significant difference between the mean values International brand greatly express their Individuality based on their Occupation.

H<sub>1</sub>- There is significant difference between the mean values International brand greatly express their Individuality based on their Occupation.

**Result**

P = .847



$P > .05$   
 Since P value (.847) is greater than the .05 at 5% level of significance. Null hypothesis is accepted. Therefore there is no significant difference between the mean values International brand greatly express their Individuality based on their Occupation.

**TABLE 6.5: ANOVA DESCRIPTIVE FOR INTERNATIONAL PRODUCT ARE BETTER THAN DOMESTIC PRODUCTS BASED ON THE AGE OF CUSTOMER**

Source of variance	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.954	4	.488	.983	.419
Within Groups	72.046	145	.497		
Total	74.000	149			

#### Interpretation

$H_0$ - There is no significant difference between the mean values of international product are better than domestic products based on their age of customer.

$H_1$ - There is significant difference between the mean values of international product are better than domestic products based on their age of customer.

#### RESULT

$P = .419$

$P > .05$   
 Since P value (.419) is greater than the .05 at 5% level of significance. Null hypothesis is accepted. There is no significant difference between the mean values of international product are better than domestic products based on their age of customer.

#### RESULTS AND DISCUSSION

International brand Home appliances is better than domestic brand is based on Occupation but it is not depended on Age, Gender, Marital status, Qualification, Monthly income and Type of family. Thus most of respondent projected strongly agree of International brand home appliances enhance their Image & Agree international brand greatly express their Individuality, leads to identification of social group. The pulse of the India 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, 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 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 behavior. There should be equilibrium between sustainability and demand

#### SUGGESTIONS

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.

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#### CONCLUSION

In this study, the researchers concluded that, people in Vellore city has pertinent knowledge about diverse brands of the Electronic Home Appliances. Knowledge about Electronic Home appliances differ based on the demographic factors like age, gender, marital status, qualification, income and family type discriminating the buying behavior of home appliances is based on this study the awareness level of home Electronic Home appliances are moderate in Vellore City. Most of the respondents have the relevant knowledge on the renowned company brands the main factors involved in selecting home appliances are price then brand name, then quality, then service and the last are the other offers given by the retailer. a huge buying seen and more amounts is spent on buying Electronic Home Appliances based on the selective brands.

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