

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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- 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.

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**CONSUMER BEHAVIOUR TOWARDS REFRIGERATOR IN MYSORE CITY**

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**ABSTRACT**

*Consumer Behavior means buying behavior of ultimate consumers. Those consumers who buy for personal use. The buying behavior of the consumer depends upon the awareness of the product, taste and preference of the brand. In the Indian market the double income families spending more money not only meet their financial demand but also to live with comfort. As result consumers are purchasing household durables are necessities rather than luxury. With increase of family income consumer more spending on household appliances like pressure cooker, television, washing machine, refrigerators, mixer, wet grinders, vacuum cleaner to name a few. The data for the research is collected 150 respondents in Mysore city. The convenience sampling method was deployed to collect the necessary information. The data were collected on the socio economic factors consists of age, Gender, Marital status, Nature of Family, Educational qualification, occupation, Income level and size of the family.*

**KEYWORDS**

Consumer Behavior, Household Appliances, Mysore city.

**INTRODUCTION**

Generally purchase television for entertainment later consumers purchase refrigerator to home. The second order of buying a household appliance is refrigerator. Refrigerator is a value item with technical content. There are more number of manufactures are promoting the refrigerators products to market. Today buyers purchasing refrigerators based on the size, color, quality, price, brand image, design, model of the brand available. Therefore manufacturers are promoting using different strategies to build brand image and goodwill.

The length of the product life cycle is short in household appliances like television, refrigerator, washing machine etc due to technology. The improve of technology increase the expectations of the customers and more number of alternatives in the market. The dealers' loyalty plays a major role to selling refrigerators products and added value to the products. Most of the manufactures are diversified their products to meet the all classes of the customers. People are smarter spending financially towards household appliances and more demanding for fewer prices.

People found more uses to purchase refrigerator products begin with preserving food items, vegetables and other things. Nowadays refrigerators are available for different purposes and preserve different things. The usage of refrigerator varies from domestic usage and business. Hence refrigerators are necessary for all sectors of users but buying behavior of consumers differs from place to place and people to people.

This study helps to ascertain the factors influencing the buying behavior of a consumer. Some of the factors which are taken into consideration are brand name, delivery, size, and price, and color, utility and sales service. These factors are taken because each of them are combined with others influences the buying decision of the consumer.

**STATEMENT OF THE PROBLEM**

Consumer households have exhibit significant sales growth. Categories like Flat panel TVs, Microwave ovens, Air Conditioners and Refrigerators are likely to post strong growth. Urban market is likely to be driven by new technology/innovative products, lifestyle products and replacement demand such as LED TVs, Laptops, and Split ACs. Etc. Rural markets are likely to outpace growth in the urban markets led by increasing penetration across categories such as Refrigerators and Washing machines. Growth is mainly contributed by first time buyers of products unlike replacement demand in urban markets. Entry of private labels in rural market may fuel competition.

This study is focus on consumers who have the choice between a well known refrigerator brand and an unknown brand will often choose the well known brand. However the phenomenon that consumer tends to choose basing on brand awareness declines from purchase to purchase. If consumers are not familiar with any of the brands available, they will try to choose the high quality brand with well known available brand. In other words, the customer should be able to identify a firm's product in the retail stores or be able to recall its brand whenever he or she thinks of refrigerator brand. Hence this study on consumer behavior towards refrigerators among the people in Mysore city was undertaken.

**OBJECTIVES OF THE STUDY**

The following are major objectives of the study:

1. To examine the brand awareness of consumers in Mysore city.
2. To examine the brand preferences of the consumers in the Mysore city.
3. To improve the awareness of the brands as well as brand preferences in Mysore city.

**RESEARCH METHODOLOGY**

The primary data have been collected by the researcher by the way of using a structured interview. The researcher has adopted simple random sampling method to collect necessary data for this particular study. The secondary data have been collected from various books and periodicals, news papers, and related dissertations.

**PRIMARY DATA**

Primary data were collected by interviewing the respondents using the interview schedule in the city of Mysore.

**SECONDARY DATA**

Secondary data concerned with household appliances about the refrigerator was collected from secondary sources like company records and magazines.

**TOOLS OF ANALYSIS**

Researcher has adopted only percentages analysis to analyze the collected information in the Mysore city.

**SOCIO ECONOMIC FACTORS AND BRAND PREFERENCES**

Socio economic factors consist of age, gender, marital status, nature of family, educational qualification, occupation, Income level and size of the family.

**AGE OF SAMPLE CONSUMERS**

Age is considered as an important factor for the study. Services availed of by sample consumers differ according to their age. Table 1 shows the age wise distribution of the sample of the sample consumer.

**TABLE 1: TABLE SHOWING AGE WISE CLASSIFICATION OF SAMPLE RESPONDENTS**

Sl.No	Age	No. of Respondents	Percentage (%)
1	Below 20	3	2
2	20-30	47	32
3	30-40	68	45
4	40-50	23	15
5	Above 50 years	9	6
	Total	150	100

Source: Primary Data

Table. 1 indicates the age wise classification of the sample respondents. Out of 150 sample respondents 3 respondents (2%) belong to the category of below 20 and 47 sample respondents (32%) are falls in between 20-30 category, 68 respondents (45%) are falls in between 30-40 category and 23 sample respondents (15%) are between 40-50 category. Only 9 respondents (6%) have come under age group of above 50. It is concluded that majority of the respondents are in category of 30 to 40 and 20-30.

**GENDER OF SAMPLE CONSUMERS**

Gender plays a significant role to satisfy their life expectations. Male and female gender influencing the purchasing of refrigerator product. Table 2 indicates the gender wise classification of the sample consumers.

**TABLE 2: TABLE SHOWING GENDER WISE CLASSIFICATION OF SAMPLE RESPONDENTS**

Sl. No	Gender	No. of Respondents	Percentage (%)
1	Male	67	45
2	Female	83	55
	Total	150	100

Source: Primary Data

Out of 150 sample respondents 67 respondents (45%) are male and 83 respondents (55%) are female. It is concluded that majority of the sample respondents are female.

**MARITAL STATUS OF SAMPLE CONSUMERS**

Usage of unmarried woman/man is entirely different from that of a married couple. Therefore marital status is one of the factors which may influence them.

**TABLE 3: TABLE SHOWING THE CLASSIFICATION OF SAMPLE RESPONDENTS ACCORDING TO THEIR MARITAL STATUS**

Sl. No	Marital Status	No. of Respondents	Percentage (%)
1	Married	112	75
2	Unmarried	38	25
	Total	150	100

Source: Primary Data

Table. 3 shows that 112 sample respondents (75%) are married and rest of 38 sample respondents (25%) are unmarried. We can conclude that majority of the sample respondents are married.

**NATURE OF THE FAMILY OF SAMPLE CONSUMERS**

Families are divided into joint and nuclear family. Generally joint family is more popular in villages. Whereas the semi-urban, and urban mass are nuclear families. Number of family influence the decision making process.

**TABLE 4: TABLE SHOWS THE NATURE OF THE FAMILY OF SAMPLE RESPONDENTS**

Sl. No	Age	No. of Respondents	Percentage (%)
1	Joint Family	106	70
2	Nuclear family	44	30
	Total	150	100

Source: Primary Data

Table. 4 shows that out of 150 families 106 families (70%) were joint family and the remaining 44 families (30%) were nuclear family. It is conclude that most of the families were nuclear family.

**EDUCATIONAL QUALIFICATION OF SAMPLE CONSUMERS**

Literacy level and level of education attainment provides the facilities availed of by companies. The use of services varies because of different education background. The profile of sample customer's in terms of educational qualification shows in table 5.

**TABLE 5: TABLE SHOWING EDUCATION QUALIFICATION WISE CLASSIFICATION OF SAMPLE RESPONDENTS**

Sl. No	Educational Qualification	No. of Respondents	Percentage (%)
1	School Level	48	32
2	College level	102	68
	Total	150	100

Source: Primary Data

From the Table. 5 out of 150 sample respondents, 48 sample respondents (32%) are studied up to school level, and the training 102 sample respondents (68%) are educated college level. It is conclude that most of the respondents are educated college level.

**OCCUPATION OF SAMPLE CONSUMERS**

Consumer purchase behavior influenced based on their occupation. People who are well placed or employed enjoy better position in the society. Table 6 in which the respondents are grouped according to their occupation.

**TABLE 6: TABLE SHOWING OCCUPATION WISE CLASSIFICATION OF SAMPLE RESPONDENTS**

Sl. No	Occupation	No. of Respondents	Percentage (%)
1	Business men	29	19
2	Employed in Govt. Organization	38	25
3	Professional	40	27
4	Employed in private organization	43	29
	Total	150	100

Source: Primary Data



Table. 7 shows that, Out of 150 sample respondents 29 sample respondents (19%) are businessman. 38 sample respondents (25%) are government employees, 40 sample respondents (27%) are professional and the remaining 43 sample respondents (29%) are private employees. Therefore, it is conclude that the most of the respondents are private employees.

#### INCOME LEVEL OF THE OF SAMPLE CONSUMERS

The buying decision process depends upon the consumer income, his personal background, his education, and factors like the employment of the family women. The purchase pattern of the refrigerator is changing. Middle income group also it is necessary household appliance. It is evident from the following table 7 that refrigerator owned by different income groups.

**TABLE 7: TABLE SHOWING INCOME WISE CLASSIFICATION OF SAMPLE RESPONDENTS**

Sl. No	Income Level	No. of Respondents	Percentage (%)
1	Below 10000	42	28
2	10000-20000	58	37
3	20000-30000	38	27
4	Above 30000	12	8
	Total	150	100

Source: Primary Data

Table. 7 indicate that income wise classification of sample respondents. Out of 150 sample respondents 42 sample respondents (28%) are belong to the category of below Rs. 10000. Again 58 respondents (37%) fall in between Rs. 10000-20000 category and 38 sample respondents (27%) belong to the category of Rs. 20000-30000. Only 12 respondents (8%) have come under the income group of above 30000. It is concluded that the majority of the sample respondents have monthly income between Rs. 10000-20000.

#### SIZE OF THE FAMILY OF SAMPLE CONSUMERS

Family is a major decision making unit and decision making process depends upon the income of the family and size of the family. Small families and large families decisions changes for their day to day expenses. Table 8 indicates the size of the family of sample consumers.

**TABLE 8: TABLE SHOWING SIZE OF THE FAMILY OF SAMPLE RESPONDENTS**

Sl. No	Members In Family	No. of Respondents	Percentage (%)
1	Less Than 5	90	60
2	Between 5-7	48	32
3	Above 7	12	8
	Total	150	100

Source: Primary Data

Table. 8 shows that 90 sample respondents (60%) have less than 5 members in their family, 48 respondents (32%) have in between 5-7 categories. And rest of the 12 have (8%) above 7 members. Therefore it is concluded that the majority of the respondents have less than 5 members in their family.

#### BRAND PREFERENCE

There are more numbers of brands are introduced from one year to next year in the refrigerator. Consumers prefer particular brand of refrigerator than a lot of brand available from the competitors'. The main objective of the study is to find out the brand preference of the respondents and relate to different factors influencing their brand preference.

**TABLE 9: TABLE SHOWING BRAND WISE CLASSIFICATION OF SAMPLE RESPONDENTS**

Sl. No.	Brand	No of respondents	Percentage
1	LG	33	22
2	WHIRLPOOL	36	24
3	VIDEOCON	24	16
4	GODREJ	26	18
5	KELVINATOR	16	11
6	VOLTAS	07	4
7	BPL	06	4
8	ALLWYN	02	1
	TOTAL	150	100

Source: Primary Data

From Table 9. It is inferred that 33 respondents (22%) are using LG, 36 respondents (24%) are using WHIRLPOOL, 24 respondents (16%) are using Videocon, and 26 respondents (18%) are using GODREJ, 16 respondents using KELVINATOR, 7 respondents using VOLTAS, 6 respondents using BPL. It is concluded that the most of the respondents are using WHIRLPOOL Brand.

#### CAPACITY OF REFRIGERATOR

The capacity of the refrigerators varies from companies to companies due to competition. There are various refrigerator brands are available in the market. To know the capacity of the refrigerators from the respondents.

**TABLE 10: TABLE SHOWING CAPACITY OF REFRIGERATOR**

Sl. No	Capacity	No. of Respondents	Percentage (%)
1	Below 100 liter	15	10
2	165-230 liter	122	81
3	230-320 liter	13	9
4	Above 320 liter	-	-
	Total	150	100

Source: Primary Data

Table. 10 clearly show that 165-230 liter capacity refrigerators were preferred by many respondents (81%) i.e. 122 have preferred this size and the rest of the respondents (10%) prefer below 100 liter and 13 respondents (9%) prefer 230-320 liters. It is conclude that the majority of the respondents prefer 165-230 liter capacity.

#### REASON FOR PURCHASE

There are different reasons to purchase the refrigerators. Table 11 indicates the reason for purchasing of refrigerators.

**TABLE 11: TABLE SHOWING BASIS OF REASON FOR PURCHASE**

Sl. No	Reason	No. of Respondents	Percentage (%)
1	Preserving food	112	75
2	For cold water & Ice Cubes	26	17
3	Business	12	8
4	Others	0	0
	Total	150	100

Source: Primary Data

Table. 11 shows that reason for purchasing refrigerator. Out of 150 respondents, 112 respondents (75%) are purchasing refrigerator for preserving foods, 26 respondents (17%) for cold water and ice cubes and remaining 12 respondents (8%) for business purpose.

**PERIOD OF REFRIGERATOR**

The refrigerators brands are available with more features and benefits and how they replace after period of usage in the Mysore city? The duration of refrigerator usage changes from the brand previously purchased and new brand emerged to the market. This section gives the period of using refrigerator.

**TABLE 12: TABLE SHOWING PERIOD FOR USING REFRIGERATOR**

Sl. No	Period	No. of Respondents	Percentage (%)
1	Below 3 years	58	38
2	3-5 years	44	30
3	5-10 years	44	30
4	Above 10 years	04	2
	Total	150	100

Source: Primary Data

Table. 12, it is inferred that 58 respondents (38%) are using for below 3 years, 44 respondents (30%) are using 3-5 years, and 44 respondents (30%) using 5-10 years and the remaining respondents are using refrigerator for above 10 years. Therefore it is concluded that reason that the most of the respondents are using refrigerator for 3-5 years.

**MODE OF PURCHASE**

The purchase pattern of refrigerator is increase due to easy loan schemes and offering loan facilities from the financial companies. Cash and credit facilities are major modes of to purchase refrigerators.

**TABLE 13: TABLE SHOWING CLASSIFICATION ACCORDING TO MODE OF PURCHASE**

Sl. No	Mode of Purchase	No. of Respondents	Percentage (%)
1	Cash	118	79
2	Credit	32	21
	Total	150	100

Source: Primary Data

Table. 13 shows that classification according to the mode of purchasing refrigerator. It is found that 118 sample respondents (79%) purchase by cash and 32 sample respondents (21%) purchase by credit. Majority of the customers were found purchase their preferred brand by cash.

**SEASON FOR PURCHASE**

Consumers are waiting for special occasion to purchase their preferred refrigerator brand. Manufacturing finding important occasions like New year, Diwali etc., in the context, though it is not any way a cultural aspect presentation of budget in parliament has become an important event. Now-a- days the companies have started offers like pre budget purchase packages.

**TABLE 14: TABLE SHOWING SEASON WISE CLASSIFICATION OF SAMPLE RESPONDENTS**

Sl. No	Season	No. of Respondents	Percentage (%)
1	New Year	36	25
2	Diwali	58	38
3	Pongal	18	12
4	Whenever you need	38	25
	Total	150	100

Source: Primary Data

Table. 14 explains that, 36 sample respondents (25%) are purchasing during new year, 58 respondents (38%) are purchasing during Diwali, 18 respondents (12%) prefer Pongal, and 38 respondents (25%) are purchasing whenever their need. It is conclude that the majority of the respondents prefer Diawali season for buying refrigerator.

**BRAND CHOICE OF REFRIGERATOR**

The lot of factors that influence in the preference of refrigerator brand, like off season sale, guarantee, after sales service, foreign company products and additional facilities viz., PUF system or Defrost system which factors influence them more to go for a particular brand.

**TABLE 15: TABLE SHOWING FACTORS THAT INDUCES TO BUY SPECIFIC BRAND**

Sl. No	Category	No. of Respondents	Percentage (%)
1	Off season sale	52	35
2	Guarantee	66	44
3	After sales service	18	12
4	Foreign Company	14	9
	Total	150	100

Source: Primary Data

Table. 16 shows that the factors attracting the customers. Out of 150 sample respondents, 52 respondents (35%) prefer off season sale, 66 respondents (44%) prefer guarantee, 18 respondents (12%) prefer after sales service and 14 respondents (9%) prefer foreign company. It can be concluded that buyer behavior towards refrigerator are mostly influenced by guarantee.

**FACTORS INFLUENCING CUSTOMERS**

The purchase decisions will be influenced by various factors. Such as quality, price, brand image, advertisement are the critical attributes for the consumers. This is presented in Table..16.

**TABLE 16: TABLE SHOWING FACTORS INFLUENCING THE CUSTOMERS**

Sl. No	Category	No. of Respondents	Percentage (%)
1	Color and Quality	46	31
2	Price	24	16
3	Brand name	68	45
4	Advertisement	12	8
	Total	150	100

Source: Primary Data

Table. 16 show that influencing factors of the customer. Out of 150 sample respondents, 46 respondents (31%) are attracted by color and quality of the refrigerator, 68 respondents (45%) are attracted by brand name, and remaining 12 respondents (8%) are attracted by advertisement. It is concluded that most of the respondents are attracted by brand name of the refrigerator.

**COLOUR OF THE REFRIGERATOR**

Color of the refrigerator influence the buyers preference and catch the attention of the customers. Manufacturers introduce various color of refrigerator to influence the customers. The Table 17 gives the consumers attracted by different colors.

**TABLE 17: TABLE SHOWING COLOR PREFERENCE**

Sl. No	Color	No. of Respondents	Percentage (%)
1	BLUE	48	31
2	RED	40	27
3	WHITE	32	22
4	OTHER	30	20
	Total	150	100

Source: Primary Data

From the Table. 17, it is found that 48 sample customers (31%) prefer BLUE, 40 respondents (27%) prefer RED, 32 respondents (22%) prefer WHITE color, and 30 respondents (20%) preferred other color of the refrigerator. Majority of the respondents prefer BLUE color of refrigerator.

**BASIS OF DESIGN**

In the beginning the refrigerator was introduced there were only single door design. But now –a-days companies are introducing refrigerators with double door system. The Table 18 shows the above factors.

**TABLE 18: TABLE SHOWING CLASSIFICATION ON THE BASIS OF DESIGN**

Sl. No	Design	No. of Respondents	Percentage (%)
1	Single door	104	70
2	Double door	46	30
	Total	150	100

Source: Primary Data

Table. 18 shows that the classification on the basis of design of the refrigerator. Out of 150 sample respondents, 104 respondents (70%) are using single door model and the remaining 46 respondents (30%) are using double door model refrigerator. It is found that the most of the respondents prefer single door only.

**GUARANTEE OF THE REFRIGERATOR****TABLE 19: TABLE SHOWING GUARANTEE NEED FOR REFRIGERATOR**

Sl. No	Category	No. of Respondents	Percentage (%)
1	2 years	06	4
2	3 years	76	51
3	4 years	45	30
4	Above 4 years	23	15
	Total	150	100

Source: Primary Data

Table. 19, It indicates that 6 respondents (4%) are wanted guarantee for 2 years. 76 respondents (51%) are need guarantee for 3 years. 45 respondents (30%) are need guarantee for 4 years. and 23 respondents (15%) are wanted guarantee for above 4 years. Majority of the respondents need guarantee for 3 years.

**IMPORTANT FEATURES IN REFRIGERATORS**

There are number of features in refrigerators in the preference of brand choice. Main features like cooling performance, Noise level, power consumption, and other.

**TABLE 20: TABLE SHOWING MAIN FEATURES IN REFRIGERATOR**

Sl. No	Features	No. of Respondents	Percentage (%)
1	Cooling performance	64	42
2	Less noise level	48	32
3	Less power consumption	26	18
4	Others	12	8
	Total	150	100

Source: Primary Data

Table. 20 reveals that, out of 150 sample respondents, 64 respondents (42%) are require cooling performance, 48 respondents (32%) are prefer low noise level, 26 respondents (18%) prefer low power consumption and remaining 12 respondents (8%) required other features. Most of the respondents are satisfied with cooling performance of the refrigerator.

**SUMMARY OF FINDINGS**

1. Majority of them are under the age group 30-40 and most of the respondents are female.
2. Most of the respondents are as nuclear families.
3. Most of the respondents is concerned about their about educational qualification they are graduates.
4. Majority of the respondents are employed in private organization.
5. In the income group, majority of the respondents are belongs to Rs.10000-20,000 followed by below Rs.10000.
6. Majority of the respondents are belonging to medium size family.
7. Whirlpool is the most preferred brand among the various brands of refrigerator.
8. Majority of the customers preferred 165-230 liters capacity refrigerator as compared with other size of the refrigerators.
9. Preserving food is the major purpose of respondents purchase refrigerator.

10. Majority of the respondents using the duration of 3-5 years.
11. Mode of cash preferred by majority of the respondents to purchase refrigerator.
12. Offering during special season like Diwali, pongal, New Year, most of the respondents prefer Diwali season for buying refrigerator.
13. Brand name plays a significantly attract to purchase refrigerator.
14. Majority of the customers prefer blue colors available under various brands of refrigerators.
15. Most of the customers hold only single door refrigerator.
16. Most of the respondents need guarantee for three years and cooling performance and low noise level is important features of refrigerator.

### SUGGESTIONS

1. Most of the respondents are not happy with after sales services provided by the companies and not satisfied with regarding receiving and handling customer complaints.
2. Customers are unhappy with delay of solving the respondents' complaints.
3. Reducing unnecessary sound from the compressor is the major suggestion from the respondents.
4. Medium color is the most prefer color than light or dark color.
5. Companies' emphasis on free services of the refrigerator.
6. Supplying stand for refrigerator are not providing from the manufacturers, which is required for safety of the refrigerator.
7. Consumers prefer less power consumption to use refrigerator either consumer or business use.

### CONCLUSION

The study reveals that main criteria to purchase to refrigerator is quality and after sales services. Less consumption of electricity is major suggestions from the respondents. Dealers' loyalty more influence on the purchase of refrigerator product in retail outlet. Competition results more design, model and color of the refrigerators influence the buying behavior of the consumers. Consumers want reasonable assurance regarding the technical perfection of the product and after sales service.

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