



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

CONSUMER BUYING BEHAVIOUR TOWARDS WHITE GOODS IN THIRUVARUR DISTRICT, TAMIL NADU

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ABSTRACT

A large number of purchasing decisions are influenced by a person's interactions with his family, friends, relatives, and acquaintances. In order to properly advertise things, marketers must understand who makes and has input on the purchasing decision in the family. The goal of this study is to learn more about how family members and societal factors influence the purchasing of consumer durables including refrigerators, washing machines, and air conditioners. It looks into product discrepancies between family buying roles, as well as dealers' opinions of these roles and societal influences. While children and female family members started and influenced demand, male family members made the final decision and paid the bill. This proves that our society continues to work. This study also examines dealers' views of these characteristics to see how well they correspond to actual consumer behavior.

Key Words: consumer, white goods, Buying Behaviour, Durable Product, Product and Services.

1. INTRODUCTION

The consumption patterns of urban and rural households with identical incomes take issue dramatically. For international companies, India's growing bourgeoisie is the most appealing issue (Gupta, 1996). The market has been moving for a protracted time, giving unimaginable business potential. The retail boom augmented income, and also the handiness of inexpensive finance programs have all contributed to the recent growth. In India, rural markets are expected to grow quicker than urban ones (Tara Saini, 2012). This information will then be verified in the Indian context with the help of a consumer focus group, which will answer questions about the decision-making process, such as the identity of the primary decision-maker, the motivations behind their purchase, the sources from which they obtain information, and the main criteria on which they base their decisions.

White goods have these characteristics White goods are a broad category of home appliances that are primarily used in the kitchen or laundry and are customarily finished in white enamel at the factory. Refrigerators, freezers, and iceboxes are examples of cooling appliances; microwaves and electric ovens are examples of cooking appliances, and washing machines, and clothes dryers are examples of home laundry and dishwashing appliances.

They are distinguished from "brown goods" such as televisions, video recorders, hi-fi systems, telephones, computers, and cameras by the fact that white goods are "time-saving goods" that increase individuals' flexible time, whereas the latter are referred to as "time using goods" because they improve the perceived quality of flexible time. Furthermore, practically everyone has white goods, which are usually seen as privately consumed basics that are enjoyed out of view of the broader public. Rather than being influenced by others, they are mostly impacted by the attributes of the goods. Some of the qualities that describe and

are common to all-white products include simple and scale-intensive production, product similarity, low exposure to technological advancements, limited research and development, and long product life.

Consumer behavior is the study of how people determine how to spend their available resources on consumption-related items, such as time, money, and effort (**Schiffman and Kanuk, 1997**). Almost every day, the purchasing process involves a combination of mental and physical activity that culminates in a monetary transaction. As a result, studying the relationship between "what we buy" and "why we buy it" is fascinating. In this case, brands have a big impact on customer decision-making. Buying anything is both a mental and a physical act. Sheth and Mittal (2004) refer to these actions as behaviors, and the ultimate result is a mix of variety based on the relationship between the type of customer and his or her position.

2. OBJECTIVES OF THE STUDY

- To study the purchasing habits of selected white goods
- To study the factors influencing rural consumers' purchasing behavior.

3. HYPOTHESIS DEVELOPMENT

Ho: There is no significant difference between gender and factor influences.

H1: There is no significant difference between age and factor influences.

4. REVIEW OF LITERATURE:

A review of previous studies influenced the researcher's decision to conduct the current study. The last study was examined, and critical areas that needed further attention were taken into account in this one. Customers' attitudes toward refrigerators, induction cookers, mixer grinders, wet grinders, kitchen stoves, and microwave ovens were studied by **Rajarajan and Priyanga (2013)**. Consumer behaviour and home appliance items can thus be considered as an individual's purchases and use of products and services, where these selections are a reflection of the consumer's lifestyle.

Consumer buying behaviour regarding home appliances was analyzed in a study by **Sharm (2013)**. The study's main goals were to learn about the factors that influence purchasing decisions and the purchasers' decisions in the event that their preferred brand was unavailable at the time of purchase.

When it comes to consumer durables and other high-value purchases, decisions are made in families, with different family members playing different responsibilities. **Lakshminarasimha (2011)**. Information gatherers look for a variety of data, influencers shape decisions, and decision makers make decisions like whether to buy or not to buy, which brand to buy, where to buy the items, and when to buy them.

Anil kumar and Jelsey Joseph (2012) analyzed the patron buy behaviour of city and rural operating women purchasers toward durables and opined that the city and rural markets considerably differed from every different in thinking about widespread and product-unique elements even as making their buy selections for durables. The alternate of patron mind-set and options has been happening over the sector for the beyond some years specifically with inside the white items market. The access of overseas manufacturers created a heavy competition. Every marketer is confined to discover the elements for which the consumers are giving greater significance and their pride degree also. Without such an understanding, entrepreneurs discover it tough to fulfill the customer's desires and wants.

Furaiji and colleagues (2012) investigated the factors that influence consumer behaviour in the electric appliance market. The major findings of the study demonstrated that social traits, physical attributes, and marketing mix aspects were all strongly related to client purchase behaviour.

Me Adri Dreyer and Elmarie (2012) in their study unconcealed that demographic variables like gender, age, legal status, province and qualification failed to have a big influence on the whole associations; this means that the present whole is a lot of universal and developed for the overall public. As a result of multiple target markets will accompany the whole within the same approach, a world whole is a smaller amount pricey to take care of, lowering promoting expenditures.

Hitesh (2010) in his examine determined that in line with the responses, choice maker's position is performed through guys constituting 76.forty six probabilities and through ladies constituting 80.fifty one probabilities. The significance of emblem cognizance in consumers' shopping for choice and perceived chance evaluation became determined in a observe **Moizescu (2009)** The fundamental findings of the observe are that emblem cognizance impacts consumers' perceived chance evaluation and their self-belief in the acquisition choice, each with inside the case of durables and non-durables.

Bao et al (2007) followed an integrative method to observe the impact of parental fashion on adolescent children's effect on their own circle of relative's intake decisions. Power relational concept seems to supplement the patron socialization concept in explaining children's profits of patron understanding and abilities from their parents.

4. DATA ANALYSIS AND INTERPRETATION

TABLE NO: 1 SOCIO- ECONOMIC PROFILE OF THE SAMPLE RESPONDENTS

S.NO	Demographic Variables	Categories	Frequency	Percentage%
1	Age	18-27	42	31
		28-37	30	23
		38-47	26	19
		48-57	22	16
		58 & above	16	11
		Total	136	100
2	Gender	Male	56	41
		Female	80	59
		Total	136	100
3	Marital status	Married	56	41
		Unmarried	80	59
		Total	136	100
4	Education qualification	SSLC&HSC	32	24
		UG&PG	26	19
		BE	43	31
		Others	35	26
		Total	136	100
5	Occupation	Government	26	19
		Private	35	26
		Business	30	22
		House wife	20	15
		Others	25	18
		Total	136	100
6	Size of the family	Less than 4	66	48
		4-6	46	34
		Above 6 members	24	18
		Total	136	100
7	Monthly income	Less than 10000	34	25
		10001-20000	56	41
		20001-30000	22	16
		30001 & above	24	18
		Total	136	100

Source: Primary Data

INTERPRETATION

From the above table it is identified that most of the respondents that is 31 per cent of them are between 18 -27 year of age. The majority of the people in the sample are female. The majority 59 per cent of them are unmarried. 31 per cent of the respondents educational qualification is BE. 26 per cent of the respondents are private job. Majority 48 per cent of the respondents have less than 4 members in their family. 41 per cent of the respondent's monthly income is 10001-20000.

TABLE – 2
Independent sample t- test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PDesign	Equal variances assumed	.079	.779	-.478	134	.634	-.12679	.26536	-.65161	.39804
	Equal variances not assumed			-.479	119.331	.633	-.12679	.26484	-.65118	.39761
PQuality	Equal variances assumed	.560	.456	1.760	134	.081	-.42857	.24344	-.91005	.05291
	Equal variances not assumed			1.772	121.146	.079	-.42857	.24188	-.90744	.05030
Perdesign	Equal variances assumed	.010	.919	-.592	134	.555	-.14643	.24721	-.63537	.34251
	Equal variances not assumed			-.593	118.810	.554	-.14643	.24704	-.63560	.34274
Bimage	Equal variances assumed	3.559	.061	-.541	134	.589	-.13571	.25073	-.63162	.36019
	Equal variances not assumed			-.553	126.923	.581	-.13571	.24525	-.62102	.34959
Tsaving	Equal variances assumed	.001	.970	-.842	134	.402	-.21786	.25886	-.72984	.29412
	Equal variances not assumed			-.840	117.692	.403	-.21786	.25937	-.73149	.29577
Eopera	Equal variances assumed	.300	.585	.620	134	.536	.16071	.25903	-.35161	.67304
	Equal variances not assumed			.617	116.490	.538	.16071	.26027	-.35476	.67619
others	Equal variances assumed	.009	.925	.680	134	.498	.17143	.25205	-.32707	.66993

Equal variances not assumed			.677	116.790	.499	.17143	.25307	-.32978	.67264
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Source: Primary data

HO: There is no Association between gender and factor influences.

H1: there is a significant to the all factors of the consumer.

INTERPRETATION

From the above table shows that p value for each given statement is less than 0.05 which indicates that respondents are agree that they are mostly buying the performance design of the product to test association between variables, t-test was used to examine any statistical significant differences at 95% confidence interval. The analysis focused on the extent to which responses differed between consumer white goods and consumer buying behaviour towards it. Based on the results, we found that performance design of the factor influenced ($p = 0.061$) were associated with respondent's trust on consumers buying behaviour of white goods.



TABLE-3
ONE WAY ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
PDesign	Between Groups	14.123	4	3.531	1.556	.190
	Within Groups	297.222	131	2.269		
	Total	311.346	135			
PQuality	Between Groups	4.867	4	1.217	.607	.659
	Within Groups	262.772	131	2.006		
	Total	267.640	135			
Perdesign	Between Groups	12.753	4	3.188	1.621	.173
	Within Groups	257.717	131	1.967		
	Total	270.471	135			
Bimage	Between Groups	2.536	4	.634	.301	.877
	Within Groups	275.575	131	2.104		
	Total	278.110	135			
Tsaving	Between Groups	15.731	4	3.933	1.829	.127
	Within Groups	281.615	131	2.150		
	Total	297.346	135			
Eopera	Between Groups	15.099	4	3.775	1.754	.142
	Within Groups	281.930	131	2.152		
	Total	297.029	135			
others	Between Groups	2.968	4	.742	.349	.844
	Within Groups	278.414	131	2.125		
	Total	281.382	135			

Source: Primary data

Interpretation

From the above table shows the Anova for analysing the age and factors influences of the consumers. It was observed that the only one significant difference between the respondents. The mean value is 3.93 is time saving of the goods and 3.77 is the easy to operate the product. Indicating lesser is acceptance.

RESEARCH METHODOLOGY

The questionnaire method is primarily used to collect data from respondents for this study. A sample of 136 Thiruvavur district residents of various ages was chosen. This study is obtained from primary and secondary and secondary data. Primary data were gathered using a questionnaire, and secondary data were gathered from various books, journals, magazines, and websites.

ANALYTICAL TOOLS

In order to analyze the customer buying behaviour of white goods in the selected sample units" techniques such as Percentage analysis, T-test, Anova, has been used.

SUGGESTIONS

A study of client purchasing behavior found that family has a bigger influence on their shopping decisions. As a result, product availability may have an impact on brand choice, volume, and market share. As a result, comprehensive distribution through a salesman network in rural regions is crucial. When it comes to reaching out to your target audience, effective communication is critical. Television, along with FM radios, has been a key influential communication channel for the rural masses, and marketers should connect themselves with their advertising as a result. Advertisements that appeal to the emotions of rural dwellers have the potential to raise sales significantly.

In the case of white goods, a low-cost, straightforward sales technique leads to higher profits for the marketers. The majority of the customers are from the middle class. Marketers are expected to think about cost as well as quality. It will succeed if they provide their products in fewer quantities and at lower prices. Because the rural market is dominated by the medium and lower income groups, marketers have a tough time cutting unit prices to make products cheap. Marketers may choose to limit the number of supplementary features or simply charge less for the basic offering.

CONCLUSION

The consumer goods industry is becoming increasingly competitive. As a result, in order to enhance product sales, white goods makers must completely know consumer desires. Marketers interact with customers and attempt to persuade them in any way possible. It is extremely predictable to make products that the client prefers because he is the monarch around whom the entire marketing effort revolves. As a result, a marketer who understands consumer behaviour and tailors his techniques to the target market's wants and goals will have a significant advantage over his competitors.

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