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Consumer's Brand Preferences for Selected Home Appliances: A Focus on Tiruchirappalli, Tamil Nadu

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Abstract

Home appliances playing a significant role in life of the people. The increasing number of home appliances shops in TamilNadu, especially in northern part (Kannur) reveal their passion towards these products. Home appliances especially project the choices of women. They have become more useful when women have switched on from house wives to working women. Here the researcher made an attempt to analyze the consumer behavior towards selected home appliances in Tiruchirappalli, Tamil Nadu. Due to Covid-19 pandemic the relevance of online trading has been increased very much. The study concluded that, people in Tiruchirappalli, Tamil Nadu have pertinent knowledge about diverse brands of the Electronic Home Appliances.

Keywords: Brand Preference, Home Appliances.

I.INTRODUCTION

Today people have experienced new life styles like work at home, shop at home etc. due to Covid-19 pandemic. But the marketers hope that their old habits will be returned in future. It should be noted that the marketers never ended advertising during the lock down period also. In today's world of hyper competition and globalization, every company is trying to survive and to perform their best in the existing condition to attain the desired level of their potential customers. In this global economy the change is created by liberalization. The big MNC's have all entered in our market with their wide range of superior quality products between our and their products at large. Today Indian market is growing in world and many company exist with superior's product line especially in electronic home appliances range .so it is very important to pay attention towards products and king i.e., customer. In present scenario customers are more aware about and sound enough to take the most rational decision only to achieve satisfaction towards Household products are that without which a modern home is considered incomplete, especially in Tamil Nadu. In metro cities and big towns, appliances are regarded as a boon, as they are instrumental in cutting down the time involved in most of the domestic chores. So, the researchers studied the consumer's buying behavior towards electronics home appliances in Tiruchirappalli, Tamil Nadu. Home appliances products like TV, Refrigerator, washing machine and mixture-Grinder are taken for this study. In today's competitive world communication between the marketer and consumer is unavoidable for existence.

Review of Literature

Hannes Datta, Kusum L. Ailawadi, and Harald J. van Heerde(2017)Brand equity is the differential preference and response to marketing effort that a product obtains because of its brand identification. Brand equity can be measured using either consumer perceptions or sales. Consumer-based brand equity (CBBE) measures what consumers think and feel about the brand, whereas sales-based brand equity (SBBE) is the brand intercept in a choice or market share model.

George Balabanis, Nikoletta-TheofaniaSiamagka(2017) despite the well-established impact of consumer ethnocentrism (CET) on purchase intentions, extant literature offers limited evidence on actual purchase behaviour. The purpose of this paper is to address the gap by investigating the factors underlying variations in CET behaviour using reported brand purchases. Product category, product cost

and visibility, brand and country of origin (COO) of purchased products are investigated for their impact on the differences in the Behavioural effects of CET.

M.Banu Rekha et.al., (2020) have made an attempt to study consumer purchase behavior towards select consumer durable goods. The study focused on the awareness level and factors influencing the consumers towards brand products. This study has undertaken among 200 respondents of Coimbatore city. Refrigerator, washing machine, Television, Air Conditioner and Micro Wave Oven are the products taken for the study. It concludes that majority of respondents have awareness about television.

Objectives

- 1) To study the buying behavior of consumers towards select home appliances in Tiruchirappalli, Tamil Nadu.
- 2) To identify the factors behind the purchase of home appliances are considered for the study.
- 3) To examine the problems of consumers while purchasing home appliances.
- 4) To give suggestions based on the findings.

Home Appliances

Home appliances are tangible products and can be seen in kitchen, dining room, bath room and living room of the houses. The study covers four household appliances viz, television, refrigerator, washing machine and mixer grinder.

Methodology

Sources of Data

Both primary and secondary data were collected for the study. Primary data collected from 125 respondents of Tiruchirappalli through a questionnaire. Secondary data gained from online magazines, journals and books.

Statistical Tools Used

- (a) Percentage analysis
- (b) Weighted arithmetic mean

Limitations of the Study

- The study dealt only four household appliances viz. Refrigerator, Washing Machine Television and Mixer grinder. Other household appliances were neglected.
- The size of the sample is limited to 125.

- Some consumers were hesitated to disclose details due to fear of Covid-19 pandemic

Table No. 1 Factors Behind the Purchase of Household Products

Factors behind the Purchase	Frequency	Percent
Television	64	51
Newspaper	26	21
Digital Board	11	9
Friends & Relatives	24	19
Total	125	100

Source: Primary Data

Inference:

From the above table, it is noted that 51% of the respondents opined that their purchases are influenced by Television, 21% of the respondents expressed that the purchases are influenced by Newspaper, 9% of the respondents have the influence of Digital Board Media and 19% of the respondents said that the purchases are influenced by Friends and relatives. It is concluded from the table that most of the respondents (51%) expressed that their purchases are influenced by Television media.

Table No. 2 Television Brand held wise Classification of the Respondents

Brand of Television Held	Frequency	Percent
LG	45	36
Samsung	32	26
Sony	21	16
Lloyds	12	10
Other brands	15	12
Total	125	100

Source: Primary Data

Inference

It is derived from the table 2 that 36% of the respondents are using LG TV sets, 26% of the respondents are using Samsung T. V sets, 16% of the respondents are using Sony T. V sets, 10% of the respondents are using Lloyds T. V sets and the remaining 12% of the respondents are using other brands. It is noted from the above table that most of the respondents (36%) are using LG Television sets.

Table No. 3 Brand of Refrigerator held wise Classification of the Respondents

Brand of Refrigerator Held	Frequency	Percent
Whirlpool	39	31
LG	33	26
Samsung	28	22
Voltas	21	18
Other Brands	4	3
Total	125	100

Source: Primary Data

Inference

It is noted down from the table 3 that 31% of the respondents are using Whirlpool refrigerators, 26% of the respondents are using LG refrigerators, 22% of the respondents are using Samsung refrigerators, 18% of the respondents are using Voltas refrigerators and the remaining 3% of the respondents are using other brands. It is understood from the above table that most of the respondents (31%) are using Whirlpool refrigerators

Table No. 4 Brand of Washing Machine held wise Classification of the Respondents

Brand of Washing Machine Held	Frequency	Percent
Whirlpool	47	37
LG	42	34
Samsung	23	19
IFB	13	10
Total	125	100

Inference

It is observed from the table above that 37 of the respondents are using Whirlpool washing machines, 34% of the respondents are using LG Washing Machines, Samsung and IFB by 19% and 10% of respondents respectively. It is understood from the above table that most of the respondents (37%) are using Whirlpool Washing Machine.

Table No. 5 Brand of Mixer Grinder Held Wise Classification Of the Respondents

Brand of Mixer & Grinder Held	Frequency	Percent
Preethi	35	28
Butterfly	30	24
Philips	21	17
Bajaj	19	15
Other Brands	20	16
Total	125	100

Inference

It is observed from the table above that 28% of the respondents are using preethi mixer grinder, 24% of the respondents are using butterfly, 17% of the respondents are using Philips Mixer grinder 15% of the respondents are using Bajaj Mixer grinder and the remaining 16% of the respondents are using other brands of Mixer grinders. It is noted from the above table that most of the respondents (28%) are using Preethi Mixer Grinder.

Table No. 6 Problems of Consumers while Purchasing

Problems	Mean score	Rank
Incompetent sales persons	4.06	1
Delay in home delivery	3.90	4
Similar claims of different brands lead to consumers' dilemma	3.96	2
Avoidance of regional languages in brochures lead to misunderstanding	3.91	3

While considering the problems consumers have revealed that the problem 'incompetent sales persons; is ranked first, then the problem 'similar claims of different brands' is in second position. The other problems like 'avoidance of regional language in brochures' 'delay in home delivery' etc. got third and fourth ranks respectively.

Findings

- 51% of consumers mentioned the influence of television in their purchase decision.
- Based on the study majority (36%) of consumers are using LG television.
- In case of Refrigerator most of the respondents (31%) expressed their interest towards Whirlpool.
- Likewise, 37% of respondents are using Whirlpool Washing Machine.
- Majority of Consumers (28%) are using Preethi Mixer Grinder.

Suggestions

- **Consumer Awareness:** Strengthen television advertisements, as 51% of respondents found it influential.
- **Salesperson Training:** Provide training to improve knowledge of technical aspects and product features.
- **Regional Communication:** Use regional languages in brochures to reduce misunderstandings.
- **Digital Media:** Enhance digital advertising to expand brand reach.
- **After-Sales Services:** Improve home delivery logistics to address delays.
- **Focus on Other Appliances:** Include products like air conditioners and microwaves in future studies.
- **Boosting Small Brands:** Lesser-known brands should use promotional strategies like bundling offers and warranties.

II.CONCLUSIONS

The researcher concluded that, people in Tiruchirappalli have pertinent knowledge about diverse brands of the Electronic Home Appliances. Consumers have wider choice in selecting their home appliances. Mainly two factors viz television and newspaper have disseminated knowledge about various brands. Majority of respondents pointed their problems while purchasing. They have mentioned the incompetency of sales person, mainly they are not able to provide technical aspects of products. It is advisable to take initiative to provide adequate training programs to sales persons.

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