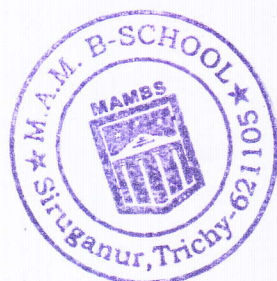


CRITERION III - RESEARCH, INNOVATION & EXTENSION

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3.3.1 RESEARCH PAPERS PUBLISHED

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1	A Study on service Quality in public Hospitals and its effects on patients' satisfaction in Tiruchirappalli District	1-7
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A STUDY ON SERVICE QUALITY IN PUBLIC HOSPITALS AND ITS EFFECTS ON PATIENTS SATISFACTION IN TIRUCHIRAPPALLI DISTRICT, TAMILNADU

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Available online at: www.ijcseonline.org

Abstract— The objective of study is to examine the service quality of public hospital and its effects on patients' satisfaction for the development of public hospital service by using percentage analysis with 120 respondents which in turn provide a conclusion to overcome financial and managerial issues of public hospital and help to satisfy the patient.

Keywords—: Hospital, Service Quality, Healthcare System, Indian Healthcare Delivery System.

I. INTRODUCTION

DEFINITION AND MEANING OF HOSPITAL

According to Medical definition "hospital is a place for receiving medical or surgical care, usually as an inpatient (resident). An ill person in the US may be 'in the hospital,' and his ailing UK counterpart would say he is 'in hospital'".

According to Collin English dictionary "A hospital is a place where people who are ill are looked after by nurses and doctors".

'Health is wealth' so Hospital is place which act as an indicator for human development. Hospital is a complex organization and an institute which provides health to people through complicated but specialized scientific equipments and team of trained staff educated in the problems of modern medical science.

DEFINITION AND MEANING OF SERVICE QUALITY

According to (Parasuraman, Zeithaml and Berry, 1988) "Service Quality is defined as the difference between customers' expectations and perceptions of service and can often be seen as a way to build a competitive advantage".

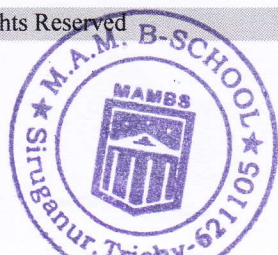
Service quality (SQ), in its contemporary conceptualization, is a comparison of perceived expectations (E) of a service with perceived performance (P), giving rise to the equation $SQ = P - E$. A business with high service quality will meet or exceed customer expectations whilst remaining economically competitive.

HEALTH CARE SYSTEMS AND STRUCTURE

Hospital systems are organizations established to meet the health needs of target populations. Hospital systems includes the work done in providing primary care, secondary care, and tertiary care, as well as in public health.

Primary care refers to the work of health professionals who act as a first point of consultation for all patients within the health care systems. For examples: Common chronic illnesses usually treated in primary care may include, for example: Hypertension, diabetes, asthma, COPD, depression and anxiety, back pain, arthritis or thyroid dysfunction. Primary care also includes many basic maternal and child health care services, such as family planning services and vaccinations. Secondary care is the health care services provided by medical specialists, dental specialists and other health professionals who generally do not have first contact with patients.

For examples: cardiologists, urologists, endodontists, and oral and maxillofacial surgeons. Tertiary care is specialized consultative health care, usually for inpatients and on referral from a primary or secondary health professional, in a facility that has personnel and facilities for advanced medical investigation and treatment, such as at tertiary referral hospital care services are cancer management, neurosurgery, cardiac, surgery, treatment for severe burns, advanced neonatology services, palliative, and other complex medical and surgical interventions. Generally Hospitals today offer Core level services, Expected level



services, augmented level services. Apart from these services, hospital also offer "Health diagnosis programme" which is a comprehensive, complete health check up provided for busy executives, professional Businessmen. The health diagnosis programme consists of Master health check up, Executive health check up, and Diabetics health checks, etc.

INDIAN HEALTH CARE DELIVERY SYSTEM

Indian health care delivery system is categorized into two major components – public and private. A private hospital is one which owned and governed by a person or many people who are managing the whole finances on their own. A public hospital, on the other hand, is completely and entirely run by the government's funding and money. Technically the difference between private hospital and public hospitals lies with the governance of the hospital. The services provided by private and public hospitals are more or less same. But in a patient's point of view, the main difference between private and public hospitals is the facilities and the care given to a patient. Of course, it cannot be denied that extra facilities and care come at a cost.

OBJECTIVE OF THE STUDY

To examine the overall Patient Satisfaction in various service of Public Hospitals in Trichy.

RESEARCH METHODOLOGY

The data for the study has been collected from both primary and secondary sources. The non-probability convenience sampling is used in the study to collect the required information through structured questionnaire by using seven point scales from 120 patients who visited the public hospital by using percentage analysis.

LIMITATION OF THE STUDY

1. The sample size restricted to 120 due to limited span of time and study area is limited to Tiruchirappalli district only.

2. There is possibility of personal bias, illiterate and careless in response given by the respondents

LITERATURE REVIEW

Tarim and Zaim (2003) are remarkable. Studies in the field of service quality stated that the patients' opinions receiving service from hospitals on service quality influence hospital incomes (Raju and Lonial, 2002). Similarly, it was found in various studies that service quality is related to enterprise performance (Zeithaml, 1998; Boulding, Kalra, Staelin and Zeithaml, 1993) and client satisfaction (Cronin, Taylor, 1992; Oliver, 1993; Taylor and Baker, 1994). Service quality perceptions are closely related to the patients' satisfaction level (Varinli, İlkay and Erdem, 1999;

Güllülü, Özer and Candan, 2000; and Williams and Calnan, 1991). Three main opinions were put forward regarding the causality relationship between service quality and patient satisfaction. First, service quality emerged before patient satisfaction (Brady and Cronin, 2002; Parasuraman, Zeithaml and Berry, 1994; Parasuraman et al., 1988; Cronin and Taylor, 1992; and Woodside, Frey and Daly, 1989). Studies arguing that patient satisfaction emerged before service quality (Bitner, 1990; Bolton and Drew, 1994; Bitner and Hubbert, 1994) is the second opinion. The last one asserts that there is no continuous and repeated priority relationship between service quality and satisfaction (Dabholkar, 1995 and McAlexander and Kaldenberg, 1994). Although there is no complete consensus on causality relationship between service quality and satisfaction, it is widely accepted that service quality emerged before satisfaction; i.e., it determines satisfaction level (Dursun and Çerçi, 2004). It is seen that measuring service quality, which plays a significant role in patients' satisfaction level and the hospital success, is important. Another notable service quality dimension measurement is related to the quality: perceived or technical. Clarifying the output that the patient obtains from a healthcare service takes time.

Besides, evaluating the results obtained by the patient can sometimes be difficult and even impossible. The elements that determine patients' service quality perception are indirect criteria such as doctor-patient relationship and/or hospital setting, which remain more outside the scope of the technical dimension (Bowers, Swan and Kohler, 1994; Ettinger, 1998 and Donabedian, 1996).

ANALYSIS AND INTERPRETATION

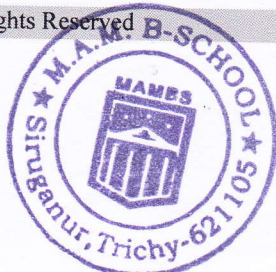
TABLE -1
GENDER

GENDER	FREQUENCY	PERCENT	CUMULATIVE %
MALE	63	53%	53
FEMALE	57	47%	100
Total	120	100%	

INFERENCE: From the above we inferred that 53 % of the respondents are male and 47% of the respondents are female.

TABLE -2
AGE GROUP

AGE	FREQUENCY	PERCENT	CUMULATIVE %



Somewhat Satisfied	28	23.3%	53.3
Satisfied	40	33.3%	86.7
Highly Satisfied	16	13.3%	100
Total	120	100%	

INFERENCE: 33.3% of respondents are satisfied on physician/nursing services.

TABLE 7

OVERALL PATIENT SATISFACTION OF OUT-PATIENT DEPARTMENT SERVICES

OUT-PATIENT DEPARTMENT SERVICES	FREQUENCY	PERCENT	CUMULATIVE PERCENT
Highly Dissatisfied	3	2.5%	2.5
Dissatisfied	16	13.3%	15.8
Somewhat Dissatisfied	5	4.2%	20.0
Undesired	1	.8%	20.8
Somewhat Satisfied	51	42.5%	63.3
Satisfied	22	18.3%	81.7
Highly Satisfied	22	18.3%	100
Total	120	100%	

INFERENCE: 42.5% of respondents are somewhat satisfied on out-patient department services.

TABLE 8

OVERALL PATIENT SATISFACTION OF IN-PATIENT DEPARTMENT SERVICES

IN-PATIENT DEPARTMENT SERVICES	FREQUENCY	PERCENT	CUMULATIVE PERCENT
Highly Dissatisfied	9	7.5%	7.5

Dissatisfied	1	.8%	8.3
Somewhat Dissatisfied	17	14.2%	22.5
Undesired	9	7.5%	30.0
Somewhat Satisfied	39	32.5%	62.5
Satisfied	34	28.3%	90.8
Highly Satisfied	11	9.2%	100
Total	120	100%	

INFERENCE: 32.5% of respondents are somewhat satisfied on In-patient department services.

TABLE 9

OVERALL PATIENT SATISFACTION OF BILLING SERVICES

BILLING SERVICES	FREQUENCY	PERCENT	CUMULATIVE PERCENT
Highly Dissatisfied	3	2.5%	2.5
Dissatisfied	6	5%	7.5
Somewhat Dissatisfied	26	21.7%	29.2
Undesired	14	11.7%	40.8
Somewhat Satisfied	11	9.2%	50.0
Satisfied	38	31.7%	81.7
Highly Satisfied	22	18.3%	100
Total	120	100%	

INFERENCE: 31.7% of respondents are satisfied on billing services.

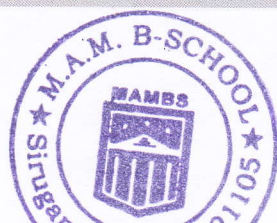


TABLE 10
OVERALL PATIENT SATISFACTION OF
LABORATORY
SERVICES

LABORATORY SERVICES	FREQUENCY	PERCENT	CUMULATIVE PERCENT
Highly Dissatisfied	11	9.2%	9.2
Dissatisfied	6	5%	14.2
Somewhat Dissatisfied	16	13.3%	27.5
Undesired	7	5.8%	33.3
Somewhat Satisfied	21	17.5%	50.8
Satisfied	31	25.8%	76.7
Highly Satisfied	28	23.3%	100
Total	120	100%	

INFERENCE: 23.3% of respondents are highly satisfied on Laboratory services

FINDINGS

- 53 % of the respondents are male and 47% of the respondents are female.
- 48.33%, of respondents are 18 – 25 age limits and 6.66 % of the respondents are 26- 30 yrs age limit respectively.
- 55.83%of respondents are below 50 k income and 3.33% of respondents are above 3, 60,000 L income group.
- 30.8% of respondents are somewhat satisfied on ancillary services.
- 20.8% of respondents are highly satisfied on front office services.
- 31.7% of respondents are satisfied on billing services.
- 33.3% of respondents are satisfied on physician/nursing services.
- 42.5% of respondents are somewhat satisfied on out-patient department services.
- 32.5% of respondents are somewhat satisfied on In-patient department services.
- 23.3% of respondents are highly satisfied on Laboratory services.

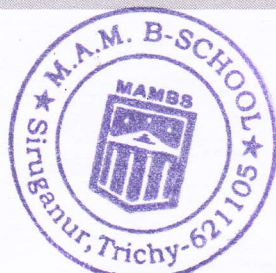
SUGGESTION & CONCLUSION

Real progress in health of public hospital depends vitally on stronger health based interventions in healthcare system and hence, there is a need to integrate both health promotion and disease prevention. Sustainability of services in the face of increasing tasks facing health systems cannot be delivered by the public hospitals alone.

Public hospitals systems need to work in partnership with other agencies including media and non-governmental organizations that have a wealth of untapped resources. Government can transfer some of service department responsibilities to the private sector these two measures can help to overcome financial and managerial issues and help to satisfy the patients.

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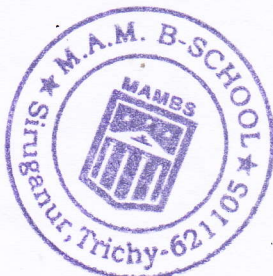
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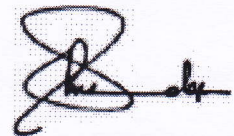
A. Kanimozhi

has published a paper entitled "A STUDY ON SERVICE QUALITY IN PUBLIC HOSPITALS AND ITS EFFECTS ON PATIENTS SATISFACTION IN TIRUCHIRAPPALLI DISTRICT, TAMILNADU" in International Journal of Computer Sciences and Engineering, Volume-06, Special Issue-02, Mar 2018, after review reports of our editorial board and review board.

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February 12, 2017

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[Dr. / Mrs. / Mr. / Ms.]

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'Pezzottaite Journals' has successfully brought out issues for April - June' 2017, in both formats i.e. 'Online' & 'Print' simultaneously.

Your submission titled "**A STUDY ON SERVICE QUALITY OF HEALTH CARE SERVICE SECTOR & IT'S IMPACT ON PATIENT SATISFACTION AT TRICHY DISTRICT.**" got published in "**International Journal of Applied Services Marketing Perspectives**" - An Indexed and Refereed Quarterly Journal, ISSN (Print): 2279-0977, ISSN (Online): 2279-0985, Volume: 6, Number: 2 (April to June, 2017), pp. 40-47.

The submission is published on behalf of '**Srimad Andavan Arts & Science College (Autonomous), Tamil Nadu, India**', hereby referred as '**The Organizer**' of 1 Day **International Conference** themed "**Futurology Management**", conducted on 7th January, 2017.

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Certificate of Acceptance

This is to certify that our Editorial, Advisory, and Review Board Accepted Research Paper of Dr. /Shri. /Smt.: Dr. R. Thanga Prashath and Mrs. A. Kamamoju

Topic:- PATIENTS SATISFACTION ABOUT THE SERVICE QUALITY OF PUBLIC HOSPITAL IN TRICHY- A STUDY

Research Supervisor & Assistant Professor, Research Department of Management, Srimad Andavan Arts & Science College (Autonomous), Trichy. ; Full Time Research Scholar, Research Department of Management, Srimad Andavan Arts & Science College (Autonomous), Trichy.
The Research paper is Original & Innovative it is Done Double Blind Peer Reviewed.

Authorised Signature

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Impact of TV on Children Behavioural Changes in Villupuram District

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Abstract: A well-built India would be created with the hands of youngsters. But here the question are they directed in right way. Will they capable to do so?. Since the intense TV media influence on the children make changes in their behaviour. This study more focused on the Changes in the Children's behaviour in Villupuram district. In a family children are subjected with so many behavioural changes including some health issues due to their TV viewing pattern. Time spent in watching television seize away from important activities such as reading, school work, playing, exercise, family interaction; and social development. Children also learn information from television that may be inappropriate or flawed. Children who watch a lot of television are likely to have low performance in studies, read fewer books, exercise less and be overweight. Violence, sexuality, race and gender stereotypes, drug and alcohol abuse are common themes of television programs. The researcher collected from 204 respondents in Villupuram dist by used Convenience sampling method. dislikes doing small family works and reduction of games activities. This study found that children have poor dietary habits and hyper tension, the children spent more hours on TV viewing, unnecessary TV watching, timing of TV programmes, need for TV viewing for sleep and favourite TV programmes. Finally the researcher concluded that The Parents' must increase their spending time with the children by having interaction. The Parents could insist their children to avoid watching TV while eating by doing so the children will concentrate on the food. The Parents could encourage their Children on Physical activity like Brain games, role play and other games which leads to Healthy and active body. The Parents could give Healthy foods to the Children to grow Healthy and avoid snacks food.

Key Words: Television, Children, Health Issues, Behavioural Changes

1. INTRODUCTION:

The Former President of India Dr.A.P.J.Abdul Kalam expressed to the students that "Dream it, so that you can succeed". A well-built India would be created with the hands of youngsters. But here the question are they directed in right way. Will they capable to do so?.

At present TV media target and attract the consumers with perfect plan. They enlighten with glamour as per the emotions, needs, wants and demands of the consumers. Billions of dollars are spent by Marketers and companies on consumer research and to know the crucial factors involved in consumer decision making. Designing a credible messages to attract the target customers is the main focus of marketers. Among the household products children products occupy the major hunk. Hence marketers designing ads that are influence and attract the children and persuasive enough for their emotional attachment with the product.

Since the intense TV media influence on the children make changes in their behaviour. This study more focused on the Changes in the Children's behaviour in Villupuram district. In a family children are subjected with so many behavioural changes including some health issues due to their TV viewing pattern. It is very important to discuss this aspect along with the discussion on its linkage with the TV viewing pattern for future policy implication. The prospective strategies adopted by the parents to reduce the TV viewing among the children and its consequences. The behavioural changes are discussed with the help of sedentary behavior, sleeping pattern, consumption pattern, social isolation lesser physical activities, health issues, addition to television, aggressive in nature and poor in academic achievement.

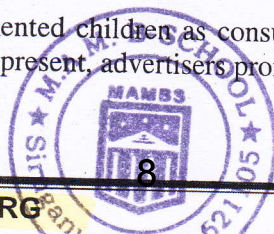
2. PROBLEM IDENTIFICATION:

The TV Media industry has tormented children as consumers and the argument surrounding advertising to children has existed for nearly as long. At present, advertisers promote a range of products and services specifically to and through children.

DIRECTOR

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A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED WHITE GOODS WITH SPECIAL REFERENCE TO TIRUCHIRAPALLI DISTRICT

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ABSTRACT

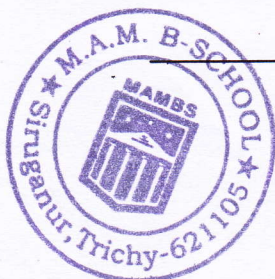
Consumer durables have emerged as one of the fastest growing industries in India. Once perceived as luxury items, consumer durables today have become as an indispensable tool of everyday use for the Indian middle class families. The largest contributing sector among durables is white goods, also known as consumer appliances, like air conditioners, refrigerators, mixer grinder, wet grinder and washing machines. Consumers' attitude and purchase preferences have been vastly changing all over the world for the past a few years particularly in the Indian white goods market due to the entry of foreign brands which create heavy competition as well as broad choice for buyers. Every marketer is constrained to find out factors for which buyers give much importance and how far they are satisfied with these factors. In this research examines the purchase behaviour and attitude of buyers towards selected white goods such as refrigerator, washing machine, mixer grinder, wet grinder and air conditioner. The research is descriptive in nature and data were collected through well-structured online and offline questionnaires with the sample size of 500. The study has been done in Tiruchirappalli district of Tamil Nadu state in India. The main objectives of the study are to find out factors which influence buyers for the purchase of white goods and the importance given for selection of retail outlet for their purchase. The satisfaction level of the consumers towards the

products, their experience in the retail outlet during the Purchase and after sales service seems to be optimistic.

Keywords: purchase behaviour; consumer; white goods; product; service;

INTRODUCTION

Consumers, their ways of taking purchase decisions and the principles they look for when taking such decisions are constantly evolving, and hence their study represents a subject of great interest to market researchers across the world. This is all the more true in the case of high involvement products such as white goods whose purchase is generally rational and is preceded by a long decision making process given that this type of product represents a high financial investment for households (Govind, 2012). In the course of this research, here it is present the white goods sector including its specifications and particularities, discuss the Kotler and Keller (2009) buying decision process and identify the criteria consumers look for when making a white goods purchase. This information will then be verified within the Indian context with the help of a consumer focus group, which will answer questions relating to the decision making process including: the identity of the principal decision maker, the motivations behind their purchase, the sources from where they get their information from as well as the principal criteria they base their choices on. White Goods and their Specificities Generally used to designate a wide range of domestic appliances which are chiefly for kitchen or laundry use, and which were historically factory-finished in white enamel,



white goods include: cooling appliances such as refrigerators, freezers and ice boxes, cooking appliances like microwave and electrical ovens, and home laundry and dishwashing appliances including washing machines and clothes dryers.

They are differentiated from what professionals refer to as "brown goods" such as TVs, video recorders, hi-fi systems, telephones, computers and cameras, since white goods are considered as "time saving goods" that increase individuals' discretionary time, while the latter are referred to as "time using goods" as they increase the perceived quality of discretionary time. Furthermore, white goods are usually seen as privately consumed necessities that are consumed out of public view and that virtually everyone owns. Their purchase is heavily governed by the product's attributes rather than by the influences other people exert. Certain traits characterize and are common to all white goods, they include: simplicity and scale-intensive production, product similarity, low exposure to technological advancements, limited research and development, and long product life expectancy.

The study of consumer behaviour focuses on how individuals make decisions to spend their available resources like time, money, effort on consumption-related items (Schiffman and Kanuk, 1997). The buying process is a combination of mental and physical activities that ends with an actual purchase almost daily. Thus it is interesting to study the connection within "what we buy" and "why we buy it". In this scenario, brands play a leading role in customer decision making. The purchase of a product is both mental and physical activity. Sheth & Mittal 2004, These activities are called behaviours, and their result is a combination of variety determinate by the relation within the type of customer and his/her role.

REVIEW OF LITERATURE:

Anand Thakur and Hundal (2008) suggested that both rural and urban consumers differed in their perception about washing machine as an item of necessity. The urban consumers were highly influenced by the washing machine compared to rural and preferred to put them in 'necessity' category.

Mumtaz Ali, Jing Fengjie and Naveed Akhtar Qureshi (2010) provided a

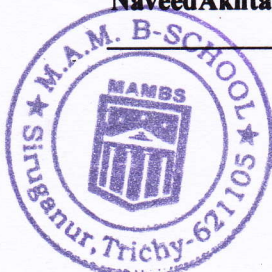
detailed view of the consumers' way of thinking and investigated the degree of association of six factors like price, family structure, country of origin, age, culture and advertising on buying behaviour of goods and services. From the study it is understood that price becomes associated with product.

Minakshi Thaman and Priya Ahuja (2010) analysed the consumer behaviour in the purchase of television, refrigerator and food processor with reference to income level. Buying motives differed in various income categories.

Amutha and Nasrin Sulthana (2011) have said that the attitude of people in Chennai city has become changed due to various reasons such as updated technology, improved status and influence of reference group. Advertisement is nothing but an important sales promotion strategy. From the findings of the study among lower income groups: Price was a major consideration and in middle income group, brand reputation was one of the most important influencing factors. **Anil kumar and Jelsey Joseph (2012)** analysed the consumer purchase behaviour of urban and rural working women consumers towards durables and opined that the urban and rural markets significantly differed from each other in considering general and product-specific factors while making their purchase decisions for durables. The change of consumer attitude and preferences has been occurring over the world for the past a few years especially in the white goods market. The entry of foreign brands created a heavy competition. Every marketer is constrained to find out the factors for which the buyers are giving more importance and their satisfaction level also. Without such an understanding, marketers find it hard to meet the customer's needs and wants.

NEED OF THE STUDY

In modern days, more households have two working adults (husband and wife) who do more or less their household tasks at night after work. So, both refrigerator and washing machine have become an inseparable part of every household. In a hot climate country like India, air conditioning has become a need of modern day life in contrast to its earlier perception as a luxury product. The purchase of these household products needs high involvement and has a great influence on buyer behaviour and their way of living. This study helps marketers understand the decision making at the choice of the buyers and



develop appropriate marketing programmes in order to captivate the consumers.

OBJECTIVES OF THE STUDY:

- 1.To study the buying behaviour for selected white goods
2. To identify the factors that influences the buyers during the purchase of white goods.
3. Based on the results recommendations will be given to the marketers.

ABOUT THE STUDY

This is a deep study of consumer behaviour for consumer’s choice brand to purchase a white goods through consumer survey. The research is exploratory in nature and is hence descriptive. The aim of study consists of consumer sowning the durable or white goods under study (mobile, refrigerator and air-conditioners) living in Tiruchirappalli city only. The total sample of consumers is 700 planned. Total 500 consumers are taken as a sample for study.

To study the specific products mobile, refrigerator, washing machine, mixer grinder, wet grinder and air-conditioners are selected. Selection of above products due to widely used in consumers who belongs to the middle class family. The middle class families can afford to purchase the above products in easy way and many of middle class families can purchase at same price range.

The other reason for choosing these products in particular are:

- i) The product is widely used in all categories of family
- ii) Consumer is alert to purchase a branded product to maintain their lifestyle
- iii) An indication of advertisement appeals that develop brand preferences based on psychological concept of the consumer must be present.

For data collection, questionnaire is a primary and used as a tool for investigation which was divided into two parts. The part of questionnaire was aimed at getting basic information of the consumers such as age, education, marital status, occupation, monthly income, etc., and in the second part of the study the detailed information for the product, i.e. Washing machine, wet grinder, mixer grinder, refrigerator, and air-conditioners under the study has been included.

RESEARCH METHODOLOGY

The current scenario on white goods is analyzed and therefore the present study comes under descriptive research. The sample size of the study is 500. Primary data have been collected from the respondents by using a well-structured, non-disguised questionnaire. Secondary data for the study were collected from books, journals, research articles, magazines, reports, newspapers and websites.

PRODUCT SELECTION

To identify the products for the present study, the products used for the study were

- Air Conditioner
- Refrigerator
- Washing Machine
- Mixer Grinder
- Wet Grinder

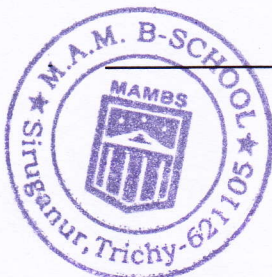
SAMPLE DESIGN

A sample is a representative part of the population. The Probability method of Systematic Random sampling method was followed for study to choose the sample respondents. The researcher has decided to select a sample size of 500 household respondents for different brands of product preferred by consumers. 100 respondents have been selected from the major area of Tiruchirappalli district.

RESULTS AND DISCUSSIONS

Table :1 Details of Respondents

S. No	Demographic Variables		No .of Respondents	%
1	Age	Upto20	80	16
		21-30	250	50
		31-40	70	14
		Above 40	100	20
2	Sex	Male	260	52
		Female	240	48
3	Educational Qualification	Illiterate	40	8
		10 th	40	8
		12 th	40	8
		Graduate	210	42
		P.G	170	34
		Professional	160	32
		Home maker	100	20



4	Occupation	Employees	170	34
		Business	70	14
5	Monthly Income	Below 20000	220	44
		20,001-40000	150	30
		40,001-60000	70	14
		60,001-80000	40	8
		Above 80000	20	4
6	Marital status	Married	270	54
		Unmarried	230	46
7	Family size	2-3	120	24
		4-5	230	46
		Above 5	150	30
8	Residential Areas	Rural	250	50
		Semi-urban	110	22
		Urban	140	28

From Table 1, it shows that 50% of the respondents belonged to the age group of 21 - 30 years, 52% of the respondents were male, 42% of the respondents were graduates, 34% of the respondents were employees, 44% of the respondents family monthly income was less than Rs. 20,000, 54% of the respondents were married, 46% of the respondents belong to medium size family. 50% of the respondents belong to rural area.

Table:2 Products Demented by the Respondents

Products	No		Yes	
	N	%	N	%
Air conditioner	370	74	130	26
Refrigerator	130	26	370	74
Washing machine	150	30	350	70
Mixer grinder	10	2	490	98
Wet grinder	50	10	450	90

Table 2 specifies that 98% of the respondents own Mixer grinder, 90% of the respondents own Grinder, 74% of the respondents own Refrigerator, 70% of the respondents own Washing Machines, 26% of the respondents own Air conditioner.

MEDIA OF ADVERTISEMENT

Advertising aims to promote the sales of a product or service and also to notify the masses about its structures. It is an current means of communicating the value of a product or service with people at large. It uses different types of appeals to connect to consumers spread across the globe. The advertising industry provides a platform for the business entities to spread awareness about the products and services offered by them.

Table: 3 Different media of advertisement

Media	1		2		3		4		5		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
Print	40	8	10	2	10	2	10	2	10	2	50	10
Radio	50	10	15	3	10	2	9	18	10	20	50	10
TV	25	5	16	3	40	8	30	6	20	4	50	10
Hoardings & banners	40	8	10	2	10	2	10	2	10	2	50	10
Displays & exhibitions	20	4	80	16	10	2	10	3	10	2	50	10

From the above table it is clear that 250 respondents have given first rank to television, 150 respondents have given second rank to radio, 130 respondents have considered print as third rank, 170 respondents have marked four to displays/exhibitions and 120 respondents have given rank five to hoardings and banners.



RESPONDENTS INFLUENCED BY OTHERS OPINIONS

People believe another individual to be credible for a variety of reasons, such as perceived experience, attractiveness, knowledge, etc. Those with access to the media may use this access in an attempt to influence the public. An attempt was made to find out if the respondents are influenced by others opinion.

Table:4 Influence by other people

s.no	Influenced Opinion	No.of Respondents	%
1	Yes	480	96
2.	No	20	4
	Total	500	100

From the above table it infers that 96% of the respondents were influenced by others opinion about white goods and the remaining 4% of the respondents were not influenced by others opinion.

SOURCES OF INFLUENCE IN PURCHASING WHITE GOODS

People’s opinions or behaviours can be changed as a result of social influences from a multitude of resources and individuals. The following table provides that sources of influence in purchasing white goods.

Table:5 Sources of influences in purchasing white goods

s.no	Sources of Influence	No.of. respondents	%
1	Spouse	70	14
2	Family members	270	54
3.	Friends	120	24
4.	Relatives	40	8
	Total	500	100

FACTORS INFLUENCING THE PURCHASE DECISION OF CONSUMER WHITE GOODS

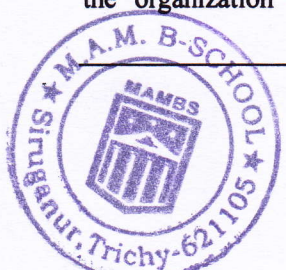
The marketing group must facilitate the consumers to act on their purchase intention. The organization can use a variety of techniques to achieve this. The relevant internal psychological process that is associated with purchase decision is integration. Once the integration is achieved, the organization can influence the purchase

decisions much more easily. Consumer goods are normally more valued, high priced products and not frequently purchased products. The following table presents the opinion of the respondents about the factors influencing the purchase decision of consumer white goods.

Table: 6 Factors influencing purchasing decision

facto rs	SDA		DA		NN		A		SA		total	
	N	%	N	%	N	%	N	%	N	%	N	%
Price	30	6	7	1	8	1	2	4	1	2	5	1
			0	4	0	6	2	4	0	0	0	0
							0	0	0	0	0	0
Colo ur	20	4	4	8	1	2	2	4	1	2	5	1
			0	0	0	0	0	0	4	8	0	0
							0	0	0	0	0	0
Bran d Pref.	30	6	7	1	1	2	1	3	1	2	5	1
			0	4	2	4	8	6	0	0	0	0
					0	0	0	0	0	0	0	0
Offer disco unts	10	2	8	1	1	2	2	4	1	2	5	1
			0	6	0	0	1	2	0	0	0	0
					0	0	0	0	0	0	0	0
Tech nical featu res	20	4	5	2	1	2	2	4	1	2	5	1
			0	5	0	0	0	0	3	6	0	0
					0	0	0	0	0	0	0	0
Qual ity	20	4	4	8	1	2	2	4	8	1	5	1
			0	0	4	8	2	4	0	6	0	0
					0	0	0	0	0	0	0	0
Shap e& size	30	6	6	1	1	2	1	3	1	2	5	1
			0	2	4	8	7	4	0	0	0	0
					0	0	0	0	0	0	0	0
Bran d imag e	30	6	7	1	8	1	2	4	1	2	5	1
			0	4	0	6	1	2	1	2	0	0
							0	0	0	0	0	0
mod el& desig n	30	6	5	1	1	2	2	4	1	2	5	1
			0	0	0	0	0	0	2	4	0	0
					0	0	0	0	0	0	0	0
Cele brity	10	2	3	6	1	2	1	3	1	3	5	1
			0	0	0	0	8	6	8	6	0	0
					0	0	0	0	0	0	0	0

From the above table it is clear that majority 44% of the respondents are agreed with the factor of “Price” and “Quality”, 42% of the respondents are agreed with the factor of “Offers/Discounts”



and "Brand Image", 40% of the respondents are agreed with the factor of "Colour", "Technical Features" and "Model / Design". 36% of the respondents are agreed with the factor of "Brand Preference" and "Celebrity"

SUGGESTIONS

Demand for consumer white goods is more volatile since it moves rapidly or disperses quickly in relation to business conditions. Marketers separate the current demand for white goods in terms of replacement old products and expansion of the total stock demand for such goods.

□ Consumers prefer high valued consumer white goods of well established brands. The marketers and manufacturers of the consumer goods must try to convert the brand consciousness into brand loyalty for their well established brands. The consumer behaviour in this direction should properly be exploited by the manufacturers and dealers to maximize their sales.

□ The buyers of consumer goods have largely shown their preference to make extensive enquiry from the dealers of different brands of the products. This trait should be matched with all the buyers in order to avoid post purchase dissatisfaction about the quality and performance of the products.

□ The buyers of the consumer goods should insist that all the technical information are revealed on the use of durable products to enable them to use the products without any technical fault leading to frequent repairs, free servicing of the durables by dealers during the guarantee period insisted upon the buyers.

CONCLUSION

The market for consumer goods is becoming more competitive now a days. Therefore, the producer of white goods products should understand consumer interest much to find higher sale of their products. Marketers communicate with consumers and try to convince through every possible media. Highly inevitable to produce goods as preferred by the customer, as he is the kingpin around whom the entire marketing activity revolves. Thus, a marketer who understands the behaviour of the consumers and plan his marketing strategies to suit the needs and aspirations of the target market will definitely have an advantage over his competitors.

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**A STUDY ON PRE- PURCHASE BEHAVIOUR OF CONSUMERS TOWARDS WHITE
GOODS IN NAMAKKAL DISTRICT**

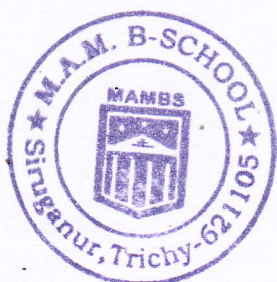
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Abstract:

In today's competitive world the need of white goods plays major role in every household. The durables good industry is working in a highly competitive market. The durable industry access the wants of the consumers in a timely manner. Pre purchase behaviour actually includes the understanding of the consumers set of decisions. Post purchase behaviour of a consumer after commitment to product. The objective of the study is to analyse the demographic profile of the consumers and to study the pre purchase and post purchase behaviour of the consumers in Namakkal district. The sample taken for the study is 200. A well-structured questionnaire is used to collect the data.

Keywords: consumer behaviour, pre-purchase and white goods.



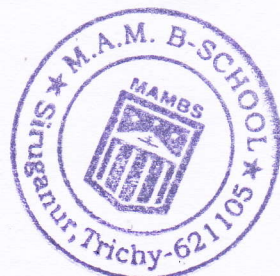

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INTRODUCTION:

India is the second major consumer market in the world. The Indian consumer profile has been developed and changed in terms of education, income, occupation, and reference group and media habits. There is a shift in consumer brand preference for durables products for the past decade with the influx of modern technology. The consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. With growth in disposable incomes, the demand for high-end products such as washing machine, refrigerator, and air conditioners has increased considerably. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Increasing in demand for consumer durable in the market the fall in prices as Indian consumers are continue to attach a high degree of importance to value for money. The consumer is brand-conscious, but not necessarily brand-loyal, and might even pick up a reliable private label if it offers good price and quality values. The aim of marketing is to meet and satisfy the wants of consumers' needs and wants. This field deals with the behaviour of how individuals, groups, and organizations select buy use or dispose of goods, service ideas or experience to satisfy their needs and desires.

CONSUMER BUYING BEHAVIOUR:

Consumer buying behaviour would make a certain buyer to purchase product A as opposed to product B or whether to purchase a certain product or leave it alone and all that is as a result of the buying decisions made by the buyer as to whether the product suits his/her needs and requirements. The Consumers of goods and services may possess different types of consumer buying behaviour that are unique to themselves. The buying behaviour of consumer A may be different from those of consumer B and the difference may vary buying decision made by a consumer. To understand more on this let us give a definition to each of the different types of consumer buying behaviour that are associated with different buyers and consumers of products. Indian consumer durable market is well known by the foreign firms who coverage foreign products and technology as per preference of Indian consumer.



CONSUMER DURABLES

Consumer durable goods refer to various devices used in a household kitchen to reduce manual human labour content and to remove the labour in working place and to make household activities speedy, tidy and enjoyable. In the present day, a large number and a variety of such White goods like Air conditioners, Refrigerator, Washing machine and, Wet Grinder. The researcher selected white goods like Air conditioners, Refrigerators and Washing machine for the present study.

Refrigerators were possessed by 44% urban households in 2011-12 compared to 32% in 2004-05, and Air condition by 8% of urban households in 2011-12 compared to 4.6% in 2004-05. The proportion of rural households with Air condition more than doubled in the 7 years prior to 2011-12 from 7.7% to 18.4%, while in the urban sector the proportion increased from 26% to 38%.

PRE-PURCHASE BEHAVIOUR TOWARDS WHITE GOODS

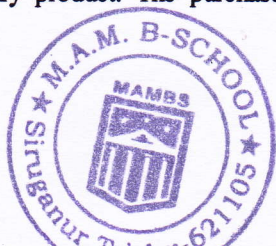
The consumer behaviour starts with the process involved before making a purchase decision. Pre purchase behaviour actually includes the understanding of a set of decisions viz. what, why, when, how, where, how much and how often consumers are related to the product. In this section the variables like market search of consumers, decision maker in the family, motivation towards purchase, awareness about the product and brands, sources of awareness etc. are assessed for examining the pre purchase behaviour.

PROFILE OF STUDY AREA

Namakkal district is an administrative district in the state of Tamilnadu. The district was bifurcated from Salem District with Namakkal town as headquarters on 25th July 1996 and started to function independently from 01-01-1997. The district has seven Taluks. It has two revenue divisions Namakkal and Tiruchengode. As of 2011, Namakkal district had a population of 1,726,601 with the sex-ratio of 986 females for every 1000 males.

NEED FOR THE STUDY

In modern days, more households have two working adults (husband and wife) who do more or less their household tasks at night after work. So, both refrigerator and washing machine have become an inseparable part of every household. In a hot climate country like India, air conditioning has become a need of modern day life in contrast to its earlier perception as a luxury product. The purchase of these house hold products needs high involvement and has a



great influence on buyer behaviour and their way of living. This study helps marketers understand the decision making at the choice of the buyers and develop appropriate marketing programmes in order to captivate the consumers.

OBJECTIVES OF THE STUDY

1. To Study the demographic profile of the Consumers in Namakkal District.
2. To Identify the Pre-purchase behaviour of the Consumer towards White goods in Namakkal District.

REVIEW OF LITERATURE

Anand Thakur and Hundal (2008) suggested that both rural and urban consumers differed in their perception about washing machine as an item of necessity. The urban consumers were highly influenced by the washing machine compared to rural and preferred to put them in 'necessity' category.

Mumtaz Ali, Jing Fengjie and Naveed Akhtar Qureshi (2010) provided a detailed view of the consumers' way of thinking and investigated the degree of association of six factors like price, family structure, country of origin, age, culture and advertising on buying behaviour of goods and services. From the study it is understood that price becomes associated with product.

Minakshi Thaman and Priya Ahuja (2010) analysed the consumer behaviour in the purchase of television, refrigerator and food processor with reference to income level. Buying motives differed in various income categories.

Amutha and Nasrin Sulthana (2011) have said that that the attitude of people in Chennai city has become changed due to various reasons such as updated technology, improved status and influence of reference group. Advertisement is nothing but an important sales promotion strategy. From the findings of the study among lower income groups: Price was a major consideration and in middle income group, brand reputation was one of the most important influencing factors.

Anilkumar and Jelsey Joseph (2012) analysed the consumer purchase behaviour of urban and rural working women consumers towards durables and opined that the urban and rural markets significantly differed from each other in considering general and product-specific factors while making their purchase decisions for durables. The change of consumer attitude and preferences has been occurring over the world for the past a few years especially in the white goods market. The entry of foreign brands created a heavy competition. Every



marketer is constrained to find out the factors for which the buyers are giving more importance and their satisfaction level also. Without such an understanding, marketers find it hard to meet the customer's needs and wants.

RESEARCH METHODOLOGY

The study is based on both primary and secondary data. The primary data were collected directly from the sample of consumers through a well-devised interview schedule. Incomplete and inaccurate responses were dropped out, upon the respondents having select three white goods viz., Air conditioners, Mixer Grinder and Wet Grinder as samples for the purpose of the study. For data collection the researcher visited the respondents at their responds more than once, at their leisure are conveniences. The secondary data relating to the study were collected from books, journals, research articles, magazines, reports, newspapers and websites. The researcher also visited the library of Bharathiyar University and Bharathidasan University for the collection of some source materials.

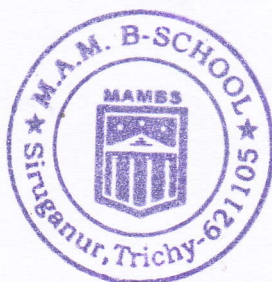
PRODUCT SELECTION

To identify the products for the present study, the products used for the study were

- Air Conditioner
- Mixer Grinder
- Wet Grinder

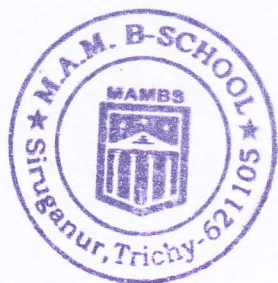
SAMPLE DESIGN

A sample is a representative part of the population. The Non-Probability method of Convenience Sampling method was followed for study to choose the sample respondents. The researcher has decided to select a sample size of 200 household respondents for different brands of product preferred by consumers from the major area of Namakkal district.



RESULTS AND DISCUSSIONS

Demographic Profile		Count	Percentage
Gender	Male	98	49
	Female	102	51
	Total	200	100.0
Age	Below 30 years	78	39
	30-40 years	48	24
	40-50 years	59	29.5
	50 and above	15	7.5
	Total	200	100.0
Educational Qualification	School level	79	39.5
	Diploma	3	1.5
	Graduate	10	5
	PG	77	38.5
	Professional	31	15.5
	Total	200	100.0
Occupation	Govt. Employee	12	6
	Private Employee	115	57.5
	Professional	30	15
	Business	10	5
	Agriculture	33	16.5
	Total	200	100.0
Marital Status	Married	124	62
	Unmarried	76	38
	Total	200	100.0
Family Size	Up to 3 members	61	30.5
	4 to 6 members	135	67.5
	6 and Above	4	2
	Total	200	100
Nature of Family	Nuclear	141	70.5
	Joint family	59	29.5
	Total	200	100.0



Demographic Profile		Count	Percentage
Monthly Income	Below 15000	87	43.5
	15000-20000	52	26
	20000-25000	36	18
	25000 and Above	25	12.5
	Total	200	100.0

From the above table it is inferred that 51% of the respondents are female, 39% of the respondents are belongs to the age group of below 30 years. 38.5% of the respondents Education is school level, 57.5 % respondents are working as Private employee. 62% of the respondents are Married, 67.5% respondents Family size is 4 to 6 members. 70.5% respondents belong to Nuclear family and 43.5 % respondent's Monthly income below Rs 15000.

PRODUCTS OWNED BY THE RESPONDENTS

Consumer using white goods such as Air Conditioner, Wet Grinder and Mixer Grinder in namakkal district selected for the study. It shows the details of the product owned by the respondents'.

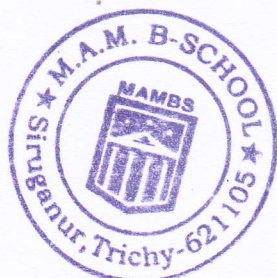
White Goods Owned by the Respondents

Product Own	No. of Respondents	Rank
Air Conditioner	53	3
Mixer Grinder	198	1
Wet Grinder	181	2
Valid N (list wise)	200	

From the above table it shows that out of 200 respondents,198 respondents owned Mixer Grinder,181 respondents owned Wet Grinder and 53 respondents owned Air Conditioner.

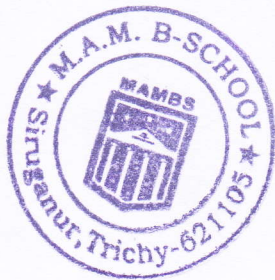
INFLUENCE OF PURCHASE DECISION

Consumers using white goods such as Air Conditioner, Mixer Grinder and Wet Grinder in Namakkal district selected for the research. The below table shows Consumers' opinions regarding the purchase decision influence of white goods namakkal district.



Purchase Decision	Air Conditioner		Mixer Grinder		Wet Grinder	
	Count	%	Count	%	Count	%
Family	41	77	171	86.3	171	94.4
Relatives	7	13	22	11.1	6	3.4
Friends	5	10	3	1.5	-	-
Sales Promotion	-	-	2	1.0	4	2.2
Total	53	100.0%	198	100.0%	181	100.0%

From the above table it is inferred that majority of the respondents influenced by the family members of white goods influenced by the family members.



REASON FOR USING WHITE GOODS

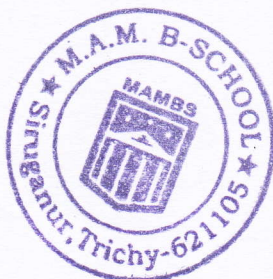
Consumers of white goods Air Conditioner, Mixer Grinder and Wet Grinder were selected goods for the study. Consumers stated their views for what reason they are using the white goods. Testing the Mean rank of various reasons for using the white goods.

Reason for use	Mean	Rank
Convenience	1.19	1
Status Symbol	1.05	6
To Reduce Physical Strain	1.15	3
Time Saving	1.16	2
Facilities the Household Work	1.11	4
Non Availability Of Reliable Servant	1.06	5
Economical	1.04	7
Valid N (list wise)	200	

Further the mean rank in the table clearly indicates that "Convenience" and "Time Saving" are the main reason for using the white goods and "Non Availability of Reliable Servant", "Status Symbol" and "Economical" are the least reason for using the white goods in Namakkal district.

Pre-purchase Factor influence the Purchase decision of the Consumers

S.NO	Statements	SA	A	NN	DA	SDA
1	Quality	86 (43.04%)	55 (27.70%)	34 (16.88%)	20 (10%)	5 (2.5%)
2	Price	88 (43.8%)	50 (24.8%)	39 (19.4%)	18 (9%)	5 (2.7%)
3	Style, Design and Appearance	59 (29.5%)	39 (19.4%)	40 (19.8%)	39 (19.6%)	23 (11.62%)
4	After Sales Service	54 (26.8%)	38 (18.8%)	42 (21.1%)	37 (18.6%)	29 (14.25%)
5	Cost of Service	51 (25.6%)	40 (20.0%)	43 (21.4%)	41 (20.3%)	25 (12.5%)
6	Availing Credit Facility	39 (19.4%)	25 (12.3%)	37 (18.6%)	41 (20.3%)	59 (29.3%)



7	Power Efficiency	29 (14.3%)	35 (17.5%)	49 (24.6%)	52 (25.8%)	35 (17.2%)
8	Durability & Warranty	41 (20.5%)	32 (16%)	26 (13%)	51 (25.5%)	50 (25%)
9	Operating System	32 (16%)	22 (11%)	43 (21.5%)	55 (27.5%)	48 (24%)
10	Brand Loyalty	30 (15%)	23 (11.5%)	33 (16.5%)	60 (30%)	54 (27%)
11	Fame and Goodwill	9 (4.5%)	4 (2%)	16 (8%)	66 (33%)	105 (52.5%)
12	Power Consumption	24 (12%)	23 (11.5%)	27 (13.5%)	72 (36%)	54 (27%)
13	Smooth Functioning	43 (21.5%)	24 (12%)	38 (19%)	37 (18.5%)	58 (29%)
14	Existing Customers	24 (12%)	21 (10.5%)	23 (11.5%)	54 (27%)	78 (39%)
15	Advertisement	10 (5%)	7 (3.5%)	19 (9.5%)	80 (40%)	86 (43%)
16	Suggestions offered by Dealer/ Salesmen	24 (12%)	20 (10%)	32 (16%)	42 (21%)	82 (41%)

ANOVA

Source of Variation	SS	DF	MS	F	P value	F crit
Rows	143260.9	15	21482.3	4.26510	0.00031	1.836437
Columns	127663.8	4	31915.95	2.677374	0.00401	2.525215

It is observed from the above ANOVA table that the calculated P-value is significant. $P < 0.01$. So the null hypothesis is rejected and alternate hypothesis is accepted. So it is concluded that there is a significant difference in pre-purchase behaviour of respondents.



FINDINGS AND CONCLUSION

- The majority of the respondents' belongs to the age group of 31-50 years. In the educational qualification of the respondents', the majority of the respondents' is an agriculturist, professionals and graduates. As far as the occupation is concerned, the majority of the respondents' are professionals and employed and they earn Rs.25,000 per month. In the study area, most of the respondents' have four members in their family and two members earn in their family. Most of the respondents are living in a nuclear family.
- Most of the respondents owned mixer grinder and ranked one and wet grinder ranked second and air conditioner ranked third.
- Most of the family members influence the purchase decision of the respondents.
- Most of the respondents preferred white goods for their "convenience", "time saving" and "to reduce physical strain".
- There is a significant difference between the pre-purchase behaviour of the respondents.

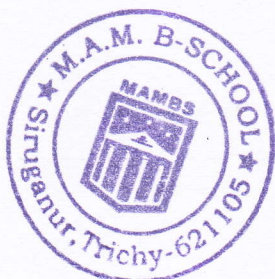
CONCLUSION

The market for consumer goods is becoming more competitive now a days.

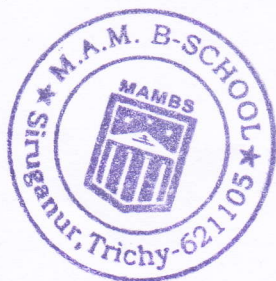
Therefore, the producer of white goods products should understand consumer interest much to find higher sale of their products. Marketers communicate with consumers and try to convince through every possible media. Highly inevitable to produce goods as preferred by the customer, as he is the kingpin around whom the entire marketing activity revolves. Thus, a marketer who understands the behaviour of the consumers and plan his marketing strategies to suit the needs and aspirations of the target market will definitely have an advantage over his competitors.

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FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED WHITE GOODS IN TIRUCHIRAPPALLI DISTRICT

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Abstract: Consumer durables have emerged as one of the fastest growing industries in India. Once seeming as luxury items, consumer durables today have become as an essential tool of everyday use for the Indian middle class families. The largest causative sector among durables is white goods, also known as consumer appliances, like air conditioners, refrigerators, mixer grinder, wet grinder and washing machines. Consumers' attitude and purchase preferences have been immensely changing all over the world for the past few years predominantly in the Indian white goods market due to the entry of foreign brands which create grave competition as well as broad choice for buyers. Every marketer is embarrassed to find out factors for which buyers give much importance and how far they are fulfilled with these factors. In this research examine the purchase behaviour of buyers towards selected white goods such as refrigerator, washing machine and wet grinder. The research is descriptive in nature and with the sample size of 500. The study has been done in Manachanallur in tiruchirappalli district. The objectives of the study to find the factors which influence buyers for the purchase of white goods. To Study the profile of the respondents..

Key Words: consumer buying behaviour, white goods and factors influence.

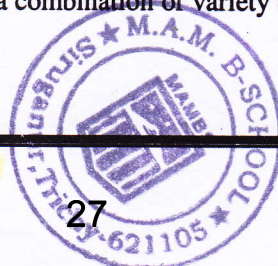
1. INTRODUCTION:

Consumption trends differ from similar income households in urban areas to rural areas significantly. The biggest attraction for Multi National Corporates is growing in Indian middle class (Gupta, 1996). The market has been changing and showing extraordinary business opportunity for long time. The growth in recent years has been obtained from several factors such as retail boom, growing disposable income and availability of easy finance schemes. Indian rural markets are expected to grow faster than urban markets (Tara Saini, 2012). This information will then be verified within the Indian context with the help of a consumer focus group, which will answer questions relating to the decision making process including: the identity of the principal decision maker, the motivations behind their purchase, the sources from where they get their information from as well as the principal criteria they base their choices on. White Goods and their Specificities Generally used to designate a wide range of domestic appliances which are chiefly for kitchen or laundry use, and which were historically factory-finished in white enamel, white goods include: cooling appliances such as refrigerators, freezers and ice boxes, cooking appliances like microwave and electrical ovens, and home laundry and dishwashing appliances including washing machines and clothes dryers.

They are differentiated from what professionals refer to as "brown goods" such as TVs, video recorders, hi-fi systems, telephones, computers and cameras, since white goods are considered as "time saving goods" that increase individuals' flexible time, while the latter are referred to as "time using goods" as they increase the perceived quality of flexible time. Furthermore, white goods are usually seen as privately consumed necessities that are consumed out of public view and that virtually everyone owns. Their purchase is heavily governed by the product's attributes rather than by the influences other people exert. Certain traits characterize and are common to all white goods, they include: simplicity and scale-intensive production, product similarity, low exposure to technological advancements, limited research and development, and long product life expectancy.

The study of consumer behaviour focuses on how individuals make decisions to spend their available resources like time, money, effort on consumption-related items (Schiffman and Kanuk, 1997). The buying process is a combination of mental and physical activities that ends with an actual purchase almost daily. Thus it is interesting to study the connection within "what we buy" and "why we buy it". In this scenario, brands play a leading role in customer decision making. The purchase of a product is both mental and physical activity. Sheth & Mittal 2004, these activities are called behaviours, and their result is a combination of variety determinate by the relation within the type of customer and his/her role.

2. REVIEW OF LITERATURE:



Anand Thakur and Hundal (2008) suggested that both rural and urban consumers differed in their perception about washing machine as an item of necessity. The urban consumers were highly influenced by the washing machine compared to rural and preferred to put them in 'necessity' category.

Mumtaz Ali, Jing Fengjie and Naveed Akhtar Qureshi (2010) provided a detailed view of the consumers' way of thinking and investigated the degree of association of six factors like price, family structure, country of origin, age, culture and advertising on buying behaviour of goods and services. From the study it is understood that price becomes associated with product.

Minakshi Thaman and Priya Ahuja (2010) analysed the consumer behaviour in the purchase of television, refrigerator and food processor with reference to income level. Buying motives differed in various income categories.

Amutha and Nasrin Sulthana (2011) have said that the attitude of people in Chennai city has become changed due to various reasons such as updated technology, improved status and influence of reference group. Advertisement is nothing but an important sales promotion strategy. From the findings of the study among lower income groups: Price was a major consideration and in middle income group, brand reputation was one of the most important influencing factors.

Anilkumar and Jelsey Joseph (2012) analysed the consumer purchase behaviour of urban and rural working women consumers towards durables and opined that the urban and rural markets significantly differed from each other in considering general and product-specific factors while making their purchase decisions for durables. The change of consumer attitude and preferences has been occurring over the world for the past a few years especially in the white goods market. The entry of foreign brands created a heavy competition. Every marketer is constrained to find out the factors for which the buyers are giving more importance and their satisfaction level also. Without such an understanding, marketers find it hard to meet the customer's needs and wants.

3. NEED OF THE STUDY:

In modern days, more households have two working adults (husband and wife) who do more or less their household tasks at night after work. So, both refrigerator and washing machine have become an inseparable part of every household. In a hot climate country like India, air conditioning has become a need of modern day life in contrast to its earlier perception as a luxury product. The purchase of these household products needs high involvement and has a great influence on buyer behaviour and their way of living. This study helps marketers understand the decision making at the choice of the buyers and develop appropriate marketing programmes in order to captivate the consumers.

4. OBJECTIVES OF THE STUDY:

- To study the buying behaviour for selected white goods
- To identify the factors that influences the buyers during the purchase of white goods.

5. ABOUT THE STUDY:

This is a deep study of consumer behaviour for consumer's choice brand to purchase a white goods through consumer survey. The research is exploratory in nature and is hence descriptive. The aim of study consists of consumers owning the durable or white goods under study (Grinder, refrigerator and washing machine) living in Manachanallur taluk only. The total sample of consumers is 500 planned. Total 400 consumers are taken as a sample for study.

To study the specific product refrigerator, washing machine and wet grinder are selected. Selection of above products due to widely used in consumers who belongs to the middle class family. The middle class families can have enough money to purchase the above products in easy way and many of middle class families can purchase at same price range.

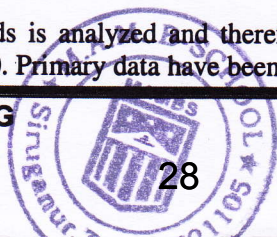
The other reasons for choosing these products in particular are:

- i) The product is widely used in all categories of family
- ii) Consumer is aware to purchase a branded product to maintain their lifestyle
- iii) An hint of advertisement appeals that develop brand preferences based on psychological concept of the consumer must be present.

For data collection, questionnaire is a primary and used as a tool for investigation which was divided into two parts. The part of questionnaire was aimed at getting basic information of the consumers such as age, education, marital status, occupation, monthly income, etc., and in the second part of the study the detailed information for the product, i.e. Washing machine, wet grinder, mixer grinder, refrigerator, and air-conditioners under the study has been included.

6. RESEARCH METHODOLOGY:

The current scenario on white goods is analyzed and therefore the present study comes under descriptive research. The sample size of the study is 400. Primary data have been collected from the respondents by using a well-



structured, non-disguised questionnaire. Secondary data for the study were collected from books, journals, research articles, magazines, reports, newspapers and websites.

7. PRODUCT SELECTION:

To identify the products for the present study, the products used for the study were

- Refrigerator
- Washing Machine
- Wet Grinder

8. SAMPLE DESIGN:

A sample is a representative part of the population. The Probability method of Systematic Random sampling method was followed for study to choose the sample respondents. The researcher has decided to select a sample size of 500 household respondents for different brands of product preferred by consumers. 400 respondents have been selected from the major area of Mannachanallur Taluk.

9. RESULTS AND DISCUSSIONS:

Table :1 Details of Respondents

S. No	Demographic Variables	No .of Respondents	%
1	Age	Upto20	16
		21-30	50
		31-40	14
		Above 40	20
2	Sex	Male	52
		Female	48
3	Educational Qualification	Illiterate	8
		10 th	8
		12 th	8
		Graduate	42
		P.G	34
4	Occupation	Professional	32
		Home maker	20
		Agriculture	34
		Business	14
5	Monthly Income	Below 20000	44
		20,001-40000	30
		40,001-60000	14
		60,001-80000	8
		Above 80000	4
6	Marital status	Married	54
		Unmarried	46
7	Family size	2-3	24
		4-5	46
		Above 5	30
8	Residential Areas	Rural	50
		Semi-urban	22
		Urban	28

From Table 1, it shows that 50% of the respondents belonged to the age group of 21 - 30 years, 52% of the respondents were male, 42% of the respondents were graduates, 34% of the respondents were employees, 44% of the respondents family monthly income was less than Rs. 20,000, 54% of the respondents were married, 46% of the respondents belong to medium size family. 50% of the respondents belong to rural area.

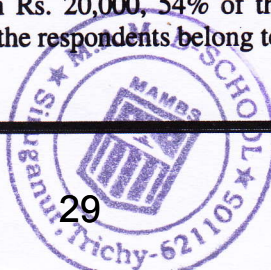


Table:2 Products Demanded by the Respondents

Products	No		Yes	
	N	%	N	%
Refrigerator	104	26	296	74
Washing machine	120	30	280	70
Wet grinder	40	10	360	90

Table 2 : 90% of the respondents own Grinder, 74% of the respondents own Refrigerator, 70% of the respondents own Washing Machines

10. MEDIA OF ADVERTISEMENT

Advertising aims to prop up the sales of a product or service and also to inform the heaps about its structures. It is a current means of communicating the value of a product or service with people at large. It uses different types of appeals to connect to consumers stretch across the globe. The advertising industry provides a podium for the business entities to spread awareness about the products and services offered by them.

Table: 3 Different media of advertisement

From the above table it is clear that 200 respondents have given first rank to television, 120 respondents have given second rank to radio, 104 respondents have considered print as third rank, 136 respondents have marked four to displays/exhibitions and 96 respondents have given rank five to hoardings and banners.

Media	1		2		3		4		5		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
Print	32	8	88	22	104	26	88	22	88	22	400	100
Radio	40	10	120	30	80	20	72	18	88	22	400	100
TV	200	50	128	32	32	8	24	6	16	4	400	100
Hoardings & banners	32	8	96	24	80	20	96	24	96	24	400	100
Displays& exhibits	16	4	64	16	96	24	136	34	88	22	400	100

11. RESPONDENTS INFLUENCED BY OTHERS OPINIONS:

People believe another individual to be realistic for a choice of reasons, such as perceived experience, attractiveness, knowledge, etc. Those with exact to use to the media may use this access in an attempt to influence the public. An effort was made to find out if the respondents are influenced by others opinion.

Table:4 Influence by other people

S.no	Influenced Opinion	No. of Respondents	%
1	Yes	384	96
2.	No	16	4
	Total	400	100

From the above table it infers that 96% of the respondents were influenced by others opinion about white goods and the remaining 4% of the respondents were not influenced by others opinion.

12. SOURCES OF INFLUENCE IN PURCHASING WHITE GOODS:

People’s opinions or behaviours can be changed as a result of social influences from a multitude of resources and individuals. The following table provides that sources of influence in purchasing white goods.

Table:5 Sources of influences in purchasing white goods

S.no	Sources of Influence	No. of. respondents	%
1	Spouse	56	14
2	Family members	216	54
3.	Friends	96	24
4.	Relatives	32	8
	Total	400	100

13. FACTORS INFLUENCING THE PURCHASE DECISION OF CONSUMER WHITE GOODS:

The marketing group must assist the consumers to act on their purchase objective. The organization can use a variety of techniques to achieve this. The relevant internal psychological process that is associated with purchase decision is integration. Once the amalgamation is achieved, the organization can influence the purchase decisions much more easily. Consumer goods are normally more valued, high priced products and not frequently purchased products. The following table presents the opinion of the respondents about the factors influencing the purchase decision of consumer white goods.

Table: 6 Factors influencing purchasing decision

Factors	SDA		DA		NN		A		SA		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
Price	24	6	56	14	64	16	176	44	100	20	400	100
Colour	16	4	32	8	80	20	160	40	140	28	400	100
Brand Pref.	24	6	56	14	96	24	144	36	100	20	400	100
Offer discounts	8	2	64	16	80	20	168	42	80	20	400	100
Technical features	16	4	40	25	80	20	160	40	104	26	400	100
Quality	16	4	32	8	112	28	176	44	64	16	400	100
Shape & size	24	6	48	12	112	28	136	34	80	20	400	100
Brand image	24	6	56	14	64	16	168	42	88	22	400	100
model & design	24	6	40	10	80	20	160	40	96	24	400	100
Celebrity	8	2	24	6	80	20	144	36	144	36	400	100

From the above table it is clear that majority 44% of the respondents are agreed with the factor of "Price" and "Quality", 42% of the respondents are agreed with the factor of "Offers/Discounts" and "Brand Image", 40% of the respondents are agreed with the factor of "Colour", "Technical Features" and "Model / Design". 36% of the respondents are agreed with the factor of "Brand Preference" and "Celebrity".

14. SUGGESTIONS:

Demand for consumer white goods is unpredictable since it moves rapidly or disperses quickly in relation to business conditions. Marketers separate the current demand for white goods in terms of substitute old products and expansion of the total stock demand for such goods.

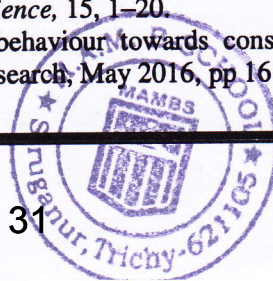
- Consumers prefer high valued consumer white goods of well established brands. The marketers and manufacturers of the consumer goods must try to convert the brand realization into brand loyalty for their well established brands. The consumer behaviour in this direction should properly be subjugated by the manufacturers and dealers to maximize their sales.
- The buyers of consumer goods have largely shown their preference to make wide-ranging enquiry from the dealers of different brands of the products. This attribute should be matched with all the buyers in order to avoid post purchase dissatisfaction about the quality and performance of the products.
- The buyers of the consumer goods should insist that all the technical information are revealed on the use of durable products to enable them to use the products without any technical mistake leading to frequent repairs, free servicing of the durables by dealers during the guarantee period insisted upon the buyers.

15. CONCLUSION:

The market for consumer goods is becoming more cut-throat now a days. Therefore, the producer of white goods products should understand consumer interest much to find higher sale of their products. Marketers communicate with consumers and try to encourage through every possible media. Highly foreseeable to produce goods as preferred by the customer, as he is the kingpin around whom the entire marketing activity revolves. Thus, a marketer who understands the behaviour of the consumers and plan his marketing strategies to suit the needs and aspirations of the target market will definitely have an advantage over his competitors.

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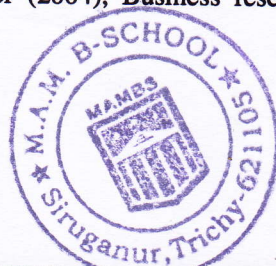
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A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED WHITE GOODS WITH SPECIAL REFERENCE TO TIRUCHIRAPALLI DISTRICT

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ABSTRACT

Consumer durables have emerged as one of the fastest growing industries in India. Once perceived as luxury items, consumer durables today have become as an indispensable tool of everyday use for the Indian middle class families. The largest contributing sector among durables is white goods, also known as consumer appliances, like air conditioners, refrigerators, mixer grinder, wet grinder and washing machines. Consumers' attitude and purchase preferences have been vastly changing all over the world for the past a few years particularly in the Indian white goods market due to the entry of foreign brands which create heavy competition as well as broad choice for buyers. Every marketer is constrained to find out factors for which buyers give much importance and how far they are satisfied with these factors. In this research examines the purchase behaviour and attitude of buyers towards selected white goods such as refrigerator, washing machine, mixer grinder, wet grinder and air conditioner. The research is descriptive in nature and data were collected through well-structured online and offline questionnaires with the sample size of 500. The study has been done in Tiruchirappalli district of Tamil Nadu state in India. The main objectives of the study are to find out factors which influence buyers for the purchase of white goods and the importance given for selection of retail outlet for their purchase. The satisfaction level of the consumers towards the

products, their experience in the retail outlet during the Purchase and after sales service seems to be optimistic.

Keywords: purchase behaviour; consumer; white goods; product; service;

INTRODUCTION

Consumers, their ways of taking purchase decisions and the principles they look for when taking such decisions are constantly evolving, and hence their study represents a subject of great interest to market researchers across the world. This is all the more true in the case of high involvement products such as white goods whose purchase is generally rational and is preceded by a long decision making process given that this type of product represents a high financial investment for households (Govind, 2012). In the course of this research, here it is present the white goods sector including its specifications and particularities, discuss the Kotler and Keller (2009) buying decision process and identify the criteria consumers look for when making a white goods purchase. This information will then be verified within the Indian context with the help of a consumer focus group, which will answer questions relating to the decision making process including: the identity of the principal decision maker, the motivations behind their purchase, the sources from where they get their information from as well as the principal criteria they base their choices on. White Goods and their Specificities Generally used to designate a wide range of domestic appliances which are chiefly for kitchen or laundry use, and which were historically factory-finished in white enamel,



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white goods include: cooling appliances such as refrigerators, freezers and ice boxes, cooking appliances like microwave and electrical ovens, and home laundry and dishwashing appliances including washing machines and clothes dryers.

They are differentiated from what professionals refer to as "brown goods" such as TVs, video recorders, hi-fi systems, telephones, computers and cameras, since white goods are considered as "time saving goods" that increase individuals' discretionary time, while the latter are referred to as "time using goods" as they increase the perceived quality of discretionary time. Furthermore, white goods are usually seen as privately consumed necessities that are consumed out of public view and that virtually everyone owns. Their purchase is heavily governed by the product's attributes rather than by the influences other people exert. Certain traits characterize and are common to all white goods, they include: simplicity and scale-intensive production, product similarity, low exposure to technological advancements, limited research and development, and long product life expectancy.

The study of consumer behaviour focuses on how individuals make decisions to spend their available resources like time, money, effort on consumption-related items (Schiffman and Kanuk, 1997). The buying process is a combination of mental and physical activities that ends with an actual purchase almost daily. Thus it is interesting to study the connection within "what we buy" and "why we buy it". In this scenario, brands play a leading role in customer decision making. The purchase of a product is both mental and physical activity. Sheth & Mittal 2004, These activities are called behaviours, and their result is a combination of variety determinate by the relation within the type of customer and his/her role.

REVIEW OF LITERATURE:

Anand Thakur and Hundal (2008) suggested that both rural and urban consumers differed in their perception about washing machine as an item of necessity. The urban consumers were highly influenced by the washing machine compared to rural and preferred to put them in 'necessity' category.

Mumtaz Ali, Jing Fengjie and Naveed Akhtar Qureshi (2010) provided a

detailed view of the consumers' way of thinking and investigated the degree of association of six factors like price, family structure, country of origin, age, culture and advertising on buying behaviour of goods and services. From the study it is understood that price becomes associated with product.

Minakshi Thaman and Priya Ahuja (2010) analysed the consumer behaviour in the purchase of television, refrigerator and food processor with reference to income level. Buying motives differed in various income categories.

Amutha and Nasrin Sulthana (2011) have said that the attitude of people in Chennai city has become changed due to various reasons such as updated technology, improved status and influence of reference group. Advertisement is nothing but an important sales promotion strategy. From the findings of the study among lower income groups: Price was a major consideration and in middle income group, brand reputation was one of the most important influencing factors. **Anil kumar and Jelsey Joseph (2012)** analysed the consumer purchase behaviour of urban and rural working women consumers towards durables and opined that the urban and rural markets significantly differed from each other in considering general and product-specific factors while making their purchase decisions for durables. The change of consumer attitude and preferences has been occurring over the world for the past a few years especially in the white goods market. The entry of foreign brands created a heavy competition. Every marketer is constrained to find out the factors for which the buyers are giving more importance and their satisfaction level also. Without such an understanding, marketers find it hard to meet the customer's needs and wants.

NEED OF THE STUDY

In modern days, more households have two working adults (husband and wife) who do more or less their household tasks at night after work. So, both refrigerator and washing machine have become an inseparable part of every household. In a hot climate country like India, air conditioning has become a need of modern day life in contrast to its earlier perception as a luxury product. The purchase of these house hold products needs high involvement and has a great influence on buyer behaviour and their way of living. This study helps marketers understand the decision making at the choice of the buyers and



develop appropriate marketing programmes in order to captivate the consumers.

OBJECTIVES OF THE STUDY:

- 1.To study the buying behaviour for selected white goods
2. To identify the factors that influences the buyers during the purchase of white goods.
3. Based on the results recommendations will be given to the marketers.

ABOUT THE STUDY

This is a deep study of consumer behaviour for consumer's choice brand to purchase a white goods through consumer survey. The research is exploratory in nature and is hence descriptive. The aim of study consists of consumer sowning the durable or white goods under study (mobile, refrigerator and air-conditioners) living in Tiruchirappalli city only. The total sample of consumers is 700 planned. Total 500 consumers are taken as a sample for study.

To study the specific products mobile, refrigerator, washing machine, mixer grinder, wet grinder and air-conditioners are selected. Selection of above products due to widely used in consumers who belongs to the middle class family. The middle class families can afford to purchase the above products in easy way and many of middle class families can purchase at same price range.

The other reason for choosing these products in particular are:

- i) The product is widely used in all categories of family
- ii) Consumer is alert to purchase a branded product to maintain their lifestyle
- iii) An indication of advertisement appeals that develop brand preferences based on psychological concept of the consumer must be present.

For data collection, questionnaire is a primary and used as a tool for investigation which was divided into two parts. The part of questionnaire was aimed at getting basic information of the consumers such as age, education, marital status, occupation, monthly income, etc., and in the second part of the study the detailed information for the product, i.e. Washing machine, wet grinder, mixer grinder, refrigerator, and air-conditioners under the study has been included.

RESEARCH METHODOLOGY

The current scenario on white goods is analyzed and therefore the present study comes under descriptive research. The sample size of the study is 500. Primary data have been collected from the respondents by using a well-structured, non-disguised questionnaire. Secondary data for the study were collected from books, journals, research articles, magazines, reports, newspapers and websites.

PRODUCT SELECTION

To identify the products for the present study, the products used for the study were

- Air Conditioner
- Refrigerator
- Washing Machine
- Mixer Grinder
- Wet Grinder

SAMPLE DESIGN

A sample is a representative part of the population. The Probability method of Systematic Random sampling method was followed for study to choose the sample respondents. The researcher has decided to select a sample size of 500 household respondents for different brands of product preferred by consumers. 100 respondents have been selected from the major area of Tiruchirappalli district.

RESULTS AND DISCUSSIONS

Table :1 Details of Respondents

S. No	Demographic Variables	No .of Respondents	%	
1	Age	Upto20	80	16
		21-30	250	50
		31-40	70	14
		Above 40	100	20
2	Sex	Male	260	52
		Female	240	48
3	Educational Qualification	Illiterate	40	8
		10 th	40	8
		12 th	40	8
		Graduate	210	42
		P.G	170	34
		Professional	160	32
		Home maker	100	20



4	Occupation	Employees	170	34
		Business	70	14
5	Monthly Income	Below 20000	220	44
		20,001-40000	150	30
		40,001-60000	70	14
		60,001-80000	40	8
		Above 80000	20	4
6	Marital status	Married	270	54
		Unmarried	230	46
7	Family size	2-3	120	24
		4-5	230	46
		Above 5	150	30
8	Residential Areas	Rural	250	50
		Semi-urban	110	22
		Urban	140	28

From Table 1, it shows that 50% of the respondents belonged to the age group of 21 - 30 years, 52% of the respondents were male, 42% of the respondents were graduates, 34% of the respondents were employees, 44% of the respondents family monthly income was less than Rs. 20,000, 54% of the respondents were married, 46% of the respondents belong to medium size family. 50% of the respondents belong to rural area.

Table:2 Products Demented by the Respondents

Products	No		Yes	
	N	%	N	%
Air conditioner	370	74	130	26
Refrigerator	130	26	370	74
Washing machine	150	30	350	70
Mixer grinder	10	2	490	98
Wet grinder	50	10	450	90

Table 2 specifies that 98% of the respondents own Mixer grinder, 90% of the respondents own Grinder, 74% of the respondents own Refrigerator, 70% of the respondents own Washing Machines, 26% of the respondents own Air conditioner.

MEDIA OF ADVERTISEMENT

Advertising aims to promote the sales of a product or service and also to notify the masses about its structures. It is an current means of communicating the value of a product or service with people at large. It uses different types of appeals to connect to consumers spread across the globe. The advertising industry provides a platform for the business entities to spread awareness about the products and services offered by them.

Table: 3 Different media of advertisement

Media	1		2		3		4		5		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
Print	40	8	10	2	10	2	10	2	10	2	50	10
Radio	50	10	10	2	10	2	90	18	10	2	50	10
TV	250	50	10	2	40	8	30	6	20	4	50	10
Hoardings & banners	40	8	10	2	10	2	10	2	10	2	50	10
Displays & exhibits	20	4	80	16	10	2	10	2	10	2	50	10

From the above table it is clear that 250 respondents have given first rank to television, 150 respondents have given second rank to radio, 130 respondents have considered print as third rank, 170 respondents have marked four to displays/exhibitions and 120 respondents have given rank five to hoardings and banners.



RESPONDENTS INFLUENCED BY OTHERS OPINIONS

People believe another individual to be credible for a variety of reasons, such as perceived experience, attractiveness, knowledge, etc. Those with access to the media may use this access in an attempt to influence the public. An attempt was made to find out if the respondents are influenced by others opinion.

Table:4 Influence by other people

s.no	Influenced Opinion	No.of Respondents	%
1	Yes	480	96
2.	No	20	4
	Total	500	100

From the above table it infers that 96% of the respondents were influenced by others opinion about white goods and the remaining 4% of the respondents were not influenced by others opinion.

SOURCES OF INFLUENCE IN PURCHASING WHITE GOODS

People's opinions or behaviours can be changed as a result of social influences from a multitude of resources and individuals. The following table provides that sources of influence in purchasing white goods.

Table:5 Sources of influences in purchasing white goods

s.no	Sources of Influence	No.of respondents	%
1	Spouse	70	14
2	Family members	270	54
3.	Friends	120	24
4.	Relatives	40	8
	Total	500	100

FACTORS INFLUENCING THE PURCHASE DECISION OF CONSUMER WHITE GOODS

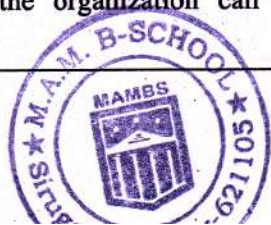
The marketing group must facilitate the consumers to act on their purchase intention. The organization can use a variety of techniques to achieve this. The relevant internal psychological process that is associated with purchase decision is integration. Once the integration is achieved, the organization can influence the purchase

decisions much more easily. Consumer goods are normally more valued, high priced products and not frequently purchased products. The following table presents the opinion of the respondents about the factors influencing the purchase decision of consumer white goods.

Table: 6 Factors influencing purchasing decision

facto rs	SDA		DA		NN		A		SA		total	
	N	%	N	%	N	%	N	%	N	%	N	%
Price	30	6	7	1	8	1	2	4	1	2	5	1
			0	4	0	6	2	4	0	0	0	0
							0	0	0	0	0	0
Colo ur	20	4	4	8	1	2	2	4	1	2	5	1
			0		0	0	0	0	4	8	0	0
					0	0	0	0	0	0	0	0
Bran d Pref.	30	6	7	1	1	2	1	3	1	2	5	1
		0	0	4	2	4	8	6	0	0	0	0
					0	0	0	0	0	0	0	0
Offer disco unts	10	2	8	1	1	2	2	4	1	2	5	1
			0	6	0	0	1	2	0	0	0	0
					0	0	0	0	0	0	0	0
Techn ical featu res	20	4	5	2	1	2	2	4	1	2	5	1
			0	5	0	0	0	0	3	6	0	0
					0	0	0	0	0	0	0	0
Qual ity	20	4	4	8	1	2	2	4	8	1	5	1
			0		4	8	2	4	0	6	0	0
					0	0	0	0	0	0	0	0
Shap e& size	30	6	6	1	1	2	1	3	1	2	5	1
			0	2	4	8	7	4	0	0	0	0
					0	0	0	0	0	0	0	0
Bran d imag e	30	6	7	1	8	1	2	4	1	2	5	1
			0	4	0	6	1	2	1	2	0	0
							0	0	0	0	0	0
mod el& desig n	30	6	5	1	1	2	2	4	1	2	5	1
			0	0	0	0	0	0	2	4	0	0
					0	0	0	0	0	0	0	0
Cele brity	10	2	3	6	1	2	1	3	1	3	5	1
			0		0	0	8	6	8	6	0	0
					0	0	0	0	0	0	0	0

From the above table it is clear that majority 44% of the respondents are agreed with the factor of "Price" and "Quality", 42% of the respondents are agreed with the factor of "Offers/Discounts"



and "Brand Image", 40% of the respondents are agreed with the factor of "Colour", "Technical Features" and "Model / Design". 36% of the respondents are agreed with the factor of "Brand Preference" and "Celebrity"

SUGGESTIONS

Demand for consumer white goods is more volatile since it moves rapidly or disperses quickly in relation to business conditions. Marketers separate the current demand for white goods in terms of replacement old products and expansion of the total stock demand for such goods.

Consumers prefer high valued consumer white goods of well established brands. The marketers and manufacturers of the consumer goods must try to convert the brand consciousness into brand loyalty for their well established brands. The consumer behaviour in this direction should properly be exploited by the manufacturers and dealers to maximize their sales.

The buyers of consumer goods have largely shown their preference to make extensive enquiry from the dealers of different brands of the products. This trait should be matched with all the buyers in order to avoid post purchase dissatisfaction about the quality and performance of the products.

The buyers of the consumer goods should insist that all the technical information are revealed on the use of durable products to enable them to use the products without any technical fault leading to frequent repairs, free servicing of the durables by dealers during the guarantee period insisted upon the buyers.

CONCLUSION

The market for consumer goods is becoming more competitive now a days. Therefore, the producer of white goods products should understand consumer interest much to find higher sale of their products. Marketers communicate with consumers and try to convince through every possible media. Highly inevitable to produce goods as preferred by the customer, as he is the kingpin around whom the entire marketing activity revolves. Thus, a marketer who understands the behaviour of the consumers and plan his marketing strategies to suit the needs and aspirations of the target market will definitely have an advantage over his competitors.

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