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BUYING BEHAVIOUR OF REFRIGERATORS WITH SPECIAL REFERENCE TO CALICUT CITY

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ABSTRACT

The purchase of refrigerators is now a common phenomenon among middle class and the consumer is flooded with various models with fine features and new brands. People are in a consumer market where the marketers do not merely satisfy a need but try to achieve consumer delight. The decision to purchase a refrigerator is not a one-man decision. Though the financial decision is taken by the bread winner of the family usually men in Indian middle class families the decision regarding colour, brands and the like are taken by women that is wife. Hence, the decision making is complicated. So the marketers need to understand the consumer behaviours and perceptions before formulating a marketing strategy. Studies pertaining to consumer behaviour are always interesting as the findings provide meaningful knowledge base for designing market friendly strategies and to retain the competitive edge. While there are sizeable numbers of studies pertaining to consumer behaviour, especially to first time purchase and repeat purchase, very limited studies are available in the Indian context regarding replacement purchase. The major objective of the study is to identify the factors that influence the replacement purchase with reference to refrigerators. Further, the study is to review the market scenario of the products identified, to present the profile of buyers considered for the study, to evaluate the variables influencing replacement purchase behaviour, to categorize replacement buyers based on the extent of influence of select variables as regards replacement purchase and to examine the possible relationship between the buyer categories and the demographic variables.

KEYWORDS

Calicut district, buying behaviour, consumers, marketing, refrigerators.

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P36, P39, P46.

1. INTRODUCTION



Organization's capacity to keep up fulfilling client connections requires a comprehension of consumer purchasing conduct. This alludes to the purchasing conduct of consumers who buy items or administrations for their own or family utilize. Consumers have limited time, energy and financial resources.

Within the available resources, they make purchase and consumption choices as they wish. Consumers buying choices occur over some stretch of time. The general objective amid this choice procedure is to assess different choices and pick the item that fulfils the consumer in an ideal way. Consumers get impacted by a few central point while they settle on their choices.

The consumer's level of enthusiasm for an item and the significance he/she puts on this item decides the consumer's level of contribution. High-association items are generally costly and are noticeable to other individuals, for example, a Diamond ring/gems or an Expensive auto. Low-contribution items are more affordable and have less social hazard related with them, for example, some espresso or every day utilization things. When purchasing much of the time bought, ease commonplace things that require next to no pursuit and choice exertion, they show routinized reaction conduct. When purchasing items sporadically or when they have to get data around a new brand in a recognizable item class, they utilize constrained critical thinking. When they purchase new, costly items, they utilize expanded critical thinking.

2. REVIEW OF LITERATURE

Imbagoud.S. (2012), in his article titled "The Behavior of Consumer's Expenditure in India", opined that the connection amongst pay and utilization has drawn the consideration of business analysts for quite a while. Be that as it may, the investigation of utilization conduct on a hypothetical level was first inspected by J.M. Keynes. Since the appearance of Keynesian utilization work theory numerous business analysts completed exact examinations and reasoned that family unit utilization was predictable with the recommendation of Keynes yet the total utilization was not observed to be relative to the level of total wage.

Khare Arpita (2012), in her paper entitled "Impact of Consumer Decision-Making Styles on Indian Consumer's Mall Shopping Behaviour", made an attempt to understand the role of consumer decision-making styles on mall shopping behaviour of Indian consumers. The mall shopping attributes were analysed to identify the factors most significant to Indian consumers. The results suggested that the age of the consumers affects their shopping decision styles. The brand conscious, novelty seeking and recreational shopping styles influence mall shopping attributes.

Ratika Rastogi and Sonia Chaudhary (2012), In their study on "Psychology and Buying Behaviour of Rural Consumers with Special Reference to Television, Washing Machine and Refrigerator in the Rural Areas of Meerut Region", observed that the brand awareness in males is high in comparison to females. The large number of rural consumers prefer the brands and their products because of the quality of the product and then the price of the product respectively. The study shows that most of the rural people used to buy these products when there is a need for them to purchase.

3. SCOPE OF THE STUDY

The primary aim of this study is to find out Consumer's buying behaviour of Refrigerators in Calicut city. The study will further help consumer's to buy refrigerators available in market. It also measures the consumer's satisfaction level of buying refrigerators. It also cover buying behaviour, brand awareness and satisfaction level of the consumer's. The scope of a subject refers to everything that is studied as part of that subject. When we set out to explain the scope of consumer behaviour we need to refer to all that which forms part of consumer behaviour. Consumer behaviour includes not only the actual buyer and his act of buying but also the various role played by different individuals and the influence they exert on the final purchase decision.

4. STATEMENT OF THE PROBLEM

Knowledge of consumer behaviour directly affects marketing strategy. This is because of the marketing concept, i.e., the idea that firms exist to satisfy customer needs. Firms can satisfy those needs only to the extent that they understand their customers. There is a widespread recognition that consumer behaviour is the key to contemporary marketing success. The primary problem of the study is consumers of refrigerators does not have brand awareness and also consumers are not aware of existing companies in market. It leads to choosing wrong product or expensive product and it will not fit for consumer's usage. Satisfaction is an important term for this study. Consumer's buying behaviour is good when their satisfaction level is high. It is important for marketers to recognize how and why individuals make their consumption decision, so that we can make better strategic marketing decision. Understanding buyer's behaviour of the target market is an essential task of marketing managers under the marketing concept. If marketers understand consumer's behaviour, they are able to predict how consumers are likely to react to various informational and environmental cues, and are able to shape their marketing strategies accordingly. Without doubt, marketers who understand consumer behaviour have great competitive advantage in market and this study may help them greatly. Apart from marketers, it also helps customers as they benefit from insights into their own consumption-related decisions what they buy, why they buy, how they buy and the promotional influences that

persuade them to buy. The study of buying behaviour enables them become wiser. Hence, the researcher has chosen to study. "Buying Behaviour of Purchase of Refrigerator in Calicut City".

5. OBJECTIVES OF THE STUDY

The purpose of this study is to understand key external variables influencing the buying behaviour of a particular segment of customers towards the product category of Refrigerator and the specific objectives are as per following:

1. To study the influence of various factors like brand name, price and quality on the purchase decision of refrigerators.
2. To study the brand awareness of refrigerators among the consumers.
3. To know the most preferred brand among the selected brands like whirlpool, Samsung and LG.

4. RESEARCH METHODOLOGY

This paper involves primary and secondary research.

As part of primary research, this paper uses qualitative research to determine the relevance of both static and dynamic elements in refrigerators and consumers buying behaviours on the same.

In order to obtain primary data the instruments used were observations of consumers, questionnaires and in-depth interviews with the consumers in structured format.

The research was undertaken among three brands of refrigerators in Calicut city. Namely;

- Whirlpool
- LG
- Samsung

The sample size of the research paper was 200 and the sample studied was across all age group (20-30 yrs, 31-40, 41-50, 50 and above).

The process was carried out by visiting each of the consumers and by observing their responses. In order to begin communication with potential consumer's qualifier questions were asked to understand their buying habits. Appointments were fixed with the respondents willing to give interviews over telephones, which were followed by structured in-depth interviews via telephone or e mails. The data were recorded in the form of written notes.

The parameters chosen for analysis during the depth interviews were as follows:

- Income level of the respondents
- Family size
- Years of usage
- Source of finance
- Knowledge about different brand
- Influence of factors
- Promotional schemes
- Concern on quality
- Price

Secondary research has been undertaken through the following sources:

- Newspapers
- Periodicals
- Websites
- Magazines

5. ANALYSIS

TABLE 1: AGE OF RESPONDENTS

	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 30 Years	46	23.0	23.0	23.0
	31 - 40 Years	49	24.5	24.5	47.5
	41 - 50 Years	51	25.5	25.5	73.0
	50 & Above	54	27.0	27.0	100.0
	Total	200	100.0	100.0	

INTERPRETATION: It is found that 23% (46) are belongs to age group of 20 – 30 Years and 24.5% (49) of them are belongs to age group of 31 – 40 Years, 25% (51) are belongs to the age group of 41 – 50 Years and 27% (54) are belongs to age group of 50 Years and above.

It is concluded that majority 27 % of respondents are belonging to the age group of 50 Years and above.

CHART 1: AGE OF RESPONDENTS

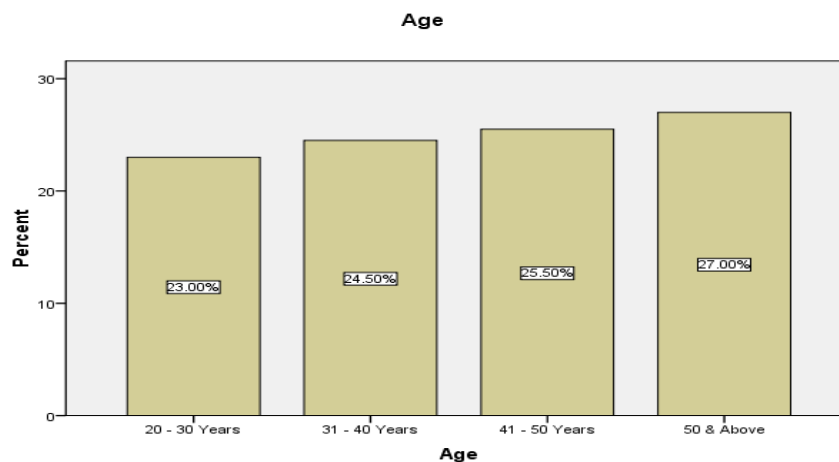


TABLE 2: INCOME LEVEL OF RESPONDENTS

	Income level of the family	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 10000	39	19.5	19.5	19.5
	10001 - 20000	40	20.0	20.0	39.5
	20001 - 30000	46	23.0	23.0	62.5
	30001 - 50000	35	17.5	17.5	80.0
	Above 50000	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

INTERPRETATION: It is found that 19.5% (39) are earning income Below Rs.10000 and 20 % (40) are earning income of Rs.10001 - 20000, 23% (46) of them are earning Rs.20001 - 30000 and 17.5% (35) are earning income of Rs.30001 – 50000. And finally 20% (40) are earning income of above Rs.50000. It is concluded that majority 23 % of respondents are earning income of Rs.20001 – 30000.

CHART 2: EARNING MEMBERS OF FAMILY

Earning members of the family

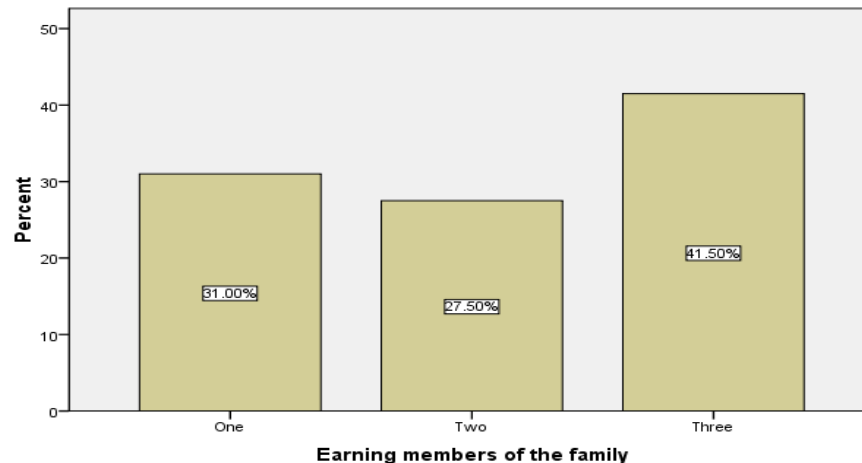


TABLE 3: REFRIGERATOR IS OWNED

	Do you have a refrigerator?	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	200	100.0	100.0	100.0
	No	0	0	0	0

INTERPRETATION: It is found that 100% (200) of respondents owned a refrigerator. All most everyone already has a refrigerator.

TABLE 4: KNOWLEDGE OF BRAND OR MODEL

	Came to know about your brand /model of refrigerator	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper	55	27.5	27.5	27.5
	Magazines	37	18.5	18.5	46.0
	Through Friends & Relatives	60	30.0	30.0	76.0
	Social Media	48	24.0	24.0	100.0
	Total	200	100.0	100.0	

INTERPRETATION: It is found that 27.5% (55) are know about the refrigerator brand by reading newspaper and 18.5 % (37) of them are know about refrigerator by reading magazines, 30% (60) are know about refrigerator brand through friends and Relatives and 24% (48) are know about the refrigerator by social media. It is concluded that majority 30 % of respondents are know about refrigerator brand through friends and Relatives.

CHART 3: KNOWLEDGE OF BRAND OR MODEL

Came to know about your brand /model of refrigerator

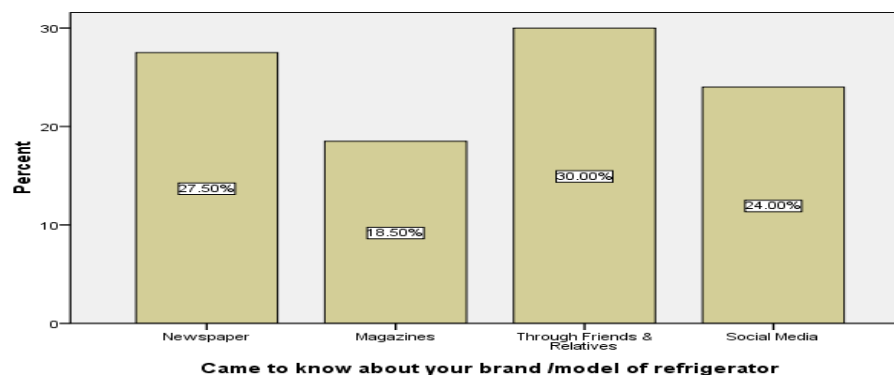


TABLE 5: BRAND OF REFRIGERATOR OWNED

	Brand of refrigerator own	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Whirlpool	69	34.5	34.5	34.5
	LG	68	34.0	34.0	68.5
	Samsung	63	31.5	31.5	100.0
	Total	200	100.0	100.0	

INTERPRETATION: It is found that 34.5% (69) are having Whirlpool Refrigerator and 34% (68) having LG Refrigerator, 31.5% (63) having Samsung Refrigerator. It is concluded that majority 34.5% of respondents are having Whirlpool Refrigerator.

CHART 4: BRAND OF REFRIGERATOR OWNED

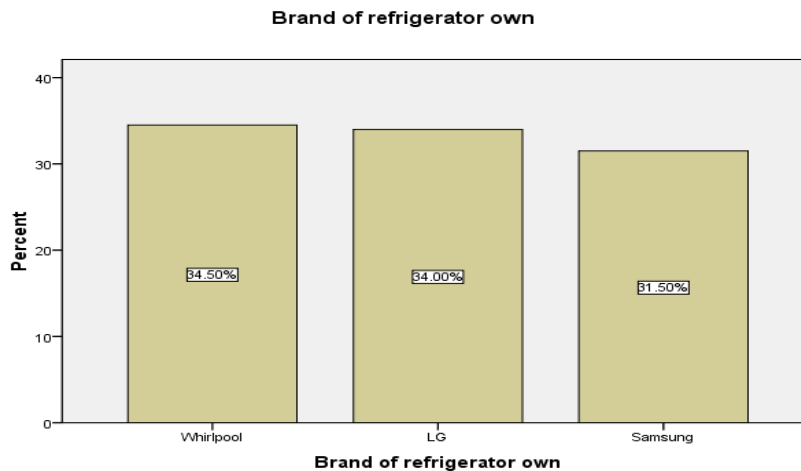
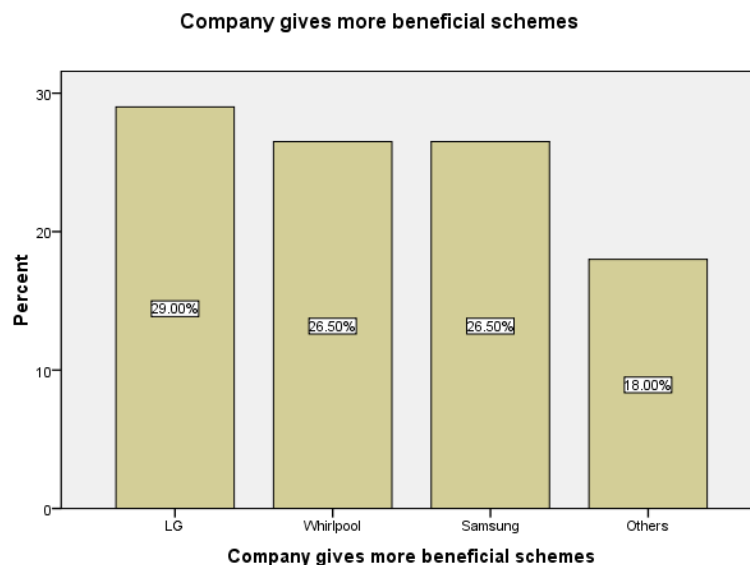


TABLE 6: BENEFICIAL SCHEMES GIVEN BY COMPANY

	Company gives more beneficial schemes	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LG	58	29.0	29.0	29.0
	Whirlpool	53	26.5	26.5	55.5
	Samsung	53	26.5	26.5	82.0
	Others	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

INTERPRETATION: It is found that 29% (58) LG is giving more beneficial schemes and 26.5% (53) are feel that Whirlpool is giving more beneficial schemes, 26.5% (53) are feel that Samsung is giving more beneficial schemes, and 18% (36) are feel that other refrigerator company is giving more beneficial schemes. It is concluded that majority 29% of respondents are feel that LG is giving more beneficial schemes.

CHART 5: BENEFICIAL SCHEMES GIVEN BY COMPANY



6. FINDINGS

In terms of customers, shopping experience following static parameters emerged as customers key preferences while choosing particular refrigerators. 23% (46) are belongs to age group of 20 – 30 Years and 24.5% (49) of them are belongs to age group of 31 – 40 Years, 25% (51) are belongs to the age group of 41 – 50 Years and 27% (54) are belongs to age group of 50 Years and above .19.5% (39) are earning income Below Rs.10000 and 20% (40) are earning income of

Rs.10001 - 20000, 23% (46) of them are earning Rs.20001 - 30000 and 17.5% (35) are earning income of Rs.30001 - 50000. And finally 20% (40) are earning income of Above Rs.50000. 100% (200) of respondents owned a refrigerator. All most everyone already has a refrigerator.

Majority of the respondents are aware of the various brands available in the market. Among the three brands chosen for study whirlpool is the most favourable brand preferred by the customers.

Among the various promotional strategies adopted by the companies majority of the respondents comes to know about the brand through their friends and relatives. News paper advertising also has a significant role in making the consumer aware of the various schemes provided by the company's. Social Medias also plays an important role in educating consumers.

Consumers have an opinion that the price of the refrigerators are reasonable when compared to the benefits provided by the companies. Also they are satisfied with the quality of the products offered by the companies.

It was observed that the variety of promotional schemes provided by the companies are widely attracted the consumers to take a valuable decision on their purchase of refrigerators. Value for money is also an important factor for this type of products. Hence, in that case the consumers are satisfied with the price of the products quoted by the companies.

7. SUGGESTIONS

Refrigerator plays an important role among all home appliances. In this study of consumer buying behaviour enables marketing researchers to predict how consumers make the purchase decision.

When comparing age group of respondents well settled people is buying refrigerators than other age group. The study suggested that to concentrate on target the people of age above 50 Years.

Most of the people like to purchase refrigerator offer. So, Refrigerator Company should give more offers. So, companies can motivate their customer by giving discount price.

Companies should provide quick delivery and sales service after selling the product. Stores is one of the important place where people come together to buy refrigerator at discount price.

Majority of people are highly aware about brands. So it is suggested that the company must give quality product to the market.

Majority of respondents are purchase refrigerators in their own source and they not opt for loan. So by providing attractive discounts and offers more customers will prefer to buy refrigerators.

Consumers who using refrigerators responds that quality of refrigerator is good and maintaining the same will leads to increase the customer base and the right promotional strategy the industry would be able to increase their market share.

8. CONCLUSION

The consumers' behaviour towards Refrigerator is very positive and their satisfaction level is very high. The consumers of refrigerator are preferred Whirlpool refrigerator most. The consumers believe that company provides high quality product with reasonable prices. Consumers of refrigerator mainly get information from the TV commercial. To achieve the leading position and success, lot of improvement is required for industry. As refrigerator became essential for the consumer day by day, many marketers are coming with this product in this electronic industry. So that it has also become a competitive market for refrigerator in spite of having a good brand image and local presence in Calicut district. They should also take much more attention and careful action to establish its product line in the market. Also should be identify their customer's behaviour and keep the commitment with them strongly. To build a positive perception and awareness among the consumers about their product they have to be stronger in their promotional activities and should maintain a good relationship both internally and externally in their corporate life. Finally I can conclude that Refrigerator Company provide quality product with reasonable price. They provide their service to customer with carefully.

10. LIMITATIONS OF THE STUDY

The main drawback of the study is the non-cooperation of heads of sample respondents in providing reliable data relating to some of the questions incorporated in the schedule. Because of this, some of the aspects relating to buying behaviour of refrigerators buyers are not covered as planned. Although sincere efforts were made by the researcher to collect the maximum, most, authentic and relevant information even then this study may have the Following limitations:

- The results of this study cannot be generalized and taken as representing the general behaviour of all the consumer of refrigerator since it is unique and the research limited to Calicutcity;
- Time was another limiting factor and
- Cost was too another limiting factor.

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