International Multidisciplinary Research Journal

Golden Research Thoughts

Chief Editor
Dr.Tukaram Narayan Shinde

A STUDY ON CONSUMER PREFERENCE TOWARDS VARIOUS BRANDS OF WASHING MACHINE

R. Jayasri[1] and Dr. M. Chandrasekaran[2]
[1]Assistant Professor,Dept. of Management Studies,Dhanalakshmi Srinivasan College of Arts and Science for Women,Perambalur, Tamil Nadu.
[2]Director,Dept. of Management Studies, Dhanalakshmi Srinivasan College of Arts and Science for Women, Perambalur, Tamil Nadu.

ABSTRACT

Consumer preference is an important part of the marketing to realize the challenges and difficulties faced by the marketers in understanding the consumer's attitude. Consumer preference is the personal view of the individual and their impact of environmental influences on their buying behaviour. It is a study of what's makes changes in individuals' buying decision to spend their valuable resource such as money, time, and efforts. On other hand according to the increasing disposable pay system will make changes in consumption of consumer preference. Hence marketing stars with studying the needs and requirements of the customers and ends with their satisfaction and by the way the study of consumer preference becomes an essential part. The research made attempt to study the consumer preference towards various brands of washing machine. The study was conducted in Thiruverambur block, Trichy district with 60 respondents. Simple random sampling was used and the result shows that there is significant difference between age, educational qualification, family income of the respondents and their overall consumer preferences.

KEYWORDS:Washing machine, Consumer performance, Buying behaviour.

INTRODUCTION

Studying the consumer's preference is not an easy task at all, and even less simple is observing only one aspect of this preference, like in the present case, the consumers' preference for a certain product, label or organisation. Along the research consumers may express their needs and desires and still may act in a totally opposite way; at times, it's possible that they aren't even aware of the true motivations behind their buying behavior, or they could react to factors determining last minute changes to their buying decision. Although the consumer decisions are relatively easy to notice and quantify, the psycho-physiological processes behind them are very difficult to take into account. Research related to consumer preference looks upon its different dimensions and their relationship. The final aim of these investigations is to foresee and channel the future reactions of the demand agents, for a precise correlation between demand and supply. In this respect, all dimensions that lead to the manifestation of a certain preference must be studied and understood. Each of the dimensions of the consumers' preference we want to focus on within a marketing research imprints on it with certain specificity, a special way of approach. Therefore, the features of the consumers' preferences mark the conducted studies with certain specific features in this sense, which we must take into consideration when elaborating and conducting

these studies, in view of observing the essence of this dimension of the consumers' preference.

Knowledge of consumer preferences is especially important with respect to the various activities carried out at the organizational level, necessary for its survival. For instance, if an entrepreneur must determine what features must have the product he wants to create, he will interview more potential buyers, asking them to mention the level of preference for each separate feature. The consumer preferences and behavior represent the basis of the pre testing models for the new products (Assessor, Comp, Demon, News, Sprinter), which implies determining the functional relationships between the buyer's opinion concerning a product, testing it and the purchase behavior. The level of preferences is one of the variables that need to be taken into account when identifying the strong and weak points of the competitors.

REVIEW OF LITERATURE

V.Suganthi and S.Mohan (2014), A huge population of consumers was spending large sums of money on goods and services. Besides this, consumer buying behavior were shifting and becoming highly diversified. Even in case of industrial markets, buyers' preferences were becoming diversified and they too were exhibiting less predictable buying behavior. In the emerging business scenario various techniques are used by the marketer for influencing the buying behavior of their consumers. For conducting the research, data was collected through convenience sampling of 60 consumers of Udumalpet town. Later the data was analyzed with statistical tools like mean and the hypothesis was tested by using Chi-Square analysis. The market statistics in India indicate the top five brands of washing machine such as LG, Samsung, Bosch, Whirlpool, and IFB have achieved greater heights. It reveals that demographic profile such as age, gender, educational qualification; marital status, occupation and income of consumer of various brand do not have influence in the level of satisfaction of consumer buying behavior.

Dr.K.Uma and P.Sasikala (2014), Management is the youngest of sciences and oldest of arts and consumer behavior in management is a very young discipline. Understanding the consumer attitude is an important part of the marketing process to realize the challenges faced by marketers in comprehending the consumer's mind. Marketing stars with the needs of the customer and ends with his satisfaction. When everything revolves round the customer, then the study of consumer behavior becomes a necessity. It starts with the buying of goods can be bought individually, or in groups. Goods can be bought under stress (to satisfy an immediate need), for comfort and luxury in small quantities or in bulk. Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring evaluating, using and disposing of goods and services. Consumer buying behavior has become an integral part of strategic market planning. Generally goods can be classified in to durable and non durable goods. Home appliances play a major role in the domestic life of the modern man. It has always had a significant place in the life of man ever since the Stone Age when man began to use tools. This paper highlights that, location wise consumer buying behavior towards home appliance products in Madurai District.

Dr.S.Aravinth (2012), The preference of customers is nothing but the required a product or commodity according to their expected features and attributes. In this regard the researcher is dealt with the housewife and taken them as respondents in the name of customer on their choices of purchasing electronic goods. In this fast moving world, the city life has much more advanced in many schedules. Without the adoption of electronic good one family could not be a competed one in the society. The family is always lead by the women, who shares the half of the burden of the leader for a family. In such a situation she preference more advanced and supporting commodities which fulfils her day to day works. The researcher has designed a framework or a task which is actually leads to find the significant relationship between the wife acceptance factor and the electronic goods. This will also gives an opportunity to the retailers who actually deal with the electronic consumer goods, to know the exact behaviour of the family administrator on purchasing electronic commodities.

SCOPE OF THE STUDY

The present study has been confined to a study on consumer preference towards various brands of washing machine. The study has been covered only from the consumers of Thiruverambur block, Trichy district

OBJECTIVE OF THE STUDY

o To study the consumer preference towards various brands of washing machine
o To analysis the impact factors of consumers perception
o To bring the possible suggestion for the improvement of marketing process towards consumer preference.

STATEMENT OF THE PROBLEM

In the consumer durable industry, the basic products are very similar and when comparing the same quality level, the customer focuses are on soft factors like personal treatment, personalization, one-to-one marketing and attention of the customers. Even though still there is problem of choosing best among them. This study aims to analysis the consumer preference towards various brands of washing machine. Hence this study is undertaken to provide suitable suggestion for consumers and marketers taking into account the durables goods.

RESEARCH METHODOLOGY

The present study descriptive in nature. The sampling design of the research is based on the simple random sampling. Researcher conducted the study with the help of primary and secondary data. Primary data have been collected from the respondents by well structured questionnaires. Secondary data for the study were collected from books, journals, research articles and websites.

SAMPLE DESIGN

A sample is a significant part of the population. The Probability methods of simple random sampling method was used and the researcher has decided to select a sample size of 60 respondents have been selected from the Thiruverambur block, Trichy district.

DATA ANALYSIS AND INTERPRETATION

Table – 1: Distribution of the respondents and their overall consumer preference

Particulars	No.of respondents (n=60)	Percentage (100%)
Low	18	30
High	42	70

The above table reveals that vast majority (70 per cent) of the respondents were in high level opinion about overall consumer preferences and remaining 30 per cent of the respondents were low level.

Table – 2: Research hypothesis: There is significant difference between age, educational qualification, family income of the respondents and their overall consumer preferences.

Oneway ANOVA difference between age, educational qualification, family income of the respondents and their overall consumer preferences

Overall consumer preference	Mean	S.D	Statistical inference
Age			
Below 30yrs	17.54	0.718	f=21.312 p<0.05 Significant
31 to 40yrs	15.29	1.210	
41 to 50yrs	12.41	1.014	
51yrs & above	18.94	0.649	
Educational qualification			
Below Hsc	12.01	1.012	f=14.485 p<0.05 Significant
Graduates	16.57	0.875	
Others	13.28	0.913	
Family income			
Below Rs.10000	14.21	1.023	f=19.502 p<0.05 Significant
Rs.10001 to 25000	16.23	0.754	
Above Rs.25001	18.24	0.672	

Oneway ANOVA 'f' test table shows that there is significant difference between age, educational qualification, family income of the respondents and their overall consumer preferences. Hence, the calculated value less than table value (p<0.05). So the research hypothesis is accepted.

SUGGESTIONS

o Hence display of products at storeroom must match with lifestyle of the consumers.

o A continuous communication and announcement of product to the customers by using advance media techniques is expected.

o The companies should pay attention to the service centres. Because today the consumers having difficult with the service man. If the companies continuous their service facilities even offer sold goods that could be motive customers to refer the products to others.

o To attain the maximum success in the market, it has become highly predictable to produce goods preferred by the customer. Consumer is the king around whom can bring the rapid changes in marketing trend and the success or failure of the product is truly depends by the customers.

CONCLUSION

The distinctiveness of consumers' preference is not similar to each other, particularly in the aspects of price, quantity, preference and decision making. However it is evident that the present study the consumer preference is distribution and there is huge different in the variety of distribution system. The consumer preference is truly depends on the day to day changes required in the products with different features. It may not be always correct to say that consumers behave in the same way as it much depends on type of products, quality of the products and price of the products. Therefore it is always need to pay special attention by the marketer that the needs and wants of consumer.

REFERENCES:

1.Dr.K.Uma and P.Sasikala (2014), Study on Consumer's Perceptions and Buying Behaviour Towards Selected Home Appliances Products in Madurai District, Indian Journal of Applied Research, ISSN-2249555X, Vol.4, Iss.4, Pp.87-88.

2.Dr.S.Aravinth (2012), A Study on Customer Preference towards Electronic Goods, International Journal of Industrial Engineering and Management Science, ISSN-22775056, Vol.2, Iss.1, Pp.44-51.

3.Suganthi.V and Mohan.S (2014), A study on consumer behavior towards selected brands of washing machine with special reference to Udumalpet town, International Journal of Multidisciplinary Research and Development, Vol.1, Iss.7, Pp.280-286.

R. Jayasri
Assistant Professor,Dept. of Management Studies,Dhanalakshmi Srinivasan College of Arts and Science for Women,Perambalur, Tamil Nadu.

Dr. M. Chandrasekaran
Director,Dept. of Management Studies, Dhanalakshmi Srinivasan College of Arts and Science for Women, Perambalur, Tamil Nadu.

Publish Research Article
International Level Multidisciplinary Research Journal
For All Subjects

Dear Sir/Mam,

      We invite unpublished Research Paper,Summary of Research Project,Theses,Books and Book Review for publication,you will be pleased to know that our journals are

Associated and Indexed,India

✱   International Scientific Journal Consortium
✱   OPEN J-GATE

Associated and Indexed,USA

- EBSCO
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Databse
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing