

“Consumer Buying Behaviour Analysis of White Goods in an Urban Market: A Case Study of Junagadh City”

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ABSTRACT

The study was projected to identify consumer buying behaviour towards white goods in Junagadh city. The Heavy consumer durables such as air conditioners, refrigerators, stoves, etc., which used to be painted only in white enamel finish. Despite their availability in varied colours now, they are still called white goods. White goods do not include the entertainment appliances, such as, Televisions, Home cinema, Camcorders, CD, and DVD players. These products are included in the Brown goods category. White Goods Industry is growing at a good pace but still the basic questions in this sector remain unanswered as to what factors influences consumer perception / preference, status symbols / proportion of income spent and factors that motivates consumer brand switching. Exploratory and descriptive research had been used. Sample size taken for the study was 6 brand outlets which are located in Junagadh city and 60 consumers, 10 consumers from each outlet. Judgemental Sampling method was used. Structured Questionnaires had been filled up from the prospective customers of White Goods. Correlation, percentage analysis and Likert's scale were used to analyse the data. Result found that 59% of the respondents agree that they expect schemes and offers in the festivals. About 42% of respondents agree that they purchase according to the opinion of the sales persons in the Retail Stores. According to consumers, television, website, dealers, demonstration, word of mouth are the effective medium for advertising white goods..

Keywords: White goods, buying behaviour, Correlation, percentage analysis and Likert's scale.

1. INTRODUCTION:

Heavy consumer durables such as air conditioners, refrigerators, stoves, etc., which used to be painted only in white enamel finish. Despite their availability in varied colours now, they are still called white goods. White goods include household appliances, such as, Water Heater, Refrigerator, Clothes Dryer, Air Conditioner, Dish Washer, Microwave Oven, Washing Machine etc. The Indian consumer durables industry has witnessed a considerable change in the past couple of years. Changing lifestyle, coupled with greater affordability and a surge in advertising has been instrumental in bringing about a sea change in the consumer behaviour pattern. As per the survey conducted by the FICCI (Federation of Indian Chambers of Commerce and Industry) on consumer durables industry, a shift in the consumer preferences towards higher end, technologically advance branded products have been quite dissembling. This shift can be explained by narrowing differentials between the prices of branded and unbranded products added with the high quality of after sales service provided by the branded players. The shift has also been triggered by the availability of foreign branded products in India owing to lower import duties coupled with other liberal measures as introduced by the government. The size of domestic consumer electronics and durables, or white goods, market may touch Rs 52,000 crore by 2015 on account of

rising demand for these goods, particularly among youngsters, a study by industry body Assocham has said.

2. LITERATURE REVIEW:

The Oxford Dictionary (oxforddictionaries) defines White Goods as large electrical goods used domestically such as refrigerators and washing machines, typically white in colour. They are Heavy consumer durables such as air conditioners, refrigerators, stoves, etc., which used to be painted only in white enamel finish. Despite their availability in varied colours now, they are still called white goods.

The Policy Studies Institute (2006, pp. 73-77), Landon in its project Designing Policy to Influence Consumers has researched in detail of Consumer Buying Behaviour toward White Goods. Consumer Behaviour and White Goods. Consumer choice is strongly influenced by mental short-cuts and emotive factors – it is not just a rational assessment of information on quality and price. Often these short-cuts lead to biases, which mean consumers do not always buy the best product for them. Effective policy must work with these mental short-cuts and account for the many factors that influence consumer choice.

At present, the consumer electronics and durable industry is estimated at about Rs 34,000 crore, it said. "The demand for consumer electronics and durables is driven by growing popularity of these goods among young

population coupled with rising disposable incomes," Assocham Secretary General D.S Rawat said.

Raju and Sheth (1974) explained four vital types of buying behaviours. They were Habitual, Exploratory, Impulsive and Belief based. The present study is an effort to fit above four behaviours of consumer in wider frame work. It has also been elaborated that above said behaviours of consumer are absolute and persistently have say in purchase process. During the study it has been concluded that consumer gets facilitated by logical decision-making process and moves him to next level of purchase cycle where habit-controlled choice behaviour prevails.

Shine et al. (1997) brought out that these days consumer is more focused on its health thereby they look for nutritional ingredients in food products. The author was of the view that nutritional labelling over the Food product plays key role in purchasing decision of educated modern consumers and companies must take it on.

Lilly (2010) pointed out that, "To change the mind-set of the consumers from trial to preference, brands need to deliver on their value proposition, as well as place someone else from the customer's existing preference list. Aristotle professed, attaining and sustaining preference is an important step on the road to gain brand loyalty. This will help to generate more revenue, gain greater market share and beat off the competition.

MATERIAL AND METHODS:

To select the sample size of electronic buyers, the snowball sampling method was adopted. A total of 60 prospective consumers were selected under different four products which are washing machine, refrigerator, microwave oven and air conditioner. The details about the distribution of samples according to the white goods products taken by researcher are given in [Table 1]. The study was based on primary data. The data were collected with the help of a structured questionnaire by conducting a field survey. Correlation, percentage analysis and Likert's scale techniques were used to analyze the behaviour of consumer buying behaviour toward white goods in Junagadh city. To identify the factors affecting the behaviour of the consumer towards white goods, a questionnaire was designed covering the important aspects of the production and marketing of electronic products.

Table 1: Products wise Samples Taken for Consumer Buying Behaviour study

Sr. No.	Electronic Products	Prospective Consumer
1	Refrigerator	18
2	Washing Machine	16
3	Microwave Oven	12
4	Air Conditioner	14

Total	60
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Table 2: A Model of Consumer Decision Making (INPUT)

Sr. No.	Marketing Efforts	Sr. No.	Sociocultural Environment
1	Product	1	Family
2	Promotion	2	Informal Sources
3	Prices	3	Noncultural Sources
4	Channels of Distribution	4	Social Class & Culture

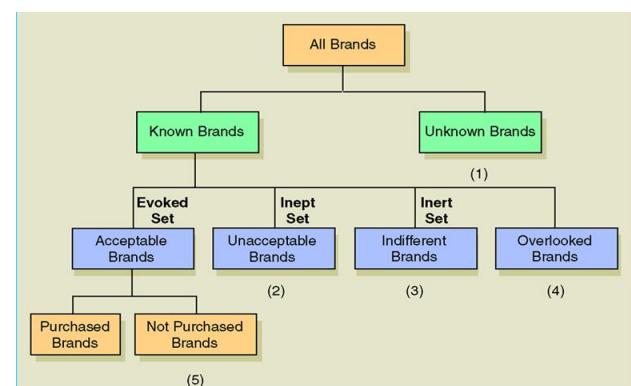
Table 3: A Model of Consumer Decision Making (PROCESS)

Sr. No.	Psychological Efforts	Sr. No.	Psychological Field
1	Need Recognition	1	Motivation
2	Prepurchase Search	2	Perception
3	Evaluation of Alternatives	3	Learning
		4	Personality
		5	Attitudes

Table 4: A Model of Consumer Decision Making (OUTPUT)

Sr. No.	Purchase	Sr. No.	Post-Purchase
1	Trial	1	Evaluation
2	Repeat Purchas		

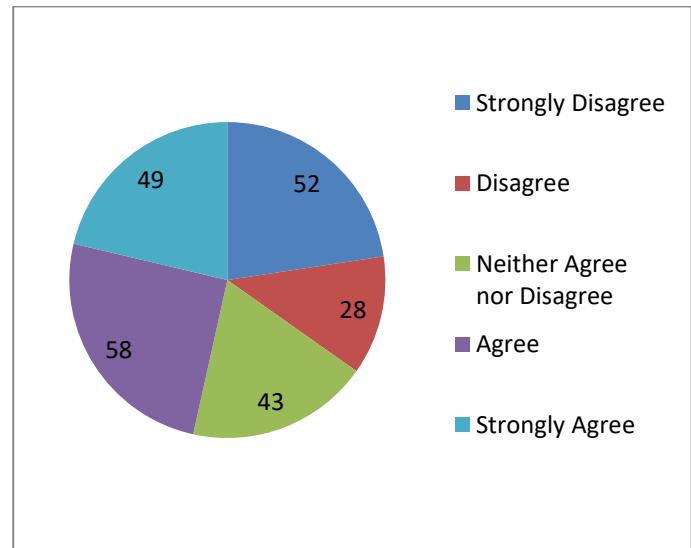
Figure 1: Evaluation of Alternatives



3. RESULT AND DISCUSSION:

50% of total respondents do agree and 26% of respondents strongly agree that they purchase in the off-season period. It is itself a highlight for manufacturing companies to reallocate their production plan and marketing strategy. 59% of the people agree that they expect schemes and offers in the festivals. Here, it should be noted that Schemes and Offers have become the simple expectation of the consumers and therefore, it does not motivate consumers to buy as it used to. Influence of Sales executives in store has been noted significant. About 42% of respondents agree that they purchase according to the opinion of the sales persons in the Retail Stores. Thus, White Good Marketers should take note of that promotion should be focused on the store level promotion. Even 31% of consumers believe that promotion at the Dealers would be more effective way of advertisement. According to consumers, television, website, dealers, demonstration, word of mouth are the effective medium for advertising white goods. Consumers are more attracted to these 5 media. Consumers are more attracted to good price; consumers purchase goods from where they find good price. Consumers are like to buy from stores which are giving more schemes and offers. Therefore, they buy goods in off-seasons also. Before purchase consumers surf on the internet to know features and about the products. Consumers buy white goods if they have good knowledge of different brands and products. Consumers are store loyal and consumers consider sales services before purchase. Consumers decide features of the product before making purchase of white goods.

Figure 2: Consumer Consider After Sales Services in Purchase Decision of the Product



4. RECOMMENDATIONS:

To resolve the production constraints, beekeeper entrepreneurs should attend more training programs and keep updated themselves to acquire more technical knowledge. To resolve the constraints of the low selling price, beekeeper entrepreneurs should invest more in beehives to increase the production and primary processing like filtering of the honey to be made to increase the share in consumer's rupee. To obtain the FASSI/ISI standards certification and laboratory testing of the honey, beekeeper entrepreneurs should approach the extension agencies departments of SAUs that are working on beekeeping, FPOs, NGOs, etc. to find help regarding particular procedures.

5. CONCLUSION:

People in Junagadh city purchase white goods only after having a good amount of search from the stores, web-browsing and all. Because of all these, they have the list of prices of the product from the different stores. Schemes are like must for them. Customers who want to buy white goods on any special schemes like any festivals, dealer's special discounts and companies' promotional discounts. Study observed the 62% of the respondents are married and 38% are unmarried. From this, one can interpret that more of the married respondent interested in the purchase of the white goods. More number of customers is waiting for festivals i.e., 64%. On festivals purchase they would get any gifts on white goods purchase or they would get their product in less price. 36% respondents are waiting for dealer's special discounts. Moreover, a smaller number of respondents is waiting for companies' promotional schemes i.e., 22%. There are 34% of the total responses who believe that word of mouth is effective medium for them to purchase the white goods product. With the help of the research, highlight for manufacturing companies to reallocate their production plan and marketing strategy. Consumers are store loyal and consumers consider sales services before purchase. Consumers decide features of the product before making purchase of white goods. After sales services are the most

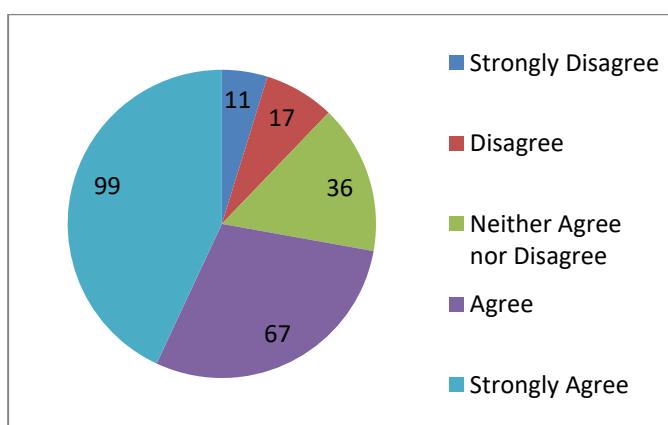


Figure 3: Repeat the Brand for Next Purchase

important factors for the consumer and manufacturers should focus on it....

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