A STUDY ON DETERMINANTS OF PREFERENCE OF WHITE GOODS IN NAMBIYUR BLOCK, ERODE DISTRICT

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Abstract
At present, the consumers are more dynamic their taste, needs and preference are changing. By considering this, it is necessary to give more importance to the consumers' desire. It is quite normal to adopt various sales promotional techniques by the manufacturers to boost up the sales of their brand of white goods. In markets, a plenty of white goods with different brands are available, each one is having its own features and consumers are in dilemma to select a particular brand. At present, the users are given more importance to the economy. Their taste, needs and preference are changing as per the current scenario. The users have certain expectations from white goods in terms of its low cost, efficiency, low cost of maintenance, low electricity consumption, availability of spare parts etc., in the white goods market. Different brand of white goods with different types of capacity are available. Each one is having its own special features are users to select any. Now-a-days to technological advancement new products are introduced in the market. But only a few products are accepted by the people. The white goods is one of the acceptable product for people the main factor influence to purchase the low price, convenience, time saving, warranty etc.

Keywords: White goods, brand, determinant, advertisement, quality.

Introduction
The essence of modern marketing concept is that all elements of business should focus towards the satisfaction of consumers. This requires a thorough understanding of consumer behavior and buying motivation to make a purchasing decision there should be a proper flow of information about the product from the producer to the consumer, because modern marketing concept is consumer oriented.

Branding enables the firm assured control over the market. Repeated sales are stimulated and product substitution is not possible. It creates an exclusive market for the product. When brands are successfully and effectively promoted the very existence of the middle man depends upon a continued supply of each brand. The marketer wants to understand how the stimuli are changed into response inside the consumers' black box which has two parts. First the buyers' characteristics influence how he or she perceives and reacts to the stimuli, second buyer behavior. We look first at buyer characteristics as they affect buying behavior and then discuss the buyer decision process.

White Goods
White goods means **"**Large electronic home appliance (Washing machine, Refrigerator etc.,) that are typically finished in white enamel". White goods can be also being the household appliances that accomplish everyday housekeeping tasks, whether active or passive. White goods in this capacity are all the large typically electrical powered appliances used in the home. The refrigerator, stove, washer, dryer, dishwasher and water heater etc., can all be called as white goods. White goods recycling are the proper and environmental disposal of these appliances. White goods are another word for home appliances such as refrigerator, microwave ovens, air conditioner etc.

White goods are the goods that are painted white or enameled white. These products were previously manufactured with a white enamel finish but are now colored.

Products Covered
White goods include household appliances such as water heater, Refrigerator, cloth dryer, air conditioner, dish washer, micro oven, washing machine etc ., in the modern period these products are available in a variety of decorative colors. White goods do not included the entertainment appliances such as Television, home cinema, camcorders, CD and DVD players. These products are included in the brown goods category. White goods appliances account for 70% of the energy consumed in homes and their green house gas emission levels are usually high. An industry body said, production of white goods or house hold appliances is likely to grow 15 percent in the current financial year as consumer demand rises with manufacturer cutting prices on increased competition.

Some of the white goods manufacturing companies are Godrej, LG, Samsung, Whirlpool, ONIDA, Videocon, V-guard, Electrolux, Haier, Hitachi, IFB Kenstar, Panasonic, Japan, Inolsa.White goods include number of large electronic house hold appliances. But, in the present study, only two white goods have been selected i.e., washing machine and refrigerator.

Need For the Study
This study is undertaken to examine the consumers' attitude towards selected white goods in Nambiyur block of Gobichettipalayam Taluk. The scope of this study also extends to examine the factors which influence the white goods consumers to select a particular brand of white goods, to analyze the level of satisfaction of white goods consumers and problems faced by the white goods consumers.

Review of Literature
Kapoor[1] (1960) examined the growth patterns in actual production and capacities of the consumers goods and concludes that rising income, urbanization and education are having a great impact on the Indian consumption pattern and the growing component of discretionary expenditure.

Bhavani Prasad and Sitakumari[2] (1987) examined the study on market of refrigerator consumers in twin cities. Various factors are to be taken, to analyze the factors influence the consumers. It found, that advertisement is influencing the purchase decision in the city more than other factors.

Objective Of The Study
  ➢ To identify the factors influencing the consumers to select a particular brand of white goods.

Research Methodology
This study is an empirical research based on survey method. The present study is confined to Nambiyur block of Gobichettipalayam Taluk. Gobichettipalayam Taluk has 3 Blocks viz., Gobichettipalayam, Nambiyur and T.N. Palayam. Of them, Nambiyur Block has been purposively selected.

Data Analysis And Interpretation
Brand Wise Classification Of Sample Respondents(Washing Machine)

Brands	No. of respondents	Percentage
LG	12	16
Whirlpool	13	17
Samsung	29	39
Godrej	10	13
Others ((IFB, ONIDA))	11	15
Total	**75**	**100**

Sources: primary data

The above table reveals that out of 75 sample respondents, 39 per cent of the sample respondents are using Samsung brand of washing machine, 17 per cent of the sample respondents are using Whirlpool brand of washing machine, 16 per cent of the sample respondents are using LG brand washing machine, 15 per cent of the sample respondents are using the others (IFB, ONIDA), brand of washing machine and 13 per cent of the sample respondents are using Godrej brands of washing machine.

Hence, it is concluded that majority of the sample respondents are using Samsung brand of washing machines.

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[1] Kapoor "Durable consumer Goods" (1960), monthly commentary on Indian economic conditions, vol.I,II, June 1960.

[2] Bhavani Prasad G.V. and Sitakumari Ch (1987), "Impact of advertising on consumer durable   market. A study of refrigerator consumers" Indian Journal of Marketing, vol.VIII, No. 1, pp. 21-31.

Brand Wise Classification of Sample Respondents (Refrigerator)

Brands	No. of respondents	Percentage
LG	23	31
Whirlpool	16	21
Samsung	12	16
Godrej	14	19
Others (IFB, Videocon, kelvinator)	10	13
Total	**75**	**100**

Sources: primary data

The above table reveals that out of 75 sample respondents, 31 per cent of the sample respondents are using LG brand of refrigerator, 21 per cent of the sample respondents are using whirlpool brand of refrigerator, 19 per cent of the sample respondents are using Godrej brand refrigerator, 16 per cent of the sample respondents are using the Samsung brand of refrigerator and 13 per cent of the sample respondents are using other brands of refrigerator (IFB, Videocon, kelvinator). Hence, it is concluded that majority of the sample respondents are using LG brand of refrigerator.

Classification of Sample Respondents On The Basis Of Sources of Information

Sources of information	No. of respondents	Percentage
Advertisement	48	32
Shop owner	27	18
Friends& relatives	45	30
Family members	28	20
Total	**150**	**100**

Sources: primary data

The above table reveals that out of 150 sample respondents, 32 per cent of the sample respondents received information through advertisement, 30 per cent of the sample respondents received information through friends & relatives, 20 per cent of the sample respondents received information through family members. 18 per cent of the sample respondents received information through shop owner. Hence, it is concluded that most of the sample respondents are getting information through advertisement.

Factors Influencing The Consumers To Select A Particular Brand Of White Goods
In the consumer market, all white goods manufacturers are trying their level best to boost up their brand image. But consumers' brand choice is based upon various factors like price, quality, advertisement, warranty, brand image/loyalty, after sales service, credit facility etc.

Ranking Analysis
To identify the relative importance of the factor influencing the preference of white goods is decided to the scaling of ranks with the help of Garrett ranking technique. Fifteen factors relating to brand preference of washing machine and refrigerator are identified and given in the final interview schedule. All the 150 sample respondents are asked to assign rank to all these factors in order of magnitude. Each respondent is instructed to indicate the importance of the factor by giving rank.
Garrett ranking technique is used to rank the factors with the following formula
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$$\text{Percent position} = \frac{100(R_{ij}-0.5)}{N_j}$$

Where, R_{ij}= rank given for the ith factor by the jth respondents.
N_j= number of factor ranked by the jth respondents.

By referring the Garrett table, the per cent position is converted into scores. Then for each factor, the scores of each individual are added and then mean value is calculated. The factors having highest mean value is considered to be the most important.
The table shows the ranking analysis of factors influencing the brand preference of white goods: (washing machine users).
The above table reveals the factors influencing the sample respondents to purchase washing machine. The sample respondents are ranked I to XV according to their personal view. On the basis of table it can be concluded that good quality is an important factor that influencing the brand preference of washing machine with highest mean score of 57.88, the second factor is price(mean score of 54.61), the third factor is warranty (mean score of 54.45), the fourth factor is brand image/ loyalty(mean score of 52.71), the fifth factor is comfort ability(mean score of 52.57), the sixth factor is time saving (mean score of 51.44) the seventh factor is creditability (mean score of 49.76) , the eighth factor is advertisement (mean score of 48.71) , the ninth factor is dryer facility (mean score of 47.75), the tenth factor is after sale service (mean score of 49.76), the eleventh factor is water consumption (mean score of47.43), the twelfth factor is electronic display (mean score of 47.13),

the thirteenth factor is suitability of all type of water (mean score of 45.53), the fourteenth factor is variable spin speed (mean score of 43.17), the fifteenth factor is extra rinsing (mean score of 42.35).

Hence, it is concluded that quality is the most important factor that influencing the consumers to purchase the particular brand of washing machine followed by price and warranty which also influencing the consumers to select a particular brand of washing machine.The above table reveals the factors influencing the sample respondents to purchase refrigerator. The sample respondents are ranked I to XIII according to their personal view. On the basis of Tabl, it can be concluded that price is an important factor that influencing the brand preference of refrigerator with highest mean score of 57.07, the second factor is quality(mean score of 55.69), the third factor is design and color (mean score of 54.61), the fourth factor is warranty (mean score of 51.93), the fifth factor is low power consumption(mean score of 51.87), the sixth factor is advertisement (mean score of 50.49) the seventh factor is ice making speed (mean score of 50.47) , the eighth factor is brand image/ loyalty (mean score of 49.88) , the ninth factor is storage space for fruits and vegetables (mean score of 46.37), the tenth factor is extra features (mean score of 45.11), the eleventh factor is cooling capacity (mean score of44.47), the twelfth factor is after sales service (mean score of 42.47), and thirteenth factor credit facility (mean score of 40.19).

Hence, it is concluded that price is the most important factor that influencing the consumers to purchase the particular brand of refrigerator followed by quality and design & colors which also to some extent influencing to select a particular brand of refrigerator.

Findings
1. It is found that majority (39%) of the sample respondents are owning the white goods for above 4 years.
2. It is found that majority (39%) of the sample respondents purchase Samsung brand.
3. It is found that majority (31%) of the sample respondents purchase LG brand.
4. It is found that majority (32%) of the sample respondents received sources of information about white goods through advertisement.
5. It is found that majority (47%) of the sample respondents prefer Television advertisement is appropriate media for white goods.
6. By applying the Garrett Ranking Technique, it is found that Quality is an important factor considered to purchase the washing machine.
7. By applying the Garrett Ranking Technique, it is found that price is an important factor considered to purchase the refrigerator.

Suggestions
1. The white goods producers should improve the quality for satisfying the needs of the consumers.
2. The producers of white goods have to be fixed the reasonable price based on the income level of the consumers.

Conclusion
Today there are number of brands of white goods available in the market and they differ in price, quality, capacity, type etc. In the present technological era, it can be easily said that all middle class people are also using the white goods to replacing the human resources. By considering this situation, white goods producers are also come up with different names. But consumers prefer to purchase their favorite brands due to various reasons. It is obvious that the quality, price, advertisements, brand name, dealers network and after sale service together decide the purchase. The present study reveals that majority of the sample respondents prefer to buy the Samsung washing machine and LG refrigerator for its best quality and reasonable price, for these reasons they could be easily marketed in Nambiyur block. So, the manufacture should pay special attention to the above factors and make their business more attractive and satisfy their consumers. To rightly say, yesterday's luxuries are made today's necessities. Hence, in the computer world white goods are no longer a luxury item.On the basis of the findings of the present study, various constructive suggestions have been offered. If all suggestive measurements have been considered by the white goods manufacturers, desired results can be achieved.

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