



BRAND THAT CONSUMER HAVE PURCHASED AFTER DETAILED ANALYSIS DUE TO OFFERS AT SEASONAL TIMES WITH SPECIAL REFERENCE TO TIRUPUR DISTRICT

V. Easwaran* Dr. R. Sundar**

*Research Scholar, Government Arts College, Udumalpet.

**Asst. Professor and Research Supervisor, Department of Commerce, Government Arts College, Udumalpet.

Abstract

Before the liberalization of the Indian economy, only a few companies like Kelvinator, Godrej, Allwyn and Voltas were the major players in the consumer durable market, accounting for no less than 90% of the market. The essence of modern marketing concept or that all elements of business should be geared towards the satisfaction of consumers. important objectives of the study, To Study the brand that consumer have purchased after due to offers at seasonal times in selected respondents in Tirupur District. Methodology of the study, A Research design is purely and simply a basic frame work or plan for a study that guides the collection of data and analysis of the data. In this study, we have adopted descriptive research design in collecting and analyzing the data. Conclude this study, The rural consumers have become value conscious as reflected by their buying behavior. For rural customers, when the household goods meets the intended benefits then value for money is achieved. Rural marketers should design innovative promotional strategies for rural markets that can express messages in an easy way to the villagers and compatible with their education and understanding levels.

Keywords: Consumers, Offers, House Hold Goods Etc.,

Introduction

Before the liberalization of the Indian economy, only a few companies like Kelvinator, Godrej, Allwyn and Voltas were the major players in the consumer durable market, accounting for no less than 90% of the market. Then after the liberalization, foreign players like Samsung, LG, Sony, Whirlpool and AIWA came onto the picture. Today, these players major share of the consumer durables market. Consumer durable market is expected to grow at 10-15% in 2007 to 2008. It is growing very fast because of rise in living standards, easy access to consumer finance, and wide range of choice, as many foreign players are entering in the consumer durable market sometimes result in excess supply.

Consumer is the central theme of the marketing system. For a product to sell with or without advertising, it must satisfy some needs of the consumers. He is the one who consumes goods manufactured and sold by others or created (air, water, natural resources) by nature and sold by others. One, who avails the services such as banking, transport and insurance, etc., is also a customer. A customer is said to be the king and the businessmen are supposed to serve and satisfy him.

1.2. Statement of Problem

Consumer needs can be fulfilled based on their requirements and interest. In consumer goods industry every company contracting to satisfy the consumer needs by giving more importance for easy, convenient, stylish and more comfortable. In the market variety of consumer durable products are introduced to satisfy the presence and prospective consumer. The essence of modern marketing concept or that all elements of business should be geared towards the satisfaction of consumers. A substantial proportion of all marketing research involves the direct study to the people. The kinds of people studied are extremely varied including such individuals as house wives, professionals, business people, and employed. Consumer attitudes and preferences form one of the foundation stones for research. The study on customer satisfaction will help to know, what they want, how they react. The wants of the consumers are carefully studied by conduction surveys. Nowadays there are number of new brands of consumer product introduced in the market. The research has made an attempt to study the consumers needs, their fulfillment of needs.

Objectives of the Study

- To Study the brand that consumer have purchased after due to offers at seasonal times in selected respondents in Tirupur District
- To give the suggestions relating to the services of House hold appliances Products based on the result.

Methodology of the Study

A Research design is purely and simply a basic frame work or plan for a study that guides the collection of data and analysis of the data. In this study, we have adopted descriptive research design in collecting and analyzing the data. The sampling units are the consumers who are consuming "house hold appliances in Tirupur district. In this study everyone in the target population has been taken for study. This survey is undertaken in Tirupur District.



The potential of consumers is high in this area. The validity of any research is based on the data collected for the study. Primary data includes questionnaire. Questionnaire was the main tool used for collecting the first hand information from the respondents. The study also consists of secondary data, which is collected from magazines, news paper and journal and also websites. The method of data collection is through sample survey, convenience sampling is used in this survey. 500 respondents residing in the Tirupur District who were possessing “Household appliances while purchasing of festival seasons were identified and they were selected as the sample for the study. The Descriptive statistics and weighted averages are the analytical tools applied for the analysis of the data collected.

Purchased After Mixer Due To Offers

	Frequency	Percent
PREETHI	98	19.6
BAJAJ	13	2.6
PHILLIPS	72	14.4
PRESTIGE	12	2.4
KENSTAR	49	9.8
HAVELLS	48	9.6
USHA	37	7.4
MAHARAJA WHITELINE	12	2.4
HAIER	87	17.4
UNBRANDED	72	14.4
Total	500	100.0

Source: Primary Data.

It is clear that purchased mixer due to offers, 19.6 per cent of respondents are purchased Preethi, 2.6 per cent of the respondents are purchased Bajaj, 14.4 per cent of the respondents are purchased Philips, 2.4 per cent of the respondents are purchased Prestige, 9.8 per cent of the respondents are purchased Kenstar, 9.6 per cent of the respondents are purchased Havells, 7.4 per cent of the respondents are purchased Usha, 2.4 per cent of the respondents are purchased Maharaja Whiteline, 17.4 per cent of the respondents are purchased Haier and 14.4 per cent of the respondents are purchased Unbranded. The majority of the respondents are purchased Haier (17.4 percent).

Purchased After Refrigerator Due to Offers

	Frequency	Percent
HAIER	62	12.4
LG	63	12.6
SAMSUNG	125	25.0
GODREJ	187	37.4
VIDEOCON	63	12.6
Total	500	100.0

Source: Primary Data.

It is clear that purchased refrigerator due to offers, 12.4 per cent of respondents are purchased Haier, 12.6 per cent of the respondents are purchased LG, 25 per cent of the respondents are purchased Samsung, 37.4 per cent of the respondents are purchased Godrej, 37.4 per cent of the respondents are purchased Godrej, 12.6 per cent of the respondents are purchased Videocon. The majority of the respondents are purchased Godrej (37.4 percent).



Purchased After Wetgrinder Due to Offers

	Frequency	Percent
SHANTHA	161	32.2
ELGI	72	14.4
PREETHI	106	21.2
AMIRTHA	72	14.4
SOWBAGHYA	35	7.0
BUTTERFULY	36	7.2
UNBRANDED	18	3.6
Total	500	100.0

Source: Primary Data.

It is clear that purchased wetgrinder due to offers, 32.2 per cent of respondents are purchased Shantha, 14.4 per cent of the respondents are purchased Elgi, 21.2 per cent of the respondents are purchased Preethi, 14.4 per cent of the respondents are purchased Amirtha, 7 per cent of the respondents are purchased Sowbaghya, 7.2 percent of the respondents are purchased Butterfully, 3.6 per cent of the respondents are purchased Unbranded. The majority of the respondents are purchased Shantha (32.2 per cent).

Purchased After Washing Machine Due To Offers

Brand	No.of respondents	Percentage
BOSCH	83	16.6
LG	67	13.4
SAMSUNG	62	12.4
HAIER	53	10.6
SIEMNS	44	8.8
BPL	43	8.6
IFB	40	8
GODREJ	32	6.4
ONIDA	30	6
BPL	27	5.4
WHIRLPOOL	19	3.8
	500	100

Source: Primary Data.

It is clear that purchased Washingmachine due to offers, 16.6 per cent of respondents are purchased Bosch, 13.4 per cent of the respondents are purchased LG, 12.4 per cent of the respondents are purchased Samsung, 10.6 per cent of the respondents are purchased Haier, 8.8 per cent of the respondents are purchased Siemens, 8.6 percent of the respondents are purchased BPL, 8 per cent of the respondents are purchased IFB, 6.4 per cent of the respondents are purchased Godrej, 5.4 per cent of the respondents are purchased BPL and 3.8 per cent of the respondents are purchased Whirlpool. The majority of the respondents are purchased Bosch (16.6 percent).



Purchased After Induction Stove Due To Offers

Brand name	Frequency	Percent
PRESTIGE	74	14.8
BUTTERFULY	71	14.2
KENSTAR	60	12
PHILIPS	48	9.6
BAJAJ	57	11.4
CROMPTON GREEVES	46	9.2
PREETHI	32	6.4
PIGEON	27	5.4
MORPHY RICHARDS	19	3.8
NON-BRAND	21	4.2
UNBRANDED	4	0.8
Total	500	100

Source: Primary Data.

It is clear that purchased Induction stove due to offers, 14.8 per cent of respondents are purchased Prestige, 12 per cent of the respondents are purchased Butterfly 12 per cent of the respondents are purchased Kenstar, 9.6 per cent of the respondents are purchased Philips, 11.4 per cent of the respondents are purchased Bajaj, 9.2 percent of the respondents are purchased Crompton Greeves, 6.5 per cent of the respondents are purchased Preethi, 5.4 per cent of the respondents are purchased Piegion, 3.8 per cent of the respondents are purchased Non-Brand, 0.8 per cent of the respondents are purchased Unbranded. The majority of the respondents are purchased Prestige (14.2 per cent).

Purchased After Television Due To Offers

Brand	Frequency	Percentage
SONY	111	22.2
PANASONIC	77	15.4
SAMS SUNG	59	11.8
SANSUI	54	10.8
VIDEOCON	49	9.8
PHILIPS	45	9
TOSHIBA	42	8.4
LG	40	8
HAIER	23	4.6
TOTAL	500	100

Source: Primary Data.

It is clear that purchased Television due to offers, 22.2 per cent of respondents are purchased Sony, 15.4 per cent of the respondents are purchased Panasonci, 11.8 per cent of the respondents are purchased Samsung, 10.8 per cent of the respondents are purchased Sansui, 9.8 per cent of the respondents are purchased Videocon, 9 percent of the respondents are purchased Philips, 8.4 per cent of the respondents are purchased Toshiba, 8 per cent of the respondents are purchased LG4.6 per cent of the respondents are purchased Haier. The majority of the respondents are purchased Sony (22.2 per cent).



Conclusion

The findings from the study suggest some discernible points about the consumer behavior of rural consumer in Tirupur District. The rural consumers have become value conscious as reflected by their buying behavior. For rural customers, when the household goods meets the intended benefits then value for money is achieved. Rural marketers should design innovative promotional strategies for rural markets that can express messages in an easy way to the villagers and compatible with their education and understanding levels. To move rural buyers from trial to preference, brands need to deliver on their value proposition. Pricing, promotional deals and product availability, all have remarkable impact on the position of the brand in the buyer's preference. Quality is important in the context of rural purchase and consumption of house hold goods. Therefore organizations should not compromise on the quality of house hold goods. Attractive packaging creates a favorable impression in rural customers' minds which influences their buying behavior. The responses of consumers are quite mixed in the rural India. Customers prefer some of the popular brands but they also prefer to use local brands also. The loyalty status for brands is also moderate in the rural markets. The rural consumer also depends upon observed source like exhibitions and road shows because they provide an opportunity to evaluate the product personally and absorb relevant information at their own relaxed pace. Marketers need to focus on plummeting the information search time by inducing product trials and successfully reaching out to the consumer through ideal information channels. Marketers also need to understand the product specific evaluation process from primary research to mapping the succession of their brand from consideration set to choice set. The brands' potential can only be fulfilled by continually reinforcing its perceived quality, up market identity and relevance to the buyer.

References

1. Anand and Hundal, B.S. (2008), "Perceptions of consumers towards promotional schemes for durables: a study in Punjab", *The ICFAI University Journal of Consumer Behavior*, Vol.3 No. 2, 17-31.
2. Bhatt, Rajeshwari G. and Jaiswal, M. C. (1986), A study of an advertising impact and consumer reaction", *Indian Journal of Marketing*, Vol.18, pp. 9-16.
3. Bishnoi, V.K. and Bharti (2007), "Awareness and consumption pattern of rural consumers towards home and personal care products", *In Conference on Marketing to Rural Consumers*, IIM K, pp. 93-106.
4. Jha, Mithileshwar (2003), "Understanding rural buyer behavior", *IIMB Management Review*, Vol.15 No. 3, pp. 89-92.
5. Kothari, C.R. (2004), *Research Methodology Methods and Techniques, 2e*, New Age International (P) Ltd., New Delhi, pp. 152-232.
6. Kumar, Sanjeev and Bishnoi, V.K. (2007), "Influence of marketers' efforts on rural consumers and their mindset: a case study of Haryana", *The ICFAI Journal of Brand Management*, Vol. 4 No. 4, pp. 28-50.