

An Empirical Study on Consumers Buying Behaviour towards Selected Home Appliance Products in Ramanathapuram

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Abstract: Management is the youngest of sciences and oldest of arts and consumer behaviour in management is a very young discipline. Various scholars and academicians concentrated on it at a much later stage. It was during the 1950s, that marketing concept developed, and thus the need to study the behaviour of consumers was recognized. Marketing starts with the needs of the customer and ends with his satisfaction. When everything revolves round the customer, then the study of consumer behaviour becomes a necessity. It starts with the buying of goods. 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. For all this, exchange is required. This exchange is usually between the seller and the buyer. It can also be between consumers. Consumer behaviour can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Consumer buying behaviour has become an integral part of strategic market planning. We consume things of daily use, we also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods or, industrial goods. What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self concept, social and cultural background and our age and family cycle, our attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to us. To understand the likes and dislikes of the consumer, extensive consumer research studies are being conducted. The study revealed that lifestyle characteristics have a great impact on the consumer buying behavior of the clusters. In a consumption environment, a person chooses a product or a brand, which seems to possess a maximum possibility of the definition or elaboration of his life style identity. Alternatively, a person makes a choice in a consumption environment in order to define or actualize his life style, identify it through the products or brands chosen. This paper highlights that, life style determinants of consumer buying behaviour towards home appliance products in Ramanathapuram.

Keywords: Consumer Buying Behavior, Home Appliances, Factors Influences, Marketing Strategies.

I. INTRODUCTION TO CONSUMER BEHAVIOUR

Generally speaking, consumer behaviour is the study of the processes that individuals or groups go through in making their purchasing choices in order to satisfy their needs. Usually the buying behaviour takes many forms of consumer's choices that can vary depending on a broad set of factors such as: earnings, demographics, social and cultural factors. Beside these basic internal factors which are considered to be influential to the buying behaviour, there are also a set of factors that would be simulated by the external circumstances in the environment surrounding the consumer. It is valuable to mention that the consumer behaviour is a combination of customer's buying awareness combined with external motivators to result in a change in the consumer's behaviour. This is why most of the economies around the globe shares one problem; because of the external influence on the internal community aspects.

Satisfying customers is the ultimate objective of every marketer in all categories of goods and service. After selling a product, the marketers may not have direct contact with the customers. The post purchase behavior of a customer has been influenced by a number of social factors in which the marketer may not get any

direct role. As far as durable and highly involved goods are concerned, before deciding whether the customer is satisfied /dissatisfied, they have to encounter a stage termed as Cognitive Dissonance.

Consumers' behaviour is a composition of four aspects viz., consumer preference, information search purchase decision and post purchase behaviour or satisfaction. These aspects are explained in detail in the following pages. Define consumer behaviour as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine acts".

Economic strength of a country lies its ability to employ all its available resources gainfully. This would be possible only when there is a steady and effective demand for goods and services, which is the pre condition for the ability and willingness of the people to purchase or pay for such goods and services. Ultimately, consumption function is the centre of all economic activities, which is largely influenced by the consumer behaviour.

An understanding of the economic, psychological and sociological characteristics of the consumer and their motives, attitudes cognitions and personalities can help to discover new market opportunities, to provide a shape segmentation of the market and meaningful strategies based on consumer response as a major variable. In brief, the understanding of consumer preference and emotion are important determinants for the success of the marketers and all that could vitiate influence the decisions relating to the identification of opportunities, product policy, channel of distribution, pricing, personal selling and promotional strategies. Thus the marketing concept is more consumers oriented. Hence the study of consumer behaviour is basic to all marketing activities.

II. SIGNIFICANCE OF THE STUDY

The study of consumer behaviour (CB) is very important to the marketers because it enables them to understand and predict buying behaviour of consumers in the marketplace; it is concerned not only with what consumers buy, but also with why they buy it, when and where and how they buy it, and how often they buy it, and also how they consume it & dispose it. Consumer research is the methodology used to study consumer behaviour; it takes place at every phase of the consumption process: before the purchase, during the purchase, and after the purchase. Research shows that two different buyers buying the same product may have done it for different reasons, paid different prices, used in different ways, have different emotional attachments towards the things and so on.

According to Professor Theodore Levitt of the Harvard Business School, the study of Consumer Behaviour is one of the most important in business education, because the purpose of a business is to create and keep customers. Customers are created and maintained through marketing strategies. And the quality of marketing strategies depends on knowing, serving, and influencing consumers. In other words, the success of a business is to achieve organisational objectives, which can be done by the above two methods. This suggests that the knowledge & information about consumers is critical for developing successful marketing strategies because it challenges the marketers to think about and analyse the relationship between the consumers & marketers, and the consumer behaviour & the marketing strategy.

III. OBJECTIVES OF THE STUDY

The Major Objectives of this study are;

- To review the related literature, to have a better understanding of the present study.
- To study and analyze the Consumer Buying Behaviour towards selected Home Appliance Products in Ramanathapuram.
- To understand the various factors and its impact on Consumer Buying Decision of Home Appliance Products in Ramanathapuram.
- To offer Findings and Suggestions.

SCOPE OF THE STUDY

The present study has been confined to Study on Consumer Buying Behaviour towards selected home appliance products. The study has been covered only from the consumers of Ramanathapuram.

RESEARCH METHODOLOGY

The present study is an empirical research and it is based on the survey method. This study is descriptive and analytical in nature based on primary and secondary data. **Primary data** have been collected from the respondents by using a well structured, non-disguised questionnaire. **Secondary data** for the study were collected from books, journals, research articles, magazines, reports, newspapers and websites.

PRE-TESTING

The questionnaire is prepared for the respondents have been pre-tested by the researchers' in person. Comments on the question were noted and after careful analysis necessary modification have been made in the questionnaire. Pre-testing was conducted on 12 respondents. The researchers identified three respondents each at Bharathinagar, Salai Street, Vasantha nagar and Pattanamkathan in Ramanathapuram. In the course of the time, the researcher had experienced some difficulties in getting answers to some of the questions raised and suitable changes have been incorporated before finalizing the well structured questionnaire.

PRODUCT SELECTION

To identify the products for the present study, the products used for the study were

- LCD and LED televisions
- Air Conditioner
- Refrigerator
- Washing Machine
- Computers and Laptops
- Induction Cookers
- Mixer Grinder
- Wet Grinder
- Kitchen Stove
- Microwave Ovens

Sample Design

A sample is a representative part of the population. The Probability method of Systematic Random sampling method was followed for study to choose the sample respondents. The researcher has decided to select a sample size of 400 household respondents for different brands of product preferred by consumers. 100 respondents have been selected from the major area of Ramanathapuram. Area wise classification of respondents has been given in following table.

Sl. No.	Name of the Area	Number of Respondents
1	Bharathi Nagar	100
2	Salai Street	100
3	Vasantha Nagar	100
4	Pattanamkathan	100
	Total	400

ANALYSIS AND INTERPRETATION

The analysis of data collected from primary source and interpretation. It is presented in the form of description and tables as required. Analysis refers to the course of findings out answers to the question that had arises to the study. Interpretation finds out relationship among the available data and the variables.

IV. CONSUMERS PERCEPTION- AN ANALYSIS

The purchase decision of a product depends on the opinion of the consumer of its need at home. This opinion regarding the product is shaped by their experience, the influence of the friends and relatives and the like. The opinion differs from individual to individual. In this section the researcher has tried to find out how the opinions on the purpose of buying the selected Home appliances differ among various lifestyle segments. The purpose of buying the selected durables has been classified as Essential Goods, Comfort Goods, or Luxury Goods.

OPINION REGARDING THE PURPOSE FOR LCD & LED TELEVISION AT HOME

To analyze the opinion of the respondents regarding the purpose for LCD and LED Televisions at home they were asked to state if it was an Essential Product, a Luxury Product or a Comfort Product.

Table – 1

Opinion Regarding the Purpose for LCD and LED Televisions at Home

Cluster	Cluster Strength	Essential Product		Comfort Product		Luxury Product	
		No.	Percentage	No.	Percentage	No.	Percentage
Need Recognition Cluster	120	45	37.5	60	50	15	12.5

Domestic Purchase Cluster	192	39	20.31	74	38.5	79	41.14
High Technology Cluster	88	30	34.5	38	43.7	20	22.8

Source: Survey Data

From the table -1 it is seen that among the Need Recognition Cluster 37.5% of the respondents feel that LCD and LED Televisions are an Essential Product, whereas 50% of them feel it to be a Comfort Product and 12.5% feel it to be a Luxury Product. Among the Domestic Purchase Cluster 20.31% of the respondents feel that LCD and LED Televisions are an essential product, whereas 38.5% of them feel it to be a Comfort Product and 41.14% feel it to be a Luxury Product. Among the High Technology Cluster 34.5% of the respondents feel that LCD and LED Televisions are an Essential Product, whereas 43.7% of them feel it to be a Comfort Product and 22.8% feel it to be a Luxury Product. From the above table it is seen that the Need recognition and the High Technology cluster members consider LCD and LED Televisions are as a comfort product. But according to Domestic purchase cluster it is a luxury product.

OPINION REGARDING THE PURPOSE FOR AIR CONDITIONER AT HOME

To analyze the opinion of the respondents regarding the purpose for AIR CONDITIONER at home they were asked to state if it was an Essential Product, a Luxury Product or a Comfort Product.

Table – 2

Opinion Regarding the Purpose for Air Conditioner at Home

Cluster	Cluster Strength	Essential Product		Comfort Product		Luxury Product	
		No.	Percentage	No.	Percentage	No.	Percentage
Need Recognition Cluster	120	58	48.33	17	14.16	45	37.5
Domestic Purchase Cluster	192	73	38.02	47	24.48	72	37.5
High Technology Cluster	88	33	37.5	30	34.09	25	28.41

Source: Survey Data

From the table -2 it is seen that among the Need Recognition Cluster 48.33% of the respondents feel that Air Conditioner is an Essential Product, whereas 14.16% of them feel it to be a Comfort Product and 37.5% feel it to be a Luxury Product. Among the Domestic Purchase Cluster 38.02% of the respondents feel that Air Conditioner is an essential product, whereas 24.48% of them feel it to be a Comfort Product and 37.5% feel it to be a Luxury Product. Among the High Technology Cluster 37.5% of the respondents feel that Air Conditioner is an Essential Product, whereas 34.09% of them feel it to be a Comfort Product and 28.41% feel it to be a Luxury Product. From the above table it is seen that the Need recognition, Domestic purchase and the High Technology cluster members considered Air Conditioner as an Essential Product.

OPINION REGARDING THE PURPOSE FOR REFRIGERATOR AT HOME

To analyze the opinion of the respondents regarding the purpose for Refrigerator at home they were asked to state if it was an Essential Product, a Luxury Product or a Comfort Product.

Table – 3

Opinion Regarding the Purpose for Refrigerator at Home

Cluster	Cluster Strength	Essential Product		Comfort Product		Luxury Product	
		No.	Percentage	No.	Percentage	No.	Percentage
Need Recognition Cluster	120	50	41.66	24	20	46	38.33
Domestic Purchase Cluster	192	80	41.66	50	26.04	62	32.29

High Technology Cluster	88	43	48.86	24	27.27	21	23.86
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Source: Survey Data

From the table -3 it is seen that among the Need Recognition Cluster 41.66% of the respondents feel that Refrigerator is an Essential Product, whereas 20% of them feel it to be a Comfort Product and 38.33% feel it to be a Luxury Product. Among the Domestic Purchase Cluster 41.66% of the respondents feel that Refrigerator is an essential product, whereas 26.04% of them feel it to be a Comfort Product and 32.29% feel it to be a Luxury Product. Among the High Technology Cluster 48.86% of the respondents feel that Refrigerator is an Essential Product, whereas 27.27% of them feel it to be a Comfort Product and 23.86% feel it to be a Luxury Product. From the above table it is seen that the Need recognition, Domestic purchase and the High Technology cluster members considered Refrigerator as an Essential Product.

OPINION REGARDING THE PURPOSE FOR WASHING MACHINE AT HOME

To analyze the opinion of the respondents regarding the purpose for Washing Machine at home they were asked to state if it was an Essential Product, a Luxury Product or a Comfort Product.

Table – 4

Opinion Regarding the Purpose for Washing Machine at Home

Cluster	Cluster Strength	Essential Product		Comfort Product		Luxury Product	
		No.	Percentage	No.	Percentage	No.	Percentage
Need Recognition Cluster	120	55	45.83	26	21.66	39	32.5
Domestic Purchase Cluster	192	69	35.94	55	28.65	68	35.42
High Technology Cluster	88	38	43.18	32	36.36	18	20.45

Source: Survey Data

From the table -4 it is seen that among the Need Recognition Cluster 45.83% of the respondents feel that Washing Machine is an Essential Product, whereas 21.66% of them feel it to be a Comfort Product and 32.5% feel it to be a Luxury Product. Among the Domestic Purchase Cluster 35.94% of the respondents feel that Washing Machine is an essential product, whereas 28.65% of them feel it to be a Comfort Product and 35.42% feel it to be a Luxury Product. Among the High Technology Cluster 43.18% of the respondents feel that Washing Machine is an Essential Product, whereas 36.36% of them feel it to be a Comfort Product and 20.45% feel it to be a Luxury Product. From the above table it is seen that the Need recognition, Domestic purchase and the High Technology cluster members considered Washing Machine as an Essential Product.

OPINION REGARDING THE PURPOSE FOR COMPUTERS & LAPTOPS AT HOME

To analyze the opinion of the respondents regarding the purpose for Computers and Laptops at home they were asked to state if it was an Essential Product, a Luxury or a Comfort Product.

Table – 5

Opinion Regarding the Purpose for Computers and Laptops at Home

Cluster	Cluster Strength	Essential Product		Comfort Product		Luxury Product	
		No.	Percentage	No.	Percentage	No.	Percentage
Need Recognition Cluster	120	42	35	38	31.66	40	33.33
Domestic Purchase Cluster	192	33	17.19	52	27.08	107	55.73
High Technology Cluster	88	38	43.18	22	25	28	31.82

Source: Survey Data

From the table -5 it is seen that among the Need Recognition Cluster 35% of the respondents feel that Computers and Laptops are an Essential Product, whereas 31.66% of them feel it to be a Comfort Product and 33.33% feel it to be a Luxury Product. Among the Domestic Purchase Cluster 17.19% of the respondents feel that Computers and Laptops are an essential product, whereas 27.08% of them feel it to be a Comfort Product

and 55.73% feel it to be a Luxury Product. Among the High Technology Cluster 43.18% of the respondents feel that Computers and Laptops are an Essential Product, whereas 25% of them feel it to be a Comfort Product and 31.82% feel it to be a Luxury Product. From the above table it is seen that the Need recognition and the High Technology cluster members consider Computers and Laptops are as an essential product. But according to Domestic purchase cluster it is a luxury product.

OPINION REGARDING THE PURPOSE FOR INDUCTION COOKERS AT HOME

To analyze the opinion of the respondents regarding the purpose for Induction Cookers at home they were asked to state if it was an Essential Product, a Luxury Product or a Comfort Product.

Table – 6
Opinion Regarding the Purpose for Induction Cookers at Home

Cluster	Cluster Strength	Essential Product		Comfort Product		Luxury Product	
		No.	Percentage	No.	Percentage	No.	Percentage
Need Recognition Cluster	120	48	40	22	18.33	50	41.66
Domestic Purchase Cluster	192	73	38.02	52	27.08	67	34.89
High Technology Cluster	88	28	31.81	22	25	38	43.18

Source: Survey Data

From the table -6 it is seen that among the Need Recognition Cluster 40% of the respondents feel that Induction Cooker is an Essential Product, whereas 18.33% of them feel it to be a Comfort Product and 41.66% feel it to be a Luxury Product. Among the Domestic Purchase Cluster 38.02% of the respondents feel that Induction Cooker is an essential product, whereas 27.08% of them feel it to be a Comfort Product and 34.89% feel it to be a Luxury Product. Among the High Technology Cluster 31.81% of the respondents feel that Induction Cooker is an Essential Product, whereas 25% of them feel it to be a Comfort Product and 43.18% feel it to be a Luxury Product. From the above table it is seen that the Need recognition and the High Technology cluster members consider Induction Cooker is a luxury product. But according to Domestic purchase cluster it is an essential product.

OPINION REGARDING THE PURPOSE FOR MIXER GRINDER AT HOME

To analyze the opinion of the respondents regarding the purpose for Mixer Grinder at home they were asked to state if it was an Essential Product, a Luxury Product or a Comfort Product.

Table – 7
Opinion Regarding the Purpose for Mixer Grinder at Home

Cluster	Cluster Strength	Essential Product		Comfort Product		Luxury Product	
		No.	Percentage	No.	Percentage	No.	Percentage
Need Recognition Cluster	120	70	58.33	40	33.33	10	8.33
Domestic Purchase Cluster	192	120	62.5	52	27.08	20	10.42
High Technology Cluster	88	48	54.54	26	29.54	14	15.91

Source: Survey Data

From the table -7 it is seen that among the Need Recognition Cluster 58.33% of the respondents feel that Mixer Grinder is an Essential Product, whereas 33.33% of them feel it to be a Comfort Product and 8.33% feel it to be a Luxury Product. Among the Domestic Purchase Cluster 62.50% of the respondents feel that Mixer Grinder is an essential product, whereas 27.08% of them feel it to be a Comfort Product and 10.42% feel it to be a Luxury Product. Among the High Technology Cluster 54.54% of the respondents feel that Mixer Grinder is an Essential Product, whereas 29.54% of them feel it to be a Comfort Product and 15.91% feel it to be a Luxury

Product. From the above table it is seen that the Need recognition, Domestic purchase and the High Technology cluster members considered Mixer Grinder as an Essential Product.

OPINION REGARDING THE PURPOSE FOR WET GRINDER AT HOME

To analyze the opinion of the respondents regarding the purpose for Wet Grinder at home they were asked to state if it was an Essential Product, a Luxury Product or a Comfort Product.

Table – 8
Opinion Regarding the Purpose for Wet Grinder at Home

Cluster	Cluster Strength	Essential Product		Comfort Product		Luxury Product	
		No.	Percentage	No.	Percentage	No.	Percentage
Need Recognition Cluster	120	73	60.83	37	30.83	10	8.33
Domestic Purchase Cluster	192	92	47.92	70	36.46	30	15.62
High Technology Cluster	88	42	47.73	34	38.64	12	13.63

Source: Survey Data

From the table -8 it is seen that among the Need Recognition Cluster 60.83% of the respondents feel that Wet Grinder is an Essential Product, whereas 30.83% of them feel it to be a Comfort Product and 8.33% feel it to be a Luxury Product. Among the Domestic Purchase Cluster 47.92% of the respondents feel that Wet Grinder is an essential product, whereas 36.46% of them feel it to be a Comfort Product and 15.62% feel it to be a Luxury Product. Among the High Technology Cluster 47.73% of the respondents feel that Wet Grinder is an Essential Product, whereas 38.64% of them feel it to be a Comfort Product and 13.63% feel it to be a Luxury Product. From the above table it is seen that the Need recognition, Domestic purchase and the High Technology cluster members considered Wet Grinder as an Essential Product.

OPINION REGARDING THE PURPOSE FOR KITCHEN STOVE AT HOME

To analyze the opinion of the respondents regarding the purpose for Kitchen Stove at home they were asked to state if it was an Essential Product, a Luxury Product or a Comfort Product.

Table – 9
Opinion Regarding the Purpose for Kitchen Stove at Home

Cluster	Cluster Strength	Essential Product		Comfort Product		Luxury Product	
		No.	Percentage	No.	Percentage	No.	Percentage
Need Recognition Cluster	120	100	83.33	18	15	2	1.67
Domestic Purchase Cluster	192	140	72.92	42	21.87	10	5.21
High Technology Cluster	88	58	65.90	22	25	8	9.09

Source: Survey Data

From the table -8 it is seen that among the Need Recognition Cluster 83.33% of the respondents feel that Kitchen Stove is an Essential Product, whereas 15% of them feel it to be a Comfort Product and 1.67% feel it to be a Luxury Product. Among the Domestic Purchase Cluster 72.92% of the respondents feel that Kitchen Stove is an essential product, whereas 21.87% of them feel it to be a Comfort Product and 5.21% feel it to be a Luxury Product. Among the High Technology Cluster 65.90% of the respondents feel that Kitchen Stove is an Essential Product, whereas 25% of them feel it to be a Comfort Product and 9.09% feel it to be a Luxury Product. From the above table it is seen that the Need recognition, Domestic purchase and the High Technology cluster members considered Kitchen Stove as an Essential Product.

OPINION REGARDING THE PURPOSE FOR MICROWAVE OVENS AT HOME

To analyze the opinion of the respondents regarding the purpose for Microwave Ovens at home they were asked to state if it was an Essential Product, a Luxury Product or a Comfort Product.

Table – 10

Opinion Regarding the Purpose for Microwave Ovens at Home

Cluster	Cluster Strength	Essential Product		Comfort Product		Luxury Product	
		No.	Percentage	No.	Percentage	No.	Percentage
Need Recognition Cluster	120	43	35.83	23	19.17	54	45
Domestic Purchase Cluster	192	50	26.04	70	36.46	72	37.5
High Technology Cluster	88	18	20.45	22	25	48	54.55

Source: Survey Data

From the table -9 it is seen that among the Need Recognition Cluster 35.83% of the respondents feel that Microwave Oven is an Essential Product, whereas 19.17% of them feel it to be a Comfort Product and 45% feel it to be a Luxury Product. Among the Domestic Purchase Cluster 26.04% of the respondents feel that Microwave Oven is an essential product, whereas 36.46% of them feel it to be a Comfort Product and 37.5% feel it to be a Luxury Product. Among the High Technology Cluster 20.45% of the respondents feel that Microwave Oven is an Essential Product, whereas 25% of them feel it to be a Comfort Product and 54.55% feel it to be a Luxury Product. From the above table it is seen that the Need recognition, Domestic purchase and the High Technology cluster members considered Microwave Oven as a Luxury Product.

V. MAJOR FINDINGS OF THE STUDY

- ❖ From the study, it is found that the Need recognition and the High Technology cluster members consider **LCD and LED Televisions** are as a comfort product. But according to Domestic purchase cluster it is a luxury product.
- ❖ From the study, it is found that the Need recognition, Domestic purchase and the High Technology cluster members considered **Air Conditioner** as an Essential Product.
- ❖ From the study, it is found that the Need recognition, Domestic purchase and the High Technology cluster members considered **Refrigerator** as an Essential Product.
- ❖ From the study, it is found that the Need recognition, Domestic purchase and the High Technology cluster members considered **Washing Machine** as an Essential Product.
- ❖ From the study, it is found that the Need recognition and the High Technology cluster members consider **Computers and Laptops** are as an essential product. But according to Domestic purchase cluster it is a luxury product.
- ❖ From the study, it is found that the Need recognition and the High Technology cluster members consider **Induction Cooker** is a luxury product. But according to Domestic purchase cluster it is an essential product.
- ❖ From the study, it is found that the Need recognition, Domestic purchase and the High Technology cluster members considered **Mixer Grinder** as an Essential Product.
- ❖ From the study, it is found that the Need recognition, Domestic purchase and the High Technology cluster members considered **Wed Grinder** as an Essential Product.
- ❖ From the study, it is found that the Need recognition, Domestic purchase and the High Technology cluster members considered **Kitchen Stove** as an Essential Product.
- ❖ From the study, it is found that the Need recognition, Domestic purchase and the High Technology cluster members considered **Microwave Oven** as a Luxury Product.

VI. SUGGESTIONS

- **The need recognition cluster** members are people who are very loyal to the shops. They buy only from stores on which they can count on the product guarantee. As they do not keep the products for more than 5 years, this cluster is a potential segment for the market. Marketer in this case can use promotional appeals, discounts credit periods and the like to motivate the consumers in this segment.

- **Domestic purchase cluster** members are active information seekers. They tend to shop more frequently, visit variety of stores and exhibitions to compare the products, style, quality, price before they make their final purchase decision. Hence display of goods at stores must match the lifestyle of the consumer's whom the marketer intends to approach.
- **High technology lifestyle cluster** are people who are very interested in trying new products and fashions. They always want to be the trendsetters. This would always lead to make them opinion leaders who in turn would influence the buying patterns of their peers, friends and relatives. Hence marketers must always keep this segment members abreast of the new products introduced.
- The preference has profound on consumers' buying behaviour. This gives a clear signal for the manufacturer and marketers of popular brands to sustain their brand loyalty. The makers of weak brands shall strive to find out their reasons for their unpopularity and venture on strategies to step up the market share in both the explored and unexplored areas.
- To achieve success in the market, it has become highly inevitable to produce goods in such a manner as preferred by the customer, as consumer is the king around whom the entire marketing activity revolves. It can be said that the modern market is consumer oriented and any product success or failure is determined only by the consumers.

VII. CONCLUSION

This present study concluded that, the consumer behavior have a great impact on the home appliance products of the clusters. In a consumption environment, a person chooses a product or a brand, which seems to possess a maximum possibility of the definition or elaboration of his life style identity. Alternatively, a person makes a choice in a consumption environment in order to define or actualize his life style, identify it through the products or brands chosen. It can be assumed that the individual's consumption behavior can be predicted from an understanding of how he represents his world to himself, if the details of his life style system are known.

The home appliance products like LCD and LED televisions, Air Conditioner, Refrigerator, washing machine, Computers and Laptops, Induction Cookers, Mixer Grinder, Wed Grinder, Kitchen Stove, Microwave Ovens, were once considered as life purchase but now people become more open to the idea of exchanging their old appliances for new ones. The relationship between consumer behavior and home appliance products can thus be seen as an individual's purchases and use of products and services where these choices constitute part of his life style expression and its reflection.

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