

A STUDY ON CONSUMER'S ATTITUDES TOWARDS WASHING MACHINE

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Abstract

In the modern technological world many innovations and new apparatus are invented by the man for reducing the work burden of the layman. Especially a lot of home appliances are introduced to save the valuable time of the working women. Because in the hurry bury world both husband and wife are working. So the modern women are not having sufficient time to do domestic work like washing their dresses. In this situation washing machine becomes an integral part of their home. The washing machine is not only to reduce their physical work but also save gives quality washing. In a competitive world many well reputed companies manufacture various brands washing machine with varying features to cater to diverse need of consumer. The consumers are not in a position to identify the good brand of a washing machine because of its technical features. Consumer's opinion about the washing machine is paramount importance, so a study of this kind helps the customer to know the features available to the various brands.

Key Word: Brand Image, Home Appliances, Lay man, Washing Machine.

Introduction

In the scientific world a lot of home appliances are invented by the layman to do their work easily and comfortably. In modern life, both men and women are worked in various sectors. So they are physically and mentally suffered a lot. Due to their problems, they need some home appliances to reduce their physical work. It is not only to reduce their physical work but also to save time and reduce their mental tension. In this context washing machine becomes one of the basic home appliances. In earlier times the demand for the washing machines in India is not flourishing. After the arrival of Japanese product at competitive price with portable model in India the demand for the washing machine is raised up. In competitive world many well reputed companies manufacture various branded washing machine to attract the consumer with varying features. Our domestic market is currently flooded by washing machines manufactured in collaboration with foreign companies such as whirlpool, General electric of the USA, Bosch - Sremens of Germany and Sharp and Sango of Japan. The middle class buyers are the main target customer of these machines. To attract the buyer these companies produce various models with various features at different price and capacity. This paper highlights the attitude of washing machine users.

Statement of the Problem

Most of the women in India are working, so there is less time left with them to do their drudgery work with hands. Home appliances really help the working woman and house wife, a lot by providing swift to the work in the convenient manner. With the changing status of women the demand for washing machine in India has also undergone transformation. Now many brands of washing machines are available in India covering almost all the segments of the society. The consumers are not in a position to identify the good brand. They find it difficult to select a particular brand. This study enables to have a clear idea to find out the brand, which is popular among the existing brands. It also brings out the level of satisfaction obtained by the buyers. This will be helpful to understand the factors which influence the consumer to purchase a particular brand.

Scope of the Study

This study aims at evaluating the brand preference of consumer towards washing machine in Sivakasi Taluk. This study also aims at finding out the problems faced by the consumers and examines the factors which influence the brand choice.

Objective of the Study

The main objectives of this study are

1. To determine the brand preference of washing machine by the customer.
2. To examine the factors influencing the consumers choice of washing machine.
3. To study the factors responsible for the brand popularity of washing machine.
4. To measure the respondents' satisfaction level.
5. To find out the problems faced by consumers of Washing machine.

Hypothesis

The researcher framed the following hypotheses based on the objectives of the study.

1. There is a relationship between the socio economic factors and the level of satisfaction.

Research Design

Methodology

The present study is descriptive in nature. To fulfill the objectives, the researcher has used both primary and secondary data.

Primary data

The primary data were collected directly from the customer through well-structured interview schedule. The interview schedules were administered directly by the researcher. The researcher has paid attention to reduce the respondents' errors. The purpose and the need for the study were explained to gain the confidence of respondents so as to make them furnish the required information.

Secondary data

The secondary data is an integral part of any research study or a project report as it provides information on key variables, which play a major part in the actual research. The secondary data were collected from the various studies, books, newspaper, journals, dailies paper, unpublished reports.

Sampling Design

The sampling designs were formulated to collect data from the customers. In Sivakasi, the numbers of respondents are invariably high. Due to the petite time the researcher adopted convenient sampling technique. 150 consumers have been selected for the study.

Statistical Tools

Various statistical tools are used in analyzing the primary and secondary data. This involves a lot of calculation and computations. Tables, percentage and Chi-square were used to judge the significance.

ANALYSIS AND INTERPRETATION

1.1 REASONS FOR PREFERING WASHING MACHINE:

The researcher examined the reason for purchasing washing machine. The reasons for purchasing washing machine differ from one respondent to another respondent. The reasons are presented in the Table 1.1

Table 1.1

Reasons For Purchasing Washing Machine

SL.No.	Reasons	No. of respondents	Percentage
1.	To Save time	45	30.00
2.	Easy to Wash	56	37.33
3.	Status	12	8.00
4.	To reduce work	23	15.33
5.	Convenient	14	9.34
Total		150	100

Source: Primary data

It is apparent from the Table – 1.1, 30 per cent of the respondents prefer washing machine to save their washing time, 37.33 per cent of the informants for washing their dresses very easily, 8 per cent of the customer purchase for maitaing the status, 15.33 per cent for reduce their workload and the remaining 9.34 per cent of the of the respondents prefer washing machine for their convenient.

1.2 Brand Preference of Washing Machine

In the Market, the Washing machine is available in plenty in various brands. So the consumers are finding it difficult to choose a particular brand from the numerous brands available in the Market. The researcher gathers information about the brand preferred by the user and has been brought to the forefront in Table 1.2.

Table 1.2
Brand Preference of Washing Machine

Sl.No.	Brand of Washing Machine	Number of Respondents	Percentage
1	Videocon	20	13.33
2	Samsung	23	15.33
3	BPL	21	14.00
4	Whirlpool	33	22.00
5	L.G.	41	27.34
6	IFB	12	8.00
	Total	150	100

Source: Primary Data

The above table pinpointed that, out of 150 respondents 27.34 per cent of the consumers prefer LG; 22 per cent of the users like Whirlpool; 15.33 per cent of the informants support the Samsung; 14 per cent of the consumer want to purchase the BPL, 13.33 per cent of consumers like Videocon and the remaining 8.00 per cent of the respondents are using IFB.

1.3. Reasons to Prefer a Particular Brand

The consumers prefer a particular brand there must be certain reasons. Brand preference depends upon many reasons. Consumers are influenced by many factors like price, quality, performance, technology upgradation etc. The researcher has interviewed the reason for preferring a particular brand and displayed in the purchasing Table 1.3.

Table 1.3
Reasons for Preferring Particular Brand

Sl.No.	Reasons	Number of Respondents	Percentage
1	Performance	30	20.00
2	Price	38	26.00
3	Advertisement	41	27.00
4	Electricity Consumption	26	17.00
5	Water Consumption	15	10.00
	Total	150	100.00

Source: Primary Data

It is observed from the above Table 1.3, 20 per cent of the respondents are attracted by the performance, 27 percent of the respondents are influenced by the advertisement, 26 per cent of the respondents attracted by the Price of washing machine than other brand, 17 percent of the respondents given importance of the electricity consumption and the remaining 10 percent of the respondents prefer the particular brand for its water consumption level.

1.4 FACTORS INFLUENCING THE CONSUMERS

Many factors are influenced the customer to choose a particular brand. To ascertain the factors influencing the consumer, a study is made and the responses are analyzed by adopting Ranking method and its results are given in the table 1.4.

Table 1.4
Factors Influencing

S. No.	Factors	I	II	III	IV	V	VI	Total
1.	Brand Image	42	54	39	15	-	-	150
2.	Price	39	33	48	30	-	-	150
3.	Model and Color	30	27	27	48	18	-	150
4.	Technology Used	27	18	21	15	33	36	150
5.	Advertisement	6	9	6	12	45	72	150
6.	Guarantee and After Sales Services	6	9	9	30	54	42	150
	Total	150	150	150	150	150	150	

Source: Primary Data

The above table 1.4 shows the ranking analysis of factors influencing customer, Brand image has got the first rank among the various factors, Price has got the second rank, After Sales Service has got the third rank, Technology Used product got fourth rank, Advertisement and Models and color has got the fifth and sixth rank respectively.

1.5 FACTORS INFLUENCING THE CONSUMERS

Every customer likes to maximize his satisfaction level. The customer satisfaction leads to brand loyalty. So the researcher collected the information about the customers' level of satisfaction towards their brand. The distributions of the respondents on the basis of their opinion on the satisfaction level are presented in Table 1.5.

Table 1.5
Level of Satisfaction

Sl.No.	Satisfaction Level	Number of Respondents	Percentage
1	Satisfied	110	73.33
2	Partly Satisfied	34	22.67
3	Dissatisfied	6	4.00
	Total	150	100.00

Source: Primary Data

The above table 1.5 indicates that 73.33 per cent of the respondents are highly satisfied with their brand, 22.67 per cent of the customers are partly satisfied and the remaining 4 per cent of the informants are not satisfied with their brand.

Testing of Hypothesis

There is a relationship between the socio economic factors and the level of satisfaction. To test the hypothesis, the researcher has used Chi square test.

Table 1.5 (a)
Chi Square Table

Socio-Economic Factors	Chi Square Value (Calculated Value)	Table Value	Degree of freedom	Inference
Age	4.56	15.50	8	Accepted
Sex	0.51	5.99	2	Accepted
Marital Status	2.22	5.99	2	Accepted
Income	7.13	12.59	6	Accepted

At 5% level of significance, the calculated value of socio economic factor is less the table value. Therefore the hypothesis is accepted.

Result:

It is evident from the above hypothesis tested that, there is a significant relationship between the Advertisement and Subscriber attitude towards DTH.

Suggestions

- Most of the people expected the quality, so the company should adopt latest technology to increase the quality of their and washing machine to leads to increase their marketability.
- In the modern world advertisements is a must to all types of product to get popularity among the people. While giving advertisements, the feature of the products should be highlighted and one should keep it in mind not to give wrong information about the products.
- The washing machine can be packed in durable containers, which can be reused and that will help a lot in attracting the public and in improving sales.
- Most of the customers consider the demonstration and after sales service facilities provided by the company, so it is advisable to the company to render valuable service to the customer after closing their sales.

- People do not have any idea about washing machines and its usages, spare parts etc. So proper awareness can be given to the public either by advertisements (or) through any other media.

Conclusion

In modern world different types of the washing machine are available in the market. The customer gives importance to the good quality of the washing machine and after sales services. So the company produced the quality products to stand in the present day market. It is well understood from this study that, consumers are highly motivated by effective T.V. advertisement in getting awareness about new brands and features available in this brand. The study unravels the fact that consumers are rational in purchasing. It is the responsibility of the manufacturing companies to consider the preferences of the consumers and produce products for their betterment.

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