

Perception And Purchase Behaviour Of Women Consumers Towards Washing Machine In Coimbatore City

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Abstract

Women are considered to be the most attractive and influential segment of present consumer market as they control almost 80 percent of household spending.. The main reason for various studies is the increase in purchasing power of women all over the world as they largely entered into the workforce and they have tremendous financial capacity. They influence the majority decision relating family purchases. Especially working women spend their considerable time and income in selecting best for their families. The object of present study is to examine the consumer behaviour with special focus on women consumers. In this paper, we shall focus on their general buying behaviour and try to find out if there is an association between certain factors with few variables of women's buying behaviour. The study covered the area of Coimbatore city.

Keywords: Women Consumer, Washing Machine, Factors Affecting Consumer Behaviour

Date of Submission: 25-05-2023

Date of Acceptance: 05-06-2023

I. INTRODUCTION

Today in a family both husband and wives are job goers and they are in need of consumer durable products which lessen their work burden at home. This necessitates every manufacturers and marketers to innovate and introduce different products in the field of consumer durable market. Especially in case of working women, they suffer a lot both physically and mentally due to their work pressure both at home and work place. To save their time and mental tension, it is essential to have some home appliances which will also help them to reduce their physical work. In his context washing machine becomes an integral part of household needs.

OBJECTIVES OF THE STUDY

- To study the factors affecting the purchasing behavior of respondents with regard to washing machine in Coimbatore city
- To analyze the brand preference of respondents regarding washing machine
- To examine the consumer view regarding service after sales.
- To identify the factors influenced in consumer perception and buying behavior of washing machine.

RESEARCH DESIGN

The present analysis based both on primary and secondary data. The researcher adopted convenient sampling method to collect the data primarily. The data is collected from 120 women respondents in Coimbatore City.

TOOLS USED

- Simple Percentage Analysis
- Weighted average method

II. REVIEW OF LITERATURE

- ❖ **Sampath Kumar (2000)** in his study “A study of the customer behavior with reference to washing machine”. He made an attempt to highlight the findings of consumer behavior on consumer washing machine carried out in urban areas of Coimbatore District. The study has been undertaken with a view to identify the factors influencing the behavior of consumers in the washing machine.
- ❖ **Anand Thakur and Hundal (2008)** suggested that both rural and urban consumers differed in their perception about washing machine as an item of necessity. The urban consumers were highly influenced by the washing machine compared to rural and preferred to put them in ‘necessity’ category.
- ❖ **Ashish Kumar and Poonam Gupta(2015)** “To Analyze Consumer Buying Behaviour and Preferences in the Home Appliances Market of Haier”, found that purchase preference of the consumers influenced by attractive schemes and discounts offered by companies. Choice of brand depends on price of the particular brand and durability of the product. He further concluded that consumers are brand conscious and they dislike to switch over to other brands. Their buying behaviour is affected by advertisement especially television advertisement.
- ❖ **Dr. Vijay Talodhikar et.al [2022]** have analyzed and formulated the well-designed machine. This machine works on human power which solves the economic problems of people who lived in the rural areas. The dimensions of the machine [MOPPM] are 1900 mm × 867 mm× 615 mm. The best speed at which the machine should be operated is 200 rpm. Peeling efficiency and flesh losses were found to be 87.98 % and 7.8 % respectively. It has zero electrical energy consumption.

DATA ANALYSIS AND INTREPRETATION

YEARS OF USAGE OF THE BRAND OF WASHING MACHINE

YEARS	NO OF REPENDENTS	PERCENTAGE
Less than 2 years	19	15.8
2 – 5 years	43	37.5
5 – 10 years	36	30
More than 10 years	20	16.7
TOTAL	120	100

SOURCE : Primary data

Interpretation

The table shows the years of usage of the washing machine were, 15.8% of the respondents are using less than 2 years, 37.5% of the respondents are using 2 to 5 years, 30% of the respondents are using 5 to 10 years and 16.7% of the respondents are using for more than 10 years. Here, most of the respondents are using washing machine for 2 to 5 years.

BRAND NAME OF THE WASHING MACHINE

BRAND NAME	NO OF RESPONDENTS	PERCENTAGE
LG	33	27.5
IFB	30	25
Whirlpool	33	27.5
Others	24	20
TOTAL	120	100

SOURCE : Primary data

Interpretation

The table shows the brand name of the washing machine of the respondents were, 27.5% of the respondents are using LG, 25% of the respondents are using IFB, 27.5% of the respondents are using Whirlpool and 20% of the respondents are using the other brands. Here, most of the respondents use LG and IFB washing machine.

REASON FOR PURCHASE OF WASHING MACHINE

REASON OF PURCHASE	NO OF RESPONDENTS	PERCENTAGE
Easy usage	19	15.8
Time saving	28	23.3
Convenient	38	31.7
Work reduction	35	29.2
TOTAL	120	100

SOURCE : Primary data

Interpretation

The above table shows the reason for purchase of washing machine of the respondents were, 15.8% of the respondents purchased for easy usage, 23.3% purchased for time saving, 31.7% purchased for convenient and 29.2% of the respondents purchased for work reduction. Here, most of the respondents purchased for convenient.

REASON FOR PURCHASE OF PARTICULAR BRAND

REASON	NO OF RESPONDENTS	PERCENTAGE
Price EMI scheme	23	19.2
Technology & features	58	48.3
Electricity consumption	27	22.5
Water consumption	12	10
TOTAL	120	100

SOURCE : Primary data

Interpretation

The table shows the reason for purchase of particular brand of washing machine of the respondents were, 19.2% of the respondents purchased due to price EMI scheme, 48.3% purchased due to technology & its features, 22.5% purchased due to electricity consumption and 10% purchased due to water consumption. Here, most of the respondents purchased particular brand for technology & its features.

TYPES OF WASHING MACHINE

TYPES	NO OF RESPONDENTS	PERCENTAGE
Top loader	10	8.3
Front loader	18	15
Fully automatic	40	33.3
Semi automatic	31	25.8
Dry washer	21	17.5
TOTAL	120	100

SOURCE : Primary data

Interpretation

The table shows the various types of washing machine were, 8.3% of the respondents using top loader, 15% of the respondents are using front loader, 33.3% of the respondents are using fully automatic machines, 25.8% of the respondents are using semi automatic machines and 17.5% of the respondents are using the dry washers. Here, most of the respondents use fully automatic machines.

FACTORS INFLUNCING PURCHASING DECISION OF WOMEN

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Price	23	19.2
Offers and discounts	39	32.5
Quality	48	40
Others	10	8.3
TOTAL	120	100

SOURCE : Primary data

Interpretation

The above table shows the factors influencing the purchase decision of women were, 19.2% of the respondents are influenced by price, 32.5% of the respondents are influenced by offers and discounts, 40% of the respondents are influenced by quality and 8.3% of the respondents are influenced by other decision. Here, most of the respondents are influenced by quality.

LEVEL OF SATISFACTION OF THE RESPONDENTS

FACTORS	HIGHLY SATISFIED (5)	SATISFIED (4)	NEUTRAL (3)	DIS SATISFIED (2)	HIGHLY DIS SATISFIED (1)	TOTAL	WEIGHTED AVERAGE SCORE
Price	14	55	35	14	2	425	3.54
Quality	20	54	42	2	2	448	3.73
Technology	19	60	34	7	0	451	3.75
Design/ Size	16	60	36	5	3	441	3.67
Performance	25	57	34	4	0	429	3.57
Durability	21	66	30	3	0	465	3.87

SOURCE : Primary data

INTERPRETATION

The above table shows the weighted average score were, the weighted average score for price is 3.54, quality is 3.73, technology is 3.75, design/size is 3.67, performance is 3.57 and durability is 3.87. Here, the majority is for durability.

III. FINDINGS

Based on the above analysis following findings were made:

- Majority 39.2% of the respondents belongs to the age category between 21-30 years.
- Majority 50.8 % of the respondents are unmarried.
- Majority 35% of the respondents are students.
- Majority 40% of the respondents are under graduate.
- Majority 53.3% of the respondents are 2 to 5 members in a family.
- Majority 51.7% of the respondents have 20000 to 40000 of income level.
- Majority 37.5% of the respondents are using the washing machine for 2 to 5 years.
- Majority 27.5% of the respondents are using LG and IFB washing machine.
- Majority 31.7% of the respondents purchasing washing machine for convenient.
- Majority 48.3% of the respondents purchased the particular brand of washing machine due to technology & its features.
- Majority 33.3% of the respondents are using fully automatic machines.
- Majority 53.3% of the respondents gather information about washing machine through their friends and relatives.
- Majority 40.8% of the respondents service their washing machine yearly once.
- Majority 40% of the respondents are influenced by quality.
- Majority 39.2% of the respondents make payment through debit/credit card.
- Majority 85.8% of the respondents agree with the price of the particular brand of washing machine which they use.
- Majority 53.3% of the respondents recommend washing machine to their friends and relatives.

IV. SUGGESTIONS

- ✓ The awareness being the first element of purchase process, so the manufactures need to focus on the consumer awareness in a better way to achieving the results.
- ✓ Brand image is caused by the brand awareness and if should be created to pull the consumers towards purchasing of commodities.
- ✓ The buyers of consumer should prefer well known Indian brands that after sales service can be availed. Not only quality improvements but also improvement in sales service can be developed.
- ✓ The demand for washing machine is highly volatile and women consumers expect new features and high performance it is important to add new features and improve quality.
- ✓ It is important for the manufactures to convert brand consciousness into brand loyalty, so as to retain their customers.
- ✓ The respondents are not highly satisfied with after-sale service, it is essential to offer service at a free of cost by the dealers during the guarantee period and the manufactures should insist the dealers to improve the sales.
- ✓ The women respondents give importance to price of the product other than quality it is suggested that to offer discounts to the consumers at the time of purchase.

V. CONCLUSION

The foregoing analysis reveals that women consumer behavior depends on their family members though they are financially independent. The main factor influencing their purchase decision is price of the product. Consumer satisfaction is essential for success of any business. The manufacturers should study the behaviour of consumers and their individual needs are satisfied through their product.

The selection of washing technology is very important in order to obtain the required colour contrast preferred by the customer. In this scenario a broader awareness should be created not only on the changes in customers' trends but also about the behaviour of wash bath constituents with the fabric and constituents themselves. This situation has made it further complicated from the side of manufacturer due to new products and developments adding into the technology

It can be concluded that various factors play's significant role in consumer buying behavior. The marketers should focus on factors influencing consumer buying behaviour. So the main mantra for the companies to be successful is to satisfy the consumers and develop brand image and brand loyalty amongst them. Therefore, it is necessary for the companies to meet the consumer's requirement to convert them into highly profitable marketing opportunities.

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