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# Understanding Consumer Choices in Electronic Home Appliances

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**ABSTRACT:** Understanding Consumer Choices in Electronic Home Appliances. This study investigates consumer buying behaviour concerning selected electronic home appliances. Through a structured survey, data was gathered from a diverse sample of consumers to examine their preferences, decision-making processes, and satisfaction levels regarding electronic home appliances such as refrigerators, washing machines, mixers, water coolers, and TVs. The research aimed to understand the factors influencing consumers' choices, including convenience, price, brand reputation, and technological features. Additionally, the study explored the role of marketing strategies, such as advertisements and recommendations, in shaping consumer decisions. The findings provide valuable insights into consumer preferences and offer recommendations for manufacturers and retailers to enhance their product offerings and marketing strategies in the competitive home appliance market.

## I.INTRODUCTION

Consumer buying behaviour is a multifaceted phenomenon that is influenced by a multitude of factors, including individual preferences, socio-economic conditions, cultural norms, and technological advancements. In today's rapidly evolving marketplace, electronic home appliances have become an integral part of our daily lives, offering convenience, efficiency, and enhanced functionality. This study delves into the complex landscape of consumer buying behaviour concerning selective electronic home appliances, aiming to shed light on the various factors that shape purchasing decisions in this specific market segment. The electronic home appliance industry has witnessed remarkable growth over the years, driven by innovations in technology, changing lifestyles, and increasing disposable incomes. As a result, consumers are faced with a plethora of choices when it comes to electronic home appliances such as refrigerators, washing machines, air conditioners, and more. Understanding how consumers navigate this diverse market and the key drivers behind their choices is important for manufacturers, marketers, and policymakers alike. Consumer Behaviour may be defined as "the interplay of forces that takes place during a consumption process, within a consumer's self and his environment. The communication takes place between three elements viz. knowledge, discrimination and behaviour; it persists through pre-purchase activity to the post purchase experience; it includes the stages of evaluating, acquiring, using and disposing of goods and services.

Consumer behaviour involves services and ideas as well as tangible products. The impact of consumer behaviour on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy. These references provide support for the argument that qualitative methodologies are best suited in developing an understanding deep rooted individual preference, behaviours, and motivations. Consumer behaviour has been always of great interest to marketers.

The knowledge of consumer behaviour helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on.

A consumer's buying behaviour is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behaviour of the consumers.



## HOME APPLIANCES:

A major appliance, or domestic appliance, is usually defined as a large machine which accomplishes some routine housekeeping tasks, which includes purposes such as cooking, food preservation, or cleaning, whether in a household, institutional or industrial setting. Major appliances are differentiated from small appliances because they are large, difficult to move, and generally fixed in place to some extent. Another frequent characteristic of major appliances is that they may have substantial electricity requirements that necessitate special electrical wiring to supply higher current than standard electrical outlets can deliver. This limits where they can be placed in a home. Major appliances have become more technically complex from the control side recently with the introduction of the various Energy Labelling rules across the world. This has meant that the appliances have been forced to become more and more efficient leading to more accurate controllers in order to meet the regulations. Life Style Factors like age, income, and family size, as well as lifestyle choices like cooking habits and home size, on consumer choices in the electronic home appliance market.

## Introduction to Understanding Consumer Choices in Electronic Home Appliances

Consumer behaviour in the realm of electronic home appliances stands as a critical force shaping modern households and the broader market landscape. These appliances, ranging from Refrigerators, Washing Machines, Mixers, TVs, Ovens, to Air Conditioners, represent not just convenience but fundamental necessities in contemporary living. Understanding how consumers interact with and make choices regarding these appliances is pivotal for both industry stakeholders and households alike.

## II. LITERATURE REVIEW

According to **Kotler and Armstrong (2001)**, consumer buying behaviour refers to the buying behaviour of the individuals and households who buy the goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, education level and preferences which may affect the way they avail of goods and services. This behaviour then impacts how products and services are presented to the different consumer markets. There are many components which influence consumer behaviour namely: cultural, social, personal and psychological.

(**Kotler & Armstrong, 2001**). These characteristics cannot be controlled by the companies; therefore, a need to assess these elements in order to create an effective marketing plan.

Many people do consume a wide range of products every day, from basic necessities to high valued collectables. Owing to the proliferation of products in the market, such phenomenon is one of the most interesting and hence heavily investigated topics in the marketing field.

As mentioned by **Schiffman and Kanuk (2000)**, consumer behaviour is about how people make their decisions on personal or household products with the use of their available resources such as time, money and effort **Gabbott and Hogg (1998) and Blackwell et al. (2006)** further provide a holistic view that defines consumer behaviour as the activities and the processes in which individuals or groups choose, buy, use or dispose the products, services, ideas or experiences. The study of consumer buying behaviour is of utmost importance in a number of aspects. First of all, consumer behaviour can influence the economic health of a nation (**Blackwell et al., 2006**).

Consumers would have their preferences in purchasing products from specific retailers and hence the remaining retailers are selected using the rule of 'survival of the fittest'. Therefore, consumers' decisions can provide a clue for which industry to survive, which companies to succeed, and also which products to excel.

Second, through understanding the reasons for consumers to buy the products and their buying habits, the firms can make use of such information to devise corresponding marketing strategies in response to the consumers' needs (**Blackwell et al., 2006**). For instance, tailor-made products can be made to enhance customer value and thus facilitate repeat purchase (**Gabbott and Hogg, 1998**). Moreover, present consumer behaviour studies regard consumers as important determinants of organizational success and it is found that the most successful organizations are customer centric (**Blackwell et al., 2006**). The notion 'the consumer is king' should be deep-rooted in every business people's mind that they should try to please these kings using their innovative methods.

**Peter and Olson, (1993)** mention that interactions between the people's emotions, moods, affection and specific feelings is called consumer behaviour, in other words in environmental events which they exchange ideas and benefits each is called consumer behaviour.





**Romaniuk and sharp, (2003)**, in his article “Brand salience & consumer defection in subscription Markets” depicted the major aim of advertising is to impact on buying behaviour; however, this impact about brand is changed or strengthened frequently in people’s memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognition influence consideration, evaluation, and finally purchases.

**Abdul Brose khan and Muthu Velayudhan (2010)** in their joint study on consumers buying behaviour towards selected home appliance products have made an attempt to analyse the consumer buying behaviour towards selected home appliance products.

**Krishna Kumar (2011)** in his study on consumer behaviour towards electronic goods with reference to occupational factors a study in cuddler town has opined that, behaviour with the increasing disposable income population, their perception, a consumption of electronic goods and other products is increasing.

**Manju (2012)** a study on consumer’s satisfaction towards service quality of organized data. This research was collected via sample survey based on descriptive study

**Rajarajan. M and Priyanga. T (2013)** in their article focused Consumer Behaviour towards Selected Household Appliances in Padmanabhapuram District. The study revealed that lifestyle characteristics have a great impact on the purchase behaviour of the clusters. The study concluded that, the consumer behaviour has a great impact on the household appliances of the clusters.

**Vijayalakshmi. S and V. Mahalakshmi. V (2013)** studied an impact of consumer buying behaviour in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study. This empirical study contributes to a vital comprehension of the impact of dissimilar factors on consumer buying behaviours. The key findings of this study designate that, overall, the set of self-determining variables are weakly associated with the self-determining variable.

**Shashwat Gupta et al., (2020)** revealed that how a country’s attributes, as reflected by its cinema, built travel destination attractiveness for consumers. The study found that a country’s infrastructural, cultural, political, social and environmental attributes influence nation branding. Travellers’ personal traits act as moderators, and travellers positively view this country’s attributes through the lenses of their own experiences.

**Michael A. Jones et al., (2020)** noted that consumer responses to requests for positive post- purchase evaluations using real-life experiences from consumers’ actual buying stories.

**Shota Suginochi et al., (2018)** proposed a decision-making method to prepare parts variation satisfying customers’ demands by estimating their needs and establishing a production schedule with small tardiness.

**Jiska Eelen et al., (2017)** found that loyal consumers’ willingness to engage in electronic Word of Mouth (e-WOM) increases when they are motivated to signal their identity through a brand to help a brand.

**Kevin Kam Fung So et al., (2017)** investigated the role of brand attractiveness in fostering customer brand identification. The study highlighted the importance of projecting a brand an identity that is attractive to target consumers.

**Rocky Peng Chen et al., (2017)** examined the effect of social exclusion on individuals’ interactions with other people or on their product choices as an instrument to facilitate interpersonally connection.

**According to “An impact of consumer buying behaviour in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study” S. Vijayalakshmi, Mahalakshmi, Mother Teresa Women’s University, Kodaikanal, Tamilnadan, India.** This research contributes to the perceptive of consumer buying behaviour in the electronic home appliances market. The key findings of the study designates that the overall set of independent variables was weakly associated with the dependent variable. On the other hand, the profound analysis found that social factors, physical factors, and marketing mix elements were strongly associated with the buying behaviours of Indian consumers. These analyses compose it potential to determine consumer decision-making rules. Furthermore, our analysis facilitated us to recognize numerous noteworthy directions for future research. The principal goal of this future research will be to expand methodological bases for consumer behaviour analysis using MATLAB simulation tests using the developed methodology. As an outcome of our research, we focus to build up a computer simulation model that will allow us to examine the consumer behaviour process. The simulation model of the electronic home appliances market will be elaborated with a Data mining tool approach.



### III. RESEARCH METHODOLOGY

The research objectives to be studied in this research are as follows:

To find out the buying behaviour of consumers towards home appliances.

To analyse the awareness level of customers in purchasing electronic home appliances.

To find the factors involved in buying home appliances.

To study the satisfaction level of the customers regarding home appliances.sss

To find out sources of information used by customers before making decision of specific brand of home appliance.

- **Understanding Buying Behaviour:** To delve into how consumers approach purchasing home appliances.
- **Assessing Awareness Levels:** Examining customers' awareness regarding electronic home appliance purchases.
- **Studying Customer Satisfaction:** Evaluating the satisfaction levels of customers concerning home appliances.
- **Identifying Purchase Factors:** Investigating the influencing factors behind buying home appliances.
- **Analysing Information Sources:** Understanding the sources consumers refer to while deciding on a specific brand of home appliance.

#### Study Specifications:

**Sampling Area:** Focused on the area of Khamgaon.

**Khamgaon Focus:** The study focused its data collection efforts specifically within the geographic area of Khamgaon and Limiting the study area helps in concentrating efforts and resources while obtaining insights from a defined demographic or geographic region.

**Sample Size:** 100 respondents the research targeted 100 individuals as respondents for data collection.

**Sampling Technique:** Simple random sampling to ensure the selection of a diverse group of consumers interested in or having purchased home appliances, encompassing various categories. This method involves selecting respondents purely by chance, ensuring every individual within the defined area has an equal opportunity to be part of the sample.

#### Limitations of the Study:

**Sample Size Constraint:** The study faced limitations due to the restricted sample size.

**Focused Appliance Categories:** Specific home appliance categories were targeted, such as Refrigerators, washing machines, mixers, water coolers, and TVs, which influenced the research methodology.

### IV. DATA ANALYSIS AND INTERPRETATION

1. Do you use Electronic Home Appliances?

|     |      |
|-----|------|
| Yes | 100% |
| No  | 0%   |

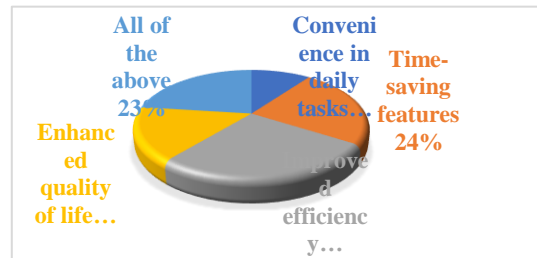


All respondents (100%) reported using electronic home appliances, indicating a universal adoption of such appliances among the surveyed population. This high percentage suggests that electronic home appliances are widely integrated into households, reflecting their essential role in modern living.



2. Why is there a need for electronic home appliances?

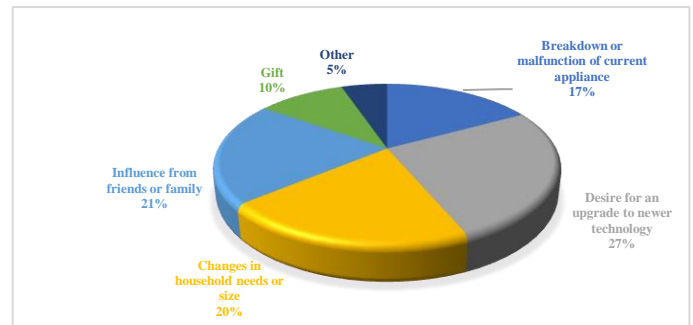
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|----------------------------|----|
| Convenience in daily tasks | 10 |
| Time-saving features       | 24 |
| Improved efficiency        | 27 |
| Enhanced quality of life   | 16 |
| All of the above           | 13 |



The primary reasons for needing electronic home appliances include improved efficiency (27 responses), time-saving features (24), enhanced quality of life (16), and convenience in daily tasks (10). Additionally, 23 respondents believe all these.

3. What factors typically prompt you to consider purchasing a new electronic home appliance?

|   |    |
|---|----|
| Breakdown or malfunction of current appliance | 36 |
| Desire for an upgrade to newer technology     | 56 |
| Changes in household needs or size            | 43 |
| Influence from friends or family              | 44 |
| Gift  | 21 |
| Other   | 11 |

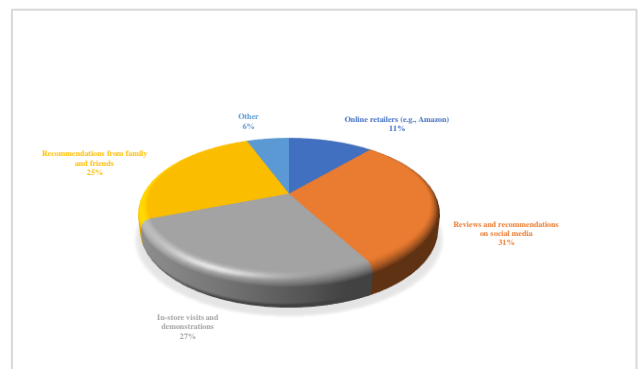


Breakdown or malfunction of current appliance 36% Desire for an upgrade to newer technology 56% Changes in household needs or size 43% Influence from friends or family 44% Gift 21% Other 11% .

This data reveals that the desire for an upgrade to newer technology is the primary factor prompting respondents to consider purchasing a new electronic home appliance, followed by influence from friends or family and changes in household needs or size.

4. Which sources do you primarily use for information before purchasing electronic home appliances?

|   |    |
|---|----|
| Online retailers (e.g., Amazon)             | 20 |
| Reviews and recommendations on social media | 55 |
| In-store visits and demonstrations          | 48 |
| Recommendations from family and friends     | 45 |
| Other                                       | 10 |

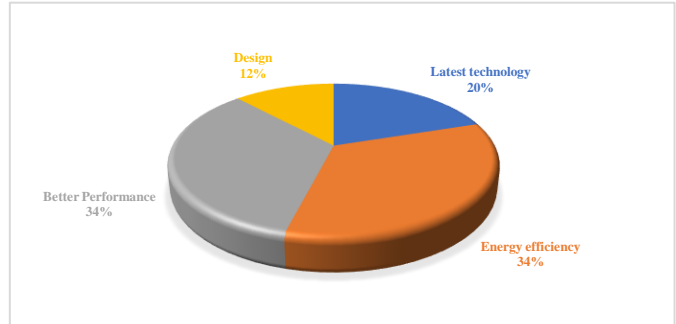


Before purchasing electronic home appliances, consumers primarily rely on various sources: 55% consider reviews and recommendations on social media, 48% prefer in-store visits and demonstrations, 45% rely on recommendations from family and friends, 20% use online retailers like Amazon, and 10% use other sources for information.



5. What feature would make you consider replacing your current electronic home appliances?

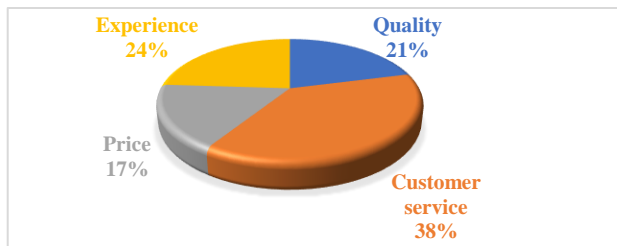
|                    |    |
|--------------------|----|
| Latest technology  | 20 |
| Energy efficiency  | 34 |
| Better Performance | 34 |
| Design             | 12 |



When considering replacing current electronic home appliances, respondents prioritized energy efficiency (34) and better performance (34) as the main features, followed by the latest technology (20) and design (12).

6. What drives your brand loyalty in electronic home appliances?

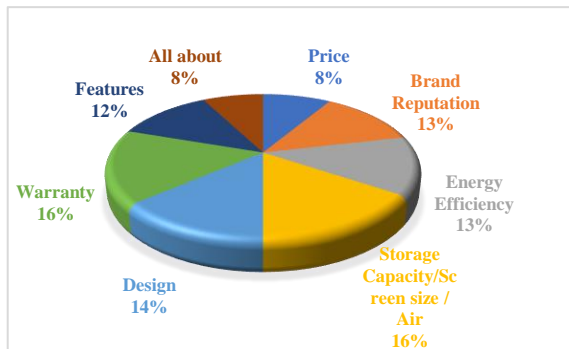
|                  |    |
|------------------|----|
| Quality          | 21 |
| Customer service | 38 |
| Price            | 17 |
| Experience       | 24 |



In electronic home appliances, brand loyalty is primarily driven by customer service (38%), followed by experience (24%), quality (21%), and price (17%).

7. What factors influence your choice when buying a electronic home appliances.?

|                                    |    |
|------------------------------------|----|
| Price                              | 27 |
| Brand Reputation                   | 40 |
| Energy Efficiency                  | 41 |
| Storage Capacity/Screen size / Air | 49 |
| Design                             | 43 |
| Warranty                           | 52 |
| Features                           | 38 |
| All about                          | 24 |

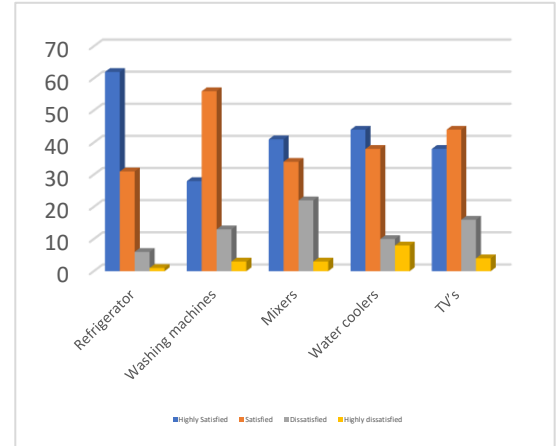


When buying electronic home appliances, respondents are primarily influenced by several factors. These include storage capacity/screen size/air (49%), warranty (52%), and design (43%). Energy efficiency (41%) and brand reputation (40%) also play significant roles, followed by features (38%) and price (27%).



8. Rate your satisfaction with your recent electronic home appliance purchases?

|                  | Highly Satisfied | Satisfied | Dissatisfied | Highly dissatisfied |
|------------------|------------------|-----------|--------------|---------------------|
| Refrigerator     | 62               | 31        | 6            | 1                   |
| Washing machines | 28               | 56        | 13           | 3                   |
| Mixers           | 41               | 34        | 22           | 3                   |
| Water coolers    | 44               | 38        | 10           | 8                   |
| TV's             | 38               | 44        | 16           | 4                   |



Respondents generally express satisfaction with their recent electronic home appliance purchases. For refrigerators, 62% are highly satisfied, while 31% are satisfied. Washing machines also garner satisfaction, with 28% highly satisfied and 56% satisfied. Mixers receive mixed reviews, with 41% highly satisfied and 34% satisfied. Water coolers fare similarly, with 44% highly satisfied and 38% satisfied. TVs also receive positive feedback, with 38% highly satisfied and 44% satisfied.

### V. CONCLUSION

In conclusion, the findings from this study shed light on various aspects of consumer behavior and preferences regarding electronic home appliances. The data revealed a strong reliance on these appliances for daily household activities, with a significant portion of respondents owning multiple types of appliances such as refrigerators, washing machines, mixers, water coolers, and TVs. The reasons for purchasing electronic home appliances ranged from convenience and time-saving features to the desire for improved efficiency and enhanced quality of life. Factors like brand reputation, features, and price played crucial roles in the decision-making process, with consumers often considering multiple sources of information before making a purchase. Furthermore, the study highlighted the importance of after-sales service and customer satisfaction, indicating that satisfied customers are more likely to make repeat purchases and remain loyal to a brand. However, issues with product satisfaction and after-sales service were also reported by a notable portion of respondents, suggesting areas for improvement in the industry.

Overall, the findings underscore the significance of understanding consumer preferences and behaviors in the electronic home appliances market. By addressing consumer needs and concerns, manufacturers and retailers can better tailor their products and services to meet the demands of the market, ultimately enhancing customer satisfaction and loyalty.

### VI. SUGGESTION

**Product Innovation:** Encourage manufacturers to focus on continuous innovation in electronic home appliances, incorporating features that enhance convenience, energy efficiency, and user experience.

**Customer Education:** Develop educational campaigns to inform consumers about the latest advancements in electronic home appliances, helping them make informed purchasing decisions based on their needs and preferences.

**Brand Reputation Management:** Emphasize the importance of maintaining a positive brand reputation by delivering high-quality products, excellent customer service, and transparent business practices.

**After-Sales Support:** Advocate for improved after-sales support services, including efficient repair and maintenance services, to enhance customer satisfaction and loyalty.

**Price Competitiveness:** Encourage fair pricing strategies among manufacturers to ensure affordability while maintaining product quality and performance.





**Environmental Sustainability:** Promote the development and adoption of environmentally friendly appliances that minimize energy consumption and reduce ecological impact.

**Consumer Feedback:** Encourage consumers to provide feedback on their experiences with electronic home appliances, enabling manufacturers to address any issues and continuously improve their products.

**Regulatory Support:** Advocate for regulations and standards that promote the production and use of safe, energy-efficient, and environmentally sustainable electronic home appliances.

**Market Research:** Encourage further research into consumer preferences, market trends, and emerging technologies to guide future product development and marketing strategies.

**Industry Collaboration:** Foster collaboration among manufacturers, retailers, and policymakers to address common challenges and drive innovation in the electronic home appliances industry.

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