

A STUDY ON MARKETING STRATEGIES OF HOME APPLIANCES IN DINDIGUL

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ABSTRACT:

Home appliances are mechanical and electrical devices used for domestic tasks like cleaning and cooking. Televisions, DVD players, mixers, grinders, induction stoves, cookers, microwave ovens, air conditioners, refrigerators, washing machines, furniture, water heaters, and coolers are all considered home appliances. To get the necessary household appliance products, people go to the appliance showroom. Through a variety of sources that the home appliance stores have used, they have compiled information about the appliances. Home Appliances Hops used a variety of marketing techniques, including window displays, special discounts, festival deals, and concession sales, to draw in customers. As a result, the study is limited to analyzing consumer attitudes regarding the marketing tactics used by home appliance stores.

Both primary and secondary data form the basis of the study. A convenient sampling technique was used to gather primary data from 450 Dindigul residents via a well-structured questionnaire. The secondary data was gathered from encyclopedias, books, journals, periodicals, and websites. Multiple regression and percentage analysis have been used to analyze the primary data.

Introduction:

Primitive humans lived in forests throughout the Stone Age and consumed fruits, vegetables, animal flesh, and roots. Their way of existence evolves along with civilization. They ate prepared food and built a dwelling. When new technologies are developed, people want to purchase them for both practical and aesthetic reasons. They finish the job fast and employ electrical and technological technology to make the house look nicer. Through marketing tactics used by the home appliance stores, they have acquired information about the products. Every consumer exhibits a preference for certain goods and services. Consumer interest is simply the willingness of customers to buy goods and services based on their needs, preferences, and financial situation.

HOME APPLIANCES

Home appliances are mechanical and electrical devices used for domestic tasks like cleaning and cooking. Appliances for the home can be divided into:

- Major appliances or white goods
- Small appliances or brown goods
- Consumer electronics or shiny goods

A) Major appliances or white goods

Air conditioners, dishwashers, clothes dryers, drying cabinets, freezers, refrigerators, kitchen stoves, water heaters, washing machines, trash compactors, microwaves, and induction cookers are examples of significant appliances, often known as white goods.

B) Small appliances/brown goods

TV sets, CD and DVD players, camcorders, still cameras, clocks, alarm clocks, HiFi and home theater systems, phones, and answering machines are examples of tiny appliances, also known as brown goods. Fans, heaters (such as space heaters, ceramic heaters, gas heaters, kerosene heaters, fan heaters), food processors, electric kettles, waffle irons, coffee makers, dough makers, and electric chimneys are other types of small appliances related to heating and cooling.

C) Consumer electronics/shiny goods

Consumer electronics are electronic gadgets that are compact, lightweight, and convenient to carry in bags and purses. They are mostly used for domestic and office applications, as well as for daily amusement and communication. The two primary categories of consumer electronics are communication and entertainment. MP3 players, video recorders, camcorders, personal computers, and video game consoles are all included in the entertainment category. Mobile phones, radio receivers, and telephones are the three primary categories of communicating shiny goods found in home appliances.

While white and shiny products may demand greater practical abilities and sheer might to manage the devices and heavy tools needed to fix them, brown goods typically require significant technical knowledge and skills.

Statement of the Problem:

People go to home appliance stores to buy necessities and luxuries to suit their household demands. Home appliance stores used a variety of marketing techniques, including window displays, special discounts, festival specials, and concession sales, to draw in customers. The marketing tactics used by the home appliance store draw in customers, who then buy the goods.

They believed that certain household equipment raised their social standing and dignity. Therefore, it is crucial to research how customers feel about the marketing tactics used by home appliance stores.

Scope Of The Study:

Studying customer perceptions of home appliance marketing tactics is the exclusive focus of this research. Televisions, DVD players, mixers, induction stoves, cookers, microwave ovens, air conditioners, grinders, refrigerators, washing machines, furniture, water heaters, and coolers are all considered home appliances.

Objectives Of The Study:

The current study's goals are as follows:

- Presenting the home appliance industry's profile; analyzing the socioeconomic profile of the respondents;
- researching the factors influencing consumer purchasing decisions;
- analyzing consumer attitudes toward home appliance marketing strategies;
- making recommendations based on study findings

Research Methodology:

Both primary and secondary data form the basis of the study. A straightforward sample strategy was used to gather primary data from 450 Dindigul residents via a well-structured questionnaire. The secondary data was gathered from encyclopedias, books, journals, periodicals, and websites. Multiple regression and percentage analysis have been used to analyze the primary data.

Profile Of Home Appliances Industry:

Although many appliances have been around for centuries, the self-contained electric or gas-powered appliances are a twentieth-century invention that is exclusively American. Early in the 20th century, electric and gas appliances included sewing machines, water heaters, refrigerators, and

clothes washers. Following World War II, dishwashers and clothes dryers were replaced by more convenient home appliances. Miscellaneous household appliances expanded in tandem with discretionary spending.

Over 14,000 people were employed by the industry in America in the 1980s, which shipped \$1.5 billion worth of goods annually. Revenues doubled to \$3.3 billion between 1982 and 1990. Antitrust laws were created as a result of businesses merging and purchasing one another during this time in an effort to save production and research expenses and get rid of rivals. The National Appliance efficiency Conservation Act, passed by the US Department of Energy in 1987, established efficiency requirements requiring appliance manufacturers to cut their energy usage by 25% annually. The way that home appliances are used overseas makes that industry stand out.

The appliance market was highly consolidated in the 1990s, with only five businesses selling more than 90% of the products. For instance, in 1991, General Electric held a 40 percent market share in dishwasher manufacture, followed by Whirlpool with a 31 percent share, Electrolux with a 20 percent share, Maytag with an 8 percent share, and Thermador with a mere 1 percent. The 20th century saw a huge increase in the household appliance business because of how frequently people used electronic devices.

Socio Economic Profile Of The Respondents

Humans' standard of living is influenced by their socioeconomic profile. Studying the respondents' socioeconomic characteristics is therefore crucial. Socioeconomic factors like age, sex, education, occupation, marital status, and monthly income are considered in this study. The socioeconomic profile of the respondents is outlined in Table 1

Table 1: Socio economic profile of the respondents

Socio economic profile	No. of respondents	Percentage	
Age (in years)	Below 30	32	7.11
	30-40	259	57.56
	40-50	104	23.11
	50 and above	55	12.22
Sex	Male	214	47.56
	Female	236	52.44
Education	School level	112	24.89
	College level	254	56.44
	Others	84	18.67
Occupation	Business	76	16.89
	Employed	133	29.56
	Housewives	145	32.22
	Others	96	21.33
Marital status	Married	369	82.00
	Unmarried	81	18.00
Monthly income (In Rs.)	Below 10,000	79	17.56
	10,000-20,000	184	40.89
	20,000-30,000	109	24.22
	30,000 and above	78	17.33

Source: Primary data

Of the 450 respondents, 259 (57.56%) are between the ages of 40 and 50, 236 (52.44%) are men, 254 (56.44%) have completed college-level education, 145 (32.22%) are housewives, 369 (82%) are married, and 184 (40.89%) make between Rs. 10,000 and Rs. 20,000 a month.

Factors Determining Consumer Behavior:

The questions of who, what, why, where, and how a purchase is made are all part of consumer behavior. It differs depending on the consumer product's application, goal, psychological aspects, social context, and degree of involvement in the choice to buy. Consumers' purchasing decisions are also influenced by:

Selective exposure refers to the messages, commercials, and promotional materials that a consumer encounters regarding goods and services.

Selective attention: Not all ads and marketing materials pique a customer's interest. He simply wants to see what he wants to see. Selective attention is the term for such behavior.

Consumer interpretation is the term used to describe how a person interprets a specific message.

Selective retention: A customer will undoubtedly purchase the item that most appeals to him. Selection retention is the

term used to describe how he would retain the most pertinent and significant message.

Consumer Behavior Towards Home Appliances:

Predicting consumer behavior is a necessary prerequisite for all marketing strategies and market planning. Furthermore, the most dynamic, final, stochastic, and unpredictable component that marketers fight with is customer behavior, which is essentially "why consumer does, what they do." The sources of information about home appliances, the appliances purchased, the time and quantity of the purchase, the store name, the frequency of visits, the people to whom the appliances are purchased, and brand awareness are all taken into consideration in this study in order to examine consumer behavior. 2 provides data on how customers behave with regard to household appliances.

Table 2: Consumer Behavior towards Home Appliances

Consumer behaviour		No. of respondents	Percentage
Sources of knowledge about home appliances	Friends	167	37.11
	Relatives	59	13.11
	Neighbors	108	24.00
	Advertisements	116	25.78
Home appliances purchased	Modern utensils	89	19.78
	Refrigerator	132	29.33
	Micro wave oven	75	16.67
	Induction stove	84	18.67
	Furniture	70	15.56
Time of purchase	Seasonal time	279	62.00
	Normal time	171	38.00
Amount of purchase (in Rs.)	Below 2,000	81	18.00
	2,000-4,000	95	21.11
	4,000 and above	274	60.89
Name of the shop	Raja furniture	87	19.33
	Sathya furniture	273	60.67
	Selvi home appliances	90	20.00
Frequency of visiting	Six months once	96	21.33
	Once in a year	354	78.67
To whom the home appliances are brought	Self	318	70.67
	Gift to others	132	29.33
Awareness about brand	Yes	376	83.56
	No	74	16.44

Source: Primary data

167 (37.11%) of the 450 respondents learned about home appliances from friends, 132 (29.33%) bought a refrigerator, 279 (62%) went to the store during a season, 274 (60.89%) bought more than Rs. 4,000, 273 (60.63%) preferred Sathya Agencies, 354 (78.67%) went to the store once a year, 318 (70.67%) bought home appliances for themselves, and 376 (83.56%) knew about the brand.

ATTITUDE OF THE CONSUMERS TOWARDS MARKETING STRATEGIES ADOPTED BY HOME APPLIANCES

Multiple Regression Analysis is used to analyze consumer attitudes on the marketing tactics used by home appliances.

The fitted regression model is

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + \dots + b_{12}x_{12} + e$$

Were

Y= Attitude of the respondents toward marketing strategies adopted by home appliances

- X₁ = Window display
- X₂ = Festival sales
- X₃ = Exchange mela
- X₄ = Seasonal discount
- X₅ = Demonstration
- X₆ = Point of sale
- X₇ = Equated Monthly Installment
- X₈ = Kisoks
- X₉ = Buy one Get one free
- X₁₀ = Coupon
- X₁₁ = Product bundling
- X₁₂ = Warranty
- b₁,b₂...b₁₂ = Regression coefficients of independent variables
- e = error term and a = constant

Table 3 exhibits the attitude of the consumers towards marketing strategies adopted by home appliances.

Table 3: Attitude of the consumers towards marketing strategies

Attitude	Regression coefficient	Standard error	't' statistics	P value
Window display	0.147	0.456	0.738	0.022
Festival sales	-0.916	0.191	-0.609*	0.544
Exchange mela	-0.609	0.280	-0.321*	0.749
Seasonal discount	0.717	0.189	0.621*	0.536
Demonstration	0.172	0.109	1.577	0.118
Point of sale	-0.064	0.291	-0.221	0.826
Equated Monthly installment	0.124	0.220	0.566	0.573
Kisoks	0.170	0.017	0.108	0.381
Buy one Get one free	0.187	0.009	0.245*	0.546
Coupon	0.056	0.301	0.448	0.026
Product bundling	0.914*	0.641	0.605	0.721
Warranty	0.110	0.137	0.628	0.337
Constant	2.211			
R ²	0.7522			
F statistics	11.5628*			

Source: Primary data

Festival sales, exchange meals, seasonal promotions, and product bundling are the independent variables that have the biggest impact on customers' attitudes toward the marketing methods used by home appliances. To the extent of 75.22 percent, the shifts in the independent variable account for the shifts in customer attitudes on the marketing strategies used by home appliances. The fitted regression model's feasibility is demonstrated by the significant "F" statistics.

Suggestions:

Based on the study's findings, home appliances are given some recommendations to enhance their marketing tactics.

Since the internet now controls the world, home appliances must focus on online marketing techniques like kiosks.

In order to draw in customers, home appliances must enhance their atmosphere.

They must place a high value on the warranties approach since it builds relationships with customers.

Point-of-sale technology is useful only when customers are much happier with the company's offerings. Therefore, household appliances must continue to produce goods that increase customer pleasure.

Conclusion:

New items in the home appliance business were made possible by technological advancements. In addition, consumers are keen to purchase contemporary kitchenware and household appliances for convenience or prestige. The home appliance industry is revolutionized by these two elements. Thanks to consumer support, the home appliance business has experienced great expansion. Home appliances will therefore have a brighter and better future if they give customer preferences a lot of weight when creating their marketing strategies.

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