



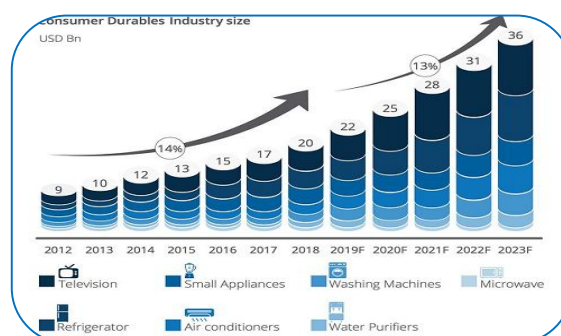
A STUDY OF RURAL CONSUMERS PERCEPTION AND BUYING BEHAVIOR WITH RESPECT TO VARIOUS PURCHASE OPTIONS IN CONSUMER DURABLES MARKET AVAILABLE IN YAVATMAL DISTRICT

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ABSTRACT

The proposed study is intended to investigate into the rural consumers buying behavior with respect to various purchase options in consumer durables market available in Yavatmal District. This study will try to find out the potential market share of consumer durables in the rural Maharashtra. This study will also intend to find out the rural consumers' awareness of consumer durables and buying pattern and influencing factors of the rural consumer with regard to consumer durables. The study will also delve into customer's perception with respect to new consumer durables in rural Yavatmal District.



KEYWORDS: - potential market , rural consumers.

INTRODUCTION

The Consumer Durables industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. Instruments such as cell phones and kitchen appliances like microwave ovens are also included in this category. The sector has been witnessing significant growth in recent years, helped by several drivers such as the emerging retail boom, real estate and housing demand, greater disposable income and an overall increase in the level of affluence of a significant section of the population. The industry is represented by major international and local players such as BPL, Videocon, Voltas, Blue Star, MIRC Electronics, Titan, Whirlpool, etc.

White goods were typically painted or enamelled white, and many of them still are white. Back in the days, the color white represented such values as cleanliness, warmth, grace, and perfection. And the original manufacturers wanted their products that are mostly used in the kitchen or the living room to portray those qualities. The addition of new items to these categories show that the categories still serve a purpose in marketing, perhaps because they divide into traditional gender roles in the house suggesting "gadget/ novelty/ power" marketing for brown goods and "practicality/ reliability" marketing for white goods.

This is the British English definition of **white goods**: "These are large pieces of electrical equipment used in people's homes, for example washing machines and fridges".

White goods are the goods that are painted white or enameled white. These products were previously manufactured with a white enamel finish but are now colored. White goods include household appliances, such as, Water Heater, Refrigerator, Clothes Dryer,

Air Conditioner, Dish Washer, Microwave Oven, Washing Machine etc. In the modern period, these products are available in a variety of decorator colors. White goods do not include the entertainment appliances, such as, Televisions, Home cinema, Camcorders, CD, and DVD players. These products are included in the Brown goods category. The major players in the White goods sector are LG Electronics India Ltd., Samsung India, Whirlpool, and Videocon.

Today most of the premium home appliance products including air conditioners, refrigerators, washing machines and dishwashers have gone multi-color as well as white, and the market seems to embrace the new variety. Thus, the traditional thinking of “home appliances are white” can be no more true in the near future with the versatile tastes of consumers if “**Colorful White Goods**” are unveiled in the market.

Table no. 1 Customer Perception for Television

Customer perception is vital factor for the business. As the perception of customer changes or varies, it affects directly or indirectly on the progress of the firm. The customer perception for television set is measure with respect to various parameters. The detailed analysis of these parameters is mentioned below:

Factors	Television				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Direct interaction with the company is better than dealing through retailers.	100	102	85	133	119
Customer always speak out their problems	74	87	131	121	126
Most dissatisfied customer leaves the brands without complaining	102	112	139	97	89
Customer remain due to high cost of shifting	153	124	78	93	91
Satisfied customer will not defect	54	77	94	165	149
One single complaint can make customer move to other brands	179	149	100	57	54
Retailers influences to select the brands	82	92	83	213	69

Table no. 2 Customer Perception for Washing Machine

Customer perception is vital factor for the business. As the perception of customer changes or varies, it affects directly or indirectly on the progress of the firm. The customer perception for Washing Machine is measure with respect to various parameters. The detailed analysis of these parameters is mentioned below:

Factors	Washing Machine				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Direct interaction with the company is better than dealing through retailers.	75	79	112	128	90
Customer always speak out their problems	73	82	97	119	133
Most dissatisfied customer leaves the brands without complaining	69	64	109	137	125
Customer remain due to high cost of shifting	72	79	99	134	120
Satisfied customer will not defect	60	79	122	112	131
One single complaint can make customer move to other brands	109	114	117	109	55
Retailers influences to select the brands	65	109	114	107	109

Table no. 3 Customer Perception for Air Conditioner

Customer perception is vital factor for the business. As the perception of customer changes or varies, it affects directly or indirectly on the progress of the firm. The customer perception for Air Conditioner is measure with respect to various parameters. The detailed analysis of these parameters is mentioned below:

Factors	Air Conditioner				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Direct interaction with the company is better than dealing through retailers.	23	32	69	83	91
Customer always speak out their problems	26	23	79	83	87
Most dissatisfied customer leaves the brands without complaining	42	49	77	82	48
Customer remain due to high cost of shifting	37	37	83	74	67
Satisfied customer will not defect	56	51	69	54	68
One single complaint can make customer move to other brands	77	89	83	36	13
Retailers influences to select the brands	14	67	79	73	65

Table no. 4 Customer Perception for Refrigerator

Customer perception is vital factor for the business. As the perception of customer changes or varies, it affects directly or indirectly on the progress of the firm. The customer perception for Refrigerator is measure with respect to various parameters. The detailed analysis of these parameters is mentioned below:

Factors	Refrigerator				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Direct interaction with the company is better than dealing through retailers.	43	79	110	129	143
Customer always speak out their problems	76	59	109	122	138
Most dissatisfied customer leaves the brands without complaining	75	69	102	126	132
Customer remain due to high cost of shifting	77	83	99	132	113
Satisfied customer will not defect	54	43	89	149	169
One single complaint can make customer move to other brands	119	102	113	127	43
Retailers influences to select the brands	91	109	117	108	79

CONCLUSION

Consumer durable white goods must be able to identify measure and track the drivers of satisfaction that are important to improve customer’s retention. The notion that retention is all about improving customer’s satisfaction and loyalty does not seem to be true. In the case of durable white goods, the priorities and needs of the customers continuously shift, which means companies need to anticipate what they require or want next, rather than selling what they bought it. The role of influencers cannot underdetermine. Selling multiple brands or in other words, cross selling is found to super cede value-additions to core service. And surprisingly, again contrary to popular belief, a single complaint is not reason enough to make durable white goods customer away from a provider.

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