A STUDY ON CHANGING BUYING BEHAVIOR OF INDIAN CONSUMERS FOR PURCHASING WASHING MACHINES IN LUCKNOW, UTTAR PRADESH

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ABSTRACT

The objective of this research paper is to examine internal and external factors which play an important role in buying washing machine. Washing Machine, which comes under consumer durable has become necessity now a days where leading companies are investing huge money in research just to satisfy their customers. This research will help Marketer to understand consumer behavior while they evaluate and make a final decision of buying Washing machines. This research is conducted in Lucknow city.

KEYWORDS: Customer Satisfaction, Consumer behavior, Durable Goods.

INTRODUCTION OF THE STUDY

Now-a-days, marketers are putting all their effort and money just to the market pulse. Market is full of opportunities just one has to click with a right product at a right time. All the successful marketers are regularly involved in to research just to understand consumer behavior. It is very much necessary to know the future trend and prediction about the future. If a Marketer fails in this, this will result in customer loss, customer loyalty will be questioned. Success Mantra is to understand consumer behavior.

Consumer behavior can be explained as the sum of the behavior of consumers from the moment he or she thinks of a buying product, final buying, while consumption or use, post purchase and so on. A marketer has to keep an eye at every step where consumer is involved. These are the questions for what research is being conducted from Marketers from the customers point of view. The very first question-
 "What to buy !!"

Some times what exactly the customer want is a big question. Customers taste and preferences keeps on changing. What he or she thinks in morning may change in afternoon or in evening and so on. These changes occur most of the time because of factors which influence customers directly or indirectly. Understanding these factors will help marketers to understand customers. Now second question stands here-
"How to buy!!"

Today's customers do a research before they make a final call. Multiple options are available today like directly from retailer near, from a big chain like Big Bazaar, metro, easy day or online shopping portals like Flipkart or Amazon. In case of washing machine also, customers are having multiple options with its advantages and disadvantages. In a physical store they get face to face assistance, physical touch of the washing machine before they buy, one to one personalized attention but somehow price of the product stands with a big question. Whereas in online shopping customers get worldwide feedback, price advantage, good product line but somehow Gap 4 stands with big question here.
"When to buy!!"

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1

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These durable items are costly. So, it is not an everyday buying product. This product life exists for years. Generally, customers look for occasional buying. Customers wait for festivals offers, discounts and cash off. Once customer gets good product in a good price they buy.

"How today's Marketers placing products" It's good to watch how beautifully Marketers are placing products in the mind of the customers. Marketers know how to play with emotions of the consumer and sell products. Advertisement is a best way to place product in the mind of the customers. Effective advertisement will place beautifully in customer's mind. The marketer put emotions in the advertisement just to play with the emotional intelligence of viewers.

WASHING BY MACHINE

Washing by hands then washing by machines and now washing by commands. This is technology which is driving us towards excellence and comfort. Today's washing machines have not only washing but also spinning and rinsing functions. Years ago, when washing machines was discovered, it was manually functioning with limited functions, heavy weighted, costly, huge sizes and bad in aesthetics. Now we have beautifully designed machines with good capacity, multi-functional, less weight, fully automatic with many more features which making our life so convenient by saving our time and efforts.

THE BASIC FUNCTIONS ARE

1.   WASHING

Machines use electric heating coils which boil water as per desire to wash clothes. When detergent dissolves with chemical in water it removes stains, soils and odour. These are the basic functions which each washing machines are equipped with it.

2.   RINSING

Washing machines are eco-friendly. It uses less water just to keep environmental safety in mind. After wash it rinses many a times just to wash and remove detergents from the clothes.

3.   SPINNING

Spinning removes water from the clothes. Higher spinning works as a drier and leads to faster drying. Once more water is taken out from the clothes it helps in reducing energy in drying process.

STATEMENT OF THE PROBLEM

The time has changed. Earlier we had facilities of washer man to wash dresses. Technology has changed things. Washing machines have replaced washer men. People are busy so self-washing has become a necessity. It is economically right and saves time as well. It saves our body from harmful effect of washing clothes in dirty water by washer men. Buying washing machine is bit tough due to severe competition and deep assortment. Buying any brand from the market has become a very confusing task. Customer's decision making is influenced by factors like features of the washing machines, technicality, reviews, price and many more things. So, buying a right one for a right purpose in a budget is very complicated.

OBJECTIVES OF THE STUDY

❖   Understanding the consumer behaviour during purchase of washing machine
❖   Identifying the direct as well as indirect factors affecting consumer behaviour,
❖   Understanding the viewpoint of the consumers regarding the price and the services.
❖   Understanding the cues which drive the consumers.
❖   Understanding the consumer preferences towards the available brands.

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RESEARCH METHODOLOGY

The study has adopted descriptive research design. The descriptive research design refers to the studies that help to describe the characteristics of an individual or a group. These studies are concerned with the specific prediction along with the narration of various facts as well as characteristics relating to the situation of an individual or a group.

SAMPLING PLAN:

Sample size has taken from Lucknow city. Convenient sampling has been taken into consideration. Structured questionnaire and personal interview method have been used.

- ❖ Sample Units: The customers and prospects of the washing machine section
- ❖ Sample Technique: The convenient Sampling
- ❖ Method of sample collection: Structured Questionnaire through Personal Interview

SAMPLE SIZE:

Total sample size is 100. Which has been taken from the Lucknow city. Personal interaction is the data collection source.

DATA COLLECTION

Primary and secondary methods have been used to collect the data. A structured questionnaire and personal interaction are the sources of primary data collection whereas old records and previous researches are the source of secondary data.

Tools of Analysis:

- ● Data are arranged in tabular form
- ● Percentage analysis
- ● Weighted Average mean
- ● Rank Analysis

Data have been collected through questionnaire and organized into tabular form. Using these statistical tools analysis and interpretation have been made.

ANALYSIS & INTERPRETATION:

Table No:1 Respondent's Demographic details

Factors	Category	No.of Respondent	Percentage(%)
Gender	Male	48	48
	Female	52	52
Age group	Below 25 years	22	22
	26- 35 years	28	28
	36 – 45 years	34	34
	Above 46 years	16	16
Marital Status	Married	70	70
	Unmarried	30	30
Occupation	Student	20	20
	Self employed	14	14
	Private Employee	36	36
	Government Employee	30	30
Monthly income	Rs.5000 – 10, 000	30	30
	Rs.10,001 – 15, 000	36	36
	Rs.15, 001 – 20, 000	18	18
	Rs.20,000 & above	16	16

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Out of 100 samples, majority i.e., 48 % respondent belong to female,52 % respondent belong to the age group of 36-45 years, 70 % respondent are married, 38 % respondent are Private Employee,36% respondent have a monthly income between Rs.10,001 to Rs 15,000, 18% & 16% respondent's monthly income is respectively 15k to 20 k & 20k and above.

Table No:2 Washing Machine details of the Respondent

Details	Category	No. Of the respondent	Percentage (%)
Type of washing Machine	Front loading	28	28
	Washer cum dryers	32	32
	Top loading	18	18
	Semi automatic	22	22
Brand of Washing Machine	LG	10	10
	Samsung	20	20
	Videocon	12	12
	Whirlpool	28	28
	Godrej	18	18
	Others	12	12
Size of Washing Machine	6 Kg	22	22
	7 Kg	30	30
	9 Kg	38	38
	9 Kg & above	10	10
Colour of Washing Machine	Black	15	15
	Red	20	20
	Green	5	5
	Silver	24	24
	Others	36	36
	1 yr – 2yrs	15	15
	2 yrs - 3 yrs	25	25
	3yrs - 4 yrs	28	28
	Above 4 yrs	32	32
	Cash	32	32
	Finance mode	28	28
	Cheque	26	26
	E-bill	14	14
	Advertisement	20	20
	Friends	18	18
	Relatives	28	28
	Dealers	14	14
	Company image	20	20
	Family purpose	45	45
	Personal purpose	30	30
	Hospital purpose	13	13
	Other	12	12
	Price	32	32

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Healthy	24	24
No side effect	24	24
Status symbol	20	20

In total sample size we have found that 32% of the respondents using washer dryer model, Whirlpool has been favourite with a stand of 28%, 9 KG size of washing machine has been favourite with 28 % above all the rest and same stand for influenced by relative. The majority 45% of the respondents prefer for family purpose, Majority 32% of the respondent influencing factor is Price.

Table;3 Level of satisfaction of respondents

S. No	Category	1	2	3	4	5	6	7	Total	Weighted Average mean	Rank
1	Price	36	12	4	20	8	4	16	100	4.72	1
2	After sales service	16	20	12	12	12	16	12	100	4.20	3
3	Technology	8	8	8	20	32	16	8	100	3.60	6
4	Quality	20	16	24	4	4	20	12	100	4.56	2
5	Look/variety	4	8	20	16	20	20	16	100	3.54	7
6	Display	4	28	20	8	4	16	20	100	3.92	4
7	No sound	12	8	16	20	20	8	16	100	3.84	5

From the above table after finding rank we can see rank of the satisfaction among respondents is in the order from one to seven are price, quality, after sales service, display , no sound, technology and look and variety.

SUGGESTION:
- Consumers were more concerned about Price and Quality. So, the marketer should not compromise with these two.
- The consumer also looks for electricity consumption and water supply, less power consumption and eco-friendly machines will be in high demand.
- After sales service is a key to attract customers

CONCLUSION:
This study shows that color and variety stand last in order when it comes to buy any washing machine. The satisfaction of the consumers depends on price, quality, after sales service and durability.

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