



## CONSUMER AND BRAND OF HOME APPLIANCES

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### ABSTRACT :

*In India, especially in all the major cities, every company is trying to stay alive in their platform to their level best in the prevailing condition to achieve the desired level of potential customers. The change in the global economy is inevitable and liberalization plays an indispensable role in our country. The top level multinational Companies have entered into the Indian market and plays an imperative role with their wide and superior range of products.*



**KEYWORDS :** major cities, inevitable and liberalization, global economy.

### INTRODUCTION :

When compared to the world level market Indian market is growing with superior product line in Home appliances. So, it is very significant to the product and we are aware that our "Customer is the King". In order to achieve the requisite goal in buying the Home appliances, customers are very much conscious and sound enough to take the most appropriate decisions.

### CONSUMER BEHAVIOR

Perception means how one views or perceives matters under the influence of one's past experience and personal opinion. By understanding the perception of his consumer's the product can know how the consumers view his product or service. The study of consumer behavior (CB) is the market because it enables them to understand and predict buying behavior of consumer in the market place. Consumer behavior is a composition of four aspects via, consumer preference search purchase decision and post purchase behavior or satisfaction.

A marketing manager who intends to develop the markets has to consider and examine distribution logistics, location, the concentration of demand, dealer's attitude and motivation, consumer motivation and buying habits, and organizational alternatives. For developing the marketing mix identification and selection of target markets should be considerable one. Once this is done appropriate product mix strategies should be developed.

A company that understands consumers will do respond to different product features, prices, advertising appeals, and so on will have an enormous advantage over its competitors. Customer satisfaction means something that is at the focal point of each fruitful business. Each business needs an explanation behind its customers' purchase from it and not its rivals. It is known as Unique Sales

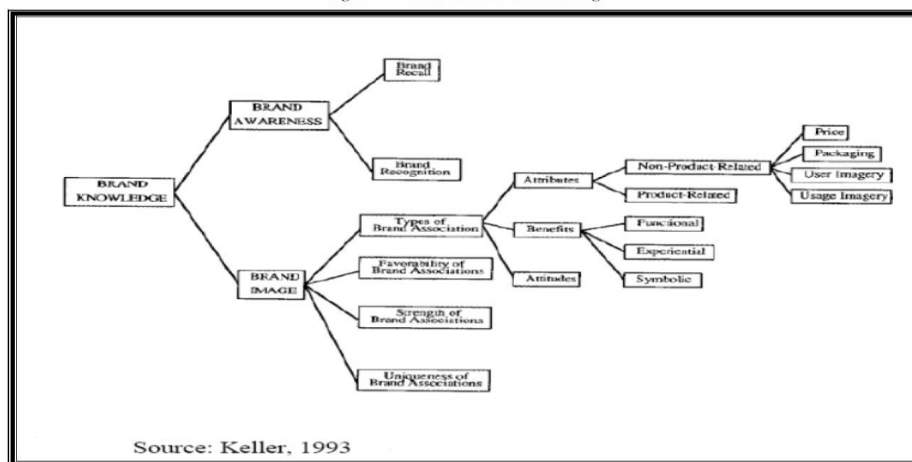
Suggestion (USS). USS can change as a business or market changes, and we can have distinctive USSs for various sorts of clients.

**STRATEGIES TO ENHANCE CUSTOMER SATISFACTION**

In a business world where customer obtaining costs are soaring, small and medium organizations must spotlight building a customer experience to expand consumer satisfaction.

- Treat the customers like they are your owners. Develop customer devotion to expand consumer loyalty. Abstain from committing these customer retention errors. Set customer desires early. Thank every one of your customers for your business. Attempt to inspire your customers as though we need a pay raise. Consider your paycheck each time you converse with a customer. Stay faithful to our obligations and honesty.

Figure 2.2: Model of Brand Knowledge



Source: Keller, 1993

**BRAND DIMENSIONS**

**Brand equity**

Brand equity is a multidimensional construct, which consists of brand loyalty, customer based brand awareness, perceived quality and brand associations. Various researchers contended that brand associations could be recalled in a customer’s mind as emotional impressions. Brand awareness influences consumer decision making by affecting the strength of the brand associations in their mind, (Keller, 1993). It is also pointed out that there are several dimensions of brand awareness with brand associations (Pitta and Katsanis, 1995).

**Brand Association**

Brand association is anything that is linked in memory to a brand (Aaker, 1991). The association reflects the fact that products are used to express lifestyles whereas other associations reflect social positions, and professional roles. Still others will reflect associations involving product applications, types of people who might use the product, stores that carry the product, or salespeople who handle the product or even the country of origin. (Keller, 1998) defines brand associations as informational nodes linked to the brand node in memory that contains the meaning of the brand for consumers. These associations include perceptions of brand quality and attitudes towards the brand. Keller and Aaker both appear to hypothesize that consumer perception of a brand are multi-dimensional, yet many of the dimensions they identify appear to be very similar. The image that a good or a service has in the mind of the consumer-how it is positioned is probably more important to its ultimate success than are its actual characteristics. According to (Aaker, 1991) there are at least nine brand associations. The associations convey either the concept, or the meaning of the product in terms of how it fulfills a customer’s need.

### Brand Identity

A Brand identity comprises a unique set of functional and mental associations the brand aspires to create or maintain. These associations represent what the brand should ideally stand for in the minds of customers, and imply a potential promise to customers (Aaker, 1996 and Keller 1993). It is important to keep in mind that the brand identity refers to the strategic goal for a brand while the brand image is what currently resides in the minds of consumers.

### Functions of brand customer centricity

Four ways of establishing a brand customer centricity are:

- Establish a proper brand identity
- Create appropriate brand meaning
- Elicit the right brand responses
- Forge appropriate brand relationships with the customers.

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.

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