



"A COMPARATIVE STUDY OF CONSUMER BRAND PREFERENCES FOR ELECTRONIC HOME APPLIANCES IN SOLAPUR DISTRICT".

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ABSTRACT

In today's world of hyper competition and globalization, every company is trying to survive and to perform their best in the existing condition to attain the desired level of their potential customers. In this global economy the change is created by liberalization in our country. The big MNC's have all entered in our market with their wide range of superior quality product between our and their products at large. Today Indian market is growing in world and many companies exist with superior product line especially in electronic home appliances range. So, it is very important to pay attention towards products and king i.e. customers.

KEYWORDS: hyper competition and globalization , potential customers.

INTRODUCTION

Consumer has become cause and purpose of every business activity. Therefore, the study of consumer behavior is of much important. Every concern person wishes to know what the consumer will do, how will he behave and why will he respond positively or negatively. The study of consumer behaviour understands and attempts to predict human actions in buying role.

This study aims to "A COMPARATIVE STUDY OF CONSUMER BRAND PREFERENCES FOR ELECTRONIC HOME APPLIANCES IN SOLAPUR DISTRICT". **1000 respondents selected for this research.** The present study aims to know the brand preferences of consumers of in Solapur District, to compare various brands of Electronic Home Appliances available of consumer of Solapur District, to identify the sources of brand awareness for Electronic Home Appliances products,, to analyze various factors influencing on purchase process of consumers and to know various strategies used by companies to attract consumers, to know about features for which the potential customers looks for when they buy any branded home appliances.

OBJECTIVES OF THE PRESENT STUDY:-

The present study has the following objectives:

- i. To know the brand preferences of consumers of in Solapur District.
- ii. To compare various brands of Electronic Home Appliances available of consumer of Solapur District.
- iii. To identify the sources of brand awareness for Electronic Home Appliances products.
- iv. To analyze various factors influencing on purchase process of consumers and to know various strategies used by companies to attract consumers.
- v. To know about features for which the potential customers looks for when they buy any branded home appliances.



HYPOTHESIS:-

The hypothesis for present study are:

- i. There is no correlation between education and brand preference.
- ii. The various sources of brand awareness does influence on consumers mind while preferring specific brand.
- iii. There is no correlation between socio-cultural factors and brand preference.

Methodology:- The investigation is the sample survey based mainly on Primary data i.e. personal discussion with the dealers of Electronic Home Appliances of each brand under study and consumers. And secondary data is based on Books, internet and previous research projects.

Sample Design : Sample design is a definite plan for obtaining a sample from a given population. Sample design is determined before data collection. Sample should be appropriate and reliable. The sample design for present study will be stated as follows: Four brands will be taken for study as under:

- Samsung
- LG
- Videocon
- Whirlpool

Tools and Techniques of Analysis:

The standard tools and techniques will be used for the analysis of data. They are:

- i. Tabular analysis based on percentages.
- ii. Diagrammatic presentation showing comparison.

CONCLUSION :

The consumer product industry is the biggest and most highly dynamic and growing industry in the world with a large number of customers of different categories of products who change their preferences frequently. Their taste, need, behaviour and purchasing style are always different. These customers are highly sensitive to the purchase and use of their products, especially the customers of consumer durable goods. At the same time, this industry is the one which faces more competition than any other industry in the world. As the customers are more brand conscious, the consumer goods companies have to look into the brand purchasing behaviour of the customers for creating satisfaction, attachment, trust and loyalty in the minds of the customers and companies are fulfilling their responsibility by designing, developing, producing and launching brands.

The consumer will recognize for the needs of the product or brand before buying and the consumers will select the best branded products among the alternatives so consumers are strongly agreed by the consumes of durable goods, whereas the consumer will search information from various sources before buying and the consumers will compare or evaluate the number of alternatives before buying, The consumers will purchase the product repetitively once they are satisfied with the product or brand.

It has been concluded that there exists a very significant association between consumer buying behaviour and various dimensions of overall customer based brand equity such as brand awareness, brand associations, perceived quality and brand loyalty. Customer based brand equity is said to have an informal relationship with its several dimensions and they are said to be dependent on one another and have a positive influence on one another. Another major finding of the study that significant relationship between customer based brand equity and pre purchase brand dominance and post level satisfaction. Like in all other product segments customer based brand equity is playing an essential role in the winning marketing of durable goods also.

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