
A STUDY ON CONSUMER BRAND PREFERENCE OF AIR CONDITIONER IN POLLACHI TALUK

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ABSTRACT

The current market situation in India is extremely competitive in all product segments. To survive in the market, it takes a lot of insight to understand consumers and offer the right product at the right price, in the right place, at the right time. To determine the factors influencing the consumers brand preference towards Air Conditioner . The data required for the study has been collected from 100 consumer in Pollachi Taluk using questionnaire method and collected data was analysed using simple percentage and chi-square test. This research identifies possible strategies to attract consumers and make advance sales in the region. It is also suggested that companies focus their product availability more within reach of consumers. Tastes and preferences change frequently, so constant attention must be given to improving products to meet customer needs.

Keywords: consumer, brand, preference, companies, product, factor, influencing, etc.,

Introduction

India is one of the fastest growing frugalities in the world having the GDP growth rate above 7. It's also having hot tropical climate where the temperature fluently rises up to 45 degree Celsius in summer. So people manage these rainfall condition by 2 options- Air conditioners and Air coolers. Constantly rising temperature along with the adding purchasing power all homes is helping to increase the growth of Air conditioner request. The pre liberalization period of Indian conserving have major Indian companies like Godrej, Videocon, Voltas have the major request share but after liberalization, numerous foreign players similar as LG, whirlpool, Samsung, IFB, Daikin, Mitsubishi, Hitachi entered into the Indian request and produce a dramatic change in the Indian request. Now the Indian AC request is largely competitive with the coming of domestic, transnational and unorganized request party.

Anticipated GDP growth of Indian frugality and rising structure development help the Indian air conditioner request to boost forthcoming time and also constantly rising temperature along with the adding purchasing power also helping in fueling the growth of countries air conditioner request. According to Daikin India MD and CEO Mr. Kanwaljeet Jawa Indian air conditioner request penetration is 7- 8 and can fluently be explode over 10 in near future. formerly the advanced nation like Japan us Australia China have 90 penetration so the India has a huge eventuality and it's prognosticated that the assiduity may be grow at 14-15 during the fiscal time 2019 to 20. And due to the Advanced pastoral electrification and rising disposable income the deals of AC would ramp up in near future. In 2017, India's demand for air conditioners stood at over\$4.3 billion and is anticipated to rise at a CAG R of further than 17 percent to reach\$ 11 billion by 2023. And it's estimated as Indian Air conditioner request earnings are projected to grow at a CAGR of 12.2 during 2018 2024. The companies are espousing advanced superior technology similar as inverter technology, smart Air conditioners in order to capture the unexplored Air conditioner request. They're also facing some challenges in India due to some factors similar as changing life, preface of nuclear families, easy backing scheme, and entry of transnational companies with global network, technological advancement, advanced disposable income and excise duty.

Today further than 25 brands ofAair conditioner available in the Indian request furnishing the different types of air conditioners(window air conditioner, resolve air conditioners, ceiling air conditioners, centralised air conditioner, movable air conditioners). They're also furnishing different types of technology with different features involved in the air conditioners and they're also furnishing any reduction offers to increase their deals, so a lot of competition is formerly there in the Indian air conditioner request. For hot climate of India, air conditioners have come the need of the ultra modern day life in discrepancy to the earlier perception is a luxury product. Buyers search a lot of information on the available brands in the request during their purchase. During selection of any brand and buy a lot of factors are told by the consumer in this exertion. As due to technology available, searching and gathering any information is veritably easy and helping them to selecting product which meets the demand for the consumer. Thus the purchase of these manage byte codes need high involvement and a great influence on buying preference and their way of living.

This study also help marketers to understand their decision making at the choice of buyers and develop their marketing program in order to conform their demand. At the buying process, type of air conditioner, brand power consuming position, physical size, colour, after deals service, dealer character, installation cost, buying place etc. are some of the factors which are considered by the buyers during any purchase, so in this study we want to find out what are the factors influences the consumer buying wants during the purchase of air conditioner in the Pollachi Taluk.

Classification Of Home Appliances

Traditionally, home appliances are classified into:

1.Major Appliances (or "White goods")

2. Small Appliances (or "Brown goods") The Terms, "white goods" and "brown goods" are British English.

- Brown goods are typically small household electrical entertainment appliances such as: DVD players, Televisions, Cameras etc.

- White goods comprise major household appliances and may include: Fridge, Air conditioner, Cooker, Gas stove, Mixer Grinder etc.

Stages in Buying Decision Process

Consumers pass through different stages during buying process. Marketer would learn about the stages of buying process through four methods.

i. Introspective method: - They can know about how they themselves would act for purchasing.

ii. Retrospective method: - They can interview recent buyers to collect information about buying process.

iii. Prospective method: - They can locate prospective consumers and ask them the process they are going through and their action in future. **iv. Prescriptive Method:** - They can ask consumers to describe the ideal way to buy the product.

Five stage model of buyer behaviour



Review of Literature

Dr. V. Aslıhan Nasır, Sema Yoruker, Figen Güneş and Yeliz Ozdemir (2006) conducted a study on the factors influencing the purchase of laptops. They took 327 samples for the study and used statistical analysis tools during the study such as comma factor analysis etc, frequency analysis. Their research revealed that common technical characteristics after purchasing services, price and payment terms, device specifications, physical appearance, value-added features, and connectivity and mobility are the seven factors that typically help influence consumer laptop purchases. In addition, they found that price and payment terms factors showed significant differences among the three consumer segments of the company's customer base.

Goswami (2011) conducted an exploratory study on important parameters considered when buying refrigerators in Guwahati, India. The research was mainly conducted in the city of Guwahati, in northeastern India. He selected a sample of 1000 respondents during the study by convenience and judgment sampling. He used one way ANOVA statistical analysis in his

research, he took 13 parameters such as price, cooling capacity, antibacterial capacity, storage capacity of modern korma features, absence of smell, the overall quality, user-friendliness, warranty, after-sales service, Belly care, free home delivery and easy maintenance (for users). He found that in addition to storage capacity, overall quality, warranty, after-sales service and ease of maintenance, the energy parameters studied affect consumers' perception of the overall importance of refrigerators, in addition to the age range of consumers he observed. , marital status, level of education, monthly income and occupation will affect their perception of the overall importance of refrigerators.

Kaur and Chadha (2014) study the consumer behavior of durable goods in rural Punjab. The main objective of the study is to investigate the factors that influence the purchase of durable consumer goods and how consumers switch from durable consumer goods such as automobiles (cars and motorcycles), household appliances (refrigerators, air conditioners, microwave ovens and washing machines) and electronics (televisions and computers). They used a descriptive research design to achieve the objectives of the study conducted in rural Punjab in September-October 2011. The researchers collected the required data through structured questionnaires that previously had closed-ended and ranking-based questions. They applied weighted average scores to assign ranks and tested hypotheses using chi-square tests. They found that 73% of respondents were interested in expensive consumer durables programs. The researchers also found that household size did not affect the amount of durable consumer goods such as refrigerators, washing machines, computers, televisions and microwaves. The study shows that consumers are more informed, more curious and leave rural areas to obtain information and select products.

Selvarasu and Senthilkumar conducted a study on air conditioner branding campaigns and their objectives with reference to blue Star limited Chennai. The main objective of the research is to understand the awareness and the level of information of the customers on the various air conditioners of Bluestar, their models and their brand image. They also cover the impact of Blue Star advertising on brand awareness and recall. For all this, special emphasis is placed on the exploratory study of the air conditioners promoted by the brand. They collected a sample of one hundred and five respondents from different primary and secondary sources using

a stratified sampling procedure, statistical analysis tools suggested two way anova and analyzed the data using correlation from Pearson. The most important finding is that consumers are very familiar with the product brand and the blue star image established by television advertising.

Savltri (2012) measures durable goods retailers' perceptions of Samsung color televisions. In this study, the authors looked at a variety of durable consumer goods such as televisions, washing machines, refrigerators, sewing machines, fans, and furniture, but focused on dealers' perceptions of consumer durables. regard to the TVC. The main objective of this study is to investigate the perceptions of durable goods retailers on Samsung India Electronics Limited's marketing strategy for color televisions. This study is based on raw data collected by the city of Chennai from 50 traders through questionable methods. It applied factor analysis to measure variables that affect dealers' perceptions of Samsung India Pvt Ltd's Samsung TV marketing strategies. The results showed that Samsung India Electronics provided timely and sufficient inventory, easy credit terms, and offered incentives to improve and motivate dealers.

Soni and Verghese (2013) conducted a study entitled “Influence of promotional tools on consumers' decision to buy white goods (refrigerators) in Durg and Bhilia regions”. The main objective of this study is to measure promotional tools and their impact on consumers' decisions to purchase refrigerators. This study is based on primary information collected from 109 respondents using convenience sampling techniques. They apply a variety of regression tools to analyze data and test hypotheses. They found that promotional tools such as offers, bonuses and competition had the greatest impact on consumers' decisions to purchase refrigerators.

Objective of the study

1. To analyze the demographic profile of the consumer in Pollachi Taluk
2. To find out the brand preference the consumption of air conditioner.
3. To determine the factors influencing the consumers brand preference towards air conditioner.

Hypothesis

1. There is no significant association between gender and consumers brand preference towards air conditioner.
2. There is no significant association between age and consumers brand preference towards air conditioner
3. There is no significant association between educational qualification and consumers brand preference towards air conditioner
4. There is no significant association between marital status and consumers brand preference towards air conditioner

Limitations Of The Study

- ❖ The study is applicable only to the respondents.
- ❖ The results of the study are based upon the views expressed by the respondents.
- ❖ The statistical method used to analyze the data has their own limitation.
- ❖ All the limitations of primary data are applicable to this study.

Research Methodology

- **Area of study:** The research study was done in Pollachi Taluk
- **Nature and source of data:** The study is based on primary data; primary data has been collected from various respondents in Pollachi Taluk using questionnaire method and the secondary data have been collected from related websites, library, journals, magazines, internet and textbooks. A sample of 100 respondents were selected for the study.
- **Framework Of Analysis:** Data collected from the respondents have been analyzed with the help of the following statistical tools. The statistical tools are:
 - i. Simple Percentage
 - ii. Chi square Test

Table No.1
Personal Profile of the Respondents

Variables	Frequency	Percent
Age (years)		
upto25	15	15
26 to 35	48	48
36 to 45	33	33
Above 45	4	4
Gender		
Male	60	60
Female	40	40
Educational qualification		
UG	77	77
PG	23	23
Occupation		
Agriculture	17	17
Business	34	34
Employee	25	25
Profession	24	24
Marital status		
Unmarried	24	24

Married	76	76
Type of family		
Joint	27	27
Nuclear	73	73
Earning members in the family		
One	33	33
Two	52	52
Three	15	15

Table no.1 describes the demographic profile of the consumers. Out of 100 consumers who were taken for the study: it has been identified that most (60%) of the consumers are male, (48%) of the consumers age group is between 26 to 35 years, most (48%) of the consumers are under graduates, (34%) of the consumers are business people, (76%) of the consumers are married, (73%) of the consumers belong to nuclear family and (52%) of the consumers have 2 earning members in their family.

Table No.2
Economic Profile of the Respondents

Monthly Income	Frequency	Percent
Up to Rs. 25000	8	8
Rs. 25001 to Rs. 50000	74	74
Above Rs. 50000	18	18
Family income	18	18
Upto Rs. 40000	29	29

Rs. 50001 to Rs. 100000	46	46
Above Rs. 100000	25	25
Family expenditure		
Upto Rs. 25000	14	14
Rs. 25001 to Rs. 40000	37	37
Rs. 40001 to Rs. 60000	25	25
Above Rs. 60000	24	24

Table no.2 describes the economic profile of the respondents. Out of 100 respondents who were taken for the study: it has been identified that most (74%) of the respondents monthly income is between Rs.25001 to Rs.50000, (46%) of the respondents family income is between Rs.50001 to Rs.100000 and (37%) of the respondents family expenditure is between Rs.25001 to Rs.40000.

Table No.3

Purchase of Air Conditioner by the consumers

	Frequency	Percent
Voltas	20	20
Blue Star	14	14
Whirlpool Kelvinator	18	18
LG	12	12
Panasonic	10	10
Samsung	26	26
Total	100	100

From the above table 3, it is clear that 26 per cent of the consumers of durable goods purchase Samsung brand of refrigerator followed by Voltas (20 percent), Whirlpool (18 percent), Blue Star (14 percent), LG(12 percent), Panasonic (10 percent).

Table No.4

Factors influencing Consumers preference towards brand

Purpose	Yes	No	Total
Brand Preference	90	10	100 (100.00%)
Less power consumption	79	21	100 (100.00%)
Brand Loyalty	69	31	100 (100.00%)
Brand Equity	77	23	100 (100.00%)
Perceived Quality	74	26	100 (100.00%)
Brand Association	66	44	100 (100.00%)
Green product	47	53	100 (100.00%)
Appearances	56	44	100 (100.00%)

Table no.4 describes the purpose of Factors influencing Consumers preference towards brand of the respondents. Out of 100 respondents who were taken for the study: it has been identified that most (90%) of the respondents make factors influencing Consumers preference towards brand for their Brand Preference , (79%) of the respondents invest for Less power consumption, (69%) of the respondents invest to Brand Loyalty, (77%) of the respondents invest for Brand Equity, (74%) of the respondents invest for Perceived Quality, (66%) of the

respondents invest to contribute for Brand Association, (47%) of the respondents invest for Green product and (56%) of the respondents invest for Appearances.

Table No.5
Variables and their Level of preference

Variables	χ^2 Value	Five per cent level	One per cent level	Result
Age	9.559	12.592	16.812	NS
Gender	6.852	5.991	9.210	NS
Educational qualification	4.672	5.991	9.210	NS
Marital status	5.492	5.991	9.210	NS
Marital status	5.292	5.991	9.210	NS

From the Table 5, it is understood that the calculated values were lesser than the 1% and 5% level of significance and the null hypothesis is rejected. It is inferred that, on an average, consumers of different age group, gender, educational qualification and marital status does not exists any significant association between consumers preference towards air conditioner brand.

Conclusion

The current market situation in India is extremely competitive in all product segments. To survive in the market, it takes a lot of insight to understand consumers and offer the right product at the right price, in the right place, at the right time. This study focuses on consumer preferences for air conditioning products, prices, locations and promotions, at the same time, we need to study the commercial, emotional and sociological characteristics of buyers as well as their purpose, trust, perception and their nature. . It is also important to note that understanding consumer preferences and sentiments is an equally important determinant of marketer success.

This research identifies possible strategies to attract consumers and make advance sales in the region. It is also suggested that companies focus their product availability more within reach of consumers. Tastes and preferences change frequently, so constant attention must be given to improving products to meet customer needs.

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