

A Study on Consumer Brand Preference of Refrigerator Among Working Women in Triuchirapalli Town

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I. INTRODUCTION

The present day consumer is said to enjoy sovereignty in the market. The success of marketing depends upon the ability of the marketers to satisfy the consumers. In fact marketing starts with the consumers and ends with the consumers. Marketing makes good useful to the society by getting them where they are wanted, and by getting the transferred to those people want them. For every product the consumers has its own choice depending upon the various factors that affects the selection of particular brand.

Brand preference is consumer conscious and unconscious decision expressed through intention or behavior to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features image, level of quality at the right price. In order to create brand preference advertiser must break consumer habits help them to acquire new habit and reinforce these habits by remaining consumers of the value of their purchase and encourage them to continue purchasing those products in the factor.

Brand can be included in an evoked set either by being recognized in the environment or by being recalled from memory. In both instances, the cues available to the consumer could determine the set of brands considered for choice. Consumers may have knowledge of a large number of brands in a product of REFRIGERATOR, they may consider only a few of these for purchase on any particular brand.

Brand knowledge refers to brand awareness and brand image, brand attachment evaluations, from rational and emotional brand evolutionary, which derive from functional and emotional brand associations, which require brand awareness. Brand knowledge measures are sometimes called customer mind set measures because they capture how the brand is perceived in the customer's mind.

People begin to develop preference at a very early age. Within any product category most consumers have a

group of brands that compare their prefer their preference test these are the four or five up market brands the consumer will consider when making a purchase when building preferences, the goal is to first get in the consumer's preference sets, and them to move up the set's hierarchy to become the brand consumer preference the most their up market brand.

Preference is a scale, and brands move up and down and even off that scale with and without a vigilant brand management strategy. Pricing, promotional deals and product availability all have tremendous impact on the position of our brand in the consumer's prefer set. If all things are equal, the best defense is to make us more relevant to consumers that the competition. The brand potential can only be fulfilled by continually reinforcing its perceived quality up market, identify and relevance to the consumers the same brand activities that drive awareness also drive prefer.

II. REVIEW OF LITERATURE

Carol F. Gwin, a study on Brand Preference to Search Relationship with an Empirical Investigation in Los Angeles city. Establishing a strong brand preference is considered to be an effort-reducing strategy consumer to simplify information search and choice. However, despite industry-wide acceptance of this axiom in marketing, there has been limited empirical evidence to support the assertion. This paper provides empirical evidence that contradicts this widely held belief. The relationship between brand preference and search is positive for 14 of 19 categories studied. The paper further finds a positive relationship between subjective knowledge and search and explores the mediating effects of brand preference on this relationship. Implications for future research and marketing management are discussed.

Mini. M.O.(1999), a study on Brand Preference of consumers with respect of cosmetics in Trichy Town. The objectives were to study enquire in to the buying habits of the consumers in Trichy. The assures the impact of advertisement on the brand preference for cosmetics among the consumers. The major findings many ladies movement resulted in winning

for women increased social freedom which enormously increased the use of all kinds of beauty and cosmetics.

M. Sudha Lenin (2007), a study on Brand Preference towards water purifier with special reference to Aqua guard Trichy town. The objectives were to study to brand preference towards water purifier, to study the sources of information for brand awareness among the respondents and to study the level of satisfaction among the users. The major finding stated that the marketer had to give repeated advertisement and reasonable price should be fixed in order to capture the market.

III. STATEMENT OF THE PROBLEM

The researcher was interested in investigating all the factors that influence the preference of brands. The researcher was interested on analyzing the impact of advertisement and whether there is awareness among the general public in the use of REFRIGERATOR. The study was based on how the customer will select the brand with regard to the cost of the REFRIGERATOR, service and loyalty of the company. As a lot of brands of REFRIGERATOR are available in the market, this study mainly focuses on the leading brands of REFRIGERATOR and the attitude of the consumers in choosing a particular brand Tiruchirappalli corporation.

IV. OBJECTIVES OF THE STUDY

- To study the customer brand preference towards Refrigerator.
- To study the factor which influence the promotional schemes offered by the company.
- To find out the factors influencing the respondents to purchase Refrigerator.
- To provide findings, suggestions, conclusion.

V. METHODOLOGY

Research is a systematic method of exploring, analyzing and conceptualizing social life, in order to correct or verify knowledge whether the knowledge aids in the construction of a theory or the practice of an art. Planning a research program is necessary for its meaningful execution. The data for this study were collected with the primary and secondary data. It is use hypothesis and sampling technique. It is used by various statistical tools.

VI. LIMITATION OF THE STUDY

1. The study covers only the selected brands of Refrigerator viz. LG, Samsung, Sony, Panasonic, Whirlpool, BPL, Godrej.

2. This study is based on the brand preference. But the customer's preference may change according to time, fashion, technology, development.
3. The findings are based on the information given by the respondents.

REFERENCES

- [1] Brand management- Wesley longman
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