

Preference And Satisfaction Of Kitchen Appliances Companies In Krishnagiri District

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Abstract- One of the biggest working parts of any household in home appliances for the kitchen and without a solid line up, could be difficult to manage home cooking ,when choosing any set of appliances, its important to look at several key features, prices and warranty information, making an educated decision about their things can help same time and money. The study deals with the present marketing strategies adopted by leading manufactures to market kitchen appliances in krishnagiri district. The objectives are to study the purchase decision behavior relating to kitchen appliances and to analyze the customer response to marketing strategy of kitchen appliances.

Keywords- Home Appliances , Environmental, friendly product, Environmental statement , online store.

I. INTRODUCTION

1. Kitchen Appliances are electrical , mechanical/ machines which accomplish some household functions, such as cooking, cleaning, or food preservation. Kitchen appliances can be divided into three classifications , which include major appliances.
2. With the increase in income levels, easy available of finance, increase in consumer awareness, and introduction of new models, the demand for consumer kitchen appliances has increased significantly products

II. REVIEW OF LITERATURE

Janaki,p and shanthi,p2 (2013) in their study entitled, marketing stimuli in purchase of kitchen Appliances from customer perspectives,” explains that marketing strategy is the game plan which the firms must adhere to, in order to out do the competitor or the plans to achieve the desired objective.

Lhotakova,M and olsanova, K13 (2012) In their study entitled, “The Role of positioning in strategic Brand management – case of kitchen Appliance market ,”explained that with growing competitiveness in the national as well as

international market, brands have increased importance in consumer decision making process.

Konstadinos Abeliotis et al,(2011), in their study aim to analyse the factors affecting consumers preferences towards the ownership of kitchen appliances. The study is based on 200 survey responses from household, and they are analysed econometrically using regression techniques.

III. OBJECTIVES OF THE STUDY

The purpose of the projects is to understand the various key, external and internal variables which influence various market segments while buying kitchen appliances. However the main objectives the following;

1. The main objective is to make life easier Siemens is providing more convenient life for all of us with its superior technology in household appliances.
2. To understand the demand driver of consumer kitchen appliances product.
3. To get exposed to the practical situations of the business.
4. To know the consumer view regarding services after sales services.
5. To analyze the awareness among public about the kitchen appliances branded product.
6. To analyze and compare the individual strategies before purchasing new kitchen products in urban and rural market.
7. The study the perception of urban and rural consumers towards different brands of kitchen products.

IV. STATEMENT OF THE PROBLEM

Kitchen appliances are gaining popularity in the present modern world. And an effort is made to know whether demographic profile such as age, gender, marital status, types of family, educational qualification, residential area, family purchase any kitchen appliances recently, product and brand information.

V. SIGNIFICANT OF THE STUDY

Kitchen Appliances have been a part and parcel of our day - to- day life. In fact a differentiated product is one that is viewed as different from others by majority of the buyers .In a competitive market consumer must be very careful in choosing a product. Consumer preference of a product should be based on sales service, reputation of the company durability of the product etc. In the market for kitchen appliances almost every day, advertisements are given in different media asking the consumer to return or throw away the new kitchen appliances.

VI. SCOPE OF THE STUDY

This report will help to understand the consumer behavior to words purchasing a new product. It also opens the various factors which affect the purchase decision. The main purpose of the study is to aware the customers about the new product.

VII. LIMITATIONS OF THE STUDY

1. The study was conducted only in krishnagiri District, hence the result arrived from the study may not extended to the other parts .
2. Taking interview of the respondents was quite a difficult job.
3. The sample of 100 respondents .
4. Most of concern person were busy with their work.

VIII. METHODOLOGY OF THE STUDY

Methodology refers to the study of methods from which we can option knowledge. It is one of the scientific ways of solving problem. The following methods are used in the study.

AREA OF THE STUDY

The area of the study was conducted in and around krishnagiri District.

SAMPLE SIZE

In the study of sample size 100 respondents were different age group having different occupation. In the selection of respondents, convenient sampling method is used.

RESEARCH DESIGN

A research design is the arrangement of conditions for collecting an analysis of data. In a manner aims to combine relevance to the research purpose with economy in procedure. The research has undertaken a descriptive type of research. The type of study many helps to know the past present and future.

SAMPLING DESIGN

On the basis of convenience sampling technique the respondents were chosen. The population elements selected for inclusion in the sample are based on the case of access, and hence it is convenient sampling.

IX. METHODS OF DATA COLLECTION

The data has collected from both primary and secondary.

PRIMARY DATA

Primary data was collected for the first time. The research mainly depends on the primary source of the data .It is original and collected for a specific purpose are to solve a specific. Primary data was collected from the respondents by using the questionnaire method and interview method.

SECONDARY DATA

Secondary data already exists in one form or another. The secondary data are collected from magazines, journals, newspapers, catalogues and internets etc.

X. CONCLUSION

The study has found uniformity among the manufactures of kitchen appliances in krishnagiri with regard to the approach in both designing and implementation of their marketing strategies regardless of the product they deal with or the market in which they operate these manufacturing firms are pursuing multi brand strategies and trying to have customer level creation of brand equity dealers in this market are keeping good brand and product portfolio which bring them in a position to not depend upon one or two manufacturing firms to decide their business fortunes, brand wise differences are there in most of the product segment in kitchen appliances of market of krishnagiri and the consumer have their own reasons for choosing particular brand.

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