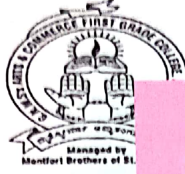


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**Good News Welfare Society's Arts and Commerce First Grade
College Kalaghatagi - 581 204**

DEPARTMENT OF COMMERCE



132 Project Report

**Project/Survey Report
A Y - 2021-22**

**“CONSUMER BUYING BEHAVIOUR TOWARDS HOME
APPLIANCES IN Kalghatagi City”**

SUBMITTED BY

B.Com Ist Semester Students to Good News Welfare Society's
Arts and Commerce First Grade College Kalaghatagi as a partial
fulfilment of B.Com Ist semester Course for the A Y – 2021-22

**PROJECT SUPERVISOR
PROF. M. S. MURAGODMATH**

ACKNOWLEDGEMENT

We take this opportunity to express our deep sense of gratitude to Prof. M S Muagodmath , HOD Dept. Of Commerce, GNWS Arts & Commerce First Grade College, Kalaghatagi for having supervised the project work on “**CONSUMER BUYING BEHAVIOUR TOWARDS HOME APPLIANCES IN KALAGHATAGI City**” with valuable guidance and co-operation in completing this project work. We are also thank full to all the faculty members of commerce department and other departments too for giving full co-oration.

We are also thank full to the Principal, Dr. B G Biradar for helping and co-operating in carrying out this project work. Our sincere thanks to the administrator and secretary , GNWS Arts & Commerce First Grade College, Kalaghatagi for giving full co-operation and appreciation in doing this project work. We also express our special thanks to Library staff for providing valuable reference books on Marketing.

We shall be failing in our duty if we do not express our sincere thanks to all the respondents who have nicely co-operated and answered all the questions during the survey work.


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CERTIFICATE

This is to certify that B.COM 1st sem students have successfully completed the project work on "CONSUMER BUYING BEHAVIOUR TOWARDS HOME APPLIANCES IN Kalghatgi City" under my supervision in Good News Welfare Society's Arts and Commerce First Grade College, Kalaghatgi for the Academic Year 2021-22

HOD, Dept. of Commerce

Subject Teacher

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“CONSUMER BUYING BEHAVIOUR TOWARDS HOME APPLIANCES IN Kalghatgi City”

**By, B.com Ist sem students [2021-22]
Guide : M S Muragodmath,
GNWS, Arts & Commerce First
Grade College, Klaghatgi-581 204**

ABSTRACT:

The Consumer Durables industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. This study focused consumer behaviour about Home Appliances such as mobile phones and kitchen appliances like microwave ovens are also included in this category of various brands. The researchers explained in detail in the Consumers' behaviour is a composition of four aspects viz., consumer preference, information search purchase decision and post purchase behaviour or satisfaction.

Keywords: Consumer, Brand, Satisfaction.

INTRODUCTION

Economic strength of a country lays its ability to employ all its available resources gainfully. This would be possible only when there is a steady and effective demand for goods and services, which is the pre-condition for the ability and willingness of the people to purchase or pay for such goods and services. Ultimately, consumption function is the centre of all economic activities, which is largely influenced by the consumer behaviour. Consumer behaviour as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine acts".

CASE STUDY OF CONSUMER DURABLES

This sector has been witnessing momentous upswing in recent years, helped by drivers such as the emerging retail boom, real estate and housing demand, greater disposable income and an increase in the level of prosperous section of the population. The industry comprises of major international and local players such as BPL, Videocon, Voltas, Blue Star, LG, Samsung, IFB, Titan, Whirlpool, etc. The consumer durables industry can be broadly classified into two segments: Consumer Electronics and Consumer Appliances.

Due to availability of more and more gadgets, many of them not really needed, the consumer durables industry has a high demand. Many of the products are upgraded version of the products consumers already possess. For example, consumer want to buy a new model of a mobile even though the present work is still working, demand of hi-tech LED TVs when LED or Flat screen TV is already available with them. All this is a trend impacting consumer behaviour.


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STATEMENT OF THE PROBLEM

The consumer wave rides high in the country today. Fast developing technology and newer innovations coupled with heightened competition, rising income levels and rapidly increasing consumer awareness has led high expectations on the part of consumer. In marketing terms "consumer" is thought of 'Who is the person to buy', 'what product to buy', 'object behind purchase', 'at what price' and 'at which place'.

OBJECTIVES OF THE STUDY

1. To study the consumer awareness of the Home Appliances.
2. To study the consumer level of usage of Home Appliances.
3. To find out the consumer satisfaction level of Home Appliances.

RESEARCH DESIGN & METHODOLOGY

METHODOLOGY

Both primary and secondary data have been used in the study. Primary data have been collected by using questionnaire and secondary data have been collected from via. The Researchers has taken the sample size of 60 respondents for the Research. The Researchers has chosen area of the study the Chennai City.

LIMITATIONS OF THE STUDY

- The respondents are limited to Kalaghatagi City only. The sample size of the study is 30 respondents.

CONSUMER APPLIANCES IN INDIA

FAVOURABLE ECONOMIC CONDITIONS AND CHANGING LIFESTYLES INCREASE DEMAND

Demand for consumer appliances in India has been growing, along with rising rural incomes, increasing urbanization, the growing middle-class and changing lifestyles. Rising disposable incomes coupled with easy financing schemes have led to shortened product replacement cycles and the changing perception of owning appliances, whereby appliances previously considered luxuries have now become considered necessities

INDIA IS IN THE SPOTLIGHT AS A LUCRATIVE MARKET FOR BOTH LOCAL AND INTERNATIONAL PLAYERS

International companies view India as one of the key markets for future growth in consumer appliances. The growth in demand is being driven by favourable demographics in terms of the working population and higher disposable incomes in rural areas.


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ANALYSIS & INTERPRETATION

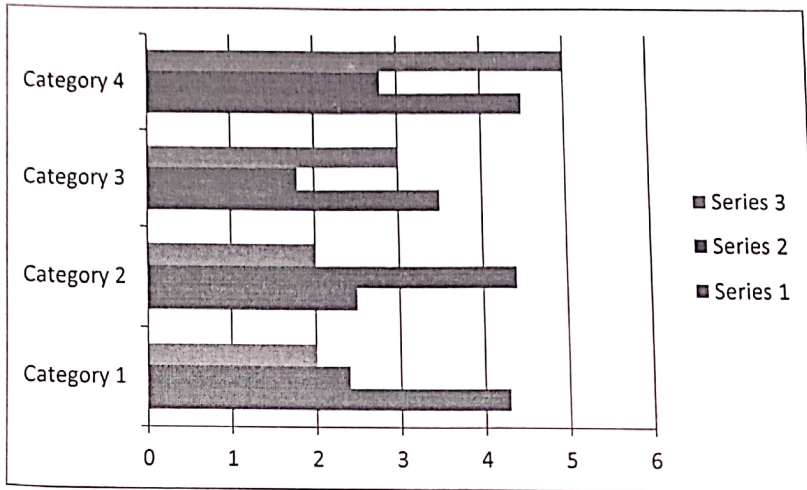
PERCENTAGE ANALYSIS METHOD

Table – 1.1: Table showing the gender of the respondents

Gender	No of the respondents	Percentage
Male	18	60%
Female	12	40%
Total	30	100%

Source: Primary data

Chart – 1.1: The gender of the respondents



Above table reveals that, 40% of the Respondents are Female and 60% of Respondents are Male.

Table – 1.2 : The source of awareness of Home Appliances

Source of awareness	No of the respondents	Percentage
Advertisements	10	33.33%
Sales man	02	6.66%
Friends & Relatives	15	50%
Others Specify	3	10%
Total	30	100.0

Source: Primary data

The above table shows that, 33.33% of the respondents are aware about Home Appliances through advertisement, 50% of the respondents are aware about Home Appliances through friends & relatives, 6.66% of the respondents are aware of Home Appliances through Salesman, and 10% of the respondents are aware of Home Appliances by Others.


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Chart – 1.2: The source of awareness of Home Appliances

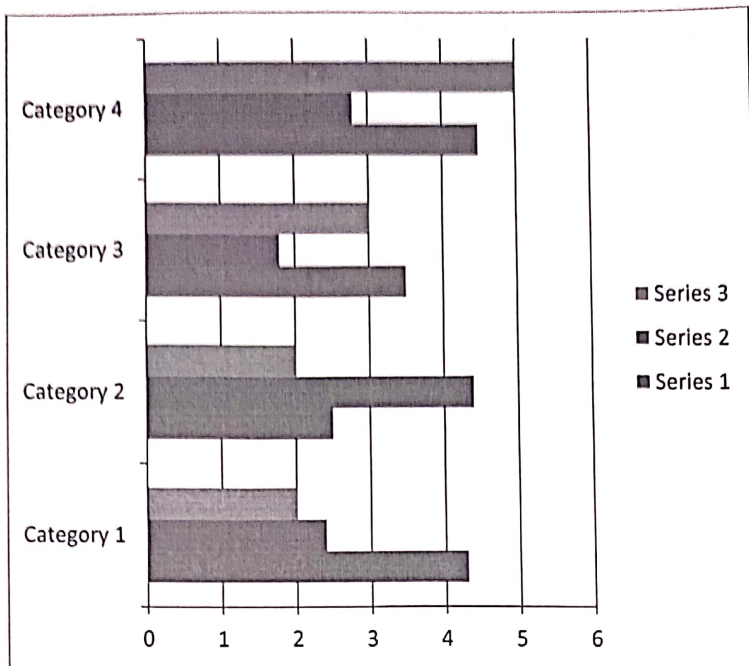
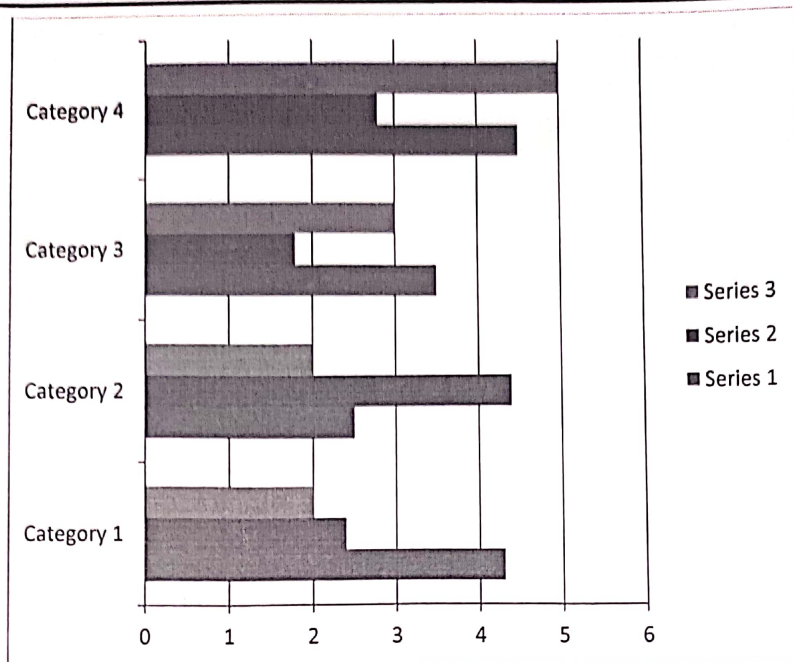


Table – 1.3 : The brands of Home Appliances for usage

Brands of Home Appliance	No of the respondents	Percentage
Samsung	05	16.66%
Whirlpool	04	13.33%
L.G.	04	13.33%
Videocon	05	16.66%
Voltas	02	0.66%
Philips	3	10%
Panasonic	2	6.66%
Prestige	2	6.66%
Butterfly	2	6.66%
Others specify	1	3.33%
Total	30	100.0


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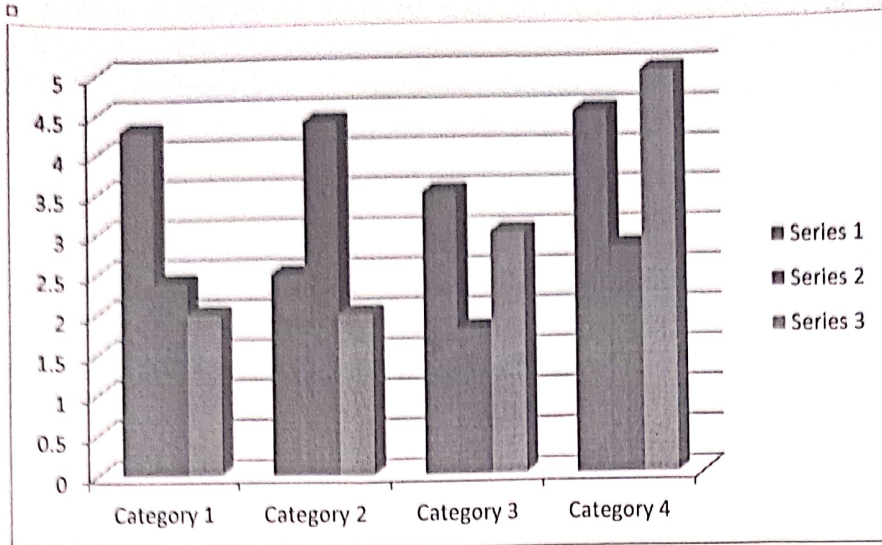
From the above table it is clear that, 16.66% of the respondents are using Samsung. Home Appliances, 13.33% of the respondents are using Whirlpool Home Appliances, 0.66% of the respondents are using Voltas Home Appliances, and 6.66% of the respondents are using Prestige & Butterfly Home Appliances. And others 3.33%

Table – 1.4 : The Price of purchase the Home Appliance

	No of the respondents	Percentage
Below 5,000	10	33.33%
5,001 – 10,000	08	26.66%
₹10,001 - 15,000	10	33.34%
Above ₹ 15,000	02	6.67
Total	30	100.0

Source: Primary data


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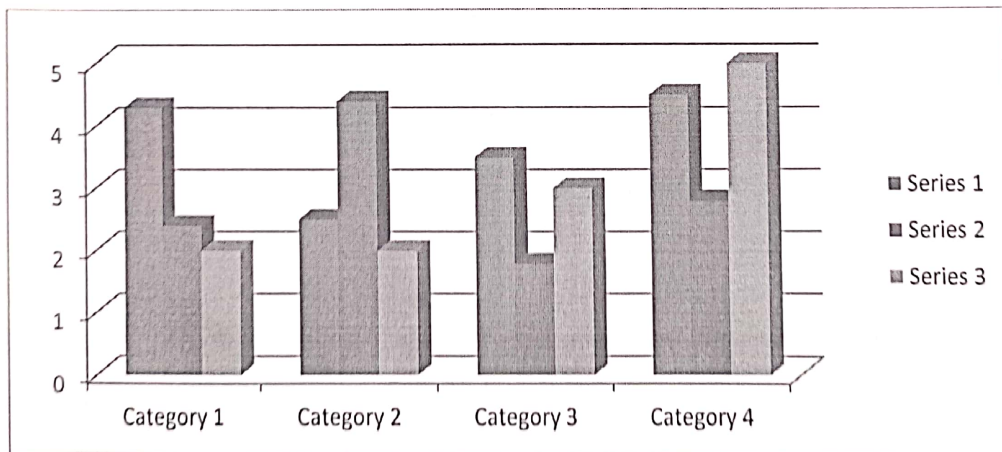


It is evident from table that, 26.66 % of the respondents are Price of purchase the Home Appliances 5,001 – 10,000 , 6.66% of respondents are Price of purchase the Home Appliances Above 15,000, and 26.66% of the respondents are Price of purchase the Home Appliances 5,001 – 10,000 .

Table – 1.5 : The level of satisfaction towards Home Appliances

Satisfactipon	No of the respondents	Percentage
Low satisfied	5	16.66%
Moderately satisfied	8	26.67
High Satisfied	07	23.33%
Very High Satisfied	10	33.34%
Total	30	100.0%

Source: Primary data



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Source: Primary data

From the Above table it is evident that, 23.33% of the respondents are High Satisfied towards Home Appliances, 10% of the respondents are Very High Satisfied, 26.67% of the respondents Moderately satisfied and 16.66% of the respondents are Low satisfied.

FINDINGS:

- Majority of the Respondents (60%) are male.
- Majority of the respondents (50%) are aware about Home Appliances through friends & Relatives.
- Most of the respondent (16.66%) are using Samsung & Vediocon. Home Appliances.
- Majority of the respondents (33.33 %) are Price of purchase the Home Appliances ₹ below 5,000 and –10,001-15000
- Most of the respondents (33.34%) are high satisfied towards Home Appliances.

SUGGESTIONS

This research study suggests farther studies in the field of home appliances have understudy of generalizations of findings to other area. Similarly research can be carried out in specific products such as TVs, Refrigerator washing machine etc.

1. Only few brands of Home Appliances are well known in the market, where as L.G, Voltas, Videocon undergo more of advertisement Samsung and Sony brands in order to make them familiar in the market.
2. Quality of Home Appliances companies to be improved in order to Customer care.

CONCLUSIOIN

The study of “Consumer Behaviour of Home Appliances” with special reference to Kalaghatagi City followed the questionnaire method and this survey result given preference to the customers the best performing Home Appliances products for its moderate price and quality. This research study revealed that consumer usage of home appliances and most of the respondents has satisfied.

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QUESTIONNAIRE ON CONSUMER BEHAVIOUR

1. Name : Abdul Rashid . Bengeri

2. Occupation : Business

3. Gender : Male / Female

4. Address : Bengeri, Bendigeri Oni, Kalaghatgi
Dist: Dharwad.

5. Sources of Awareness of Home Appliances

a) Advertisement b) Sales Man c) Friends & Relatives
d) Others [Specify]

6. The Brands of Home Appliances [TV/Fridge/Washing Machine
etc.]

a) Samsung, b) Whirlpool, c) LG, d) Videocon, e) Prestige,
f) Butterfly, g) Others [specify]


7. The price of the Home Appliances

a) Below 5000/- , b) 5001/- to 10000/-, c) 10001/-to 15000
d) above 15000/-

8. Level of satisfaction

a) Low satisfied, b) Moderate satisfied, c) High satisfied,
d) Very high satisfied

Rashid . Abdul Rashid . Bengeri


Student Name & Signature
[Investigator]


Signature of Consumer


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QUESTIONNAIRE ON CONSUMER BEHAVIOUR

1. Name : ^{Marekari} ~~XXXXXX~~ B. Jodalli.
2. Occupation : Housewife
3. Gender : Male / Female
4. Address : A/# : Hirekhondi halli,
Tq : Kalaghatgi,
Dt : Dhavul.
5. Sources of Awareness of Home Appliances
a) Advertisement b) Sales Man c) Friends & Relatives
d) Others [Specify]
6. The Brands of Home Appliances [TV/ Fridge/Washing Machine
etc.]
a) Samsung, b) Whirlpool, c) LG, d) Vediocon, e) Prestige,
f) Butterfly, g) Others [specify]
7. The price of the Home Appliances
a) Below 5000/- , b) 5001/- to 10000/-, c) 10001/-to 15000
d) above 15000/-
8. Level of satisfaction
a) Low satisfied, b) Moderate satisfied, c) High satisfied,
d) Very high satisfied

M. Jodalli
Student Name & Signature
[Investigator]

Marekari Jodalli
Signature of Consumer


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QUESTIONNAIRE ON CONSUMER BEHAVIOUR

1. Name : *Shiddu Hasarambi*
2. Occupation : *Business*
3. Gender : Male / Female
4. Address : *Near Halijal Road , Kalaghatgi*

5. Sources of Awareness of Home Appliances

- a] Advertisement b] Sales Man c] Friends & Relatives
d] Others [Specify]

6. The Brands of Home Appliances [TV/Fridge/Washing Machine etc.]

- a] Samsung, b] Whirlpool, c] LG, d] Vediocon, e] Prestige,
f] Butterfly, g] Others [specify]

7. The price of the Home Appliances

- a] Below 5000/- , b] 5001/- to 10000/-, c] 10001/-to 15000
d] above 15000/-

8. Level of satisfaction

- a] Low satisfied, b] Moderate satisfied, c] High satisfied,
d] Very high satisfied

B. Hasarambi

Student Name & Signature
[Investigator]

Bhavana S.H

[Signature]

Signature of Consumer

[Signature]

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QUESTIONNAIRE ON CONSUMER BEHAVIOUR

1. Name : Yallappa, basappa .shettannavar

2. Occupation : Farmer

3. Gender : Male / Female

4. Address : post office near by
Kamadheru Tq. Kalaghatgi

5. Sources of Awareness of Home Appliances

a] Advertisement b]Sales Man c] Friends & Relatives
d]Others[Specify]

6. The Brands of Home Appliances[TV/Fridge/Washing Machine
etc.]

a] Samsung, b]Whirlpool, c]LG, d]Vediocon, e] Prestige,
f]Butterfy, g] Others [specify]

7. The price of the Home Appliances

a] Below 5000/- , b]5001/- to 10000/-, c]10001/-to 15000
d] above 15000/-

8. Level of satisfaction

a] Low satisfied, b] Moderate satisfied, c]High satisfied,
d]Very high satisfied

Rajeshwari . Y. Shettannavar

Student Name & Signature
[Investigator]

Signature of Consumer

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STUDENTS LIST

Sl.No	Students Name	Signature
1	VIRESH SHIVANAND PUJAR	
2	SHRIKANTAGOUDA PATIL	
3	SHRIKANTH KAMADHENU	
4	KARTIK RAMESH HULAMANI	
5	SHIVANANDA SHANKRAPPA BADIGER	
6	BHAGYA PATIL	
7	MAKTUMHUSEEN NALABAND	
8	PREETI KANAVALI	
9	SNEHA RAMESH KALAL	
10	BIBI AYISHA RONAD	
11	KRISHNA JINNUR	
12	RANJITA GUDINAVAR	
13	AISHWARYA HIREMATH	
14	SANGEETA KALLAPPA AYATTI	
15	SHRIKANTH DYAMANNA NOOLVI	
16	PREETI MUDIGOUDRA	
17	SUVARNA BISARALLI	
18	HASARAMBI BHAVANA SIDDAPPA	
19	RAVI KOPPAD	
20	MAHALAXMI HIREMATH	
21	NETRA JODALLI	
22	BASAYYA RUDRAYYA HIREMATH	
23	SANJEEV ULLAGADDI	
24	OM CHANDUKAR	
25	RAJESHWARI YALLAPPA SHETTENAVAR	
26	ARCHANA PARASHURAM NIKKAM	
27	SUDEEP CHANDRAKANT KATE	
28	JAGADISHWARI SANGANAGOUDA PATIL	
29	ROSHAN BENERI	
30	VIDYA SHANTAYYA HIREMATH	
31	VIDYARANI YALLAPPA AVANNAVAR	

HOD, Commerce Dept.

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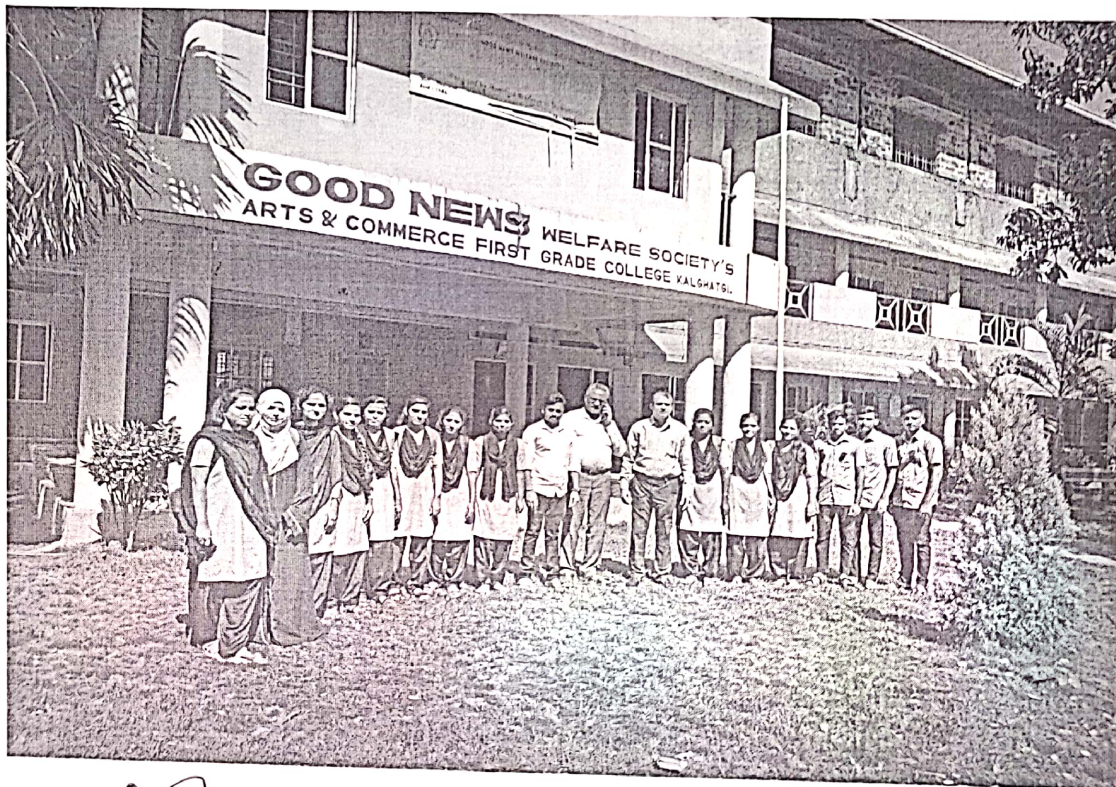
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PROJECT WORK TEAM



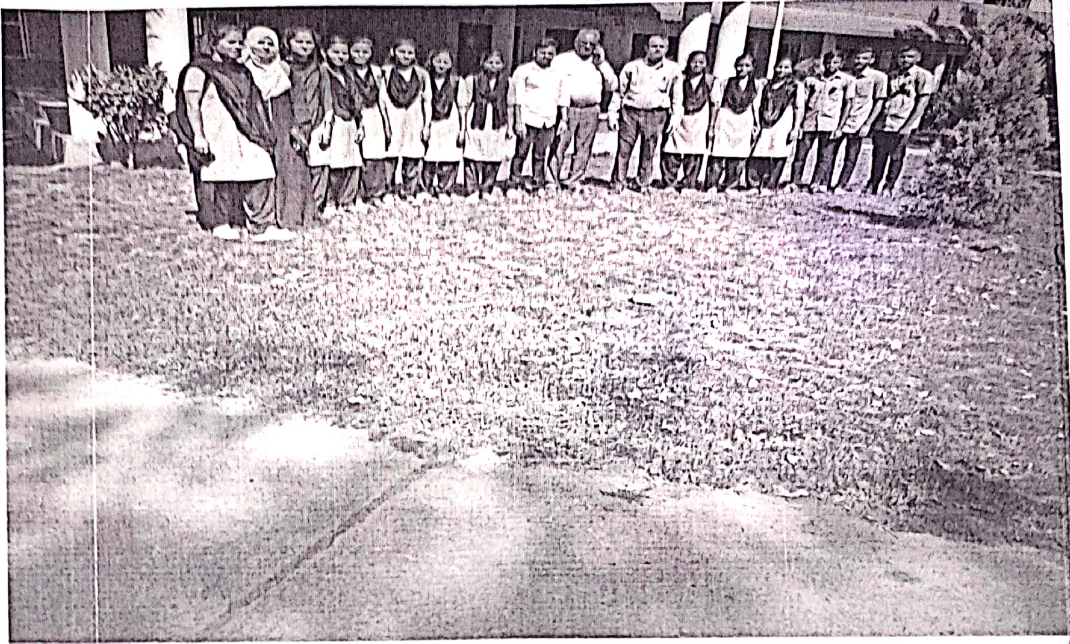
B COM IST SEMESTER STUDENTS [2021-22]



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M.S. M. Jagdeesh, HOD, Dept. of Com.


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PROJECT WORK TEAM [Consumer Behavior]



B COM 1ST SEMESTER STUDENTS [2021-22]



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[M. S. Inwagedmath]
HOD, Dept. of Com.

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