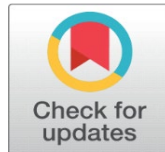
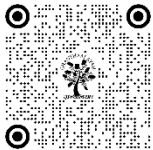


INFLUENCING CONSUMER PREFERENCE AND SATISFACTION TOWARDS BUYING BEHAVIOUR OF KITCHEN APPLIANCE PRODUCTS IN KRISHNAKIRI DISTRICT

G. Elavarasi¹✉, Dr. V. Pasupathi²✉

¹Ph.D. (Part time) Research Scholar, Periyar University and Guest Lecturer in Commerce, Government Arts and Science College, Hosur, Tamil Nadu, India

²Assistant Professor in Commerce, Periyar University Arts and Science College, Pappireddipatty, Tamil Nadu, India



Corresponding Author

G. Elavarasi, elavarasig10@outlook.com

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ABSTRACT

Every business in India, particularly in the country's largest cities, is attempting to survive on its platform as best it can under the current circumstances in order to reach the target number of prospective clients. The world economy will inevitably shift, and liberalisation is essential to our nation. With its extensive and excellent product line, the premier multinational company has joined the Indian market and is already playing a significant role. We understand that our "Customer is the King" and that the Indian market is expanding with a superior product line in electronic home appliances as compared to the global market. Customers are sufficiently aware and sound to make the best choices when it comes to purchasing the chosen brand of home appliances in order to meet the necessary objective. Without home appliances, a contemporary house is incomplete, particularly in large cities and metropolitan regions. In large metropolises, electronic home appliances are seen as a boon as they significantly reduce the amount of time needed for the majority of domestic household chores. Thus, the researchers took into consideration their study on the purchasing habits of consumers in Krishnagar District, Tamil Nadu, with regard to electronics and household appliances. Products related to home appliances such as air coolers, refrigerators, washers, microwaves, and televisions are included in this study. 253 respondents in Krishnagar were chosen for this study using an expedient sampling technique. This study employed a demographic research design, using a questionnaire as a means of gathering data from participants. Additionally, data segmentation will be used in the study. The conclusion reached was that while price, quality, offer, and appliance features empowered the consumer to purchase the appliance, demographic characteristics also influenced the consumer's decision to purchase.

Keywords: Preferences, Customer Satisfaction, Kitchen Appliances, Buying Behaviour, Design.

1. INTRODUCTION

Major advancements in comprehending consumer decision are indicated by customer brand inclination. A deeper understanding of this tendency dynamic may assist showcasing supervisors in better planning promotional efforts and creating enduring relationships with customers. Even while some studies have looked at how brand preference is created and altered, the majority of them focus on examining variables from the perspective of advertising. To develop a logical framework of brand inclination from the perspective of the buyer's experience. Thus, data regarding item attributes is broken down and conveyed at the core of the evolving advertising systems. There are other positive reactions, even if these subjective emotions derived from beliefs about brand attributes are important in creating predisposition.

2. LITERATURE REVIEW

Shimpi (2014) investigated the relationships between factors that influence consumers' decisions to buy used automobiles in order to comprehend the Indian auto industry. This study was carried out for the Pimpri Chinchwad Municipal Corporation and Pune Municipal Corporation districts using a questionnaire that was completed by 84 respondents. India has emerged as a possible market for second-hand vehicles as middle-class people's discretionary income rises. People now want to replace their automobiles with brands that have the newest and most modern technology because so many global manufacturers have opened stores in India. It was also observed that several manufacturers have established a distinct division to handle the selling of pre-owned vehicles.

Ravikumar et al. (2023) the conduct of the users was assessed using a number of factors. Furthermore, coworkers physically created, delivered, and collected a hard copy of the surveys. This made it easier for us to contact a variety of clients. Google Docs was used to digitise the hardcopy data that had been gathered, and MS Excel was used for analysis and plotting. Performance of the brands was contrasted. Achievement graphs are also used to analyse data on client happiness, referrals, likes, and preferences. This report provides a detailed explanation of the findings and data we obtained from the current investigation.

3. STATEMENT OF PROBLEM

The population's varied demographics, which include elements like family size, wealth, and educational attainment, are significant, but in the future, the consumer's psychographics—that is, their attitudes, beliefs, and behaviors—will be increasingly significant. Marketers will need to pay close attention to and comprehend the key psychographics in order to map how their relevant industries are developing and decide what needs to be done. Knowing consumer behaviour helps marketers understand how consumers feel, think, and make decisions about products, brands, and other possibilities. Understanding how customers are affected by others, including salespeople, family, and friends, is also helpful. Numerous elements, including as social, psychological, cultural, and personal ones, have an impact on a consumer's purchasing decisions. Marketers need to closely monitor most of these uncontrolled and external factors in order to properly comprehend the complicated behaviour of their clients.

4. OBJECTIVES

To identify the factors influencing Buying Behaviour and Customer Satisfaction.

To validate the effect between buyer behaviour and customer satisfaction.

5. HYPOTHESES

There is no impact between pricing, packaging and buyer behaviour

There is no impact between buyer behaviour and customer satisfaction.

6. METHODOLOGY

The qualitative technique has been used to gather data for this study. The interview approach is used by the researcher to obtain sufficient and correct data collecting. In addition, this study uses descriptive research to determine and forecast the link between variables. This makes it consistent with the research, which aims to determine whether or not there is a link between kitchen appliance designs and consumers' lifestyles. Purposive sampling was utilised in the survey participant selection process. Participants in this study were chosen according to their age, consumer income, and degree of education, which ranged from 18 to 50 years old. In addition, people with decision-making skills, purchasing power, and expertise of kitchen electrical appliances are involved.

7. ANALYSIS AND INTERPRETATION

RELIABILITY STATISTIC FOR EDUCATIONAL ASPIRATION

The Cronbach's Alpha value and the item-total statistics of 'Educational aspiration' are presented below.

Value	Statements
.833	16

8. FACTOR ANALYSIS

The sample adequacy is checked using the KMO and Bartlett test of sphericity, which also quantifies the intercorrelation among the variables.

Table 2

KMO and Bartlett's Test		
KMO		.814
Bartlett's Test of Sphericity	Approx. Chi-Square	4916.789
	df	120
	Significant	.000

The KMO value of 0.814, which is over 0.50 and quantifies the inter-correlation between the variables, indicates that the sample adequacy is verified by the Bartlett test of sphericity and the KMO. This is clear from Table 2 above.

Table 3

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.993	31.203	31.203	4.993	31.203	31.203	4.407	31.544	31.544
2	2.626	16.414	47.617	2.626	16.414	47.617	2.622	16.389	47.932
3	2.176	13.600	61.218	2.176	13.600	61.218	2.245	14.031	61.963
4	1.669	10.433	71.650	1.669	10.433	71.650	2.190	13.687	75.650
5	.748	4.676	76.326						
6	.608	3.799	80.125						
7	.507	3.170	83.296						
8	.452	2.824	86.120						
9	.410	2.563	88.683						
10	.392	2.452	91.136						
11	.353	2.205	93.341						
12	.325	2.031	95.372						
13	.236	1.475	96.847						
14	.211	1.316	98.163						
15	.150	.937	99.100						
16	.144	.900	100.000						

From the Table 3, it is evident that, the 4 constructs, comprising of 16 items that are extracted cumulatively explains 75.650 % of the overall variation.

Table 4

	I	II	III	IV
Usually, the time and effort invested in obtaining low pricing is not worth the savings in money.	.923			
I check pricing between brands when I go grocery shopping to make sure I'm getting the greatest deal possible.	.870			
Cheap costs worry me a lot, but I'm also worried about the quality of the products.	.862			
Though they still have to meet certain quality standards, I usually browse around for better deals on things.	.859			
Whenever I buy something, I always look to obtain the best value for my money.	.807			
If I wanted to find cheap prices, I would never shop at more than one place.	.758			
When I make a buy, the packaging design influences me.		.842		

packaging colour impacts my buying behaviour		.816		
The printed information on the package makes it easier for me to buy the particular item.		.760		
When I'm making a purchase, I value products with innovative and useful packaging.			.201	
An essential component of the buying experience is handling or seeing the things in person.			.872	
When buying, it's crucial to have direct connection and personal interaction with the salesman.			.818	
I usually seek expert opinion online before making a large-scale purchase			.813	
I'm really happy with how this product is packaged.				.870
My decision to buy this product is aided by the product packing information.				.847
The personalization that this product offers me makes me very happy.				.838

FACTOR 1:

As a result, each of these elements represents a single concept namely **product pricing**.

FACTOR 2:

As a result, each of these elements represents a single concept namely **Product packaging**.

FACTOR 3:

As a result, each of these elements represents a single concept namely **Customer satisfaction**.

FACTOR 4:

As a result, each of these elements represents a single concept namely **Consumer buying behaviour**.

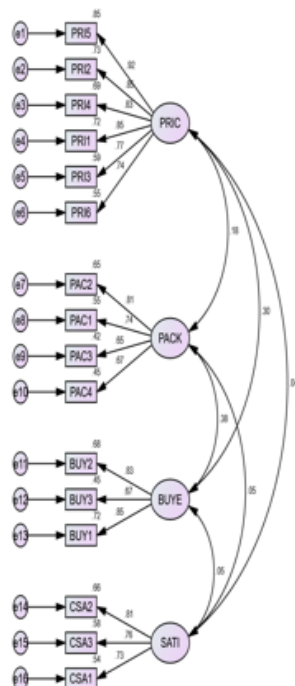
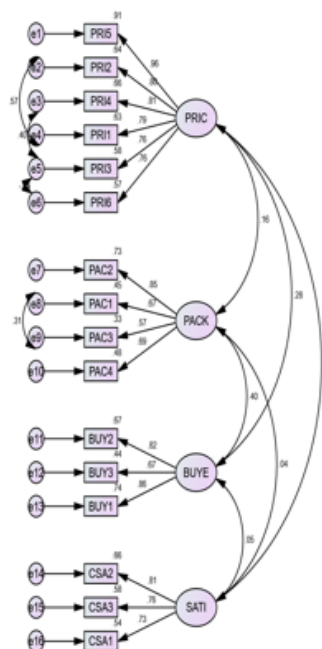
CONFIRMATORY FACTOR ANALYSIS**INITIAL MODEL****MODIFIED MODEL**

Table 5
Comparison of Initial and Modified model

Model	Chi square	Goodness fit index	Adjusted Goodness of Fit Index	Comparative Fit Index	Tucker Lewis Index	Normed Fit Index	Incremental Fit Index	Root Mean Square Error of Approximation	Root Mean Square
Before Error Correction	6.254	0.869	0.819	0.894	0.870	0.877	0.894	0.099	0.051
After Error Correction	3.353	0.931	0.900	0.954	0.942	0.937	0.955	0.046	0.046

Table 5 shows the after modifications of the initial model, the result provides a better level of acceptance in fit indices.

Table 6
Model Validity Measures

	Mean	Standard deviation	PRIC	PACK	BUYE	SATI	Cronbach's Alpha	Composite Reliability	AVE
PRIC	3.45	0.87	0.816				0.92	0.922	0.666
PACK	3.11	0.93	0.164***	0.705			0.95	0.895	0.497
BUYE	3.87	0.90	0.283***	0.402***	0.786		0.88	0.827	0.617
SATI	3.33	0.97	0.031	0.038	0.054	0.770	0.93	0.813	0.593

From Table 6, it is evident that all the mean values are more than 3. The values of standard deviation are nearly 1. The descriptive values of E Product pricing, Product packaging, Customer satisfaction, Consumer buying behaviour has 0.816, 0.705, 0.786, 0.770 respectively. Both the composite dependability and Cronbach's Alpha scores are higher than 0.8.

9. STRUCTURAL EQUATIONAL MODEL

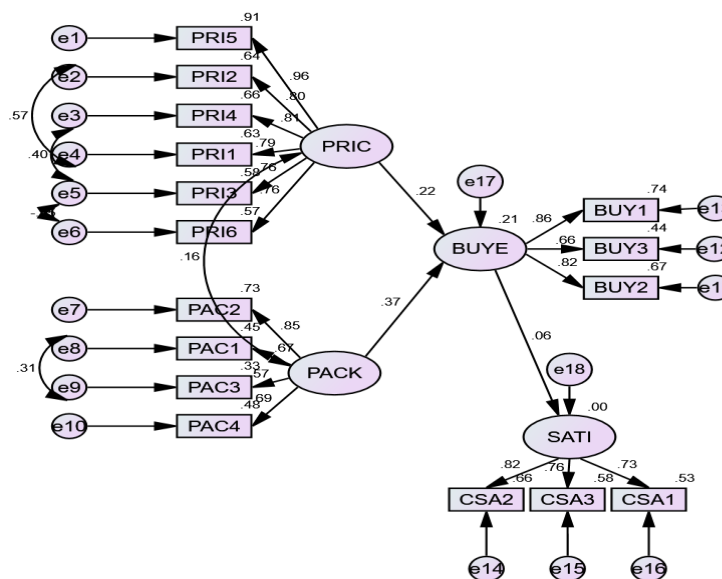


Table 7

	Estimate	S.E.	C.R.	P
BUYE <--- PRIC	.159	.033	4.878	***
BUYE <--- PACK	.391	.055	7.060	***

		Estimate	S.E.	C.R.	P
SATI	<--- BUYE	.050	.045	1.089	.276

The results of tests conducted using structural equation modelling are shown in Table 7.. Product pricing, Product packaging have significant effects over Consumer buying behaviour with P=0.000, 0.000 respectively. Consumer buying behaviour has no significant effect with Customer satisfaction.

10. IMPLICATIONS

It is evident that the electrical kettle's design conveys to the customer not just its look but also its meaning, including the calibre of the material and external finishes. Furthermore, how they look to others is a reflection of their personality. Furthermore, it displays life standards and quality of life along with connections to brands, technology, and content. Put another way, a premium brand's signature style typically combines cutting-edge functionality and technology with an upscale aesthetic. The field of education appears to influence consumer product choice in certain ways. It is evident from their conversation that industrial design students are less concerned with brand and pricing and more focused on design appearance, including appearance details, product benefits, technological applications, and styling. Additionally, when it comes to how industrial design students see electrical kettle design, the majority of them say that the design creates a sense of fulfilment. When an electrical kettle is designed with an organic shape and a glossy finish, for instance, people are probably going to believe that it is made of higher-quality, more contemporary materials. Some of them, meanwhile, are unable to connect the design to the brand and price. Presumably, they don't know as much about what constitutes an acceptable price for a certain design look, as pricing is often determined by brand, technology used, and product material.

CONFLICT OF INTERESTS

None

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None

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