A Study on Women Satisfaction towards Selected Home Appliances (With Special Reference to Coimbatore District)

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ABSTRACT

Women are important consumers in the world and also they control almost 80 percent of the household spending. In modern days the role of women in the society has been changed while comparing to ancient period. Every company know that "women are different", but marketers need a good understanding of how and why they are different and they should think in the point of view of women as a mom and as a girl. Especially Woman purchasing behaviour depends on emotion, personality, likeliness, ego, fashion, affordable price, design and colour. A study was carried out among 250 women respondents to analyze the satisfaction towards home appliances which are extensively used in Coimbatore districts, the products are refrigerator and Television. It reveals that women respondents' personal variables and their level of satisfaction have significant association with area of residence, occupation, number of children and monthly income.

1. Introduction

Women consumers form a major segment of purchasing household products in India. Indian women are becoming gradually more health and price cognizant. They started to spend more on personal shopping; this is due to increase in their earning capacity. Women consumer behavior is very important to the marketers because it enables them to understand and predict buying behavior of women but it is anxious not only with what consumers buy, but also with why they buy it, when and where they buy the product and how they buy it and how often they buy it and also how they consume it and dispose it. If marketers understand this, they are able to predict how women consumers are likely to react to various situations and are able to shape their marketing strategies accordingly. Studying the women purchasing behavior has great competitive advantage in the market place. Further it helps in market opportunity analysis, target market selection and marketing mix determination.

2. Review of literature

1) Dr Uma (2014) the study reveals the consumer attitude of Madurai district, the consumers in this place are important part to realize the challenges faced by marketers in comprehending customers mind. Because customer minds consist of different taste, preference, customs, culture, the findings of the study to analyze the consumer buying behavior towards selected home appliances in Madurai, the methodology of the study classified into primary data collected from questionnaires and secondary data from books, magazines. The study came into conclusion that consumer behavior & preference have great impact on home appliances products, the home appliances such as television, refrigerator, air conditioners, washing machines & mixer grinder are used on brand names.

2) Dr Abdul Brose khan (2014) [1] the study examines lifestyle characteristics have a great impact on consumer buying behavior clusters and study highlights lifestyle determinants of consumer buying behavior towards home appliances products in Ramanathapuram. The findings of the study is to found need recognition of high technology cluster & domestic purchase cluster comparing with comfort zone, the methodology of study is based on empirical method, questionnaires is prepared respondents have been pre tested by researchers in National Journal of Advanced Research 33 ramanathapuram. The study concluded with a consumer possess product with maximum possibility of lifestyle identity.

3) Vijayalakshmi (2014) [3] the current study focus on consumer ownership acquire & usage of home appliances helping marketer to understand in detail of customer acquire & usage framing best marketing strategies to conquer competition & improve loyal customers drive towards development of durable industries. The findings of the study are to find out the usage period of home appliances products. The data was collected from 357 respondents and statistical tools like chi square were adopted to analyze data and to obtain results. The study concluded with most of the respondents are using home appliances from 5-10 years so it is difficult to change existing brands, and customers buys home appliance only in case of festival and seasonal offers.

3. Statement of the problem

Women are rapidly gaining purchasing power in the household and they are independent in taking purchase decision. They directly decided which product to buy especially the household appliances, such as washing machine,
refrigerator, grinder etc. Due to the technological progress in the consumer durables sector there is an imperfect competition in the appliance sector, the price of home appliances decreases, so purchase of home appliances by women consumers has been raised. Due to the drastic changes in the role of women in purchase decisions, a new marketing concept has been developed that is women consumer behavior. This raises the following questions: What is their level of satisfaction of women towards home appliance? And what are the factors that influence their satisfaction?

4. Objectives of the study

The following are the objective of the study:

1. To assess the level of satisfaction of women towards home appliances.
2. To identify the factors influence the level of satisfaction of women towards home appliances.

5. Methodology

1. Source of Data

The study is mainly based on primary data. Interview schedule was used to collect the opinion of the women respondents towards home appliances. Secondary data have been used to explain the theoretical aspects of the study. Annual reports of Companies and articles from journals, bulletins and websites form the secondary source.

2. Sampling

Coimbatore is an important commercial district in Tamil Nadu. There are eleven taluks in Coimbatore. Two Hundred and Fifty respondents have been selected from Coimbatore district to express their opinion about home appliances by adopting convenient sampling technique.

Product Selection:
- Refrigerator
- Television

3. Frame Work of Analysis

Data collected from the respondents were edited and tabulated as per the requirements of the study. The collected data have been analyzed using Simple Percentage, Chi square Test and ANOVA.

6. Significance of the study

The result of the study will certainly be useful to women consumers, home appliances companies and agents.

7. Limitation of the study

1. The area of the study is limited to Coimbatore district, so the result of the study cannot be generalized.
2. The sample size has been restricted to 250 only.
3. Accuracy and validity of the study very much depends on the open mindedness of the Respondents.

8. Findings of the study

Level of satisfaction

Policy awareness index is computed to identify the level of satisfaction of the women towards home appliances. The respondents are rated on a four point scale. Answer to the questions ranges from one to four. Thus, the maximum score will be 40. The mean awareness is 11.44 and the standard deviation is 2.53, the score up to 8.91 is categorized as low; the score from 8.92- 13.97 is categorized as medium; and the score above 13.98 is categorized as high;

Table 1

<table>
<thead>
<tr>
<th>Level of Satisfaction</th>
<th>Number of Respondents</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>53</td>
<td>21.2</td>
</tr>
<tr>
<td>Medium</td>
<td>151</td>
<td>60.4</td>
</tr>
<tr>
<td>High</td>
<td>46</td>
<td>18.4</td>
</tr>
<tr>
<td>Total</td>
<td>250</td>
<td>100</td>
</tr>
</tbody>
</table>

The table1 clearly depicts that 53 (21.2 percent) women’s have low level of satisfaction, 151 (60.4 percent) women’s have medium level of satisfaction and 46 (18.4 percent) women’s have high level of satisfaction.

Variables associated with satisfaction of women towards home appliances

In order to find out the association between the select variables and the level of satisfaction of women towards home appliances, the following hypothesis is formulated and the results are shown in table2.

Ho: There exists no association between select variables and the level of satisfaction of women towards home appliances.

Table 2

<table>
<thead>
<tr>
<th>S.No</th>
<th>VARIABLES</th>
<th>Df</th>
<th>X^2 VALUE</th>
<th>TABLE VALUE</th>
<th>SIGNIFICANT/ NOT SIGNIFICANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Area of Residence</td>
<td>4</td>
<td>16.426</td>
<td>5.991</td>
<td>Significant</td>
</tr>
<tr>
<td>2</td>
<td>Age</td>
<td>6</td>
<td>5.790</td>
<td>12.592</td>
<td>Not Significant</td>
</tr>
<tr>
<td>3</td>
<td>Marital Status</td>
<td>2</td>
<td>6.564</td>
<td>5.991</td>
<td>Significant</td>
</tr>
<tr>
<td>4</td>
<td>Educational Qualification</td>
<td>8</td>
<td>4.473</td>
<td>15.507</td>
<td>Not Significant</td>
</tr>
<tr>
<td>5</td>
<td>Occupation</td>
<td>14</td>
<td>25.228</td>
<td>23.685</td>
<td>Significant</td>
</tr>
<tr>
<td>6</td>
<td>Type of Family</td>
<td>2</td>
<td>5.847</td>
<td>5.991</td>
<td>Not Significant</td>
</tr>
<tr>
<td>7</td>
<td>Status in the Family</td>
<td>2</td>
<td>3.244</td>
<td>5.991</td>
<td>Not Significant</td>
</tr>
<tr>
<td>8</td>
<td>Number of Children</td>
<td>4</td>
<td>13.985</td>
<td>9.488</td>
<td>Significant</td>
</tr>
<tr>
<td>9</td>
<td>Earning Member in the Family</td>
<td>6</td>
<td>12.402</td>
<td>12.592</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>
Table 2 reveals that among the personal variables selected there exist a significant association between the variable namely Areas of residence, marital status, occupation and number of children in the family where there does not exist any significant association between the variables like Age, Educational qualification, Type of family, Status in the family, Earning member in the family, Monthly income, Monthly income of the family and Total savings.

Table 3 reveals that, out of twelve variable area of residence, occupation, number of children, earning member in the family and monthly income are found to be significant difference between the variables and satisfaction of women towards home appliance.

9. Conclusion
Home appliances are very important in every house. They have given a positive impact on human health, reducing the burden, improving relaxation for households and improving hygiene in their family. In recent days most of the home appliances have produced some major changes in the relationships among family. It have become a status symbol but it has simplified the day to day activities of the women, so it has become an life companions and thus home appliances play emotional role.

References
1. Understanding women through buying behaviour-ideamakemarket.com
2. Everyone should know about the women consumers-forbes.com
3. Buying behaviour of women- Ms. P. Anuja
4. Dr Uma (2014) “the consumer buying behavior towards selected home appliances in Madurai”