

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS HOME APPLIANCES IN COIMBATORE

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Abstract

The India Consumer Appliance Market grows from USD 48.15 million in 2024 to USD 81.13 million by 2032, at a 6.74 % CAGR, highlighting steady expansion. The largest segment in this market is Major Appliances, with a market volume of US\$ 42.17 bn in 2025. In terms of per household revenues, in India is expected to generate US\$217.04 in 2025. In 2026, the Household Appliances market is anticipated to exhibit a volume growth of 3.31%. By 2030, the market volume is expected to reach 522.73m pieces. Objectives of the study are (i) to present the socio economic factors of the respondents, (ii) to find the variables and to present the level of consumer buying behaviour of home appliances and (iii) to offer suggestion to the buyers and sellers. 140 questionnaire are taken for this study, adopted convenient sampling method the same time the respondents are ensured that all they are having all electronic home appliances products while distributing the questionnaire. The study concluded that the consumers buying behaviour changing time to time and according to their income and other socio economic factors, it is the duty of the manufacturer to conduct study periodically to understand the consumer's requirements to increase their sales and business development.

Keywords : Home appliances, consumer buying behaviour, place of purchase, mode of purchase and frequent of purchase.

Introduction

The India Consumer Appliance Market grows from USD 48.15 million in 2024 to USD 81.13 million by 2032, at a 6.74 % CAGR, highlighting steady expansion. The largest segment in this market is Major Appliances, with a market volume of US\$ 42.17 bn in 2025. In terms of per household revenues, in India is expected to generate US\$217.04 in 2025. In 2026, the Household Appliances market is anticipated to exhibit a volume growth of 3.31%. By 2030, the market volume is expected to reach 522.73m pieces. It is projected to grow annually by 7.33% (CAGR 2025-2030). The consumer buying behaviour changing according to their income, social status, life style and family type, this study focusing the consumer behaviour of home appliance. Strong Economic Growth Boosts Consumer Spending, the India Consumer Appliance Market benefits from sustained GDP expansion and rising household income. Consumers allocate a greater share of budgets to modern appliances. The growth is driven by increasing disposable income, urbanization, technological advancements, and the rising trend of smart and energy-efficient appliances, supported by government initiatives.

Purchasing behavior is a potent tool in the hands of the marketers to understand the consumers' needs and preferences and design the products accordingly. Studying consumer behavior helps in creating new customers as products are manufactured only after knowing recent trends further it helps in retention of consumers too as necessary and timely changes are

incorporated in products and services as per the customer's tastes and preferences. The Study also helps in developing relevant marketing programs to capture consumers. Over all the study of consumer behavior is an essential prerequisite before launching any product.

Statement of the problem

The rapid growth of the home appliance market in India, driven by rising incomes, urbanization, and changing lifestyles, has significantly influenced consumer buying behaviour. In Coimbatore, a prominent industrial and residential hub of Tamil Nadu, consumers are exposed to a wide range of home appliances across multiple brands and price segments. Despite the increasing demand, consumer preferences are shaped by diverse factors such as brand perception, price sensitivity, product quality, after-sales service, and promotional strategies.

However, marketers face challenges in understanding the specific needs and buying motives of consumers in this region, as there is no uniform pattern of behaviour. The lack of updated, localized insights makes it difficult for manufacturers and retailers to tailor their offerings effectively. Therefore, a focused study on the buying behaviour of consumers towards home appliances in Coimbatore is essential to identify key influencing factors, purchasing patterns, and brand preferences. This research will help bridge the knowledge gap and support strategic decision-making for businesses operating in this competitive market.

Objectives of the study

1. To present the socio economic factors of the respondents.
2. To find the variables and to present the level of consumer buying behaviour of home appliances.
3. To offer suggestion to the buyers and sellers.

Sampling design

The study conducted in Coimbatore, the researcher adopted convenient sampling method for this study. Prepared structured questionnaire and distributed to 150 peoples in Coimbatore and collected back from them by 140. All 140 questionnaire are taken for this study, adopted convenient sampling method the same time the respondents are ensured that all they are having all electronic home appliances products while distributing the questionnaire.

Tools and techniques

The researcher adopted percentage analysis to present the socio economic factors. The tables shows the factors, number of respondents and percentage of respondents in respective tables.

Findings

The following are the major findings of the study.

1. Majority (40.00%) of the respondents are between 26 years and 35 years old.
2. Majority (60.00%) of the respondents are male.
3. Majority (32.14%) of the respondents are professionals.
4. Majority (34.29%) of the respondents are under graduates.
5. Majority (39.29%) respondents are purchasing home appliances at multi brand stores.
6. Majority (42.86%) of the respondents are getting loan to buying home appliances.
7. Majority (43.57%) of the respondents are buying whenever need for products.

Suggestions

1. Segment Consumers Demographically should be Classify respondents based on age, income, education, and occupation to understand varied preferences and behaviors.
2. Include Both Urban and Semi-Urban Areas may cover different parts of Coimbatore district to get a broader view of consumer choices across geographic and economic backgrounds.
3. Identify Key Decision-Making Factors to explore the importance of price, brand, energy efficiency, features, and warranty in the consumer decision process.
4. Study the Role of Digital Influence to assess how online reviews, social media, and e-commerce platforms impact purchase decisions.
5. Compare Online vs. Offline Buying Preferences of the consumers to understand whether consumers prefer online shopping for convenience or offline purchases for physical inspection.
6. Evaluate the Impact of Seasonal Offers and Promotions of the home appliances to analyze how discounts during festivals or sales events influence buying behavior.
7. Include Post-Purchase Experience of the consumers to examine customer satisfaction with delivery, installation, and after-sales service.
8. Suggest Strategies for Retailers and Marketers based on findings, recommend ways to improve product positioning, customer engagement, and service delivery in Coimbatore.

Conclusion

The researcher conducted the study in Coimbatore to study the consumer buying behaviour, the study conducted with 140 samples in Coimbatore. The study on consumer buying behaviour towards home appliances in Coimbatore reveals valuable insights into the buying mode, buying place and frequent of purchase of home appliances in the region. The suggestions presented by the researcher to understand consumers behaviour while buying home appliances. The suggestions may helpful to the marketers, manufacturers and distributors to development their business, the same time as a consumers which factors influence to buy the home appliances are presented. The study concluded that the consumers buying behaviour changing time to time and according to their income and other socio economic factors, it is the duty of the manufacturer to conduct study periodically to understand the consumer's requirements to increase their sales and business development.

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