

A STUDY ON BUYING BEHAVIOR OF THE CONSUMERS IN UNILET APPLICANCES PVT LTD STORE

AUTHOR DETAILS

Dr. KS Ramkrishna MA, MBA, M,Phil, Ph.D

Prof & Head, Department of MBA

Shridevi Institute of Engineering & Technology , Tumakuru , Karnatataka

Mr. Puneetha M (2nd year MBA)

Shridevi Institute of Engineering & Technology , Tumakuru , Karnatataka

ABSTRACT

This study will focus on consumer preference towards home appliances in this study on attempt has been made to discuss some of the home appliances stores are not preferred by the consumer and preferred only brand and equity like Unilet home appliances pvt ltd.

Key words : consumer buying behaviour , Home appliances

INTRODUCTION

Consumer Behavior, According to Belch & Belch, is the process by which individuals participate in activities such as selecting, obtaining, using, evaluating and disposing of goods or services to fulfill their desires and cravings.

The concept of being highly focused among today's consumers should be seen as an ongoing opportunity in the retail sector. To better understand the reason behind this idea and to solve the problem of creating customer confidence we need to divide consumers into five basic groups.

Your loyal customers

These are people who have the power to influence our purchasing and promotional choices. A loyal customer will be appreciated for nothing more than asking for their opinion and showing how much you respect them.

Discounted customers

This category will revolve your inventory and, as a result, significantly contribute to your cash flow. However,

the same population is often able to spend money on you because they are more likely to give you anything back.

Motivated customers

This is the type of customer we all love to serve. Impulse is nothing like advising a shopper and seeing them respond positively to our thoughts. We want to focus our offerings on this population because it provides valuable information and experiences to customers.

OBJECTIVES

1. To assess on factors those influencing the customers buying behavior.
2. To examine the demographics variables associated in customers buying behavior.
3. To study impact of promotional activities on consumer buying behavior.

LITERATURE REVIEW

1. Muhammad Ali, (2016)

According to Mohammed, in this era of intense competition, every company is competing for a greater share of the market. Consumers and consumers become central to every action companies take in this regard. Because consumers have a key role to play in contemporary marketing, marketers need to focus on the consumer rather than the product or product. This change resulted in a revamp of the marketing mix components idea, although it was modified from the 4P to the 4C model. Before choosing product equity, pricing strategy, channel or product promotion, marketers need to focus on needs. The desires, desires and preferences of consumers in this marketing age.

2. Fatima Sarwar et al (2016)

According to Fatim, Aftab and Iqbal, brand expertise is an important factor. The more familiar the customer is with a brand and the more information he has about its price, quality and other factors, the more he will invest in that brand.

3. FazlurRehman (Also known as FazlurRehman) (2017)

It is also recommended to focus on marketing methods and techniques in sales promotion activities to influence the buying inclinations of the customers in the personalized approach. Individual factors and their sub-

dimensions formed a positive relationship in market stability and openness of mind, conceptual structure, and its sub-dimensions such as sales promotion and social factors and physical planning also showed significant positive effects.

RESEARCH METHODOLOGY

Data Collection: This study is started to assess the purchasing pattern of buyers in Unilet Appliances private limited. Data is collected from together with primary and secondary sources.

1. Technique: Collecting data from the Unilet Appliances private limited and its Customers.

2. Area: The data will be collected in the city limits of Tumkur.

3. Data Type:

- **Primary Data:** Questionnaires for organization and consumers.
- **Secondary Data:** Magazines, Newspapers, Websites, Text books etc.

Sample – size

The sample size for the study is 100 customers.

DATA ANALYSIS AND INTERPRETATION

Table showing factors influenced you to buy the products from Unilet

Factors	No of customers	Percentage(%)
Advertisement	32	32%
Shop display	28	28%
Word of mouth	21	21%
Family/friends/relatives	19	19%
Others	7	07%
Total	100	100%

Analysis: The above table displays that 32% of customers are influenced by advertisement and 28% customers are influenced by Shop display, 21% customers are influenced by Word

of mouth, 19% customers are influenced by friends/family and relatives, remaining 7% customers are others.

Graph showing factors influenced you to buy the products from Unilet



Interpretation: The above graph illustrate that now a days advertisement impact more on the purchase of product because in advertisement they provide clear information about the product and show product in very unique way. It enables customers to purchase same products.

CONCLUSION

Under standing of consumer Buying behavior is an vital role of any firm to fulfill the consumer needs, as of the analysis made from the collected data, it would be determined that overall customers are satisfied with Unilet appliances pvt ltd. The store provides good quality products and service to its customer and provides modern technology products as well as traditional products. Most of the consumers are price sensitive and depend on local brand of the store. Company should improve loyalty program and parking facility should provide more offers and more discounts to attract consumers and retain the customer.

REFERENCE

1. Javad Esmaeili . (2016). The Impact of Brands on Consumer Buying Behavior. *The Impact of Brands on Consumer BuyingBehavior*.16(1),1-16.
2. Seema Gupta Tanvi Gupta Shainesh. (2018). Navigating from program loyalty to company loyalty. *Indian Institute of ManagementBangalore*.1(2),197-198.
3. Fazalur Rehman, Rosman Bin MdYusoff, Shafie Bin Mohamed Zabri and FadillahBintiIsmail.(2017).Determinantsofpersonal factorsininfluencingthebuyingbehavior of consumers in sales promotion. *Emerald Publishing Limited, ISSN 1747-3616*.VOL.18NO.42017(1),408-412.
4. Dr. Muhammad Tariq Khan, Dr. Asad Afzal Humayun and Dr. Muhammad Sajjad.(2015).FactorsAffectingImpulseBuyingand%ageofImpulseBuyinginTotalPurchasing. *International Journal of Information, Business and Management*. Vol. 7,No.1,2015(1),222-235.