

Project Report on Consumer Behaviour towards Washing Machines and Refrigerator

Supervisor :

Submitted by :

Lecturer

Enrolment No.
MBA IV Sem. (Marketing)

Remarks of Evaluator

Approved/Disapproved

Approved/Disapproved

(I Evaluation)

(II Evaluation)

Session : _____

University

Bio-Data of Supervisor

Name :
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I am willing to supervise _____
Enrolment No. _____
On the topic of "**Consumer Behaviour towards
Washing Machine/Refrigrator**"

(Signature with seal)

Countersigned by Director of Study Centre with Seal

REVIEW OF LITERATURE & PROBLEM STATEMENT

As I would find any Project Report on the topic consumer behaviour towards Washing Machine and Refrigerator. So, I consult Indian Journal of Marketing of last year for latest information.

Topics of various author are as follows :-

- ⌘ “Consumer Behaviour & Marketing” by Swasti Soni
- ⌘ “Brand preference of Talcum Powder” by Dr. G.S. Ganesan
- ⌘ “Buyer Behaviour of Home Appliances” by Dr. G. Sudarsana Reddy & Mr. Rajarashmi
- ⌘ “Knowing the Customer” by Dr. Deepak Raj Gupta.

PROBLEM STATEMENTS

This Research is mainly dealt with knowing purchase and post purchase behaviour.

This Research is focuses on product output which customer get from the product.

This Research is also focus on changing preference of customers because in today's time there are so many best option for customer for every electronic product.

This Research also studies that product are reaching up to the expectation of customer or not.

A electronic product company differentiate its product on different grounds. So we study that, for which qualities company is advertising, those features that product have or not.

SCOPE OF THE STUDY

- ❶ This Report will help to understand the consumer behaviour towards purchasing a new Washing Machine or Refrigerator.
- ❷ It also opens the various factor which can effect the purchase decision.
- ❸ This Report provides a frame of mind of people, what are the exceptions of consumer and up to how much level these expectation met.
- ❹ This Report will be helpful for Retailers and Companies so that they can understand the consumer behaviour and can satisfy the consumer on more better manner.
- ❺ To know whether they recommend to other or not.

OBJECTIVES OF THE STUDY

- ① To know race of celebrity in buying decisions.
- ② To know consumer behaviour while purchasing.
- ③ To know what factor affect consumer behaviour.
- ④ To know the consumer view regarding service/after sales service.
- ⑤ To know various strategies used by companies to attract consumers
- ⑥ To know the consumer preference.

RESEARCH METHODOLOGY

TYPE OF RESEARCH DESIGN

The project will ascertain the drivers Consumer Behaviour and to find the factor which affect purchase of Washing Machine & Refrigerator.

The Research divide into two parts : -

- ↳ exploratory research to find the various drives of consumer behaviour
- ↳ conclusive research to find the factor affecting the purchase.

EXPLORATORY RESEARCH

The universe define as comprising of people who had avail, purchase for Washing Machine & Refrigerator. Exploratory Research aimed at finding out the drivers of consumer behaviour.

CONCLUSIVE RESEARCH

Conclusive Research consisted of Administer Survey through questionnaire. The questionnaire mainly had closed end questions. The Final Questionnaire consisted of questions based on factors affecting the consumer behaviour.

INFORMATION NEED

Respondent's Profile

- ★ Number of members in family
- ★ Monthly Household Income

General Information

- ★ Various consumer goods viz. Colour T.V., Refrigerator, Washing Machine etc. owned by respondent.
- ★ No. of Refrigerator & Washing Machine owned (Nominal Scale & multi-choice)
- ★ From where they get information about Washing Machine & Refrigerator (multioptional)
- ★ How much respondents are satisfied by product (multi-optional)

DATA COLLECTION FROM PRIMARY SOURCES

The Primary Sources are customer who purchase or going to purchase Washing Machine and Refrigerator.

The Universe for the survey is the customer who researches dealer's shop and who have Washing Machine & Refrigerator in their home. In all, I collect a sample of 200. Data will be collect through administrated questionnaires.

QUESTIONNAIRE

Name _____ Age _____

Sex Male () Female ()

Family Income (Monthly)

- (i) upto 5000 () (ii) 5000-7500 ()
(iii) 7500-10000 () (iv) Above 10000 ()

FAMILY KIND

- (i) Nuclear Family () (ii) Joint Family ()

QUESTIONNAIRE

1. Did you recently purchase a new Washing Machine?

Brand Name : _____

Time : _____

2. Do you have any Old Washing Machine in your home before purchase new Washing Machine : -

- (i) Yes () (ii) No ()

If yes, then reason for purchasing new one, please tick

- (i) Old Washing Machine out of function/problematic ()
(ii) Better & Modern Washing Machine available ()
(iii) Storage Capacity of old Washing Machine is not sufficient

Q.3. You have old Washing Machine, is it semiautomatic, automatic or simple Washing Machine?

(*Please Tick)

- (i) Semiautomatic () (ii) Automatic ()
(iii) Simple Washing Machine ()

Q.4. On what basis you purchase that specific brand of Washing Machine (please rank)

- (i) Superior Quality/Technology ()
- (ii) Price/Value for Money ()
- (iii) Durability ()
- (iv) Brand Image ()
- (v) Financial ()
- (vi) Celebrity Endorsement ()
- (vii) Recommended by others ()

Q.5. From where did you know about your brand of Washing Machine?(Please Tick)

- (i) Print Media ()
- (ii) Broadcasting Media ()
- (iii) Hoarding/Glowing Sign Board ()
- (iv) Word-of-Mouth ()

Q.6. How many people of your family do involve in purchasing decision making : -

- (i) Husband (Individual) ()
- (ii) Wife (Individual) ()
- (iii) Husband & Wife (Both) ()
- (iv) Entire Family ()

Q.7. How much are you satisfied with your current purchase?

- (i) Fully ()
- (ii) Party ()
- (iii) Not Satisfied ()

Q.8. How do you view celebrity endorsement in case of Washing Machine?

- (i) Strongly Agree () (ii) Agree ()
(iii) Neutral () (iv) Disagree ()
(v) Strongly Disagree ()

Q.9. When did you purchase/would like to purchase Washing Machine?

- (i) When promotional schemes are open
(ii) irresponse of promonational schemes

Q.10. What is your opinion regarding about 'After Sales Service' of Washing Machine?

- (i) Stongly Agree () (ii) Agree ()
(iii) Neutral () (iv) Disagree ()
(v) Strongly Disagree ()

Q.11. If someone in your reference group and wants to purchase a new washing machine, would you suggest your company's brands?

- (i) Yes () (ii) No ()

If No, then why : _____

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