

BRAND PREFERENCE AND CONSUMPTION PATTERN OF HOME APPLIANCES BY CONSUMERS IN KERALA

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ABSTRACT

Consumer is the king in the market. In today's competitive environment attracting, satisfying and maintaining consumer is more difficult than producing goods. For a single product a lot of brands are available in the market. In the case of home appliances a lot of foreign and national brands are there for customers to choose from.

The objective of this study was to identify the factors influencing preference for a brand of home appliances and determine their consumption pattern. It also reveals the attitude and perception of consumers towards different brands. The study identified the most preferred brand by consumers in each category of home appliances. Primary data was collected through personal and telephone interview with the help of a structured interview schedule.

The study reveals that consumers in Kerala are using almost all the home appliances for their comfortable life. Refrigerator, Washing Machine and Air Conditioners were changed to necessities from luxurious status. People are considering brand and features of the product before making purchases. Some people were influenced by festival season offers. None of the customers are using online mode of purchase for acquiring home appliances. All the respondents are satisfied with their existing home appliances and they will recommend these products to their friends and relatives.

KEY WORDS: Consumer, brand, competitive environment.

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