



## AN ANALYSIS ON PURCHASE BEHAVIOUR TOWARDS SELECTED WHITE GOODS

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### ABSTRACT

*Consumer durables have emerged as one of the fastest growing industries in India. Once perceived as luxury items, consumer durables today have become as an indispensable tool of everyday use for the Indian middle class. The largest contributing sector among durables is white goods, also known as consumer appliances, like air conditioners, refrigerators and washing machines. Consumers' attitude and preferences have been vastly changing all over the world for the past a few years particularly in the Indian white goods market due to the entry of foreign brands which create heavy competition as well as broad choice for buyers. Every marketer is constrained to find out factors for which buyers give much importance and how far they are satisfied with these factors. This research examines the purchase behaviour and attitude of buyers towards selected white goods such as refrigerator, washing machine and air conditioner. The research is descriptive in nature and data were collected through structured questionnaires with the sample size of 517. The study has been done in Erode district, Tamil Nadu in India. The main objectives of the study are to find out factors which influence buyers for the purchase of culled white goods and the importance given for selection of retail outlet for their purchase. The satisfaction level of the consumers towards the products, their experience in the retail outlet during the purchase and after sales service seems to be optimistic.*

*Keywords: Consumer; white goods; product; service; purchase behaviour*