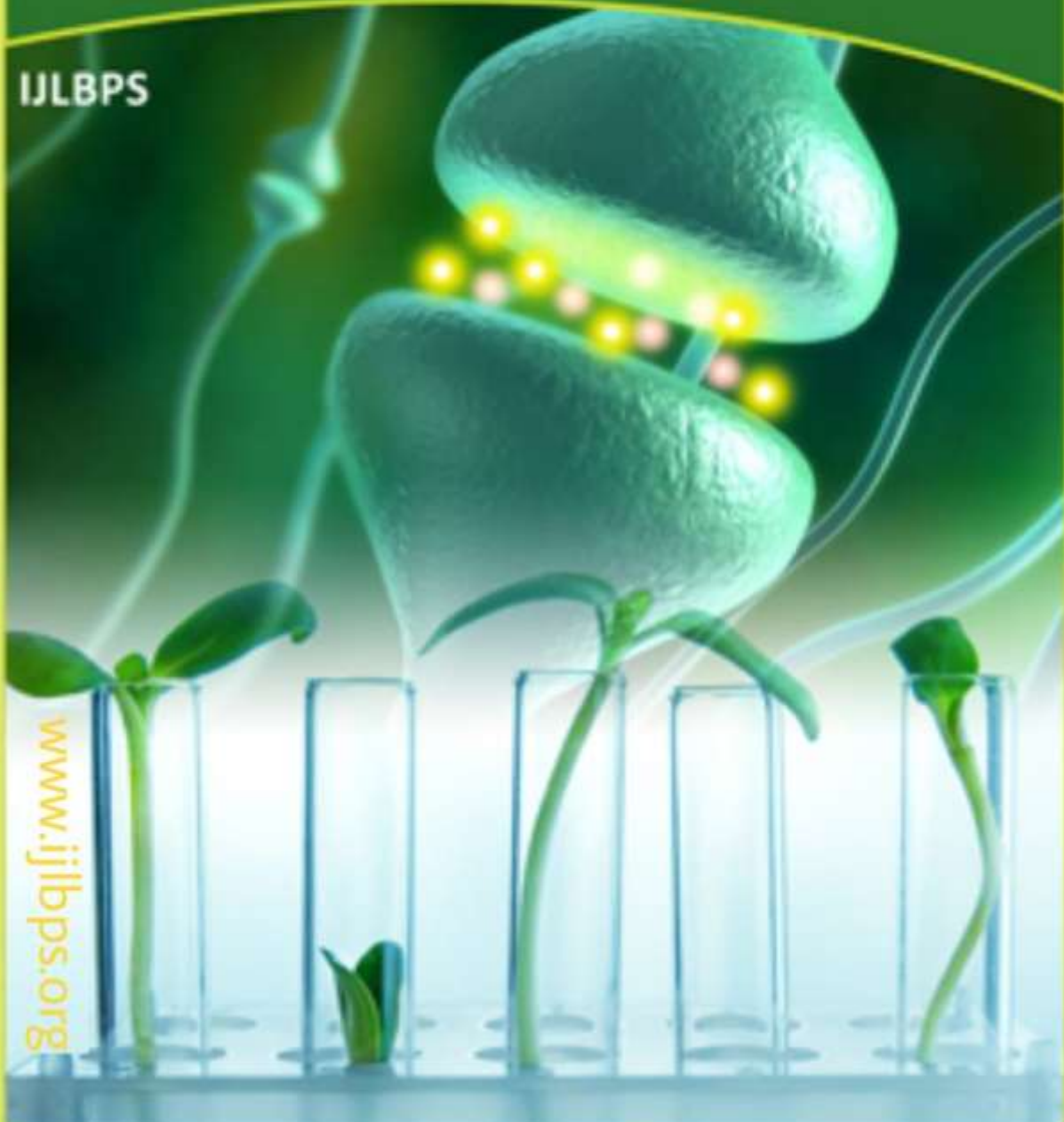




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**A STUDY ON CONSUMER BUYING BEHAVIOUR OF REFRIGERATORS IN  
HYDERABAD**

**By**

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**Abstract**

Consumer goods have become an important part of daily living. When they were considered a luxury item, they've now been elevated to a higher level of importance. Presently it is remarkable on the off chance that we do not see a fridge in a home. With the advancement of technology and the hectic schedules of families in India, the refrigerator has evolved into a vehicle for storing and preserving food. Fridges have been one of the fastest-growing buyer-tough industry sectors thanks to the availability of fresh plans, hues, new putting away innovations, and ice-free variations. Contextual study of REFRIGERATOR consumer purchasing behavior is an important topic because of all of these aspects. Different types of customers display different purchasing habits when purchasing a product.

**Keywords:** Consumer, innovation, customer satisfaction, etc.,

**1. Introduction**

The inclinations, attitude, goals, and choices of the customer, which play a key role in the purchase of an item, can be described as consumer purchasing behavior. The buyer's behavior is exemplified by all of the previously listed features. It is essential for each organization to keep an eye on the changing consumer behavior in order to expand its market share.

"The study of how, what, when, and why people buy is known as 'consumer behavior.'" In the words of Kotler:

Behavior that customers exhibit in their search for and purchase of products and services that

they believe will meet their requirements. The writer's own words

Advantages of studying consumer buying behavior:

1. It helps in informing the latest marketing strategies.
2. It aids in changing the market in different stages according to the preferences and inclination of the customers.
3. It aids in changing the old item into a new one by taking the client's tastes into study.
4. Provides during the time spent products plan.

5. Helps in the re-plan of repackaging of item.
6. Helps in facing the uncertain risk emerged.

**NEED FOR THE STUDY:**

Customers' purchasing needs can be better understood by studying consumer behavior, which is essential for every company. As a result, the customer's wants are better understood, and the products are designed accordingly.

As a result of this research, it is possible to forecast demand and identify changes in the market and market competition, as well as customers' reactions to technological advancements. As a result, this assists in the development of new products, as well as in improving client happiness.

**OBJECTIVES OF THE STUDY:**

- To Study the Consumer buying patterns w.r. to the REFRIGERATOR.
- To Study and Compare different branded REFRIGERATOR.
- To understand the marketing strategies implemented by different companies.
- To find out the most preferred branded REFRIGERATOR by the customers.

**SCOPE OF THE STUDY:**

.  
Tables: Data analysis and interpretations

□ At the level, India spends nearly 23 % of its GDP on study, as compared to an average of 20% in developed countries. Operating cost and carrying cost constitute above 30% of the value added in study.

**REVIEW OF LITERATURE**

Anand Nagercha found in his study "Consumer Behavior while buying refrigerator: A focus group study of new age buyer (2014)" that he focused on clients above the age of 25, because those under that age limit do not have the freedom to make dynamic purchases like refrigerators. The results of the study also showed that only the most affluent families decided to buy a certain product from a specific brand. In addition, the study found that a high number of people bought the product from the unorganized retailers since they had more information. In addition, the study assumed that innovation takes place in vacuum.

critical part in spurring the client to purchase once cooler. The significant limit of the examination study is that center gathering can't be summed up to bigger populace.

P Satya and Dr. Customers' level of expectation and satisfaction, which leads to a wider range of products available, should be more important to manufacturers, according to Indirajith in their study "A Study on Purchase Behavior of Consumer Durable Goods (2017)." It was also found that shoppers from different demographic groups communicated their habits in different ways. It's also notable that customers believe that purchasing more reputed-branded things will increase their overall happiness.

Consumer's preference order of features	%OF RESPONDENTS				
	Least Important	Not Important	Neutral	Important	Very Important
CAPACITY	1.5	1.5	4.5	30.0	60
PRICE	1	1	4.5	40.0	45.5
COLOUR	1.5	2.5	15.0	33.0	20.0
TECHNOLOGY	3	2.5	4.0	33.5	67.0
SERVICE	5.5	0	5.5	28.5	60.5
CAPACITY EFFICIENCY	2	0.5	2.0	27.0	65.5

Customer satisfaction

Importance levels with respect to product features

Crosstab		Education				Total
		Under Graduate	Graduate	Postgraduate	Doctorate	
Technology	Not important	2	1	2	0	5
Technology	Very important	4	6	2	0	12
	Important	8	26	10	Asymptotic	44
	Very important	32	67	32	Significance(2-sided)	136
Pearson Chi-Square		5.411 <sup>a</sup>	1009	46	.7978	200

LikelihoodRatio	6.046	9	.735
Linear-by-LinearAssociation	.131	1	.718
NofValidCases	200		
a.8cells(50.0%)haveexpectedcountlessthan5.Theminimumexpectedcountis.20.			

There is no correlation between product technology and educational status because the chi square value 0.797 is more than 0.05, hence it can be inferred that there is no correlation between these two variables.

It is clear from the preceding table that there is no correlation between the respondent's income and product technology because the chi square value of 0.234 is greater than 0.05.

## FINDINGS

□ According to the results of the survey, customers prefer Samsung refrigerators, with LG coming in second with a narrow margin of victory over Samsung.

□ 73% of those polled are willing to pay between 10,000 and 30,000 rupees on a refrigerator.

□ Sixty-five percent of shoppers said that double-door refrigerators were better suited to their requirements.

□

□ Television commercials and word of mouth play a critical role in educating customers.

□

□ Consumers are responding positively to Samsung's advertising campaigns, as well as the company's various programs, according to the survey.

□

□ I.e., 42% of respondents supported marketing, while 40% favored advantageous plans. Offers play a crucial role while promoting the product as 78% of the respondents preferred to buy a refrigerator during an offer sale.

□ 62 percent of those polled preferred to buy the product in a brick-and-mortar store, while 54 percent preferred to shop online at Amazon.com. Using a refrigerator, 60 percent of the respondents said they were happy with their current situation. This suggests that there is a 40% possibility for the companies to expand their market share.

## CONCLUSIONS

□ Various factors, such as education, income, culture, upbringing, and even psychological factors, have been found to influence how people behave when shopping for a refrigerator. As a result, the results show that Samsung products are preferred by the majority of customers, and as a result, the

company has a stronghold on the refrigerator market. market.

In terms of a single feature, other brands' refrigerators are superior, but on the whole, Samsung's product features are better suited to the needs of customers, and Samsung sales are higher.

Samsung's goods are fiercely competed with by Whirlpool.

According to the findings of the study, 40% of consumers are dissatisfied with the current products, allowing other businesses to expand their client base and increase their share of the market.

As a result of the survey, buyers are more interested in the product's latest technological advancements.

Customers are more likely to choose a brand that offers more lucrative incentives.

Consumers' income and education levels should be examined more closely because they appear to play a significant role in determining consumer behavior.

## **SUGGESTIONS**

In order to better understand consumer behavior, businesses should dig deeper into demographic data, such as level of education and household income.

To remain competitive in today's market, companies like Godrej must prioritize product technology development and apply new marketing techniques.

Advertising, whether on television or online, should be more eye-catching and appealing to the target audience.

Since the majority of survey participants chose price ranges between 10,000 and 30,000 rupees, manufacturers should focus on producing the product within this price range in order to capture the largest possible portion of the market.

Low-power (energy efficiency) refrigerators will be manufactured in order to attract the middle-class market.

The current craze is for solar-powered digital refrigerators, so businesses should pay attention to this development.