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A Study on buying Behaviour of Rural Consumers Towards Selected Lghome Appliances in Erode District

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ABSTRACT

This study analyses the buying behavior of rural consumers with reference to LG home appliances. buying behavior is nothing but the decision processes and acts of people involved in buying and using products. This study is an attempt to know analyze the buying behavior of rural consumers with reference to LG home appliances. Understanding the consumer attitude is an important part of the marketing process to realize the challenges faced by marketers in comprehending the consumer's mind. Marketing starts with the needs of the customer and ends with his satisfaction. When everything revolves round the customer, then the study of consumer behavior becomes a necessity. It starts with the buying of goods can be bought individually, or in groups. Goods can be bought under stress (to satisfy an immediate need), for comfort and luxury in small quantities or in bulk. Consumer buying behavior has become an integral part of strategic market planning. Generally goods can be classified in to durable and nondurable goods. Home appliances play a major role in the domestic life of the modern man. It has always had a significant place in the life of man ever since the Stone Age when man began to use tools. This paper highlights that, buying habits of the consumers, their income level, awareness regarding product, their satisfaction with their product etc. From this study LG brand has good image in the market. The quality and durability were satisfied to the existing consumers.

Keywords: Consumer Behavior – Home appliances - LG

INTRODUCTION

The emergence of rural markets as highly untapped potential emphasizes the need to explore them. Marketers over the past few decades, with innovative approaches, have attempted to understand and tap rural markets. Some of their efforts paid off and many markets still an enigma. Rural marketing is an evolving concept, and as a part of any economy, has untapped potential; marketers have realized the opportunity recently. Improvement in infrastructure and reach, promise a bright future for those intending to go rural. Rural consumers are keen on branded goods nowadays, so the market size for products and services seems to have burgeoned.

The rural population has shown a trend of moving to a state of gradual urbanization in terms of exposure, habits, lifestyles, and lastly, consumption patterns of goods and services. So, there are dangers on concentrating more on the rural customers. Reducing the product features in order to lower prices is a dangerous game to play.

Rural buyers like to follow the urban pattern of living. Astonishingly, as per the census report 2003-04, there are total 638365 villages in India in which nearly 70% of total population resides; out of them 35 % villages have more than 1000 population. Rural per capita consumption expenditure grew by 11.5 per cent while the urban expenditure grew by 9.6 per cent. There is a tremendous potential for consumer durables like two-wheelers, small cars, television sets, refrigerators, air-conditioners and household appliances in rural India.

This study is an attempt to know analyze the buying behavior of rural consumers with reference to LG home appliances. In today's dynamic world, the concept of Buying behavior has gained increased significance in a consumer oriented marketing planning and management. The buying behavior of consumer has been becoming inevitable in modern marketing system, since success or failure or the any marketing organization ultimately depends upon the buying behavior of the target customers whether individual or in a group. Therefore in order to carry out the marketing activities among different segment markets, the marketing manager must discover different factors which influence the buying decisions of the consumer. The personality, behavior and approach of consumer are the imperative dimensions in the decision making