



A STUDY ON FACTORS INFLUENCING USABILITY OF REFRIGERATOR WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

Dr. M. Kalimuthu

*Assistant Professor, Department of Commerce with Professional Accounting,
Dr.N.G.P Arts and Science College, Coimbatore*

Monisha.A

*Student of III B.Com.(PA), Department of Commerce with Professional Accounting,
Dr.N.G.P Arts and Science College, Coimbatore*

ABSTRACT

Shopper purchasing conduct has become a fundamental piece of vital market arranging. What we purchase, how we purchase, where and when we purchase, in how much amount we purchase relies upon our discernment, self-idea, social and social foundation and our age and family cycle, our mentalities, convictions esteems, inspiration, character, social class and numerous different variables that are both interior and outside and outer to us. Shopper demeanor likewise considered dependent on need, data search, development of options, buy choice and buy conduct. The acquisition of fridges is presently a typical marvel among working class and the shopper is overwhelmed with different models with fine highlights and new brands. Individuals are in the buyer advertise where the advertisers don't simply fulfill a need however attempt to accomplish purchaser amuse. In this examination, we have done the review of the purchasing conduct and inclinations of the customers in the Home apparatuses market of Haier, which are utilized by individuals all things considered.

KEYWORDS: *Innovation, Refrigerators, Consumer Preference, Motivation.*

INTRODUCTION

All advertising begins with the client. Client conduct is the examination of system that individuals or social events involvement with choosing their purchasing choice to satisfy their necessities. Ordinarily the buying decision takes, various structures in choosing their getting choices that can change dependent upon the extensive course of action of components, for instance, picking up, socio financial matters, social and social components. The purchaser contraptions adventures has building up every day and saw a remarkable advancement over the span of ongoing years. A cooler (conversationally fridge or refrigerator freeze in the UK) is a standard nuclear family machine that involves a thermally secured compartment and a glow siphon (mechanical, electronic or intensify) that moves heat from inside the refrigerator to its outside condition so that inside the refrigerator is cooled to the temperature

underneath the encompassing temperature of the room. The ice chest allows the front line nuclear family to keep sustenance fresh for longer than before Freezers license people to buy sustenance in mass and eat it at entertainment, and mass purchase put aside money.

STATEMENT OF THE PROBLEM

This study proposes to investigate several problems faced by the consumer who are using Electronic product (refrigerator). In a fast moving world refrigerator plays a vital role in every household. The new innovations made in refrigerator are becoming difficult to the consumers. They are finding some difficulties to use the product. This study is to identify the usability and adoptability of electronic product (refrigerator).

**SCOPE OF THE STUDY**

- The present study aims at influencing the consumers adoptability over refrigerators. It also includes the consumers way of usability over the refrigerators.
- It covers only the adoptability and usability of refrigerator and does not go with any other technical process. The study has been only taken from the point of view of the refrigerator users.

OBJECTIVES OF THE STUDY

- To find the factors influencing usability of refrigerator.
- To study the problem faced by consumer over the usage of refrigerator.
- To convey some suggestions for the problems faced by the consumer over the usability of refrigerator.

TOOLS FOR ANALYSIS

- Simple Percentage Analysis
- Likert Scale Analysis
- Ranking Scale Analysis

LIMITATIONS OF THE STUDY

- The respondents were limited and cannot be treated as a whole population
- The respondents may be biased.
- The accuracy of indications given by the respondents may not be considered adequate.

REVIEW OF LITERATURE

K. Alex and A. Maria Selvi (2016) studied an attempt at understanding the roles played by family members and the social influences in purchase of consumer durables viz., Refrigerator, Washing machine and Air conditioner. It studies if there are

FORMULA

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total no. of respondents}} \times 100$$

variations in product in the family buying roles and also identifies dealers understanding of these roles and social influences.

Ashish Kumar and Poonam Gupta (2015) Focused the Consumer Durables Industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines.

S. Vijayalaxmi Dr.T.Srinivasa Rao (2015) Investigated a study of consumer buying behaviour for electronic product a study of select items day by day with growing needs and importance, the buying behaviour of consumer is changing rapidly, In the overall population, in this study, we divided the consumer groups in to three categories based on significant growth in recent years.

DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of “A study on customer’s satisfaction Towards one plus mobile phones with special reference to Coimbatore city”, is presented based on the opinion of samples of 120 respondents selected from Coimbatore city through a questionnaire containing 22 questions. These were analysed through three different tools and they are as follows,

- Simple Percentage analysis
- Rank Correlation
- Likert scale Analysis

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.



Table 1
TABLE SHOWING GENDER OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Male	45	37.5%
2	Female	75	62.5%
	Total	120	100%

(Source: Primary Data)

INTERPETATION

It is revealed that 37.5% of the respondents are male and the 62.5% of the respondents are female

INFERENCE

Majority (62.5%) of the respondents are female.

RANK CORRELATION

A rank analysis is any of several statistics that measure an ordinal association, the relationship

between ranking of different ordinal variables or different ranking of the same variables, where a “ranking” is the assignment of the labels “first”, “second”, “third”, etc., To different observation of a particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.

TABLE 2
TABLE SHOWS THE RESPONDENTS WITH RESPECT TO THEIR SATISFACTION LEVEL OVER THE FACTORS OF THE REFRIGERATOR

S.NO	FACTORS	RANK 1	RANK 2	RANK 3	RANK 4	TOTAL	RANK
1	Price	19(4)	15(3)	44(2)	43(1)	252	4
2	Quality	23(4)	41(3)	41(2)	15(1)	312	1
3	Brand	22(4)	33(3)	43(2)	22(1)	295	2
4	Service	19(4)	33(3)	35(2)	34(1)	279	3

(Source: Primary Data)

INTERPRETATION

The above table shows that out of 120 respondents, Quality has ranked 1st, Brand has ranked 2nd, Service has ranked 3rd, Price has ranked 4th.

INFERENCE

Majority respondents are satisfied with quality of the refrigerator.

LIKERT SCALE ANALYSIS

Likert scales are the most broadly used method for scaling responses in research studies. Research questions that ask you to indicate your level of agreement, from strongly agree or highly satisfied to strongly disagree or highly dissatisfied, use the likert scale. In Likert scale method, a person’s attitude is measured by combining (additional or averaging) their responses across all items.

FORMULA

$$\text{Likert scale} = \frac{\sum fx}{\text{Total number of respondents}}$$

Where,

F = Number of respondents

X = Likert scale value

$\sum fx$ = Total score

Mid value,

Mid-value indicates the middle most value of the Likert scale.



TABLE 3
TABLE SHOWS THE RESPONDENTS WITH RESPECT TO THEIR SATISFACTION LEVEL OF QUALITY OF THE REFRIGERATOR

S.NO	FACTORS	NO. OF RESPONDENTS (F)	LIKERT SCALE (X)	TOTAL (FX)
1	SATISFIED	71	3	213
2	NEUTRAL	34	2	68
3	DISSATISFIED	15	1	15
	TOTAL	120		296

(Source: Primary Data)

$$\begin{aligned} \text{Likert Value} &= \sum fx / \text{No. of respondents} \\ &= 296/120 \\ &= 2.46 \end{aligned}$$

INTERPRETATION

Likert scale value is 2.46 which is greater than the mid value (2),so the respondent are satisfied with the Quality of the refrigerator.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority (62%) of the respondents are female
- Majority (43%) of the respondents are at the age group of 21-35
- Majority (51%) of the respondents are Undergraduate.
- Majority (27%) of the respondents are Private employee.
- Majority (67%) of the respondents are Married .
- Majority (49%) of the respondents are 4-7 Members
- Majority (40%) of the respondents family annual income is Rs. 2,00,001-Rs. 3,00,000.
- Majority (57%) of the respondents are from Rural Area.
- Majority (47%) of the respondents are using their refrigerator for 3-5 years.
- Majority (43%) of the respondents refrigerator capacity is 100-200 litres.
- Majority (75%) of the respondents are saying that they are using stabilizer.
- Majority (43%) of the respondents are buying their refrigerator from Multi brand showroom.
- Majority (46%) of the respondents are saying that New models are the motivating factors to buy.
- Majority (23%) of the respondents says that service quality is Excellent.
- In this study majority respondents ranked 1 for the quality of the refrigerator

- Likert scale value is 2.46 which is greater than the mid value (2),so the respondent are satisfied with the Quality of the refrigerator.
- Likert scale value is 2.10 which is slightly greater than the mid value (2),so the respondent are neutral over the Price of the refrigerator.
- Likert scale value is 2.09 which is slightly greater than the mid value (2),so the respondent are neutral over the Discount given to the refrigerator.
- Likert scale value is 2.28 which is greater than the mid value (2),so the respondent are satisfied with the Features of the refrigerator.
- Likert scale value is 2.06 which is slightly greater than the mid value (2),so the respondent are neutral over the updations of the refrigerator.

SUGGESTION

- Most of the respondents have bought the refrigerator for the Brand image but it is not correct to buy a refrigerator only seeing the Brand image other that brand image there are many things like capacity of the refrigerator, quality, new innovations etc are also be considered for buying a refrigerator,
- Majority of the respondents have the capacity of 100 - 200 litres in their house but the world has innovated a lot, there are many new innovations and capacity of the refrigerator are more.
- The refrigerator companies have to improve their after sales service which helps to satisfy the customers in a better way.

CONCLUSION

The study is based on usability of refrigerator. Respondents are feeling easy to adopt to



the procedures and they are feeling satisfied with the quality, price, discount, features, innovation and brand of the refrigerator. Most of the respondents are motivated by new models to buy the refrigerator and most of the respondents are buying the refrigerator for the Brand Image. The study was conducted through surveys, collected many information's regarding my study and analysis were made for the Responses given by the respondents. It is also concluded that the refrigerator is an important electronic goods which are to be bought by the consumer now-a-days and the public are feeling easy to adopt to the procedures of the refrigerator and it is easy to use the product even for an illiterate.

REFERENCE

1. *K. Alex and A. Maria Selvi (2016) A study buying decision of consumers towards white goods in Trichy city.*
2. *Ashish Kumar and Poonam Gupta (2015) To analysis consumer buying behaviour and preferences in the home appliances market of haier.*
3. *S. Vijayalaxmi Dr.T.Srinivasa Rao (2015) Consumer buying behaviour for electronic products a study of select items.*