CONSUMER POST PURCHASE BEHAVIOUR:
SPECIAL REFERENCE TO HOME APPLIANCES

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ABSTRACT:

Present study describes the concept of ‘consumer’ and consumers’ post purchase behavior regarding Home Appliances i.e. Fridge and Washing Machine have been selected for the study because, nowadays, it is being used as a necessity. Primary data from 423 consumers of Fridge and 262 consumers of Washing Machine from different district of Uttarakhand has been collected through pre-tested questionnaire. Proper consideration has been given to “Quota Sampling” to divide the sample into independent variables. Statistical technique like percentage method and chi square ($\chi^2$) method used to analyse the data.

The study provides information about different brands of durables purchased by sample consumers and has given specific emphasis to socio-demographic effect on consumers’ behaviour regarding “use of different source of repair” and “amount spent on maintenance of Home Appliances”. Study reveals that high majority of the sample have purchased Videocon brand of Fridge followed by Godrej and Voltas. Vast majority of consumers purchased the product of Voltas followed by Godrej in case of Washing Machine.

Regarding source of repair of Home Appliances, Authorised Service Centre is popular source of repair followed by Private Service Center. It has also been disclosed that Residential Status does not influence consumer behavior regarding use of source of repair/service, whereas, consumers’ Family Income and Education significantly affect their behavior for the same.

Regarding amount spent on Maintenance of durables, it is found that high majority of consumers have spent “Rs. 300-600” for Fridge and ‘Rs. 600-900’ half yearly for Washing Machine. It is also observed that Residential Status, Education and Family Income significantly affect consumer’s maintenance behaviour regarding Fridge, whereas, it is independent towards Washing Machine.

KEY WORDS: Old Brands, Latest Brands, Socio Demographic, Maintenance, Repair, Service, Authorized, Home Appliances, Durables.
REFERENCES