

# **“TO STUDY THE CONSUMER BEHAVIOUR IN BUYING DOMESTIC AIR CONDITIONERS IN PUNE CITY”**

A Research Project report

Submitted to

**(Balaji Institute of Modern Management)**

**Sri Balaji Society**

ON SUSCESSFULLY COMPLETION OF THE

1st YEAR

In The Subject Of

**“Research Paper Writing”**

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**DATE: 31<sup>st</sup> August 2020.**

**DECLARATION BY THE CANDIDATE**

I declare that the Research Paper Report entitled “**To Study the Consumer Behaviour in buying domestic Air Conditioners in Pune City**” submitted by me is based on original research conducted by me during the period from **May’2020** to **August’2020** under the guidance of **Dr. Vinod Sinha & Dr. Vimal Bhatt** and I further declare that there is no falsification of data/ materiel to the best of my knowledge.

I further declare that the material obtained from other sources has been duly acknowledged in the Report.

Date: 31<sup>st</sup> August 2020

Place: Pune

(Signature of the candidate)

**CERTIFICATE OF THE GUIDE**

I certify that the work incorporated in the Research Report titled, **“To Study the Consumer Behaviour in buying domestic Air Conditioners in Pune City”** submitted by **Mr.Vinay Rajput** is his original work which was carried out by the candidate under my supervision and guidance.

I further certify that the above work was duly approved by me and this work is the result of candidate's independent study and effort. Such material has been obtained from other sources has been duly acknowledged in the thesis.

Date:

(Signature of Faculty Mentor)

Place: Pune

(Signature of Research Guide)

### **ACKNOWLEDGEMENT**

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Finally I thank God for making this journey an enriching experience for me.

Date:

Place: Pune

(Signature of Candidate)

**INDEX**

Content	Topic	Page No.
	<b>Title Page</b>	1
	<b>Declaration By The Candidate</b>	2
	<b>Certificate of the Mentor/ Guide</b>	3
	<b>Acknowledgement</b>	4
	<b>Index</b>	5
	<b>List of Figures</b>	6
	<b>Abstract</b>	7
<b>1</b>	<b>Introduction</b>	7
<b>2</b>	<b>Review of Literature And Hypotheses Formulation</b>	9-11
<b>3</b>	<b>Research Methodology</b>	13-14
<b>4</b>	<b>Data Analysis, Interpretation And Hypotheses Testing</b>	14-17
<b>5</b>	<b>Results And Discussions – Findings, Suggestions and Conclusions</b>	18-22
	<b>References</b>	22-23
	<b>Appendices</b>	23-27

**LIST OF TABLES**

<b>Name</b>	<b>Contents</b>	<b>Page No.</b>
Table 1	Reliability test using chronbach's alpha test	14
Table 2	Chi square crosstabs test for type of Air Conditioner and price range of AC.	15
Table 3	Chi square crosstabs test for price range and type of offers	15
Table 4	One wayanova test for different price range with respect to brand	16
Table 5	Chi square crosstabs test for ISEER rating and star rating	17
Table 6	One wayanova test for different ISEER rating with respect to energy efficiency	17

**LIST OF CHARTS**

<b>Name</b>	<b>Contents</b>	<b>Page No.</b>
Chart 1	Classification of type of AC	18
Chart 2	Classification of price range of AC	18
Chart 3	Classification of price range of AC	18
Chart 4	Classification of offers	18
Chart 5	Classification of price range of AC	19
Chart 6	Bar chart of brand preferred	19
Chart 7	Classification of ISEER rating	19
Chart 8	Classification of Star rating	19
Chart 9	Classification of ISEER rating	20
Chart 10	Bar chart of energy efficiency preferred	20

### ABSTRACT

*India is one of fast growing emerging economy in the world therefore per capita income is also increasing. India's climate is consider as hot tropical , thus the buying of air conditioner is common in our country. So the main aim is to **study the consumer behaviour and perception in buying domestic air conditioners in pune city**. So I am conducting research in order to find out what factors are influencing the purchase decision of customers. The aim of the study is to know about the factors influencing consumer behaviour of purchase of Air Conditioners. 230 responses are taken through questionnaire throughout the pune city. Research shows that under the significance level (i.e.  $p=0.05$ ), whether the following factors influences the consumer buying behaviour of Air Conditioners in a household in pune city: (1) types of air conditioners, (2) Price of AC, (3) promotional offers (4) the preferred brands of AC, (5) ISEER rating (6) star rating, (7) energy efficiency. The following research will be based on convenience Sampling and would be descriptive in nature.*

**Keywords-** Consumer Buying Behaviour, ISEER rating, star rating,

### INTRODUCTION

India is one of the fastest growing economy in the world having the GDP growth rate above 7%. It is also having hot tropical climate where the temperature easily rises up to 45 degree Celsius in summer. So people manage these weather condition by 2 options- air conditioners and air coolers. Constantly rising temperature along with the increasing purchasing power all households is helping to increase the growth of air conditioner market. The pre liberalization era of Indian economy have major Indian companies like Godrej, Videocon, Voltas have the major market share but after liberalization, many foreign players such as LG, whirlpool, Samsung, IFB, Daikin, Mitsubishi, Hitachi entered into the Indian market and create a dramatic change in the Indian market. Now the Indian AC market is highly competitive with the coming of domestic, international and unorganized market participant.

Anticipated GDP growth of Indian economy and rising infrastructure development help the Indian air conditioner market to boost upcoming year. Moreover constantly rising temperature along with the increasing purchasing power also helping in fueling the growth of countries air conditioner market.

According to Daikin India MD and CEO kanwaljeet Jawa Indian air conditioner market penetration is 7-8 % and can easily be explode over 10% in near future. already the developed nation like Japan us Australia China have 90% penetration so the India has a huge potential and it is predicted that the industry may be grow at 14 -15% during the financial year 2019 to 20. And due to the Higher rural electrification and rising disposable income the sales of AC would ramp up in near future.

In 2017, India's demand for air conditioners stood at over \$4.3 billion and is expected to rise at a CAGR of more than 17 percent to reach \$11 billion by 2023.

And it is estimated as Indian air conditioner market revenues are projected to grow at a CAGR of 12.2% during 2018 2024. The companies are adopting higher superior technology such as inverter technology, smart air conditioners in order to capture the unexplored air conditioner market. They are also facing some challenges in India due to some factors such as changing lifestyle, introduction of nuclear families, easy financing scheme, and entry of multinational companies with global network, technological advancement, higher disposable income and excise duty.

Today more than 25 brands of air conditioner available in the Indian market providing the different types of air conditioners (window air conditioner, split air conditioners, ceiling air conditioners, centralised air conditioner, portable air conditioners). They are also providing different types of technology with different features involved in the air conditioners and they are also providing any discount offers to increase their sales, so a lot of competition is already there in the Indian air conditioner market.

For hot climate of India, air conditioners have become the need of the modern day life in contrast to the earlier perception is a luxury product. Buyers search a lot of information on the available brands in the market during their purchase. During selection of any brand and purchase a lot of factors are influenced by the consumer in this activity. As due to technology available, searching and gathering any information is very easy and helping them to select any product which meets the requirement for the consumer. Therefore the purchase of these household byecodes need high involvement and a great influence on buying behaviour and their way of living. this study also help marketers to understand their decision making at the choice of buyers and develop their marketing program in order to tailor their demand.

At the buying process, type of air conditioner, brand power consuming level, physical size, colour, after sales service, dealer reputation, installation cost, buying place etc. are some of the factors which are considered by the buyers during any purchase, so in this study we want to find out what are the factors influences the consumer buying behaviour during the purchase of air conditioner in the pune city.

### **LITERATURE REVIEW**

Acc to C. VELAUDHAM & Dr. P. BASKAR [1] Has studied about the factors influencing consumer buying behaviour towards air conditioner in Chennai city. They have demographic variables such as education occupation income and product information variable such as feature people, price, offers, brand, place, advertisement, product are used to find whether the influences the consumer buying behaviour towards air conditioner. The study was carried out with the sample size of 730 and they were selected with interview schedule technique with structured questionnaire using quota sampling technique. Statistical analysis tools such as dependency analysis, percentage analysis and multiple regression analysis are used in this study. After analysis, they get to know that 88 factors such as features, people, price, offers, brand, place, advertisement, product, have influenced and motivated the consumers during the purchase of air conditioner. while the various demographic factors also influences to use air conditioner in Chennai. The study also recommends did manufacturers of air conditioners have identified various demographic factors and expected product features from the uses of air conditioner to tailor their brands in step market conditions.

Fatimah Furaiji<sup>1</sup>, Małgorzata Łatuszyńska<sup>2</sup>, Agata Wawrzyniak<sup>2</sup> (2012) [2] has done an empirical study of the factor influencing consumer behaviour in electrical appliances market it. Their study helps in finding deeper understanding of impact of various factors on consumer buying behaviour and they analyse the relationship between several independent variable such as personal, social coma psychological, cultural and marketing mix factor and consumer behaviour (as a dependent variable) in the electrical appliances market. Their study also help in determining the factors affecting consumer preferences and behaviour in electrical appliances market in Iraq. They collected data through questionnaire to analyse the factors influencing



consumers purchase decision process which was conducted in December 2011 in the city of Basra in southern Iraq. The significant findings of the study indicates that, the independent variables were associated with dependent variable. However they do deep analysis and found that social factors of physical factors coma and marketing mix elements are strongly associated with consumer buying behaviour and these analysis help in discovering consumer making rules. The result it would help producers and retailers in understanding consumer behaviour and improving consumer satisfaction.

Dr. V. AslihanNasır, SemaYoruker, FigenGüneş and YelizOzdemir (2006) [3] Has done the study on factors influencing consumer laptop purchase. They take 327 samples in order to study and uses statistical analysis tools such as factor analysis comma and over, frequency analysis during their study. Their study shows that ko technical features post purchase services, price and payment condition periferal specification physical appearance, value added features, and connectivity and mobility are the seven factors that are usually help in influencing consumer laptop purchase. Further, they find that price and payment conditions factor show significant difference among the three consumer group of a company's customer base.

Goswami (2011) [4] Has done an exploratory study on important parameters of refrigerators considered during their purchase in guwahati city of India. Which study was basically conducted in the guwahati city of North Eastern India. He take the sample size of of thousand respondent and selected through convenience and judgement sampling during his study. He uses statistical analysis of one way anova in his study and he take 13 parameters such as price, cooling capability, anti-germ capability, storage capacity korma modern features, absence of bad odour, overall quality, user-friendliness, warranty, after sales service, stomach care, free home delivery, and ease of maintenance (for users). He finds energy studied at the parameter with the exception of storage capacity, overall quality, warranty, and after sales service and ease of maintenance have influence on the consumer perception regarding overall importance of refrigerators and apart from this he also noticed that age group, marital status, education qualification, monthly income and occupation of consumer have influence on their opinion regarding overall importance of refrigerators.

Selvarasu and Senthilkumar [5] Has done and study about the brand motion and its aims at air conditioners with reference to blue Star limited Chennai. The prime objective of the study is to find out the awareness, level of information to know the customer opinion on various plants air conditioners and their models and brand image of blue Star. They also covers the impact of bluestar advertisement on awareness and recall of brand name. For all this de do the exploratory research giving special emphasis on brand promotion air conditioners. They collected the sample size of hundred five respondents through different primary and secondary sources using stratified sampling procedure and the statistical analysis tool suggest two wayanova, and Pearson correlation are used to analyse the data. And the major findings was that the consumers are well aware of product brand and the image of blue Star which is established through the television advertisements.

Rani and Maran, (2013) [6] has conducted the study find out the impact of demographic variables on consumer preference towards the buying of air conditioner and they are also show how these demographic variable such as age, gender, education qualification, income as a huge influence on consumer preference during the purchase of air conditioner. Sample size of 115 respondents was elected on convenience sampling in Chennai city. they also perform various statistical analysis test such a t test, percentage analysis, and ANOVA using SPSS during their research. Their study

reveals that demographic variables has a significant influence on consumer preference during purchase of air conditioners and it also shows that consumer preference does not differ significantly between gender, marital status, education equation and annual income of the respondent but it highly significant with the age of respondent. After their research they conclude that these demographic shift created the need for marketers to keep their products which change, identify and predict future demand.

Kalaiselvi and Muruganandam, (2015) [7] Has conducted the study to examine the purchase behaviour and attitude of buyers towards selected by goods such as washing machine, refrigerator and air conditioner. The prime objective of the study was to find out which factors influence the buyers to purchase white goods and the importance given for selection of retail outlet for their purchase. They perform non probability sampling of convenience sampling method to select sample size 124 respondents from erode district. They uses statistical analysis tools such as factor analysis, anova and post hoc test in which they found that showroom ambience and product features, maintenance, money value, guarantee, brand after sales services and offers are the most vital factors which highly influences the buyers to purchase the white goods. The satisfaction level of respondent on white goods, shops and service centre becomes changeable one among them in which semi urban and urban respondent had greater satisfaction on air conditioners, shops and service centre the ruler respondents. The respondent having the professional qualification get satisfaction on refrigerators shops in service centre rather than the respondent which school level education.

Chen, Chiu-Hsiung, and Wang, Lai-Wang (2015)[8] has done study to understand what important factors are there for consumer purchase of a new air conditioner, in order to give some advice to relevant producers. They collected data on the 600 respondents through the questionnaire and using linear probability model to the consumers in the northern, Central and southern parts of Taiwan. Their consumer point of view purchasing air conditioners variable are what type of air conditioners, brand of air conditioners, decision maker of buying air conditioners, top brands, how many air conditioners are at home. The factors influencing consumers variables are environmentally friendly factor, health and safety factor, function and experience factor, price factor, quality and service factor, special promotion factor and space factor and their demographic variables are age, residents, annual family income are taken during their study. They uses statistical analysis tools such as regression analysis using SPSS. After analysis they find that the different shopping backgrounds of consumer have influence on consumer buying behaviour and there is a significant correlation between these two factors that is type of air conditioners, brand of air conditioner, decision maker of air conditioners, top priority bands are the key factor during purchase of air conditioner. they are also find that different purchase view of consumers have influence on consumer buying behaviour and there is a significant correlation between these two factors that is environmental friendly factor, health safety factor, quality and service sector and special promotion factor and space factor have the key decision in buying air conditioner and the last findings were that the different demographic variables are significant connection with the consumer buying behaviour that is the family annual income is important influencing the consumer to buy air conditioners.

### **RESEARCH LIMITATIONS**

India is one of the emerging economies in the world having huge population/market where most of people belongs to middle or lower middle class section where air conditioners are considered to be luxury item. Therefore the penetration of air conditioners in Indian market is around 7 - 8%.

➤ So we are interested in finding out:

1. The purchase of air conditioner will be higher for a product with a lower price compared to a higher priced product.
2. The purchase of air conditioner will be higher for a product with higher environmental friendly factor compared to a lower environmental friendly factor product.
3. The purchase of air conditioner will be higher for a product providing higher brand name compared to a lower brand name.

### **OBJECTIVE**

1. Examine whether price is influencing factor on buying behaviour.
2. Examine whether environmental friendly is influencing factor on buying behaviour.
3. Examine whether brand name is influencing factor on buying behaviour.

### **RESEARCH METHODOLOGY**

#### **Research design**

Descriptive Research has been adopted to study the the buying behaviour of air conditioners.

#### **SamplingArea**

The Universe of study comprises all the people residing in the Pune city only.

#### **Sampling techniques**

Convenience sampling method is used in selecting the respondents. both primary and secondary data has been used for the study. 220 respondents has been used. The respondents has been used to collect primary data using questionnaire containing the list of questions related to the study while the secondary data is collected from journals, websites, books, magazines and previous research papers.

#### **Analysis of data**

IBM SPSS Statistics 18 Package and Excel software are used. Statistical tools such as Chi square crosstabs and one way anova are applied to analyse and process the collected data to draw meaningful inferences.

### **DATA ANALYSIS BY SPSS.**

#### **Chronbach's alpha test**

Reliability Statistics	
Cronbach's Alpha	N of Items
0.539	11

Table 1

Here the Cronbach's alpha value came out to be 0.539. This test is measure of internal consistency i.e. how closely related a set of items are as a group. It is considered to be a measure of scale reliability. Since the value obtained here is  $> 0.50$  then the coefficient value obtained here is considered here to be acceptable.

### **HYPOTHESIS FRAMED FOR SPSS:**

#### **HYPOTHESIS 1 :**

Null Hypothesis (Ho): There is no significant relationship between type of Air Conditioner preferred by the customer and with respect to price range of AC.

Alternate Hypothesis (Ha): There is significant relationship between type of Air Conditioner preferred by the customer and with respect to price range of AC.

**Chi - Square Tests**

	Value	df	Asymp. Sig. (2 - Sided)
Pearson Chi-Square	22.757 <sup>a</sup>	10	.012
Likelihood Ratio	22.969	10	.011
Linear-by-Linear Association	4.198	1	.040
N of Valid Cases	234		

a. 9 cells (50.0%) have expected count less than 5. The minimum expected count is .23.

Table 2

The Chi Square value is the difference between the observed and the expected frequency. Here the  $\chi^2$  value is 22.757, the p value is 0.012 and the level of significance is 0.05 ( $\chi^2 = 22.757$ ,  $df = 10$ ,  $p \leq 0.05$ ), therefore we reject our null hypothesis, accept alternate hypothesis.

#### **HYPOTHESIS 2 :**

Null Hypothesis (Ho): There is no significant relationship between price range preferred and type of offers preferred by consumers.

Alternate Hypothesis (Ha): There is significant relationship between price range preferred and type of offers preferred by consumers.

**Chi - Square Tests**

	Value	df	Asymp. Sig. (2 - Sided)
Pearson Chi-Square	59.410 <sup>a</sup>	15	.000
Likelihood Ratio	44.998	15	.000
Linear-by-Linear Association	14.430	1	.000
N of Valid Cases	234		

a. 15 cells (62.5%) have expected count less than 5. The minimum expected count is .36.

Table 3

The Chi Square value is the difference between the observed and the expected frequency. Here the  $\chi^2$  value is 59.410, the p value is 0.000 and the level of significance is 0.05 ( $\chi^2 = 59.410$ ,  $df = 15$ ,  $p \leq 0.05$ ), therefore we reject our null hypothesis,, accept alternate hypothesis.

#### **HYPOTHESIS 3 :**

Null Hypothesis (Ho): There is no significant difference between different price range with respect to brand preferred by consumer.

Alternate Hypothesis (Ha): There is significant difference between different price range with respect to brand preferred by consumer.

#### ANOVA

Brand					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25.428	5	5.086	3.921	.002
Within Groups	295.688	228	1.297		
Total	321.115	233			

Table 4

After conducting Anova test we got the value of **0.002** which is lower than the significance value of 0.05, therefore we reject our null hypothesis, accept Alternative Hypothesis.

#### **HYPOTHESIS 4 :**

Null Hypothesis (Ho): There is no significant relationship between ISEER rating and star rating preferred by consumers.

Alternate Hypothesis (Ha): There is significant relationship between ISEER rating and star rating preferred by consumers.

#### Chi - Square Tests

	Value	df	Asymp. Sig. (2 - Sided)
Pearson Chi-Square	74.156 <sup>a</sup>	9	.000
Likelihood Ratio	64.815	9	.000
Linear-by-Linear Association	42.312	1	.000
N of Valid Cases	234		

a.6 cells (37.5%) have expected count less than 5. The minimum expected count is .43.

Table 5

The Chi Square value is the difference between the observed and the expected frequency. Here the  $\chi^2$  value is 74.156, the p value is 0.000 and the level of significance is 0.05 ( $\chi^2 = 74.156$ , df = 9,  $p \leq 0.05$ ), therefore we reject our null hypothesis, accept alternate hypothesis.

#### **HYPOTHESIS 5 :**

Null Hypothesis (Ho): There is no significant difference between different ISEER rating with respect to energy efficiency of AC.

Alternate Hypothesis (Ha): There is significant difference between different ISEER rating with respect to energy efficiency of AC.

#### ANOVA

Energy Efficiency					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.164	3	3.388	2.684	.047
Within Groups	290.297	230	1.262		
Total	300.462	233			

Table 6

After conducting Annova test we got the value of **0.047** which is lower than the significance value of 0.05, therefore we reject our null hypothesis, accept Alternative Hypothesis.

## FINDINGS

- Chi square cross tabs test is used to find that there is significant relationship between type of AC with respect to price range. Out of 234 respondents around 70%, 27% respondents prefer window AC and cassette AC respectively while 41%, 27% prefer to buy AC between Rs 30k - Rs 40k, Rs 40k - Rs 50k respectively.

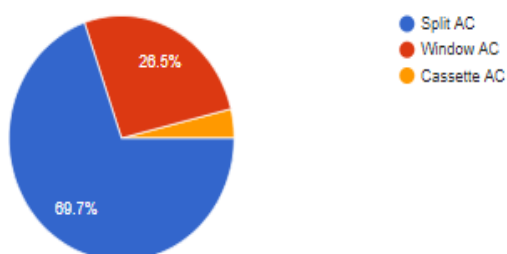


Chart 1

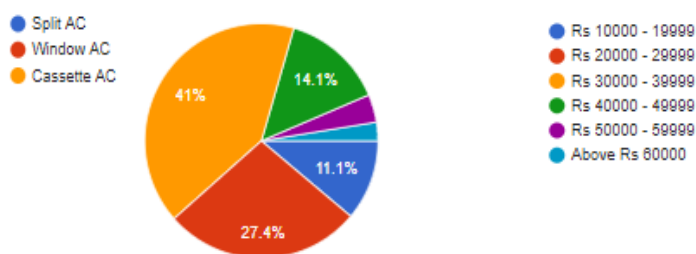


Chart 2

- Chi square cross tabs test is used to find that there is significant relationship between Price range and type of offers preferred by the consumers. Around 65% of respondents prefer to buy AC between 30k to 50k with 73%, 15% prefer to have discount and exchange schemes respectively.

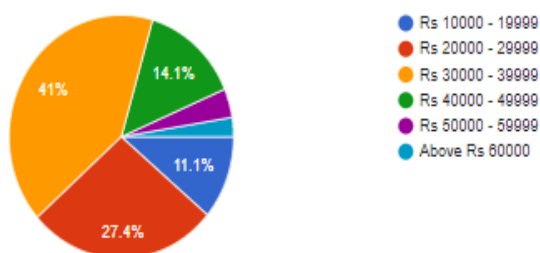


Chart 3

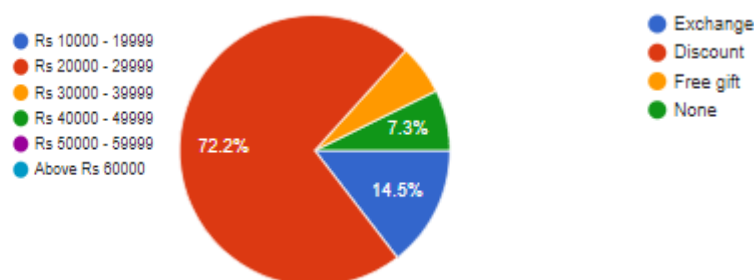


Chart 4

- Anova test was used to find that there is a significant difference between different price range with respect to brand preferred by the consumers. Around 41%, 27% prefer to buy AC between Rs 30k - Rs 40k, Rs 40k - RS 50k respectively with very important factor influencing 80% of total respondents.

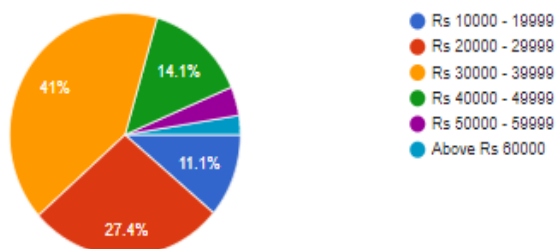


Chart 5

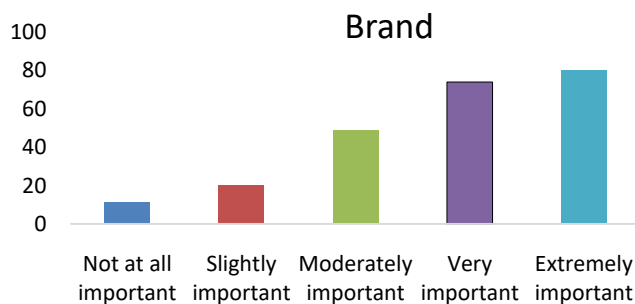


Chart 6

4. Chi square cross tabs test is used to find that there is significant relationship between different ISEER rating and star rating preferred by consumer. Around 47%, 28%, 17% prefer ISEER rating of 4 - 4.4, 3.5 - 3.9, 4.5 - 5 respectively. With 47%, 40% ,prefer 5 star and 4 star respectively.

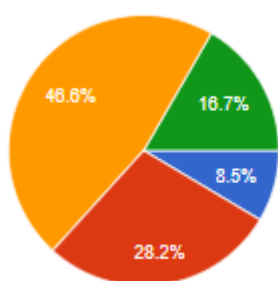


Chart 7

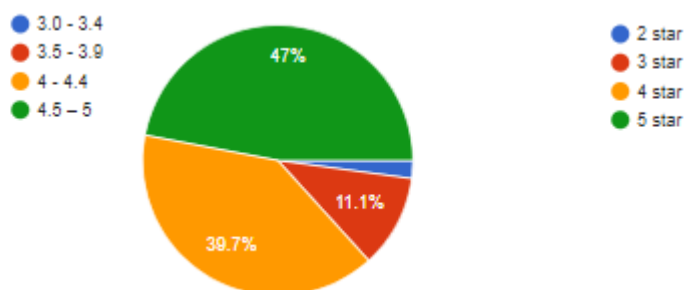


Chart 8

5. Anova Test was used to find out that there is a significant difference between different ISEER rating with respect to energy efficiency of AC. Around 47%, 28%, 17% prefer ISEER rating of 4 - 4.4, 3.5 - 3.9, 4.5 - 5 respectively with extremely important factor influencing 80% of total respondents.

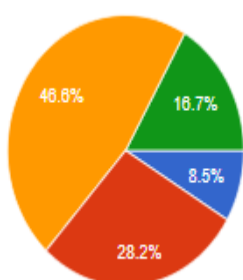


Chart 9

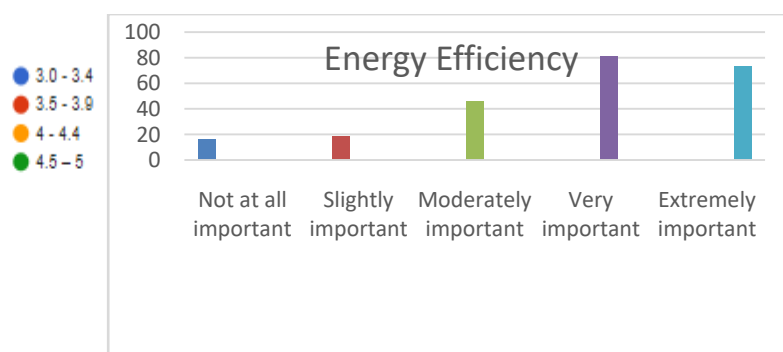


Chart 10

### CONCLUSION

It is important for the company to know consumer buying behaviour of their consumers so that they can better tailor their marketing efforts to influence them to buy their products. As there is 7 -8% penetration of AC therefore, there is immense growth in Indian air conditioner market in near future.



so manufacturer should keep in mind about the interest and requirements of consumers and factors influencing their purchase of air conditioners.

1. Price range is one of the most important factor during the purchase behaviour and it is also having relationship with type of AC, promotional offers and the type of brand.
2. Consumers also prefer to purchase energy efficient AC by looking at ISEER rating and most of them prefer to buy 4 star or above rating air conditioners.
3. ISEER rating have significant relation with star rating in energy efficiency factor.
4. Consumer generally prefer AC between 30k to 50k price range and type of brand highly matters to them.
5. Most of Consumers prefer to buy split air conditioners but there is significant no of consumers also prefer to buy window air conditioners.
6. Promotion offers such a discount, exchange highly influences them to purchase so manufacturer should try to give attractive schemes, discounts and offers to increase their sales.

### **RECOMMENDATIONS**

1. Since price is very important factor in purchase behaviour, so the manufacturer should launch products on competitive price and try to give best value for money product to buyers.
2. consumers are highly influenced by promotional offers so company should give huge discounts, good exchange policy and also have easy financing policy so that they can increase their sales.
3. Companies should take continuous feedbacks from buyers to get updated about the needs and requirements of buyers as huge competition is already there in air conditioner market.
4. Companies should focus on producing high quality split and window AC as they are in huge demand.
5. Consumer are conscious about their electricity charges, so the company should produce more energy efficient air conditioners and spent money in innovation, research and development to enhance their technology and focus on making more 4 star and 5 star rating products.
6. Company should enhance brand value and image by advertising because of influence of brand name. Brand equity plays huge role in buying decision on consumer.

### **LIMITATIONS**

1. The sample size is convenience in nature, thus it was not possible to gather the required sample size.
2. But for purpose of academics requirements, the sample used for the study is sufficient enough to yield the required result.
3. Time constraint as well as the covid-19 pandemic.
4. Limited number of respondents to the practical reasons.
5. This sample size does not represent the whole population of country, and thus difficult to draw a conclusion.



6. There is a possibility of lack of sincerity by the respondents in providing the correct information.

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### **APPENDIX B: QUESTIONNAIRE**

- What is your name?
- What is your age?

< 18

18-28

29-39

40-50

Above 50

- What is your occupation?

Employee

Student

professional

businessman

- What is your income range?

Below 3 lacs

Between 3 lacs- 6 lacs

Between 6 lacs- 9 lacs

Between 9 lacs- 12lacs

Above 12 lacs

- How many members in your family?

1 – 3

4 – 7

7 – 11

More than 11

- Do you own Air Conditioner?

Yes    No

- Which type of Air Conditioner do you prefer?

Split AC

Window AC

Cassette AC

- Which Air Conditioner brand would you like to purchase?

Voltas    Bluestar    LG    Llyod    Samsung    Hitachi    Mitushbishi    Daikin    OGeneral  
carrier

- What is your purpose while buying a Air Conditioner?

Necessity

For enhancing your status

Luxury item

- In what range would you like to purchase air conditioner?

Rs 10000-19999

Rs 20000-29999

Rs 30000-39999

Rs 40000-49999

Rs 50000-59999

Above Rs 60000

- What type of offer would you like to avail during purchase?

Exchange

Discount

Free gifts

None

- how frequently you would like to take Air Conditioner's after sale service?

Once in Every 6 months

Once in Every year

Once in two year

Once in three year

Once in four year

Once in more than four year

- How many star would u prefer?

2 star

3 star

4 star

5 star

- What would be the cooling capacity (ton) you prefer?

Below 1 ton

1 ton

1.5 ton

2 ton

3 ton

Above 3 ton

- What would be the ISEER rating prefer?

3.0 - 3.4

3.5 - 3.9

4 - 4.4

4.5 – 5

- To what extent did following factors influence your purchase of AC?

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Price					
Brand					
Energy Efficiency					