



International Journal of Marketing and Technology

(ISSN: 2249-1058)

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
<u>1</u>	The Impact Of Tourism On Culture: Empirical Evidence From Victoria Falls. Alick Mhizha, Golden Mandebvu and Noel Muzondo	<u>1-31</u>
<u>2</u>	Estimation Of Market Volatility-A Case Of Logistic Brownian Motion. D. B. Oduor, N. Omolo Ongati, N. B. Okelo and Silas N. Onyango	<u>32-48</u>
<u>3</u>	Market access and agriculture suitability analysis using GIS technique A case study on Morobe province, Papua New Guinea. Sailesh Samanta, Babita Pal, Dilip Kumar Pal and Wycliffe Antonio	<u>49-67</u>
<u>4</u>	Assessment Of Library Service Quality From Researchers' Perspective. Ms. Sunil Kumari, Ms. Poonam Khurana and Ms. Madhu Arora	<u>68-86</u>
<u>5</u>	Sustainable Development through ICT and education - A collaborative endeavour. Dr. Sangeeta Kohli and Dr. Ritu Bhattacharyya	<u>87-101</u>
<u>6</u>	International Marketing And The Impact Of Technology On The Integration Of The Global Economy. Dr. Ashish Mathur	<u>102-116</u>
<u>7</u>	Fiscal Policy, Public Debt, And Economic Growth. William R. DiPietro	<u>117-130</u>
<u>8</u>	Work / Life Balance In Corporate Sector. Perna	<u>131-147</u>
<u>9</u>	Profitabilty Analysis Of Reliance Telecom Ltd. M. Usharani and M. Kavitha	<u>148-163</u>
<u>10</u>	A Study On Customer Involvement In Purchase Of Home Appliance. P. Janaki and S. Premila	<u>164-185</u>
<u>11</u>	Economic Growth, Corruption and Poverty. Mr. Harsimran Singh and Dr. Sarbjeet Singh	<u>186-206</u>
<u>12</u>	A Study on Consumer perceptions and Brand Equity Analysis of Men's shirts: Foreign Brands Vs Domestic brands. A. Pughazhendi and R. Thirunavukkarasu	<u>207-225</u>
<u>13</u>	Applying Knowledge Management in the Life Insurance Industry. Dr. M. Dhanabhakya, V. Anitha and S. Kavitha	<u>226-241</u>
<u>14</u>	Measuring The Service Quality Gap Between The Perceived And Expected Services In Retail Banking. Ganesh P	<u>242-260</u>
<u>15</u>	Analysis on Problems of Customers on Mobile Banking Services of ICICI BANK in Tenkasi Taluk. Dr. S. Valli Devasena	<u>261-281</u>

Chief Patron

Dr. JOSE G. VARGAS-HERNANDEZ

Member of the National System of Researchers, Mexico

Research professor at University Center of Economic and Managerial Sciences,

University of Guadalajara

Director of Mass Media at Ayuntamiento de Cd. Guzman

Ex. director of Centro de Capacitacion y Adiestramiento

Patron

Dr. Mohammad Reza Noruzi

PhD: Public Administration, Public Sector Policy Making Management,

Tarbiat Modarres University, Tehran, Iran

Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran

Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors

Dr. NAGENDRA. S.

Senior Asst. Professor,

Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

Dr. SUNIL KUMAR MISHRA

Associate Professor,

Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN

Lecturer and Chairperson (Centre for Business and Management),

Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA

Assistant Professor,

Aloysius Institute of Management and Information, Mangalore, INDIA

Dr. A. JUSTIN DIRAVIAM

Assistant Professor,

Dept. of Computer Science and Engineering, Sardar Raja College of Engineering,

Alangulam Tirunelveli, TAMIL NADU, INDIA

Editorial Board

Dr. CRAIG E. REESE

Professor, School of Business, St. Thomas University, Miami Gardens

Dr. S. N. TAKALIKAR

Principal, St. Johns Institute of Engineering, PALGHAR (M.S.)

Dr. RAMPRATAP SINGH

Professor, Bangalore Institute of International Management, KARNATAKA

Dr. P. MALYADRI

Principal, Government Degree College, Osmania University, TANDUR

Dr. Y. LOKESWARA CHOUDARY

Asst. Professor Cum, SRM B-School, SRM University, CHENNAI

Prof. Dr. TEKI SURAYYA

Professor, Adikavi Nannaya University, ANDHRA PRADESH, INDIA

Dr. T. DULABABU

Principal, The Oxford College of Business Management, BANGALORE

Dr. A. ARUL LAWRENCE SELVAKUMAR

Professor, Adhiparasakthi Engineering College, MELMARAVATHUR, TN

Dr. S. D. SURYAWANSHI

Lecturer, College of Engineering Pune, SHIVAJINAGAR

Dr. S. KALIYAMOORTHY

Professor & Director, Alagappa Institute of Management, KARAIKUDI

Prof S. R. BADRINARAYAN

Sinhgad Institute for Management & Computer Applications, PUNE

Mr. GURSEL ILIPINAR

ESADE Business School, Department of Marketing, SPAIN

Mr. ZEESHAN AHMED

Software Research Eng, Department of Bioinformatics, GERMANY

Mr. SANJAY ASATI

Dept of ME, M. Patel Institute of Engg. & Tech., GONDIA(M.S.)

Mr. G. Y. KUDALE

N.M.D. College of Management and Research, GONDIA(M.S.)

Editorial Advisory Board

Dr. MANJIT DAS

Assistant Professor, Deptt. of Economics, M.C.College, ASSAM

Dr. ROLI PRADHAN

Maulana Azad National Institute of Technology, BHOPAL

Dr. N. KAVITHA

Assistant Professor, Department of Management, Mekelle University, ETHIOPIA

Prof C. M. MARAN

Assistant Professor (Senior), VIT Business School, TAMIL NADU

Dr. RAJIV KHOSLA

Associate Professor and Head, Chandigarh Business School, MOHALI

Dr. S. K. SINGH

Asst. Professor, R. D. Foundation Group of Institutions, MODINAGAR

Dr. (Mrs.) MANISHA N. PALIWAL

Associate Professor, Sinhgad Institute of Management, PUNE

Dr. (Mrs.) ARCHANA ARJUN GHATULE

Director, SPSPM, SKN Sinhgad Business School, MAHARASHTRA

Dr. NEELAM RANI DHANDA

Associate Professor, Department of Commerce, kuk, HARYANA

Dr. FARAH NAAZ GAURI

Associate Professor, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University, AURANGABAD

Prof. Dr. BADAR ALAM IQBAL

Associate Professor, Department of Commerce, Aligarh Muslim University, UP

Dr. CH. JAYASANKARAPRASAD

Assistant Professor, Dept. of Business Management, Krishna University, A. P., INDIA

Technical Advisors

Mr. Vishal Verma

Lecturer, Department of Computer Science, Ambala, INDIA

Mr. Ankit Jain

Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

Associate Editors

Dr. SANJAY J. BHAYANI

Associate Professor, Department of Business Management, RAJKOT, INDIA

MOID UDDIN AHMAD

Assistant Professor, Jaipuria Institute of Management, NOIDA

Dr. SUNEEL ARORA

Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

Mr. P. PRABHU

Assistant Professor, Alagappa University, KARAIKUDI

Mr. MANISH KUMAR

Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

Mrs. BABITA VERMA

Assistant Professor, Bhilai Institute Of Technology, DURG

Ms. MONIKA BHATNAGAR

Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA

Assistant Professor, CSE Department of ITM University, GURGAON

Title

**A STUDY ON CUSTOMER INVOLVEMENT IN
PURCHASE OF HOME APPLIANCE**

Author(s)

P. JANAKI

Assistant Professor,

Department of Commerce,

Sri Krishna Arts and Science College,

Coimbatore - 641 008.

S. PREMILA

Assistant Professor,

Department of Commerce,

Sri Krishna Arts and Science College,

Coimbatore - 641 008.

ABSTRACT:

Consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior. The people consume things of daily use, and buy these products according to their needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods or, industrial goods. Involvement can be viewed as the motivation to process information. To the degree that there is a perceived linkage between a consumers needs, goals, or values, and product knowledge, the consumer will be motivated to pay attention to product information. For this study four objectives are framed. The study was carried out with the sample size of 200 respondents selected based on proportionate random sampling with in Coimbatore city. The data were collected with interview schedule analyzed and were using percentage weighted average score analysis of variances and factor analysis. Thus the study on consumer behavior with respect to involvement helps marketers to understand consumers needs so as to recognize the potential for development of change in consumer requirements. The study concludes by stating that customer involvement and ultimately leads to attitude, attitude guides in achieving desired benefits and that in turn enhances the brand loyalty.

Keywords: Attitude, Behavior, Consumer, Involvement, Loyalty, Marketing,

INTRODUCTION:

Consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior. Marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective (Harold 1985). The product creates an image in the mind of the consumer, who undergoes a decision process which leads to the outcome in terms of satisfaction or dissatisfaction, which reflects on the sales and image of the product or brand (Leon G 1997). The process of decision-making varies with the value of the product, the involvement of the buyer and the risk that is involved in deciding the product/service. People consume things of daily use, and buy these products according to their needs, preferences and buying power. These can be

consumable goods, durable goods, specialty goods or, industrial goods. What they buy, how they buy, where and when they buy, in how much quantity they buy depends on their perception, self concept, social and cultural background and also age family cycle, attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to a person . In some societies there is a lot of affluence and, these societies can afford to buy in greater quantities and at shorter intervals. In poor societies, the consumer can barely meet his barest needs (Gordon 1987). The marketer therefore tries to understand the needs of different consumers and having understood his different behaviours which require an in-depth study of their internal and external environment, to formulate the plans for marketing.

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. 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. For all this, exchange is required. This exchange is usually between the seller and the buyer. It can also be between consumers.

CUSTOMER INVOLVEMENT:

Customer involvement refers to degree of information processing or extent of importance that a consumer attaches to a product. The degree of involvement has a very significant effect on consumer behavior. When more expensive products are to be purchased, the consumer gets more involved in purchase process but he may not be equally involved in a product which is just a rupee. Along with the concept of motivation, involvement is another concept which central to activating consumer motives. Involvement refers to "the level of perceived personal importance and/or interest evoked by a stimulus (or stimuli) within a specific situation". This definition implies that aspects of the person, the product, and the situation all combine to determine the consumer's motivation to process product related information at a given point of time (John L1978). When consumers are intent on doing what they can to satisfy a need, they will be motivated to pay attention and process any information felt to be relevant to achieving their goals. On the other hand, a person may not bother to pay any attention to the same information it is not seen as relevant to satisfying some need. One person who prides himself on his knowledge

of a particular product may read anything he can find about the subject, spend his spare time, and so on, while another person may skip over this information without giving it a second thought.

Involvement can be viewed as the motivation to process information. To the degree that there is a perceived linkage between a consumers needs, goals, or values, and product knowledge, the consumer will be motivated to pay attention to product information. When relevant knowledge is activated in memory, a motivational state is created that drives behavior (e.g., shopping). This subjective feeling of personal relevance is termed felt involvement. As felt involvement with a product increases, people devote more attention to advertisement related to the product, exert more cognitive effort to understand these advertisements, and focus their attention on the product-related information in them

OBJECTIVES OF THE STUDY:

- ❖ To understand the socio-economic profile of the respondents who bought home appliances.
- ❖ To study the purchase decision behavior relating to home appliances.
- ❖ To analysis factors influencing the customer with involvement in purchase process of home appliances.
- ❖ To measure involvement from its consequences.

RESEARCH METHODOLOGY:

The respondents were selected from the 2 years customer data base (12612 customers) of a leading multi brand home appliances showroom in the city. Within the data base, the customer belonging to Coimbatore city was screened initially resulting in 2007 customers. Proportionate random sampling method was adopted by taking ten per cent with the sample size resulting in 200 respondents. Both primary data and secondary data were collected for the purpose of the study. Tools used for the study are as follows, Percentage analysis, Weighted Average, ANOVA, and Factor Analysis.

REVIEW OF LITERATURE:

Kedarshukla and Amol Rault (2011)¹ conducted a study on **Emerging Trends and Challenges in Air-conditioning Industry in India**. The objective of the study is to know the marketing position of the Air conditioning Company in India and to analyses the factors influencing the purchase of Air conditioning Company in India. The data were collected from various Air conditioning companies in India. The SWOT analysis is used for statistical analysis. it was concluded that Air conditioning industry has a huge growth potential taking cognizance of higher push on infrastructure development in India. There are many players in the market to fulfill the demand but the required techno-managerial talent pool has become a scare commodity. Also, the research focus of this industry is lesser as compared to other industry.

Lilly.J (2010)² examined the **Customer Perception and Preference towards Branded Products with special references to Television Sets**, with the objectives of evaluating the customers perception of the promotional factor of purchase towards branded products and also to know whether the demographic variables of the respondent have influence on brand preference of television sets. The primary data has been collected through questionnaire with sample size of 200 respondents. The statistical tools namely two way analysis, 't' test and chi-square analysis were used to test hypothesis. The study found that the demographic variables such as age, gender, educational qualification, occupational status and monthly income had impact on the customer's perception towards branded products. In case of customer's preference towards television brand, all the demographic variables except nature of family have significant relationship in brand preference of television set. In a family, the role of the spouse was considered to be the most important in seeking information about television brands and while selecting branded television set, technical features, investment, awareness about brands in the television set were considered and sustaining preference is an important step on the brand loyalty.

Saravanam.S (2010)³ conducted "A Study on **Consumer Behavior of Women with Special Reference to Durable Goods in Coimbatore City**". The study has been conducted with the objective of analyzing the factors influencing women's purchase behavior. The primary data were collected from customers through questionnaire with the sample size of 250 respondents. The descriptive statistics, weighted scaling technique and ranking technique were used and

hypotheses were tested. The study concluded that the modern market is highly competitive and transitional. The prominence gained by an individual consumer in marketing decision making compels the marketers to look at the components of the marketing mix through the customer's eyes.

STUDY RESULT:

Table 1

Distribution of Respondents Based on Socio-Economic Profile

Variables		No of respondents (n:200)	Percentage
Age (in years)	Up to 20	32	16
	21- 40	134	67
	41- 60	32	16
	Above 61	2	1
Gender	Male	54	27
	Female	146	73
Marital status	Married	112	56
	Unmarried	88	44
Family	Nuclear	150	75
	Joint	50	25
Education	School Level	22	11
	Under Graduate	66	33
	Post Graduate	102	51
	Others(skill,technical)	10	5
Occupation	Business	30	15
	Govt Employed	46	23
	Private Employed	72	36
	Profession	38	19

	Others	14	7
Monthly Income in(Rs)	Less than 10,000	58	29
	10,001-20,000	62	31
	20,001-30,000	68	34
	Above 30,001	12	6

Source: Primary Data

It is understood from the table 1 that majority of the respondents (67 per cent) belong to the age group between 21-40 years, 16 per cent of the respondents in the age group of up to 20 years and another 16 per cent between the age group of 41-60 years and just one percent of the respondents above the age of 61 years. The classification based on gender reveals that 73 per cent of female respondents were involved in the purchase of home appliances whereas 27 per cent were male respondents. The married respondents (50 per cent) and Unmarried (44 per cent) respondents were involved in purchase of home appliances. The nuclear families were predominant with 75 per cent and the remaining 25 per cent were joint families. On the whole, 95 per cent of the respondents were literate. The table further reveals that 51 per cent of the respondents were post graduates, 33 per cent of the respondents were under graduates, 11 per cent of the respondents studied up to school level and remaining five per cent of the respondents were with skill oriented and technical education. The respondent with private sector employment is 36 per cent and 23 per cent were government employment, 19 per cent of the respondents were in profession and remaining seven per cent were home makers and unemployed. Based on the income wise classification, 34 per cent of the respondents have monthly income between Rs 20,001-30,000, 31 per cent of the respondents between Rs 10,001-20, 000, and 29 per cent of the respondents with monthly income of less than Rs10000 and for six per cent of the respondents monthly income is above Rs 30,331.

TABLE 2

Classification of Respondents Based on Purchase Decision of Home Appliances.

Variables	No of Respondents (n:200)	Percentage
------------------	--------------------------------------	-------------------

Purchasing of Home Appliances	Yes	200	100
	No	0	0
Information about Home Appliances	Television	80	40
	Radio	2	1
	Journals	8	4
	Newspaper	10	5
	Banners	8	4
	Friends ,relatives and Peer group	74	37
	Sales person	18	9
Source of Purchase	Dealer	84	42
	Company Outlet	26	13
	Shops	88	44
	Second hand purchase	2	1
Mode of Purchase	Cash	46	23
	Credit	154	77
	Installment	95	62
	Hire purchase	59	38

Source: Primary Data

It can be noted from table 2 that all of the respondents were involved in purchase of home appliances. The respondents gathered information about home appliances from many sources 40 per cent of the respondents were aware of home appliances through television, 37 per cent of the respondents got the information about home appliances from friends and relatives and nine per cent of the respondents collected information from sales person and five per cent of the respondents from news paper and four per cent of the respondents from journals and another four percent through banners and just one per cent of the respondents through radio. The classification of respondents based on source of purchase shows that 44 per cent of the respondents bought home appliances from shops, 42 per cent of the respondents purchased through dealers out let and 13 per cent of the respondents from company outlets. Purchase of home appliances on credit basis is quite popular among 77 per cent of the respondents and

another 23 per cent of the respondents were purchased in cash basis. Of the credit purchase, 62 per cent of the respondents were purchased on the basis of installment and 38 per cent of the respondents used hire purchase system.

TABLE 3

Ranking of elements of marketing mix by the respondents

Variables	Total mean score	Rank	
		Within category	Over all
Product			
Appearances	7.5	3	3
Quality	7.78	2	2
Performances	6.32	4	4
Less Power Consumption	5.66	5	5
Green product	3.92	10	10
Brand Name	8.29	1	1
Value Addition	5.02	6	6
Warranty	4.82	7	7
Re purchase/ Exchange Offer	4.58	8	8
After Sale Service	4.18	9	9
Price			
Reasonable Price	2.22	1	15
Easy installment and Credit Facilities	2.06	2	17
Offers and Discount	1.74	3	20
Promotion			
Attractive Advertisement	3.05	1	11
Word of Mouth Promotion	2.44	2	12
Celebrity	2.38	3	13
Demonstration by selling agents	2.11	4	16
Place			

Trust Worthiness of Dealer	1.91	2	18
Installation	2.23	1	14
Door Delivery	1.84	3	19

Source: Primary Data

The table 3 reveals the weighted average score assigned by the respondents in the selection of home appliances. It is observed that the criteria for selection of home appliances under the four categories marketing mix namely product, price, promotion and place. It is observed that under the element marketing mix “Brand name” has secured highest mean score (8.29) and ranked as first in product mix, “reasonable price” has secured highest mean score (2.2) and ranked as first under price mix, “attractive advertisement” has secured highest mean score (3.05) and ranked as first under promotion mix, “installation” has secured highest mean score (2.23) and ranked as first in place mix.

The table further shows the rank assigned by the respondents by considering all the elements of marketing mix. The overall ranking shows that the brand name (8.29) plays a prominent role in the selection criteria of the home appliances, the quality with weighted score (7.78) attains the second place, following this third place was secured by the appearance (7.5), the fourth place was attained by performances (6.32), the fifth was less power consumption with (5.66), the value addition reached the sixth rank (5.02), the warranty (4.82) as the seventh rank among all the elements in home appliances selection. The eighth rank for repurchase and nine and tenth place after sale service (4.18) and green product (3.91) respectively. The attractive advertisement (3.05), word of mouth promotion (2.44) and celebrity (2.38), ranked in eleven, twelve and thirteen place respectively. The distribution criteria also influenced the selection procedure of home appliance with installation, and place reasonable price (2.2) in fourteen and fifteenth places respectively last five places were secured by the demonstration by selling agent (2.11), easy installment and Credit Facilities (2.06), Trust worthiness of Dealer (1.91), Door Delivery (1.84) and Offers and Discount (1.74).

It is inferred from the above analysis that the various elements under product mix had predominant influence, followed by the elements of promotion mix. Under physical distribution mix, the installation and under price mix, the reasonable price had greater influence in purchase decision on home appliances.

TABLE 4

Education level of the respondents and purchase of involvement

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (D.F)	Mean Square (MS)	F-Ratio	Table Value
Between columns	889	3	296	3	F(3,9)=3.86
Between Rows	8563	3	2854	29	F(3,9)=3.86**
Residual (or) Error	900	9	100		
TOTAL	10352	15			

Source: Primary Data ** Significant at 5 per cent level

Table 4 it is found that association concerning customer involvement with various service rendered during pre purchase stage and their education are insignificant at 5 per cent level as the calculated F ratio of 3 is less than the table value of 3.86, But the association in the educational level of the respondents with respect to customer involvement in various services rendered at pre purchase stage are significant as the calculated F ratio of 29 is more than table value of 3.86. It is inferred that level of education has impact on the involvement of respondents in each and every service offered at pre purchase stage while purchasing home appliances.

TABLE 5

Education and involvement in customer engagement.

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (D.F)	Mean Square (MS)	F-Ratio	Table Value
Between columns	378	2	189	5	F(2,6)=5.14
Between Rows	6993	3	2331	66	F(3,6)=4.76**

Residual (or) Error	213	6	36		
TOTAL	7584	11			

Source: Primary Data

** Significant at 5 per cent level

From table 5 it is found that association concerning customer involvement with various services rendered during customer engagement are insignificant at 5 per cent level as the calculated F ratio of 5 is less than the table value of 5.14, and the null hypothesis is accepted. But the association in the educational level of the respondents with respect to various services rendered at engaging customer is significant as the calculated F ratio of 66 is more than table value of 4.76 and the null hypothesis is rejected. It is inferred that level of education has impact on the involvement of respondent in each and every service offered to them at customer engagement while purchasing home appliances.

TABLE 6

FACTOR ANALYSIS FOR CONSEQUENCES OF INVOLVEMENT

Variable	Factor									Communality
	1	2	3	4	5	6	7	8	9	
X1	-.191	-.751	-.190	.103	-.155	-.202	.312	-.256	-.019	.875
X2	-.051	-.866	.149	.012	.092	.089	-.180	.055	.086	.834
X3	-.109	-.040	.559	.133	.040	.644	.048	-.257	-.169	.856
X4	.085	-.029	-.017	-.027	-.931	-.002	.021	-.072	-.052	.884
X5	.129	-.030	.680	.273	.175	-.038	-.502	-.163	-.189	.901
X6	-.011	.007	.855	-.037	-.063	.086	.134	.201	.145	.823
X7	.151	.091	.083	-.122	.015	.824	-.100	-.020	.123	.757
X8	.184	-.058	.022	-.005	.122	.052	.015	-.058	.934	.931
X9	.142	.470	.428	-.341	.464	.037	.228	.093	.091	.826
X10	.267	-.290	.247	-.381	.371	.063	.096	.493	.228	.807

X11	.321	.296	-.133	-.668	.337	.083	.082	-.174	.174	.842
X12	.270	.148	.021	.005	.062	-.110	.079	.893	-.086	.922
X13	.399	-.003	.027	.093	.078	-.114	.768	.106	-.038	.790
X14	.344	.054	.100	.832	.253	-.055	.152	-.081	.060	.924
X15	.498	-.108	-.173	.571	-.135	-.330	.147	-.312	.117	.876
X16	.591	.367	.192	.330	.148	.152	.300	.048	.046	.769
X17	.545	.227	.284	.237	.070	-.029	.520	-.036	.263	.833
X18	.720	.246	-.042	.247	.043	.116	.342	-.101	.128	.800
X19	.747	.282	.244	.104	-.089	.080	.116	-.147	.388	.907
X20	.669	-.061	.011	-.162	-.072	.150	.189	.380	.420	.861
X21	.671	-.308	-.163	-.182	-.171	.481	.004	.130	-.006	.883
X22	.700	.022	-.320	-.137	.010	.540	-.042	.010	.025	.906
X23	.705	-.169	-.137	-.062	.121	.426	.172	.197	.260	.881
X24	.777	-.087	-.246	.111	.471	.100	.066	.019	.081	.928
X25	.855	-.143	-.096	.131	.087	.184	.110	.190	.146	.889
X26	.874	.043	-.096	.167	.202	.117	.169	.056	.085	.897
X27	.772	.087	-.064	.291	.101	-.193	.215	-.325	.167	.919
X28	.807	-.067	-.016	.141	.432	-.071	.211	-.027	.187	.947
X29	.857	-.157	.178	.077	.118	.017	.061	-.200	.022	.855
X30	.785	-.272	.272	-.106	-.217	-.049	.307	-.052	.159	.947
X31	.882	.012	.032	.195	-.179	.056	-.013	.144	.095	.882
X32	.855	-.017	.152	.121	.022	-.008	.033	.246	.264	.901
X33	.863	.066	.042	.122	.307	.174	-.051	-.045	-.037	.898
X34	.865	.193	-.266	.036	.065	.122	-.135	.124	.042	.911
X35	.913	.130	.086	-.106	.125	.200	-.089	.109	.078	.949
X36	.845	.126	-.065	-.259	-.002	-.077	.143	.210	-.070	.877
X37	.766	.287	.108	-.265	.269	.010	.283	.147	.146	.946
X38	.907	.282	-.176	-.005	.019	-.023	.084	-.067	.091	.955
X39	.860	.128	.070	-.028	-.053	.117	.219	.132	.286	.926
X40	.857	-.075	.142	-.009	-.039	.010	.135	.357	-.114	.920
X41	.942	.035	.097	.000	-.165	.053	.003	.057	-.002	.932

X42	.854	.121	.103	.080	-.192	-.060	.370	.121	-.022	.953
X43	.900	.227	.107	-.082	9.33	-.208	.120	.021	-.100	.947

Source: Primary data

Table 6 demonstrates that the principal component analysis and rotated factor loading method is used for finding out stimulating factors. From the above table, it is observed that out of 43 variables, 9 factors are identified by the rotation method. The total percentage of variation of all factors showed is 87.042 per cent.

While analysis the highly influential component from communality values the following components were resulted with high values such as most people do not care about this product (0.955), the respondents were abreast of recent news on the relevant product development (0.953), find the product as important in life (0.949) and enjoy talking about the product (0.947)

The resultant components were grouped into four factors and is shown in Table 7

Table 7

Clustering of Key Variables into Factors

Factor	Key Variables	Rotated factor loadings
I. Search and Information Processing	Speed spare time to get more information	0.942
	Noticed differences between the various brands of the product	0.882
	Little to choose between different brands of product	0.865
	Read all available information about the product	0.866
	Not much effort to get more information about the product	0.863

	Read article on this product published in magazines	0.857
	Abreast of recent news on product development	0.854
	Interested in experts and evaluation and comments on this product	0.832
	Product is improvement in my daily life	0.913

II. Affective Link	It seems silly to have strong interest in this product	0.860
	When I use the product I feel well	0.857
	I am interested in this product	0.855
	Not having it makes me feel uneasy	0.855
Social Interaction	I could talk about this product quite and while without getting bored	0.845
	I enjoy talking about the product	0.807
Social relevance	To product is important for people	0.855
	Do not understand people we know strong intent in the kinds of things	0.900

It is inferred from table 7 that under the factor I “**Search and information processing**” (SIP), the components namely spare time to get more information (0.942), notice differences between the various brands of the product (0.882), little to choose between different brands of product (0.865), no efforts to get information (0.863), read article on this product published in magazines (0.857), and abreast of recent news on product development (0.854) were highly influential. Under factor II “**Affective Link**” (AL), the dominant components were product improvement (0.913), do not understand people to have strong intent in the kinds of things

(0.900), no brand preferences (0.882), silly to have strong interest in this product (0.860), feel well on product (0.857), I interested in this product (0.855) and not having it makes feel uneasy (0.855). Under factor III “**Social interaction**”(SI), resulted with components such as could talk about this product without getting bored(0.845), enjoy talking about the product(0.807). The last factor IV “**Social relevance**” (SR) to product is important for people (0.855).

It is understood from factor analysis that the factor “search and information” were the dominant in consumer decision making process about home appliances. Customer involvement itself is a motivation to search and gather information. Then the consumer durable home appliances purchase reflects high customer involvement in search and information.

CONCLUSION:

The essence of marketing is to satisfy the customer, and naturally all the marketing activities should revolve around the customers and their buying behavior. Consumer behavior determines a firm’s profitable, further; profitability is established in the long term by developing a loyal consumer base. Customer involvement can be viewed as the motivation to process information. To the degree that there is a perceived linkage between a consumers needs, goals, or values, and product knowledge, the consumer will be motivated to pay attention to product information. When relevant knowledge is activated in memory, a motivational state is created that drives behavior (e.g., shopping). As felt involvement with a product increases, people devote more attention to ads related to the product, exert more cognitive effort to understand these ads, and focus their attention on the product-related information. The study concludes by stating that customer involvement and ultimately leads to attitude, attitude guides in achieving desired benefits and that in turn enhances the brand loyalty.

BIBLIOGRAPHY:

BOOKS

- Suja R .Nair “**Consumer Behaviour**”, Himalaya Publishing House New Delhi 2006.

- Lindquist V.D and Joseph Siray.M “**Consumer Behavior Theory and Marketing Application**”, Himal Impressions,168,Raja Garden, New Delhi 2006.
- Wayne D. Hoyel, Deborah.J.Macinnis and Pinaki Dasgupta, “**Consumer Behaviour**”, prentice Hall of India Pvt.Ltd, New Delhi, 2008.
- Philip Kotler, Gary Armstrong, “**Principles of Marketing**”, prentice Hall of India Pvt.Ltd, New Delhi, 2008.
- Ramaswamy.V.K and Namakumari.S, “**Marketing Management**”, MacMillan India Ltd, New Delhi, 2008.
- Gupta .S.P, “**Satistical Methods**”, Sulthan Chand& Sons,New Delhi,2008.
- Monga.G.S and Shalini Anand., “**Marketing Management**”, Deep and Deep Publication Pvt.Ltd, New Delhi, 2003.

JOURNALS

- Harold H..Kassarjian and Peter D.Bennett,**Consumer Behaviour**,New Delhi:Prentice Hall of india pvt.ltd.,1985.
- Leon G.Sachiffman,Lesil Lazar Kanuk,Consumer behavior, Prentice Hall of india pvt.ltd.,1997.
- Prof KedarShukla and Amol Raut “Emerging Trends and Challenges in Air Conditioning Industry in India”. **International Journal of marketing**, Feb 2011, Vol- 8, No- 2, p.47.
- Lilly.J, “Customer Perception and Preference towards Branded Products with special references to Television Sets”, **Indian Journal of Marketing**, Feb 2010, Vol-5, No-10, p.84.
- Saravanam.S “A Study on Consumer Behavior of Women with Special Reference to Durable Goods in Coimbatore City”, **Indian Journal of Marketing**, Mar 2010, Vol-5, No-3, pp.52-60.
- Prof Kedar shukla and Amol Rault, “Emerging Trends and Challenges in Air-conditioning Industry in India”, **Indian Journal of Marketing**”, Aug 2010, Vol- 3, No-2, p.25.
- Giles Laurent and Jean- Noel Kaperer “Measuring consumer involvement profiles”. **Indian Journal of Marketing**, Dec 2010, pp 13- 16.