

A Study on Consumer Behavior on Consumer Electronics and Home Appliances of Panasonic products at Panasonic Brand Store Naga Appliances Bengaluru

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ABSTRACT

Consumer Electronics and Home Appliances have become integral parts of contemporary living, shaping the way we interact with our surroundings and enhancing the quality of our daily lives. With the advent of smart technologies and sustainability concerns, the consumer electronics and home appliance market are witnessing dynamic shifts in consumer preferences, making it imperative to explore the underlying consumer behavior patterns. This paper delves into the intricate dynamics of consumer behavior within the distinct retail environment of the Panasonic Brand Store located at Naga Appliances in Bengaluru, seeking to unravel the myriad factors that shape consumers' choices, preferences, and purchasing decisions. Through an exploration of demographics, lifestyle choices, cultural influences, and technological trends, this research endeavors to provide valuable insights into how store visitors perceive the Panasonic brand, assess product quality, evaluate pricing, and consider after-sales services. It aims to assess the influence of demographic factors on purchase intentions, understand consumers' choices between Panasonic and other brands, analyze buying behavior across consumer segments, compare purchasing patterns with other brands, and evaluate consumer satisfaction within different socioeconomic groups.

Keywords: Consumer Preferences, Consumer Behavior Patterns, Demographics, Lifestyle Choices, Cultural Influences, Purchase Intentions, Buying Behavior, Consumer Segments, Socioeconomic Groups.

INTRODUCTION

Home appliances and consumer electronic goods play a vital role in our everyday lives, making tasks easier, more efficient, and enhancing our overall comfort. From essential appliances like refrigerators and washing machines to smart devices and entertainment systems, these products have become indispensable in modern households. Consumer goods can be divided into two goods based on their color and usage they are White Goods and Brown Goods. Large home appliances that are often white or light-colored are referred to as "white goods" These devices are typical in kitchens and utility rooms and are necessary for daily chores. Electronics that are generally enclosed in dark or brown casings are called "brown goods," or "consumer electronics". Consumer behavior is the study of how people choose, purchase, use, and dispose of products and services to fulfil their needs and desires. The rapid advancements in technology

and the growing emphasis on energy efficiency and sustainability are shaping the development and adoption of these appliances, making them a focal point of innovation and consumer interest. Understanding the nuances of consumer preferences, behavior, and decision-making in the realm of home and electronic appliances is essential for manufacturers, retailers, and consumers alike, as it enables them to make informed choices, optimize resource usage, and keep pace with the ever-evolving landscape of technology and convenience. Bengaluru, with its quickly changing metropolitan environment and diversified consumer base, offers an intriguing setting for researching consumer attitudes towards Panasonic goods.

Literature Review

Janaki, P and Shanthi, P (2013)

According to the research "Marketing Stimuli in Purchase of Home Appliances from Consumer Perspectives," marketing strategy is the game plan that businesses must follow in order to outperform their rivals or their own strategies to accomplish the stated objective. The study analyzes customer choices for home appliances and responses to advertisements. Utilizing proportional random selection, 200 people from Coimbatore were chosen as a sample. The findings indicated that wealth and education were important socioeconomic variables impacting purchase decisions.

Ashish kumar, Poonam Gupta (2015)

"To analyze consumer purchasing behavior and preferences in the Haier home appliances market," was the focus of a research. The objective is to find out how much people enjoy the Haier company's products; a poll of the public was undertaken. It has been shown that consumers prefer to buy Samsung products over Haier ones overall. Conclusion: The pricing, quality, technology, and image of Samsung as well as the company's after-sales support were the main reasons why consumers chose the brand over others.

M.Ravikanth, P.Venkat Rao (2015)

Buying behavior of electronic products in Andhra Pradesh – A study of selected electronic consumer products". The study highlights the increasing usage of electronics in the Indian market, making it a lucrative business. Consumer preference for electronic devices, such as televisions and mobile phones, is influenced by rising disposable income and credit accessibility. The study analyzes consumer purchasing patterns for television products and consumer views on electronic consumer goods.

PritiJha (2017)

"A Study of Consumer Buying Behavior towards Selected Consume Durable (White) Products With special Reference to Delhi." A study in Delhi, NCR, aimed to investigate socioeconomic backgrounds and consumer knowledge of white goods brands. Results showed that some respondents preferred cash payments and showroom location was not essential. Factors like price, energy efficiency, guarantee, and after-sale service were the main determinants of purchasing durable products.

Karthika and Vijai Anand (2017)

"A study on pre-purchase behavior of consumers towards white goods in Namakkal district - Introduction". The study evaluated consumers' buying behavior and attitudes towards white goods in India's Tiruchirappalli district. With 500 participants, the study found hope for future improvements in

consumer satisfaction, shopping experiences, and post-purchase consumer support. The findings suggest that long-lasting items, brick-and-mortar store experiences, and post-purchase consumer support are crucial factors in achieving consumer satisfaction.

S.Kannapiran and Megala (2021)

“Marketing Impetus in Purchase of White Durable Goods from Consumer Perspectives in Chengalpattu District Of Tamil Nadu” Their research focused on purchase decisions for consumer white durable products. They discovered that the key element influencing the buying decisions of the majority of consumers is brand loyalty and the cost of consumer durables. The influence of family members in choosing consumer durables was also mentioned.

Objectives of The Study

- To study consumer behavior on consumer electronics and home appliances of Panasonic products at Panasonic Brand Store Naga Appliances, Bengaluru.
- To study the Impact of demographic Factors on the purchase behavior Intentions
- To understand the buying decisions of the consumers of Panasonic brands with other brands for home appliances and consumer electronics
- To analyze the buying behavior of different classes of consumers based on their personal characteristics.
- To learn about consumer purchasing patterns for Panasonic brand consumer electronics and home appliances in comparison to other brands

Research Gap

This study addresses a research gap by examining the influence of socioeconomic factors (income, education, employment, social class) on consumer behavior within the unique retail environment of Panasonic Brand Store Naga Appliances in Bengaluru. While Panasonic-related behavior has been studied, the specific impact of Bengaluru's diverse demographics on consumer choices, motives, and buying patterns remains underexplored. This research aims to reveal how income levels affect preferences for Panasonic electronics and appliances, considering the roles of education and employment in shaping brand perception and consumer knowledge. The study also highlights the lack of focused analysis on consumer engagement with Panasonic products in this store context, especially in the context of changing family dynamics. Therefore, this research is crucial in dissecting the determinants of preferences and choices, considering both physical and mental aspects guiding purchasing decisions within the unique setting of Panasonic Brand Store.

Research Methodology

Descriptive research is utilized to illustrate the degree of consumer knowledge, sentiments, views, experience, and purchasing behaviors towards Panasonic products in terms of quality, service, and numerous other characteristics. This study makes use of descriptive research to gauge consumer experience, which in turn influences consumer happiness. To evaluate the purchase behavior, close-ended questions with a dichotomous, 5-point Likert scale were included in a standardized questionnaire.

Sources of Data Collection

Primary data

The primary source of data collection for the aforementioned study was focused on visitors to the Panasonic Brand Store at Naga Appliances in Bengaluru. This store witnesses a daily footfall of approximately 30 to 40 consumers who visit for purchasing consumer electronics and home appliances. Out of these daily visitors, a subset of 10 individuals was randomly and conveniently selected for surveying purposes over a period of 20 days.

Secondary

Secondary data is information that is easily accessible from a variety of sources, such as websites, journals, papers, magazines, etc.

Population and sampling units

The population for this study encompasses visitors who visits the Panasonic Brand Store, Naga Appliances in Bengaluru.

Sampling units- The sampling unit for the study was daily visitors to the Panasonic Brand Store at Naga Appliances in Bengaluru, with approximately 30 to 40 consumers visiting daily; a subset of 10 individuals was randomly and conveniently surveyed over 20 days, resulting in 200 surveyed participants.

Sampling Method

For this study conducted at the Panasonic Brand Store, Naga Appliances, Bengaluru, a combination of sampling methods was employed. Initially, a random sampling method was used to select visitors from the pool of daily consumers (approximately 30 to 40) who visit the store for consumer electronics and home appliances. Subsequently, a convenience sampling approach was utilized to survey a subset of 10 visitors per day over a span of 20 days. The sampling method is convenience sampling, which means that the visitors are selected based on their availability and willingness to participate in the study.

Sample Size

In this study conducted at Panasonic Brand Store, Naga Appliances, Bengaluru, a total of 200 visitors were surveyed. The sample was derived from the daily footfall of approximately 30 to 40 consumers visiting the store for consumer electronics and home appliances, with 10 visitors surveyed each day over a 20-day period.

Hypothesis of the study

1) Hypotheses 1

H0: There is no significant association between income and spending habit.

H1: There is significant association between income and spending habit.

2) Hypotheses 2

H0: There is no significant association between after sales service and brand loyalty of Panasonic products.

H1: There is a significant association between after sales service and brand loyalty of Panasonic products.

Statistical design

The data collected is tabulated, and statistical procedures like percentage analysis are used to analyze it. To analyze the association between two variables, SPSS is utilized. By accurately defining factors, the data is provided through percentage and bar chart analysis, which aids in determining the degree of customer behavior.

Table No.1

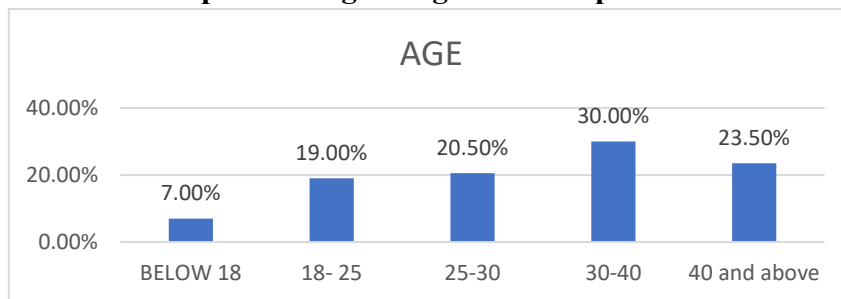
Age	No of respondents	Percentage of respondent
Below Eighteen	14	7 %
18-25	39	19.4%
25-30	41	20.4%
30-40	60	29.9%
40 and above	47	23.4%
TOTAL	200	100%

ANALYSIS

It can be analyzed that out of 200 respondents, 7% of respondents are below 18 years, 19.5% of respondents are between 18-25 years, 20.4% of respondents are between 25-30 years, 29.9% of respondents are between 30-40 years and 23.4 % of respondents are 40 years and above.

Graph No.1

Graph showing the age of the respondents



Interpretation

From the above graph, it can be construed that respondents who belongs to 30-40 age group are the major consumers who visits the Panasonic store because the age group 40-50 typically represents individuals who are in their prime working years, and as such, they tend to have a higher level of disposable income. Individuals in the age group 30-40 are more likely to have families and households to manage. They may purchase electronic appliances and gadgets to meet the needs of their families, such as home appliances, entertainment systems, and home automation devices.

Table No.2

Table showing the income of the respondents

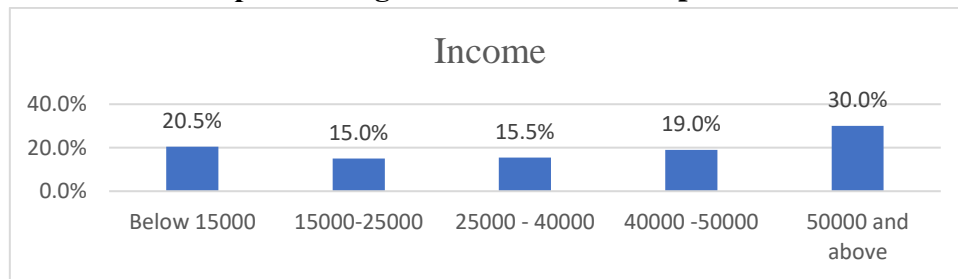
Income	No of respondents	Percentage of respondent
Below 15000	41	20.5%
15000-25000	30	15.0%

25000-40000	31	15.5%
40000-50000	38	19.0%
50000 and above	60	30.0%
TOTAL	200	100

Analysis

It is analyzed that 20.5% of respondent’s income is below 15000, 15.0% of respondent’s income is between 15000-25000, 15.5% of respondent’s income is between 25000-40000, 19.0% of respondent’s income is between 40000-50000, 30% of respondent’s income is between 50000 and above.

Graph No.2
Graph showing the income of the respondents



Interpretation

The respondents' income distribution is shown in the graph, The majority of responders (30.0%) fell into the "50000 and above" salary range. These people could have more spending power, which might affect how they see technology and household appliances. The second-largest income category, "40000 - 50000," representing 19.0%, may likewise have a similar consumer view, searching for items that give good value for money. On the other hand, respondents with incomes "Below 15000," making up 20.5%, and Individuals in the "15000 - 25000" and "25000 - 40000" income ranges (15.00% and 15.5%, respectively) may have different tastes, with some looking for mid-range items that strike a compromise between features and price.

Table No.3

Table showing the respondent spending pattern on buying electronic products and home appliances annually (in Rs)

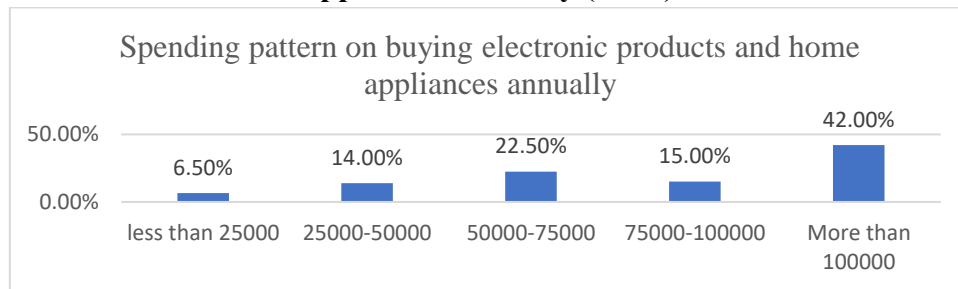
spending pattern on buying electronic products and home appliances annually	No of respondents	Percentage of respondent
less than 25000	27	13.5%
25000-50000	43	21.5%
50000-75000	40	20.0%
75000-100000	39	19.5%
More than 100000	51	25.5%
Total	200	100%

Analysis

The above table shows the spending pattern of the respondent on electronic products and home appliances annually. It can be analyzed that out of 200 respondents 25.5% of respondents spend more than 100000 annually, 21.5% spend between 25000-50000 annually, 20.0% respondents spend around 50000-75000 annually, 19.5% respondents spend around 75000-100000 annually and 13.5% respondents spend less than 25000 annually.

Graph No 3

Graph showing the respondent spending pattern on buying electronic products and home appliances annually (in Rs)



Interpretation

Among diverse income brackets, the data illustrates a notable majority of respondents (25.5%) falling within the "More than 100000" income category, underscoring a substantial demand for premium electronic and home appliance offerings. Equally significant, the combined "25000-75000" income segments (41.5%) signify a robust mid-range market appeal. With a majority of 54.5% representing incomes below 75000, there's a clear market emphasis on balancing affordability and quality.

HYPOTHESIS TESTING (Chi-square test.)

H0: There is no significant association between income and spending habit.

H1: There is significant association between income and spending habit.

Chi-square test.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
INCOME * How much do you spend on buying electronic products and home appliances annually (in Rs)	200	100.0%	0	0.0%	200	100.0%

INCOME * How much do you spend on buying electronic products and home appliances annually (in Rs) Crosstabulation

Count

		How much do you spend on buying electronic products and home appliances annually (in Rs)					Total
		less than 25000	25000-50000	50000-75000	75000-100000	More than 100000	
INCO	Below 15000	10	14	7	3	7	41
ME	15000-25000	3	9	11	3	4	30
	25000 - 40000	6	6	3	10	6	31
	40000 -50000	3	6	4	10	15	38
	50000 and above	5	8	15	13	19	60
Total		27	43	40	39	51	200

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	37.037 ^a	16	.002
Likelihood Ratio	37.112	16	.002
Linear-by-Linear Association	16.670	1	.000
N of Valid Cases	200		

a. 2 cells (8.0%) have expected count less than 5. The minimum expected count is 4.05.

Interpretation

Asymp (P Value) = 0.002

Level of significance = 0.05(5%)

(P value 0.002 < LOS 0.05%)

As level of significance is greater than P value, alternate hypothesis is accepted and null hypothesis is rejected.

Therefore, income is associated with the spending habit of an individual towards buying electronic products and home appliances annually.

HYPOTHESIS 3 (Correlations)

HO: There is no significant association between after sales service and brand loyalty of Panasonic products.

H1: There is a significant association between after sales service and brand loyalty of Panasonic products.

Correlations

Correlations

		How long have you been using Panasonic Products?	What do you think on after sale service of Panasonic?
How long have you been using Panasonic Products?	Pearson Correlation Sig. (2-tailed) N	1 135	.180* .036 135
What do you think on after sale service of Panasonic?	Pearson Correlation Sig. (2-tailed) N	.180* .036 135	1 135

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation

Based on the results and the significance level of 0.05, we can say that there is a statistically significant positive correlation ($r = 0.180$) between the length of time individuals have been using Panasonic products and their perception of the after-sale service provided by Panasonic. This means that individuals who have been using Panasonic products for a longer time tend to have a slightly more positive perception of the after-sale service.

Since the correlation coefficient is significant at the 0.05 level ($p\text{-value} < 0.05$), we can reject the null hypothesis and accept the alternative hypothesis.

Hence there is a significant association between after sales service and brand loyalty of Panasonic product.

Findings

1. The findings reveal the distribution of respondents' age groups reveals that 7% are below 18, 19.5% are 18-25, 20.4% are 25-30, 29.9% are 30-40, and 23.4% are 40 and above, among 200 respondents.
2. The analysis of 200 respondents reveals that the majority (34.8%) are professionals, followed by employed individuals (21.4%), housewives (13.9%), retired persons (13.4%), and students (16.4%).
3. Among 200 respondents, qualification levels include undergraduate (15%), graduate (49.5%), post-graduate (32%), and above post-graduation (3.5%).
4. The income distribution of respondents reveals 30.0% in the "50000 and above" range, potentially impacting their technology and appliance perceptions, while 19.0% (40000 - 50000) seek value, and 20.5% (Below 15000) along with 15.00% (15000 - 25000) and 15.5% (25000 - 40000) may have diverse preferences, considering price-feature trade-offs.
5. The report indicates that Bengaluru's consumer electronics and home appliances market caters to diverse consumer segments, with joint families (30.5%), families without children (27.0%), nuclear families (21.0%), and singles (21.5%) representing significant target groups with distinct needs and preferences.

6. The study highlights collaborative family decision-making in purchasing consumer electronics and home appliances, with a substantial portion (29.50%) of respondents involving family members, emphasizing the importance of understanding diverse influencing factors in the Bengaluru market.
7. The analysis illustrates diverse spending patterns on electronic products and home appliances across income brackets, with 25.5% indicating potential for premium products, 21.5% and 20.0% representing mid-range markets, and 54.5% underscoring the significance of affordability and quality, while 13.5% emphasize the need for budget-friendly options.
8. Consumer analysis on Panasonic products at Naga Appliances in Bengaluru highlights convenience (20.50%), aspirational value (14.00%), practicality (18.00%), entertainment (17.50%), and cost-effectiveness (9.50%) as key motivators for usage.
9. The research findings indicate that Bengaluru consumers' consumption of consumer electronics and home appliances is driven by convenience (22.0%), effective solutions for domestic chores (18.0%), status symbol and entertainment (19.5% and 16.5% respectively), time-saving (9.0%), lessened physical strain (7.5%), and economic factors (7.5%), providing Panasonic with opportunities to focus on user-friendly, luxury, entertainment-oriented, and energy-efficient solutions.
10. The findings indicate that respondents in Bengaluru consider price, quality, proximity, advertisement, durability, brand image, after-sales service, discount offers & gifts, model, guarantee, and product display as important factors influencing their purchase decisions, showing a preference for a balance between affordability and product performance, and highlighting the significance of consumer support, warranty, and brand loyalty in their buying preferences.
11. The findings reveal that the internet has the most significant impact on the purchase decisions of respondents (51.50%), followed by television (30.50%), digital boards (12.0%), newspapers and other media (2.50%), with traditional radio having the least influence (1%).
12. Based on the survey data from 200 respondents, LG and Samsung are the dominant players in the market with 28.0% and 23.5% of respondents' preference, respectively, while Panasonic holds a 16.5% share and faces strong competition from other well-established brands like Haier, Phillips, and Sony.
13. Among 200 respondents, 67.5% that is 135 respondents are present/past Panasonic users, while 32.5% are not past/present users of Panasonic products.
14. Among 135 respondents using Panasonic products, 36.9% have been using them for less than a year, 27.4% for 5 to 10 years, 21.5% for more than 10 years, and 14.8% for 1 year to 5 years.
15. The findings reveal illustrating varying durations of Panasonic product usage, with 31.1% recent adopters, 17.8% mid-term users, and 27.4% long-term loyal consumers, while 23.7% demonstrate remarkable brand loyalty over a decade.
16. The study of 135 respondents indicates that around 71.1% perceive Panasonic goods as readily available across Bengaluru, suggesting a well-distributed retail presence in the city, while 29.9% have concerns about the accessibility of Panasonic products, indicating potential areas or communities with limited availability.
17. The data indicates high satisfaction with Panasonic's after-sales service, with 24.4% rating it as "Excellent," 21.5% as "Good," and 27.4% as "Satisfactory," yet 26.7% expressed areas for improvement, classifying it as "Not good."
18. The majority of respondents (52%) expressed positive satisfaction with Panasonic's after-sales service, while a notable portion (24.4%) rated it as "Satisfactory," and 23.7% indicated dissatisfaction, offering valuable feedback for improvement.

Conclusion:

The comprehensive analysis of consumer behavior regarding Panasonic products at Panasonic Brand Store, Naga Appliances, Bengaluru, provides valuable insights into the intricate dynamics of the consumer electronics and home appliances market in this vibrant city. The findings illustrate the diverse and evolving landscape of consumer preferences, with age, occupation, education, and income levels significantly influencing choices. Bengaluru's consumers encompass a wide range of segments, from joint families to singles, each with distinct needs and priorities. This underscores the importance of understanding these multifaceted influencing factors to cater effectively to the Bengaluru market.

The study also highlights the nuanced drivers behind consumer choices, with convenience, aspirational value, practicality, and entertainment emerging as key motivators. Panasonic can leverage these insights to tailor its offerings to cater to the diverse needs of Bengaluru consumers. Additionally, the research underscores the significance of factors such as price, quality, brand image, and after-sales service in purchase decisions, emphasizing the importance of striking a balance between affordability and product performance. By recognizing the impact of various marketing channels, Panasonic can refine its promotional strategies to align with the media preferences of its target audience. Overall, this study equips Panasonic with valuable data to enhance its product offerings, marketing efforts, and customer support to maintain and strengthen its position in the competitive Bengaluru market.

Suggestion

The study highlights the importance of considering different consumer segments and their distinct preferences. The data indicates that male consumers and individuals within the 30-40 age group show a greater interest in electronic and home appliances. This insight could guide Panasonic to develop targeted marketing strategies and product offerings tailored to these demographics. Emphasizing features that cater to the needs of families and professionals could further strengthen the brand's appeal.

With a significant portion of respondents appreciating after-sales service, Panasonic should capitalize on this positive perception by further enhancing its support systems. Addressing the concerns raised by the 26.7% of respondents who found the after-sales service lacking could lead to increased brand loyalty and consumer satisfaction. Prioritizing consistent and responsive post-purchase support can help retain existing customers and attract new ones. While Panasonic holds a significant market share, LG and Samsung are formidable competitors. To maintain and expand its consumer base, Panasonic should focus on highlighting its unique value proposition, improving perceived value and durability, and addressing any concerns raised by dissatisfied customers. The study reveals that certain products, like refrigerators and televisions, received excellent ratings in terms of consumer satisfaction. Panasonic should leverage these positive perceptions to enhance its brand image and consider expanding its product lines in similar categories. Capitalizing on strengths could lead to increased market share and greater consumer trust.

Given the popularity of exclusive brand stores and online shopping, Panasonic should maintain a strong online presence and ensure that its products are readily available across various platforms, both in physical stores and online marketplaces. Given that the internet and television are the most effective mediums for reaching consumers, Panasonic should continue investing in digital marketing strategies and consider creative advertising campaigns that capture consumers' attention. For the products that received poor ratings, such as air conditioners, Panasonic should investigate the reasons behind consumer dissatisfaction and work towards improving those aspects. This could involve addressing quality issues, enhancing features, or improving customer support. Given that entertainment, convenience, and practicality are

driving factors for purchasing electronic products and home appliances, Panasonic should continue to innovate and introduce features that align with these preferences.

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