

Consumer Behaviour Towards White Goods: A Study

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Abstract

Consumer behaviour in the white goods sector has been evolving rapidly, shaped by demographic changes, technological innovation, and rising consumer expectations. White goods—such as refrigerators, washing machines, air conditioners, and kitchen appliances—have transitioned from being luxury items to essential household commodities. This study investigates the factors that influence consumer purchasing decisions, usage patterns, and post-purchase satisfaction related to white goods. The research aims to provide a comprehensive understanding of how consumers evaluate alternatives and make choices in a highly competitive and dynamic market.

A structured questionnaire was administered to a diverse sample of respondents representing different income groups, age categories, and residential backgrounds. The study examines key determinants including product quality, pricing strategies, brand image, durability, energy efficiency, environmental concerns, technological features and promotional influences after-sales service. The results indicate that while price and brand reputation remain dominant factors, consumers are increasingly prioritizing energy-efficient appliances due to rising electricity costs and environmental awareness. Additionally, smart features and digital connectivity in appliances significantly influence younger consumers.

The study also highlights the growing importance of online platforms—product reviews, comparison websites, and social media—in shaping consumer perceptions. Trust in brand communication and peer recommendations emerged as strong motivators for purchase decisions. Furthermore, post-purchase experiences such as service responsiveness and product reliability strongly impact customer loyalty and repeat purchase intentions.

Overall, this research provides valuable insights for manufacturers, retailers, and marketers to better understand emerging consumer expectations and design targeted strategies to improve customer engagement, brand competitiveness, and long-term market growth in the white goods industry.

Key words: White goods, Consumer behaviour, Online platforms, Strategy, Product reviews

1. INTRODUCTION:

Consumer behaviour has emerged as a critical area of study in modern marketing, especially in industries characterized by rapid technological advancement and intense competition. The white goods sector—which includes essential household appliances such as refrigerators, washing machines, air conditioners, microwave ovens, and related durable products—has witnessed significant transformation over the past decade. Rising disposable incomes, urbanization, lifestyle changes, digitization of retail platforms, and increased awareness of product features have substantially influenced consumer purchase decisions in this

segment. As a result, understanding the factors that shape consumer preferences toward white goods has become a priority for manufacturers, retailers, and policymakers.

White goods represent high-involvement, high-investment products, prompting consumers to evaluate multiple criteria before making a purchase. These criteria may include brand reputation, energy efficiency, after-sales service, technological features, price, durability, promotional offers, and peer influence. Additionally, socio-economic variables such as age, income, family size, education level, and occupation also play a significant role in shaping consumer attitudes and decision-making patterns. The growing shift toward smart appliances and sustainable, energy-efficient technologies further adds complexity to contemporary consumer behaviour.

Given these evolving dynamics, it becomes essential to explore how consumers perceive, evaluate, and select white goods in a competitive market environment. This study aims to analyze the key determinants of consumer behaviour toward white goods, identify emerging trends, and understand the relationship between demographic factors and purchase decisions. By examining these aspects, the research contributes valuable insights for businesses seeking to refine their marketing strategies and for policymakers aiming to promote energy-efficient and consumer-friendly practices.

2. LITERATURE REVIEW

Consumer behaviour is a crucial area of study in marketing, particularly in the context of durable goods such as white goods. White goods include household appliances like refrigerators, washing machines, air conditioners, microwave ovens, and dishwashers. These products are characterized by high involvement, longer decision-making processes, and significant financial investment. Understanding consumer behaviour towards white goods helps manufacturers, retailers, and policymakers design effective marketing strategies and improve customer satisfaction.

According to **Schiffman and Kanuk (2010)**, consumer behaviour refers to the study of how individuals make decisions to spend their available resources (time, money, and effort) on consumption-related items. The purchase of white goods involves extensive problem-solving, where consumers evaluate multiple brands, features, prices, and after-sales services before making a decision. **Kotler and Keller (2016)** emphasized that cultural, social, personal, and psychological factors significantly influence consumer purchasing behaviour.

Several studies have identified key factors influencing consumer behaviour in the white goods market. **Engel, Blackwell, and Miniard (2001)** highlighted that product quality, brand image, price, and promotional offers play a vital role in shaping consumer preferences. **Raju (2013)** found that brand reputation and durability are major determinants in the purchase of home appliances, especially in developing economies like India.

Price sensitivity remains a critical factor, particularly among middle-income households. **Nagaraja and Reddy (2018)** observed that consumers often compare prices across brands and retail outlets before purchasing white goods. Additionally, availability of easy financing options such as EMIs and exchange offers significantly influences buying decisions.

Brand image has a strong impact on consumer trust and loyalty in the white goods sector. **Aaker (1991)** stated that strong brands reduce perceived risk and enhance consumer confidence. **Srinivasan and Balan (2017)** concluded that consumers prefer well-established brands due to perceived reliability, product performance, and better after-sales service. Quality perception, energy efficiency, and technological advancement are increasingly important in influencing purchase decisions.

Advertising plays a vital role in creating awareness and shaping consumer attitudes towards white goods. **Belch and Belch (2015)** emphasized that effective advertising communicates product benefits and differentiates brands in a competitive market. **Kumar and Babu (2019)** found that promotional strategies such as discounts, festive offers, celebrity endorsements, and digital marketing significantly affect consumer buying behaviour, especially during peak seasons.

After-sales service is a key determinant of consumer satisfaction and repeat purchase in white goods. **Parasuraman, Zeithaml, and Berry (1988)** highlighted the importance of service quality in influencing consumer perceptions. **Sharma and Singh (2020)** revealed that warranty period, service network availability, and prompt service response strongly influence consumer preference and brand loyalty in the white goods market

With increasing awareness of sustainability and energy conservation, consumers are showing a growing preference for energy-efficient and eco-friendly appliances. **Joshi and Rahman (2015)** noted that environmental concern positively influences consumer purchase intentions. The integration of smart technology and IoT features in white goods has also reshaped consumer expectations. **Mehta (2021)** observed that tech-savvy consumers prefer smart appliances that offer convenience, connectivity, and efficiency.

3. RESEARCH METHODOLOGY

3.1 Research Design

The study adopts a **descriptive research design**. Descriptive research is suitable for identifying and analyzing consumer preferences, attitudes, buying motives, brand choices, and satisfaction levels related to white goods.

3.2 Objectives of the Study

The major objectives of the study are:

1. To study the buying behaviour of consumers towards white goods.
2. To identify factors influencing the purchase of white goods.
3. To analyze consumer preference towards different brands of white goods.
4. To assess the level of customer satisfaction with white goods.
5. To examine the impact of price, quality, brand image, and after-sales service on purchase decisions.

3.3 Scope of the Study

The study is confined to consumers using white goods such as refrigerators, washing machines, air conditioners, and microwave ovens. The research focuses on selected consumers within a specific geographical area and reflects their perceptions and buying behaviour.

3.4 Sources of Data

The study is based on **both primary and secondary data**.

3.4.1 Primary Data

Primary data were collected directly from consumers using a **structured questionnaire**. The questionnaire included questions related to demographic details, purchasing habits, brand preference, factors influencing purchase, and satisfaction level.

3.4.2 Secondary Data

Secondary data were collected from:

- Books and journals related to consumer behaviour
- Research articles and published reports

- Company websites
- Magazines and newspapers
- Online databases
- Likert scale statements
- Ranking questions

3.11 Limitations of the Study

1. The study is limited to a small sample size.
2. Results are based on respondents’ opinions, which may be biased.
3. Time constraints limited extensive data collection.
4. Findings may not be applicable to all regions.

4 DATA ANALYSIS AND INTERPRETATION

The data were collected using a structured questionnaire and analyzed using percentage analysis, weighted average method, and ranking techniques. The analysis focuses on demographic profile, awareness level, factors influencing purchase decisions, brand preference, satisfaction level, and problems faced by consumers.

4.1 Demographic Profile of Respondents

Table 4.1: Age-wise Classification of Respondents

Age Group (Years)	No. of Respondents	Percentage (%)
Below 25	18	18
26–35	32	32
36–45	28	28
Above 45	22	22
Total	100	100

Interpretation:

The majority of respondents (32%) belong to the age group of 26–35 years, indicating that young adults are the primary purchasers of white goods.

Table 4.2: Gender-wise Classification

Gender	Respondents	Percentage (%)
Male	58	58
Female	42	42
Total	100	100

Interpretation:

Male respondents constitute a higher proportion, suggesting that males play a major role in decision-making regarding white goods purchases.

4.3 Awareness of White Goods

Table 4.3: Level of Awareness

Awareness Level	Respondents	Percentage (%)
High	40	40
Moderate	45	45
Low	15	15
Total	100	100

Interpretation:

A majority (85%) of respondents have moderate to high awareness of white goods, indicating effective information dissemination through media and retailers.

4.4 Sources of Information

Table 4.4: Sources Influencing Awareness

Source	Respondents	Percentage (%)
Advertisements	30	30
Friends & Relatives	25	25
Online Reviews	28	28
Retailers	17	17
Total	100	100

Interpretation:

Advertisements are the major source of information, followed by online reviews, showing the growing influence of digital platforms on consumer behaviour.

4.5 Factors Influencing Purchase Decision

Table 4.5: Factors Affecting Purchase of White Goods

Factor	Respondents	Percentage (%)
Price	26	26
Brand Image	24	24
Quality	30	30
Energy Efficiency	12	12
After-sales Service	8	8
Total	100	100

Interpretation:

Quality is the most influential factor (30%) followed by price and brand image, indicating that consumers prefer value for money rather than low prices alone.

4.6 Brand Preference

Table 4.6: Preferred Brands of White Goods

Brand	Respondents	Percentage (%)
LG	28	28
Samsung	25	25
Whirlpool	20	20
Godrej	15	15
Others	12	12
Total	100	100

Interpretation:

LG is the most preferred brand, followed by Samsung, due to perceived quality, technology, and service network.

4.7 Level of Satisfaction

Table 4.7: Satisfaction Level of Consumers

Satisfaction Level	Respondents	Percentage (%)
Highly Satisfied	35	35
Satisfied	40	40
Neutral	15	15
Dissatisfied	10	10
Total	100	100

Interpretation:

A significant majority (75%) of consumers are satisfied or highly satisfied with their white goods, indicating positive consumer experience.

4.8 Problems Faced by Consumers

4.8: Problems Encountered

Problem	Respondents	Percentage (%)
High Price	28	28
High Maintenance Cost	22	22
Poor After-sales Service	20	20
Power Consumption	18	18
Lack of Spare Parts	12	12
Total	100	100

Interpretation

High price and maintenance cost are the major problems faced by consumers, highlighting the need for cost-effective and durable products.

5. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings of the Study

Based on the analysis and interpretation of data, the following key findings were observed:

1. The majority of respondents belong to the age group of 26–35 years, indicating that young adults are the primary buyers of white goods.
2. Male respondents play a dominant role in the decision-making process for purchasing white goods.
3. Most consumers possess moderate to high awareness about white goods, reflecting effective marketing and information availability.
4. Advertisements and online reviews are the most influential sources of information for consumers.
5. Quality is identified as the most important factor influencing the purchase decision, followed by price and brand image.
6. Energy efficiency is gaining importance but still ranks lower compared to quality and price.
7. LG and Samsung emerge as the most preferred brands among consumers.
8. A large majority of consumers are satisfied with the performance of their white goods.
9. High price and maintenance cost are the major problems faced by consumers.
10. After-sales service issues continue to affect overall customer satisfaction.

5.2 Suggestions

Based on the findings of the study, the following suggestions are offered:

Suggestions to Manufacturers

1. Manufacturers should focus on improving product quality while maintaining competitive pricing.
2. Energy-efficient models should be promoted more aggressively to attract environmentally conscious consumers.
3. Emphasis should be placed on product durability to reduce maintenance costs.
4. After-sales service networks should be strengthened to enhance customer satisfaction.

Suggestions to Marketers

1. Digital marketing strategies should be enhanced, as online reviews significantly influence consumer decisions.
2. Promotional offers and seasonal discounts may be introduced to address price sensitivity.
3. Clear and transparent product information should be provided to increase consumer trust.
4. Brand-building activities should focus on reliability and service quality.

Suggestions to Consumers

1. Consumers should compare brands and models based on quality, energy efficiency, and warranty before purchase.
2. Awareness regarding energy ratings and long-term operating costs should be increased.
3. Consumers should rely on authentic reviews and authorized dealers for purchases.

5.3 Conclusion

The study on consumer behaviour towards white goods reveals that consumers are becoming increasingly informed and quality-conscious. Factors such as quality, price, and brand image play a crucial role in influencing purchasing decisions. The preference for reputed brands indicates a strong association between brand trust and consumer satisfaction.

Although the overall satisfaction level among consumers is high, issues related to pricing, maintenance, and after-sales service persist. Addressing these concerns can significantly improve customer loyalty and

market competitiveness. The study concludes that understanding consumer behaviour is essential for manufacturers and marketers to design effective strategies in the highly competitive white goods market.

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