



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ANANTHA HOME APPLIANCES IN MADURAI DISTRICT

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Abstract

The home appliance industry plays a significant role in enhancing the standard of living in modern households by providing convenience, comfort, and efficiency in daily activities. This study analyzes consumer buying behaviour towards Anantha Home Appliances in Madurai District. The research is based on primary data collected from 73 respondents using a structured questionnaire, along with relevant secondary sources. The study identifies quality and durability as the most influential factors affecting purchase decisions. Consumers prefer appliances that offer long-term performance and reliability. The findings reveal that most respondents perceive Anantha products as value for money, balancing reasonable pricing with satisfactory quality. Customers generally

express high levels of satisfaction with product performance and service support. Additionally, many respondents show a strong intention to repurchase and recommend the products to others. The study concludes that maintaining product quality, strengthening brand reputation, and enhancing customer engagement are essential for sustaining long-term growth and customer loyalty.

Keywords:

Consumer Buying Behaviour, Home Appliances, Customer Satisfaction, Brand Image, Purchase Decision.

Introduction

Consumer buying behaviour refers to the process by which individuals select, purchase, use, and evaluate goods and



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services to satisfy their needs and preferences. In the context of the home appliance sector, this behaviour is influenced by factors such as income level, brand reputation, product features, price, quality, after-sales service, and promotional offers. In India, the home appliance industry has experienced significant growth due to rapid urbanization, rising disposable incomes, technological advancements, and changing lifestyles.

Consumers today prefer energy-efficient, durable, and smart appliances that provide convenience and save time. The availability of multiple brands and easy financing options has further encouraged purchasing decisions. In Madurai, Anantha Home Appliances has emerged as a trusted retailer by offering a wide range of products, competitive pricing, and reliable customer support. The store understands local customer preferences and focuses on building long-term relationships through personalized service and prompt after-sales assistance. Word-of-mouth recommendations and positive customer experiences also play an important role in influencing new buyers. Overall, consumer buying behaviour in this sector reflects a combination of rational evaluation and emotional satisfaction, contributing to the steady growth of local businesses like Anantha Home Appliances.

Review of Industry Background

The home appliance industry has undergone significant transformation due to technological advancements and changing consumer lifestyles. Rising disposable income and urbanization have increased demand for modern and energy-efficient appliances. Consumers now expect better quality, durability, and smart features in household products. In competitive markets like Madurai District, retailers must adapt to evolving customer expectations to sustain growth and profitability.

Influence of Pricing and After-Sales Service

Pricing significantly affects consumer buying behaviour, particularly in price-sensitive markets. Customers seek value for money, balancing cost with product features and durability. Attractive discounts, installment options, and competitive pricing strategies attract buyers. Efficient after-sales service and warranty support further strengthen customer satisfaction and long-term relationships.

Market Competition in Madurai District

Madurai District has a competitive home appliance market with multiple local and national retailers. Consumers have access to a wide range of brands, price ranges, and product varieties. Retailers compete through pricing strategies, promotional offers, and customer service quality. To maintain a strong



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position, businesses must focus on innovation, service excellence, and customer engagement.

Statement of the Problem

In a highly competitive home appliance market, understanding customer expectations and purchase motivations is crucial for business success. Consumers consider factors such as product quality, brand reputation, pricing, durability, energy efficiency, and after-sales service before making a purchase decision. This study focuses on analyzing the key factors influencing customers, their satisfaction levels, and their perception of pricing at Anantha Home Appliances in Madurai. By examining consumer preferences and feedback, the research aims to identify strengths and areas for improvement. The findings will help the store enhance customer experience, develop better pricing strategies, and maintain a strong competitive position in the local market.

Objectives of the Study

- To analyze consumer buying behaviour towards Anantha home appliances.
- To identify factors influencing purchase decisions.
- To measure customer satisfaction and repurchase intention.
- To examine price perception compared with competitors.

Research Methodology

Primary Data:

Primary data was collected through a structured questionnaire administered to 73 respondents. The responses provided direct insights into customer preferences and buying behaviour.

Secondary Data:

Secondary data was gathered from books, journals, websites, and company records. These sources helped support and validate the findings of the study.

Tools Used:

Percentage analysis was used to interpret the collected data in a simple manner. Charts were used to present the results clearly and visually.

Data Analysis

Table 1 : Age Based Classification

Age Group	Respondents	Percentage
Below 20	28	38.4%
21-30	33	45.2%
31-40	5	6.8%
41-50	4	5.5%
Above 50	3	4.1%

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Interpretation

The majority of respondents (45.2%) belong to the 21–30 age group, indicating that young consumers form the dominant customer segment of Anantha Home Appliances. This suggests that individuals in this age category, who are often early in their careers or newly married, are actively involved in setting up households and purchasing essential home appliances. Their buying decisions are likely influenced by modern features, affordability, brand image, and energy efficiency. The strong presence of young consumers also reflects changing lifestyles and increased awareness about technology-driven products. Therefore, marketing strategies and promotional activities can be tailored to attract and retain this dynamic and tech-savvy segment.

purchasing home appliances. Consumers prefer products that ensure long-term performance and reliability.

- A majority of customers came to know about the products through friends, relatives, and existing users. Personal recommendations create trust and reduce purchase risk.

Suggestions

- The company should continue to maintain high product quality and durability to retain customer trust and ensure long-term satisfaction among buyers.
- Referral programs and loyalty schemes can be introduced to strengthen word-of-mouth promotion and attract new customers.

Conclusion

The study concludes that Anantha Home Appliances holds a strong position in the Madurai market due to its commitment to quality, durability, and customer satisfaction. Consumers highly value reliable products, reasonable pricing, and trustworthy service support. Word-of-mouth promotion and positive customer experiences significantly contribute to its growth and brand reputation. To sustain long-term success, the company must continue focusing on product excellence, competitive pricing strategies, effective promotional activities, and efficient after-sales

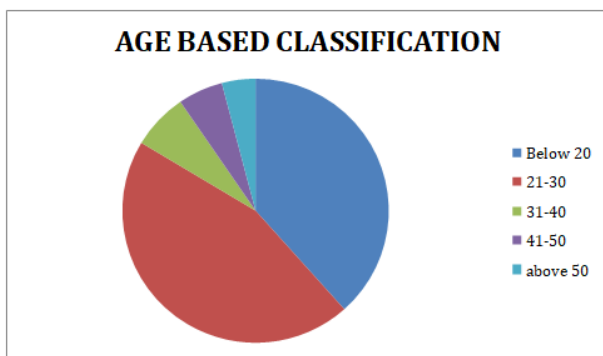


Fig 1: Age Based Classification

Findings

- Most respondents consider quality and durability as the primary factors while



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service. Strengthening customer relationships and adapting to changing consumer preferences will further enhance loyalty, repeat purchases, and overall business performance in an increasingly competitive home appliance market.

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