

1.1 INTRODUCTION

Purchasing behaviour refers to the process through which consumers select, purchase, use, and evaluate products and services to satisfy their needs and wants. In today's competitive market environment, understanding customer purchasing behaviour has become essential for businesses to develop effective marketing strategies and improve customer satisfaction.

Home appliances have become an important part of modern households because they provide convenience, comfort, and time-saving benefits in daily life. Products such as refrigerators, washing machines, televisions, air conditioners, microwave ovens, and kitchen appliances have witnessed increasing demand due to changing lifestyles, rising income levels, technological advancements, and urbanization.

The home appliance industry has experienced significant growth due to increasing urbanization, rising disposable income, changing lifestyles, technological advancements, and expansion of digital platforms. Consumers today prefer products that provide better quality, advanced technology, energy efficiency, durability, and convenience. The increasing availability of online platforms has also changed customer purchasing behaviour by providing easy access to product information, reviews, and price comparisons.

The purchasing behaviour of customers towards home appliances is influenced by several factors such as price, product quality, brand image, promotional activities, availability, after-sales service, social influence, and personal preferences. Understanding these factors helps manufacturers, retailers, and marketers identify customer needs and improve their business performance.

This study focuses on identifying the various factors influencing customer purchasing behaviour towards home appliances with special reference to Kannur district. The study aims to understand customer preferences, purchasing patterns, and factors that affect buying decisions. The findings of this study may help businesses develop suitable marketing strategies and improve customer satisfaction.

1.2 OBJECTIVES OF THE STUDY

- To study the purchasing behaviour of customers towards home appliances.
- To identify the factors influencing customers to purchase home appliances.
- To examine the influence of price on purchasing decisions of customers.
- To analyze customer preference towards different home appliance products.
- To provide suggestions for improving customer satisfaction towards home appliances.

1.3 SCOPE OF THE STUDY

The scope of the study is limited to understanding the factors influencing purchasing behaviour of customers towards home appliances with special reference to Kannur district. The study focuses on identifying various factors such as price, product quality, brand preference, product features, promotional activities, after-sales service, warranty, and customer satisfaction that influence purchasing decisions.

1.4 CHAPTER SCHEME

The flow of the study is briefly shown below:

Chapter I – Introduction:

This first chapter of the report provides an overall introduction of the study. It includes introduction, statement of the problem, significance of the study, objectives, scope of the study, research methodology, sample design, sources of data and limitations of the study

Chapter II - Review of Literature:

This chapter deals with critical summary and analysis of existing research.

Chapter III - Theoretical Framework:

A theoretical framework is the foundation of a research study that explains the theories, models, and concepts related to the research study.

Chapter IV - Data Analysis and Interpretation:

This chapter presents the analysis and interpretation of the data collected from the respondents, along with the relevant test results.

Chapter V - Findings, Suggestions and Conclusion:

This chapter discusses the key findings of the study, provides relevant suggestions, and concludes the research.

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