

Study of awareness and habits among home makers during purchasing electrical household equipment

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ABSTRACT

Household equipment plays an important role in making home life easy, joyful and productive. They have so many advantages. Present study has two objectives, viz., to study the awareness of homemaker regarding electrical household equipment, and to find out the pattern of purchasing existed in homemaker. Present study was done with a survey cum interview method on the sample of 45 homemakers aged 20 years to 60 years of Amreli, district, Gujarat. Most of the respondents were in the habit of taking bill, considering environmental factor, energy saving concept etc while purchasing. They see ISI mark, Energy stars and CE mark while purchasing. While purchasing, they consider the family's suitability as well as their budget. Thus, it can be concluded that today's consumer are aware very much before purchasing any goods and services, especially electrical equipment.

Key Words : Household equipment, Awareness, Habit, Purchase

INTRODUCTION

Many pieces of equipment reduce the drudgery of the housewife, some other improve, the quality of home life, whereas several other serve the productive function of the family.

Because of the availability of a variety of piece of equipment, a housewife is tempted to own everything. The desire restrained by the limitation of funds at her disposal.

The word 'equipment' is originated in early 18th century; from French word equipper 'equip' (www.oxforddictionaries.com/definition/english/equipment). It means to facilitate, to help. Home appliances are "devices or machines, usually electrical, that are in your home and which you use to do jobs such as cleaning or cooking" (en.wikipedia.org/wiki/Home_appliance).

Equipment in the home is designed to help household members carry out the activities that interest them included many forms of producing and consuming activities usually equipment is thought of as anything that contributes to a type of household production that is , it use some additional product is created.

Household equipment plays an important role in making home life easy, joyful and productive. Present study was done with the given below mentioned two objectives:

1. To study the awareness of homemaker regarding electrical household equipment.
2. To find out the pattern of purchasing existed in homemaker.

Advantages of Electric equipment:

Many advantages of electric equipment are as below:

Cite this Article: Asnani, Bhawana (2015). Study of awareness and habits among home makers during purchasing electrical household equipment. *Internat. J. Appl. Home Sci.*, **2** (7&8) : 201-206.

Time saving:

Most electric appliance focus on saving their dishes. While washers and dryers mean that people don't have to take their clothes to other places to get cleaned.

Convenience:

Small kitchen appliances come in handy form for people who do a lot of cooking. Appliance such as electric can openers, toaster and stove make cooking more convenient.

Easy to use:

A few stroke of a curling iron or straightner can help beauty appliances are simple and easy to use. Many other products only require the user to press a button to use it.

Portable:

Many electric devices are portable such as hand vacuum cleaners that can be used in cars and other small areas.

Modern:

Electric appliances now come in various shape and colors. This allows you to decorate your home or kitchen when choosing style of appliances (www.ehow.com/facts_6066856_advantages_electric_appliances.html).

METHODOLOGY

The methodology is described as under:

The selected sample was of 45 homemakers aged 20 years to 60 years of Amreli, district, Gujarat. Sample was covered from the various areas of Amreli district, like Manekpara, Bansidhar society, Chital road, Shukhnathpara, Bhojalpara.

Present study was done with a survey cum interview method. A questionnaire was prepared and then it was used to interview the sample chosen for the study. With this, a keen observation was also done to reduce unnecessary confusion.

RESULTS AND DISCUSSION

Discussing about the background information of the respondents, maximum of women respondents housewives were falling in the age group of 30-40 years, were atleast 10th or 12th pass, having 2-5 members in the family earning about Rs. 10,000/- to 30,000/- per month.

Knowledge of women on various particulars while purchase of electrical equipment:

85 to 97 per cent of respondents were having various equipments in their home. Equipment in the kitchen included Refrigerator, Blender, Mixer and Water filter.

Maximum women were having iron as laundry equipment, while TV is most popular entertainment related equipment amongst the respondents' family. When questioned to the sample respondents about taking bill of while purchasing electrical equipment from shop, maximum respondent answered yes (95.56%) rest 2 persons' (4.44%) response was is 'No'

On asking about getting information of electricity saving point while buying equipment. Two third of respondents (66.67%) confirmed from shopkeeper before purchasing, while rest 33.33 per cent did not. Housewife were asked that whether they demand for demonstration about the usage method of particular equipment while purchasing, 38 ladies out of 45 (84.44%) answered positively while remaining 15.56 percent never asked for the same.

Table 1 : Data on knowledge of women on various particulars while purchase of electric equipment (N=45)			
Sr. No.	Particulars	Frequency (F)	Percentage (%)
1.	Taking bill ?		
	Yes	43	95.56
	No	2	4.44
2.	Whether you ask about electricity consumption or saving while purchasing?		
	Yes	30	66.67
	No	15	33.33
3.	Demonstration ?		
	Yes	38	84.44
	No	7	15.56
4.	Composition of brands		
	Yes	38	84.44
	No	7	15.56
5.	Rate survey		
	Yes	41	91.11
	No	4	8.89
6.	Study user guide l book let		
	Yes	35	77.78
	No	10	22.22
7.	Collect information from internet		
	Yes	14	31.11
	No	31	68.89
8.	Switching off after use		
	Yes	44	97.78
	No	1	2.22
9.	Whether electric household equipment already you used in your home save the electricity?		
	Yes	35	77.78
	No	10	22.22
10.	Latest technology brand		
	Yes	41	91.11
	No	4	8.89
11.	Belief : high price , high quality		
	Yes	12	26.67
	No	33	73.33
12.	Hazardous to environment		
	Yes	19	42.22
	No	26	57.78
13.	Need of family		
	Yes	45	100
	No	0	0
14.	Check guarantee & warranty		
	Yes	44	97.78
	No	1	2.22

Table 1 also describes that 84.44 per cent women respondent go to market to compare various available brands before purchasing any brands, were compared. Regarding doing rate survey before actual purchase it was found that 91.11 per cent woman respondent go to market to rate survey various available brand before purchasing any equipment at least 3 to 4 shops and brands were ret survey. Respondents were asked whether they demand booklet/user guide or any brochure from shopkeeper related to the equipment , 35 ladies (11.18%) answered 'yes' rest answered 'No'.

Only 14 respondents (31.11%) out of 45 used to collect information from internet before purchasing equipment. Most of ladies, that is 31 (68.89%) were not using any internet facility. A question asked to respondents that whether they switch off the electrical equipment, 91.78 per cent respondents answered 'yes' they all called to save electricity. Electric equipment already using in home from earlier, save electricity or not on asking the 35 women answered 'yes' because previously also they bought those equipment on the basis of energy saving concept. 41 ladies (91.11%) asked to shopkeeper before purchasing that whether the equipment is having updated version or latest technology. Less than one third respondents (26.67%) had belief that if equipment is of high price, definitely have high quality, while 33 ladies (73.33%) were not agree with this belief.

In Table 1, it is also mentioned that electrical equipment is hazardous to our near environment. Whether it is yes or no, On asking to women sample on the contrary 26 ladies were not aware of it. Cent percent respondent were considered the need of the family members, before purchasing any electrical equipment. 97.78 per cent (44) respondent check the guarantee and warranty card before buying any electrical household good.

Habits of home makers while purchasing electrical equipment:

84.44 per cent and 88.89 per cent respondents, gat the information from newspaper, magazine and TV, radio, respectively. While 28.29 per cent to 35.56 per cent women gathered information about the equipment from pamphlets books and internet. Very less that is, only 5 ladies (11.11%) did not go in market, but go to information about equipment through door to door selling.

There are ISI mark, energy star and CE marks visible in electrical equipment and on wire. on asking about these marks, maximum ladies (86.67%) were known to ISI mark while 9 ladies (20%) were aware about energy star. Only 1 lady has seen the CE mark.

Maximum of ladies that is 33 (73.33%) were considered price as prime feature before purchasing. 28 ladies considered suitability of the equipment. 27 out of 45 ladies (60%) respondents considered size and colour before purchasing the electric equipment. Only 44.44% respondents considered the shop of the equipment.

On asking about place preference to purchasing equipment, maximum respondents (84.44%) preferred company's showroom. One third of respondents (33.33%) prefer purchasing from famous shop. while 15.56 per cent ladies shop online. Only 3 (6.67%) and 1 (2.22) ladies buy from mall and common shops, respectively.

93.33 per cent respondents seen the "power saving" symbol. While only 7 (15.56%) and 5 ladies (11.11%) seen 5 star and energy symbol, respectively. None of respondents considered size of energy saving concept.

31 respondents (68.89 %) mentioned that electric equipment save times. While 37.78 percent women responded that equipment definitely save their energy, which they can utilize in another important tasks. 26.67 per cent ladies told that equipment provided qualitative work and 24.44 per cent said that electric equipment helped in improving home status.

Maximum of respondents (82.22%) did not purchase equipment because they don't need of that time. Only 15.56 percent ladies could not purchase the equipment money. Only 1 lady (2.22%) could not buy due to lack of space in home.

Table: 2 : Data on habits of home makers while purchasing electrical equipment (N=45)			
Sr. No	Particulars	Frequency (F)	Percentage (%)
1.	Information material		
	a) Newspaper and magazine	38	84.44
	b) Television and radio	40	88.89
	c) Pamphlet	13	28.89
	d) Door to door selling	5	11.11
	e) Internet	16	35.56
	f) Books	14	31.11
2.	Marks of equipment		
	a) ISI mark	1	2.22
	b) Energy star	39	86.67
	c) CE mark	9	20
3.	Features of equipment considered while purchasing equipment		
	a) Size	27	60
	b) Shape	20	44.44
	c) Colour	27	60
	d) Suitability	28	62.22
	e) Price	33	73.33
4.	Place of purchase		
	a) Online	7	15.56
	b) Famous shop	15	33.33
	c) Common shop	1	2.22
	d) Company's show room	38	84.44
	e) Mall	3	6.67
5.	Symbol of energy saving		
	a) Power saving	42	93.33
	b) Size	0	0
	c) Energy star	5	11.11
	d) 5 star	7	15.36
6.	Advantages of using electric equipment		
	a) Save the time	31	68.89
	b) Save the energy	17	37.78
	c) Good quality work	12	26.67
	d) Improve your home status	11	24.44
7.	Purchase of extra equipment		
	a) Not needed	37	82.22
	b) Not money	7	15.56
	c) Not space in home	1	2.22

Summary and conclusion:

Most of the respondents were in the habit of taking bill, considering environmental factor, energy saving concept etc while purchasing. They also consider warranty and guarantee concept as the electrical equipment are prone to risk as well as are of small life. They prefer latest technology brand, need of the family etc before buying the electrical equipment.

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Respondents of the present study got the information about electrical equipment from advertisement in newspaper and television. They see ISI mark, Energy stars and CE mark while purchasing. While purchasing, they consider the family's suitability as well as their budget. Generally from company's showroom, respondents prefer to buy the electrical equipment. Most of the respondents have power saving concept in mind, while buying. They do not prefer to buy equipment unnecessarily, if not needed.

Thus, it can be concluded that today's consumer are aware very much before purchasing any goods and services, especially electrical equipment.

REFERENCES

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