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Factors Affecting Working Women Willingness to Purchase Energy Efficient Home Appliances in Ramanathapuram District.

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Abstract:

Popular worldview of the contrasts between working women and non-working women are latently acknowledged by promoting specialists around the globe. Working women are considered as significant clients. They are constantly pulled in towards their items which empowers their self-planning, that is less working more solace stage. These days their frame of mind towards condition is extremely positive and they anticipate it with productive possibilities like less utilization of energy / electric districtfor greater utility or accomplish more with less. Numerous advertisers are centering working women to advance their items. Working women too interested to buy energy efficient household appliances, hence the study is concerned with the factors affecting working women willingness to purchase energy efficient home appliances in RamanathapuramDistrict

Keywords:

Working Women – Energy Efficiency – Home Appliances

Introduction:

Working women are considered as being warm, expressive, merciful, and understanding. Many feel more positive towards working women than non-working women. This popular worldview of the contrast between working women and non-workingwomen are latently acknowledged by promoting specialists around the globe.

They watch out for significant client for four reasons.

- They are veritable and steadfast
- They spread positive verbal exchange of an item, once they are happy with it
- They rule in the significant portion of home machines choice
- Banks lean towards them for offering credits as they have more noteworthy likelihood of

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reimbursement and they utilize their money related assets all the more gainfully.

All the positive experience of working women while using energy saving items moves other working womento buy, that contribute the development of this industry. Home appliances are significant and vital part of women' life and assumes a basic job in building the women work power. They are playing as a significant instrument to reinforce their work – life balance and powerful time to the executives.

These women community is constantly pulled in towards their items which empowers their self-planning that is less energy more or same utility. These days their frame of mind towards environment is extremely positive and they anticipate it with productive possibilities like less utilization of energy / electric district for greater utility or accomplish more with less.Moreproductivity with less electri district than the ordinary one.

Working Women in Ramanathapuram District:

In Ramanathapuram Districtincreasing number of womenare becoming the earning members of the family. Rising standards of living and attraction towards westernization have made them to proactively seek not only for look and feel good product but alsomade them to balance the increasing demand of energy with optimum featured efficient home appliances. It makes them to feel more confident, engaging and committed as they not only save money, they also save energy .The proliferation of brands and the up standard innovation has given more choice and more features out of which they can look out for the next new thing.

Organizations are essentially sure to collect this period of social, statistic and financial progress in India. Numerous advertisers are centering working women to advance their items. In the present situation a large portion of the advertisers are following these realities and henceforth financial independency turned into one of the most significant factor considered for division and focusing on purchasers.

Objectives of the study

- To study the preference of working women towards energy efficient home appliances in RamanathapuramDistrict
- To analyze the factors influencing the working women to purchase energy efficient home appliances
- To study the relationship between preference of energy efficient home appliances and socio economic conditions of working women in RamanathapuramDistrict
- To study the consequences of the post-purchase evaluation

Scope of the Study

The extent of the study is constrained to the degree of evaluating the inclination of working women towards vitality proficient home machines in Ramanathapuram District. The sample for the study comprises of 250 respondents. The respondents were posed inquiries about their inclinations and the explanations behind their productsand the feeling given by them were characterized and examined. The primary point of the research is to discover the degree of inclination towards energy efficient home appliances among workingwomen in Ramanathapuram District.

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Methodology

Primary and secondary data were collected from different sources and were used for analysis. Secondary data required for the study were collected from Journals, Magazines, Newspaper and Websites.Primary data were collected through a well-structuredquestionnaire.

Sampling Design

Random sampling method was adopted to draw the sample respondents for the purpose of study. This method is suitable when the universe is homogeneous and is large. Each item in the universe has an equal chance of representation. Selection of sample units in this method is free from bias.

Limitations of the Study

- This study depends on essential information gathered from a sample of working women
- As a significant number of workingwomen outfitted the necessary data from their memory and experience, the gathered information would be exposed to review inclination.
- The study region was restricted to Ramanathapuram District and the discoveries of the investigation may not be material to different zones as huge contrast exists among the purchasers concerning statistic and psychographic qualities.
- Hence the result of this study may not be viewed as fitting for the circumstances like the investigation territory and additional consideration ought to be taken while summing up the outcomes.

Anal
ysis:
Age

The following table shows the age wise classification of the respondents in Ramanathapuram district.

Table 1
Age Wise Classification of Respondents

Sl. No	Age	No of Respondents	Percentage
1	Below 25 years	30	12
2	25 to 30 years	170	68
3	30 to 35 years	36	14.4
4	Above 35 years	14	5.6
	Total	**250**	**100**

Source: Primary data

It is clear from table 1 that 68 per cent of the respondents are in the age group of 25 to 30 years, 14.4 per cent of the respondents in the age between 30 to 35 years, 12 per cent of the respondents in the age group of below 25 years and 5.6 per cent of the respondents are in the age group of above 35 years.

It is evident from the table that majority of the respondents are in the age group of 25 to 30 years.

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Number of Family Members

The following table shows the number of family members of respondents in Ramanathapuram district.

Table 2
Number of Family Members of Respondents

Sl. No	Number of Family Members	No of Respondents	Percentage
1	1 to 3	46	18.4
2	4 to 6	187	74.8
3	7 to 9	17	6.8
	Total	**250**	**100**

Source: Primary data

Table 2 reveals that 74.8 per cent of the respondents have 4 to 6 members in their family, 18.4 per cent of the respondents are living with 1 to 3 members in the family and 16.8 per cent of the respondents are with 7 to 9 members in the family.

It is clear from table that majority of the respondents have 4 to 6 members in the family.

Type of Family

The following table shows the family type of respondents.

Table 3
Type of Family of Respondents

Sl. No	Nature of Family	No of Respondents	Percentage
1	Joint Family	73	29.2
2	Nuclear Family	177	70.8
	Total	**250**	**100**

Source: Primary data

Table 3 exhibits that 70.8 per cent of the respondents belong to nuclear family and 29.2 per cent of the respondents belong to joint family. Majority of the respondents belong to nuclear family. Thus joint family system is gradually getting abolished and nuclear family system is highly appealing among the generation in the present era.

Marital Status

The following table shows the marital status of respondents in Ramanathapuram District.

Table 4
Marital Status of Respondents

Sl. No	Marital Status	No of Respondents	Percentage
1	Married	83	33.2
2	Unmarried	167	66.8
	Total	**250**	**100**

Source: Primary data

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Table 4 shows that 66.8 per cent of the respondents are unmarried and 33.2 per cent of the respondents are married. It is evident from table that majority of the respondents are unmarried. ***It is clear from the study that majority of unmarried respondents prefer energy efficient home appliances in the study District.***

Educational Status

The following table showsthe Educational status of respondents in Ramanathapuram district

Table 5

Educational Status of Sample Respondents

Sl. No	Educational Status	No of Respondents	Percentage
1.	SSLC	05	02
2.	HSC/PUC	56	22.4
3.	Graduate/Diploma	84	33.6
4.	Post Graduate	105	42
	Total	**250**	**100**

Sources: Primary data

Possession ofElectronicGoods

Table 6

DetailsofElectronicGoodsPossessed

Sl. No	Details of Goods	No of Respondents	Percentage
1.	Washing machine	250	100
2.	Refrigerator	250	100
3.	Air conditioner	186	74.4
4.	Mixer grinder	250	100
5.	Wet grinder	217	86.8
6.	Water Heater	93	37.2

Sources: Primary data

It isinferredfromthetablethat 100 percentage ofthe working women are possessing washing machine, Refrigerator and Mixer grinder 86.8 percentage of them are having wet grinder and 74.4 percentage of them are having Air conditioner in their homes

Table7

Factors Considered for Purchases Decision

Sl. No	Factors	No of Respondents	Percentage
1.	Saves Time	180	72
2.	Convenience	87	34.8
3.	Economy	61	24.4
6.	Saves Energy	248	99.2

Sources: Primary data

The above table clearly shows that 99.2percentage of the respondents have bought energy efficient appliances by considering less energy consumption.

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Occupation

The following table depicts the occupation wise classification of respondents in Ramanathapuram District.

Table 8

Occupation Wise Classification of Respondents

Sl. No	Occupation	No of Respondents	Percentage
1	Government	36	14.4
2	Private	135	54
3	Profession	24	9.6
4	Business	18	7.2
5	Others	37	14.8
	Total	**250**	**100**

Source: Primary data

It is evident from table that 54 percent of the respondents work in private companies, 14.4 per cent of the respondents in government organisations, 9.6 percent of the respondents are professionals and 7.2 percent of the respondents are engaged in business and the restof 14.8 per cent of the respondents are engaged in other occupation. It isevident from the study that majority of the respondentsare working in private organizations prefer energy efficient home appliances at higher level.

Monthly Income

Table 6 exhibits the monthly income of respondents in Ramanathapuram district.

Table 9

Monthly Income of Respondents

Sl. No	Monthly Income	No of Respondents	Percentage
1	Below Rs.15000	46	18.4
2	Rs. 15001-Rs.20000	60	24
3	Rs. 20001-Rs.25000	64	25.6
4	Above Rs.25001	80	32
	Total	**250**	**100**

Source: Primary data

The above table clearly exhibits that 32 per cent of the respondents earn monthly income of above Rs. 25001, 25.6 per cent of the respondents earn monthly income of Rs. 20001-Rs.25000, 24 per cent of the respondents earn monthly income of Rs. 15001 to Rs. 20000 and 18.4 per cent of the respondents earn monthly income of below Rs. 15000. It is evident from the table that majority of the respondents earning monthly income of above Rs. 25000 prefer energy efficient home appliances at a higherlevel.

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Table 11

Occupational Status and Mode of Purchase

Sl.No	Occupational Status	Mode of Purchase			Total
		Credit	Cash	Both with EMI	
1.	Government	-	-	36	36
2.	Private	25	15	95	135
3.	Profession	10	-	14	24
4.	Business	15	3	-	18
5.	Others		7	30	37
	Total	**50**	**25**	**175**	**250**

Sources: Primary data

From the above table it is clear that majority of the private employees have purchased their home appliances through equated monthly instalment with minimum down payment in the form of cash

Sources of Information

The following table shows the sources through which the working women came to know about the energy efficient home appliances in Ramanathapuram district.

Table 10

Sources of Information

Sl. No	Sources of Information	No of Respondents	Percentage
1	Friends	88	35.2
2	Relatives	73	29.2
3	Advertisement	65	26
4	Colleagues	20	08
5	Any other	04	1.6
	Total	**250**	**100**

Source: Primary data

The above table shows that 35.2 per cent of the respondents came to know about the energy efficient home appliances through friends, 29.2 per cent of the respondents came to know about the energy efficient home appliances through relatives, 26 per cent of the respondents came to know about the energy efficient home appliances through advertisement, 8 per cent of the respondents came to know about the energy efficient home appliances through colleagues and 1.6 per cent of the respondents came to know about the energy efficient home appliances through other sources.

Amount Spent for Energy efficient home appliances

The following table shows the amount spent per month for energy efficient home appliances in Ramanathapuram District.

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Table 12
Amount Spent for Energy efficient home appliances

Sl. No	Amount Spent	No of Respondents	Percentage
1	Below Rs.10,000	78	31.2
2	Rs. 10,000-Rs.30,000	97	38.8
3	Rs. 30,001-Rs.50,000	35	14
4	Above Rs.50,000	40	16
	Total	**250**	**100**

Source: Primary data

Table 12 reveals that 38.8 per cent of the respondents have spent Rs. 10,001 to Rs. 30,000, 31.2 per cent of the respondents have spent below Rs. 10,000, and 16 per cent of the respondents have spent above Rs. 50,000 per month and 14 per cent of the respondentshave spent Rs. 30,001 to Rs. 50,000. ***It is evident from the table that majority of the respondentshave spent Rs. 10,001 to Rs. 30,000 forenergy efficient home appliances.***

Table 13
Electric charges saved byusing energy efficient home appliances

Sl. No	Amount Saved	No of Respondents	Percentage
1	UptoRs.500	83	33.2
2	Rs.501 – Rs.1,000	95	38
3	Rs.1,001 – Rs.1,500	57	22.8
4	Rs.1,501 – Rs.2,000	15	06
	Total	**250**	**100**

Source: Primary data

Table 13 clearly shows that 38 per cent of the respondents have saved Rs.501 – Rs.1,000 by using energy efficient home appliances, 33.2 per cent of the respondents have savedupto Rs.500 by using energy efficient home appliances, 22.8 per cent of the respondents have saved upto Rs.1,001 – Rs.1,500 and 6 per cent of the respondents have saved uptoRs.1,501 – Rs.2,000 . It is clear from the table that majority of the respondents have saved Rs.501 – Rs.1, 000 by using energy efficient home appliances.

LEVEL OF PREFERENCE TOWARDS USAGE OF ENERGY EFFICIENT HOME APPLIANCES

- Among different age groups of working women
- Among different number of family members of working women
- Among different types of family of working women
- Among different marital status of working women
- Among different occupation of working women
- Among working women with different monthly income

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i. Among different age group of working women

In order to find out the level of preference towards energy efficient home appliances among different age group of the working women, the data have been collected and presented in the following table.

Table 14
Level of Preference towards Energy efficient home appliances among different age group of working women

Age	Level of Preference in Percentage			Total
	Low	Moderate	High	
Below 25 years	6	6	-	12
25 to 30 years	22	38	10	68
30 to 35 years	-	10	4	14
Above 35 years	-	2	4	6
Total	**26**	**56**	**18**	**100**

Source: Primary data

It is clear from table 14 that out of 50 respondents, 38 per cent of the respondents in the age group of 25 to 30 have moderate level of preference, 22 per cent of the respondents in the age group of 25 to30 have low level of preference and 10 per cent of the respondents in the age group of 30 to 35 have high level of preference towards the usage of energy efficient home appliances. ***It is evident from table that majority of the respondents in the age group of 25 to 30 have high level of preference.***

ii. Among different number of family members of working women

In order to find out the level of preference towards energy efficient home appliances among different number of family members of the working women, the data have been collected and presented in the table below.

Table 15
Level of Preference towards energy efficient home appliances among different number of family members of working women

Number of family members	Level of Preference in Percentage			Total
	Low	Moderate	High	
1 to 3	13	5	28	46
4 to 6	33	74	80	187
7 to 9	0	11	6	17
Total	**46**	**90**	**114**	**250**

Source: Primary data

Table 15 reveals that out of 250 respondents, 80 respondents in the family with 4 to 6 members have high level of preference towards energy efficient home appliances, 74 respondents in the family with 4 to 6 members have moderate level of preference and only 33 respondents in the family with 4 to 6 members have high level of preference. It is evident from

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above table that majority of the respondents in the family with 4 to 6 members have high level of preference for energy efficient home appliances.

iii. Among different types of family of working women

The level of preference towards energy efficient home appliances among different types of family of working women in Ramanathapuram district is presented in the table 12.

Table 16
Level of Preference towards Energy efficient home appliances among different types of Family of Working Women

The calculated value of Chi-Square is 26.046 and the tabulated value of Chi-Square with 12 degrees of freedom at

Family type	Level of Preference in Percentage			Total
	Low	Moderate	High	
Joint family	10	27	36	73
Nuclear family	33	96	48	177
Total	**43**	**123**	**84**	**250**

Source: Primary data

Table 16 exhibits that 96 respondents belonging to nuclear family have moderate level of preference, 33 respondents belonging to nuclear family have low level of preference and 48 respondents belonging to nuclear family have high level of preference. Majority of the respondents belonging to nuclear family have moderate level of preference for energy efficient home appliances.

iv. Among different marital status of working women

The level of preference towards energy efficient home appliances among different marital status of working women is presented in the table below.

Table 17
Level of preference towards energy efficient home appliances among different marital status of working women

Marital status	Level of Preference in Percentage			Total
	Low	Moderate	High	
Married	26	44	13	83
Unmarried	41	101	25	167
Total	**67**	**145**	**38**	**250**

Source: Primary data

Table 17 shows that 101 respondents who are unmarried have moderate level of preference, 44 respondents who are married have moderate level of preference, 41 respondents who are unmarried have low level of preference and 25 respondents who are unmarried have high level of preference. It is evident from table that majority of the respondents who are unmarried have high level of preference for energy efficient home appliances.

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v. Among different occupation of working women

The level of preference towards energy efficient home appliances among different occupation of working women is presented below.

Table 18
Level of Preference towards Energy efficient home appliances among different Occupation of Working Women

Occupation	Level of Preference in Percentage			Total
	Low	Moderate	High	
Government	11	10	14	35
Private	32	72	31	135
Profession	3	17	5	24
Business	6	12	0	18
Others	8	29	0	37
Total	**60**	**140**	**50**	**250**

Source: Primary data

Table 18 shows that 72 respondents working in private organization have moderate level of preference, 31 respondents working in private organization have high level of preference and 32 respondents working in private organization have low level of preference. It is clear from table that majority of the respondents working in private organizations have moderate levelof preference towards energy efficient home appliances.

vi. Among working women with different monthly income

The level of preference towards energy efficient home appliances among different monthly income of working women is presented intable19

Table 19
Level of preference towards energy efficient home appliances among different monthly income of working women

Monthly income	Level of Preference in Percentage			Total
	Low	Moderate	High	
Below Rs.15000	05	25	16	46
Rs. 15001-Rs.20000	17	43	0	60
Rs. 20001-Rs.25000	17	39	8	64
Above Rs.25001	51	29	0	80
Total	**90**	**136**	**24**	**250**

Source: Primary data

Table 19 reveals that 43 respondents earning monthly income of Rs. 15001 – Rs.20, 000 have moderate level of preference, 39 respondents earning monthly income of Rs. 20,001 – Rs. 25,000 have moderate level of preference and 29 respondents earning monthly income of Rs.25001 and above have moderate level of preference. It is evident from the table that majority of the respondents earning monthly income of below Rs. 15001 – Rs. 20,000 moderate level of preference towards energy efficient home appliances.

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CONCLUSION

Withstanding the essential attributes of purchasers, the personal conductand standard of living of working women are pretty much like one another, especially in the viewpoints like quality, inclination and basic leadership. They are specific about the fitting arrangement of appropriation and thus there is an extraordinary requirement for change in the circulation framework which gives more stress on energy efficiency. It may not be constantly right to state that, they carry on similarly as it much relies upon sort of items, nature of the items and cost of the items but also it insist on environmental benefits. In this way the companies must give unique consideration as to cost and energy efficiency framework to cover the enormous number of working women.

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