

A Study on Consumer Buying Behaviour towards Energy Efficient Home Appliances in Coimbatore District

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Abstract: *This analytical study examines the consumer buying behaviour towards energy-efficient home appliances in Coimbatore district. With increasing concerns about energy conservation, rising electricity costs, and environmental sustainability, consumers are gradually shifting towards appliances that consume less energy and offer long-term cost savings. Energy-efficient appliances such as refrigerators, air conditioners, washing machines, and LED lighting are gaining popularity as they help reduce electricity consumption and promote sustainable living.*

The study aims to analyse the level of awareness among consumers regarding energy-efficient appliances and to evaluate how factors such as energy ratings, product price, brand image, performance, and environmental concern influence their purchasing decisions. Primary data was collected from consumers in Coimbatore district using a structured questionnaire. Statistical tools such as Percentage Analysis, Chi-square Test, and ANOVA were used for analysing the collected data.

The findings reveal that factors such as energy efficiency ratings, product durability, and electricity cost savings significantly influence consumer purchase decisions. However, high initial price and lack of awareness among some consumers act as barriers to adoption. The study provides useful insights for manufacturers and marketers to promote energy-efficient appliances through better awareness campaigns, competitive pricing, and effective marketing strategies.

Keywords: Consumer Buying Behaviour, Energy-Efficient Appliances, Energy Conservation, Purchase Decision, Sustainable Consumption

