ABSTRACT

The study is about the buying behaviour of Generation X and Generation Y customer of Pune city, while purchasing the selected house hold electrical appliances viz. Television, Fridge, Air conditioner and Washing Machine. Hypotheses were formulated after a thorough literature review and after analysing the results of the pilot study. A questionnaire was designed and administered to 399 respondents (205 Generation X and 194 Generation Y) at the various sales outlets.

The results of this study indicate that Generation X and Generation Y differ on various aspects such as Generation Y spend more than they save than Generation X, Generation X tend to check the prices of every electrical appliance they are purchasing before coming to a decision, Generation X balance their purchases and pocket, Generation X are more careful in trying newly introduced electrical appliances. Generation X enjoy doing house work more than Generation Y, Generation Y act on their hunches and do not consult my family when they purchase electrical appliances such as Television / Fridge / air conditioner /Washing machine, Generation Y people agree more to the statement than Generation X, and Generation X feel that Television/ Fridge/ Air conditioner/ Washing machine is a necessity today as compared to Generation Y.

The study also found out that there is a significant difference between the personality of Generation X and Generation Y. Generation Y had a stronger personality than Generation X. Both the generations did not differ on the basis of their Attitude and Lifestyle.

The study also reduced the 30 independent variables to 8 factors -using Factor Analysis. The 8 factors that were extracted were “Status Conscious”, "Independent and Strong Personality", “Appliance Dependent”, “Cautiousness”, “Experimental”, "Impulsive Behaviour", “Value Added Product Purchase Behaviour” and "Attitude toward house work”. Out of the 8 extracted factors, Generation X and Generation Y differ over "Impulsive Behaviour". Through further analysis it was found out that Generation Y customers show more impulsive behaviour than Generation X customers.
Keywords: Generation, Generation X, Generation Y, Consumer Behaviour, Buying Behaviour, Household Electrical Appliances, Psychography, Attitude, Personality, Lifestyle, etc.