

A Comparative Study on the Before-and-After Effects of Demonstration on the Buying Behaviour of Consumers for Selected Household Articles in Dharmapuri and Krishnagiri Districts, Tamil Nadu

Dr. K.V. Kannan¹, G. Suresh²

¹Associate Professor, Department of Business Administration, Government Arts College
Kumarapalayam/ Affiliated to Periyar University Salem Tamilnadu India

²Research Scholar, Department of Business Administration Government Arts College,
Dharmapuri/Affiliated to Periyar University Salem Tamilnadu India.

Abstract—The present study, titled “A Comparative Study of the Before-and-After Effects of Product Demonstrations on the Buying Behaviour of Consumers of Selected Household Articles in Dharmapuri and Krishnagiri Districts, Tamil Nadu,” aims to examine how product demonstrations influence consumer awareness, attitudes, preferences, purchase intentions, and buying behaviour. The study is particularly relevant in the context of increasing competition among household-product marketers, where consumers increasingly seek clear information about product features, quality, usage, and benefits before making purchase decisions. Dharmapuri and Krishnagiri provide an appropriate comparative setting, with the 2011 Census reporting populations of 15.07 lakh in Dharmapuri and 18.79 lakh in Krishnagiri.

The study proposes to collect primary data from selected consumers in both districts through a structured questionnaire administered before and after product demonstrations. Appropriate statistical techniques such as percentage analysis, paired t-test, chi-square test, and comparative analysis may be employed to identify significant changes in consumer responses. The study is expected to determine whether demonstrations significantly enhance product knowledge, confidence, preference, and purchase intention and whether the magnitude of such changes differs between the two districts.

The findings may assist manufacturers, retailers, and marketers in designing more effective consumer-oriented promotional strategies.

Index Terms—Consumer Behaviour, Product Demonstration, Household Articles, Purchase Decision, Consumer Satisfaction, Tamil Nadu.

I. INTRODUCTION

Consumer buying behaviour is one of the most important areas of marketing, as understanding consumers’ needs, preferences, attitudes, and purchasing decisions helps businesses develop effective marketing strategies. In today’s competitive market, consumers have access to a wide range of household products and brands. Before purchasing a product, they often consider factors such as price, quality, durability, product features, brand reputation, convenience, and usefulness. Therefore, providing appropriate product information has become essential for influencing consumer purchase decisions.

Among the various promotional techniques used by marketers, product demonstration is an effective method of communicating product information to consumers. A demonstration allows consumers to see how a product functions, understand its features, and evaluate its practical benefits. Unlike conventional advertising, which mainly provides information through visual or verbal messages, product demonstrations provide consumers with a more direct and practical experience. This may increase product awareness, reduce uncertainty, improve confidence, and positively influence purchase intention.

The importance of product demonstrations is particularly relevant to household articles, including kitchen appliances, electrical appliances, cleaning equipment, and other commonly used household products. Consumers may be more willing to purchase such products when they clearly understand their operation, benefits, efficiency, and value for money. However, the influence of demonstrations may vary among consumers depending on their socio-economic characteristics, purchasing habits, level of awareness, and geographical location.

Dharmapuri and Krishnagiri districts of Tamil Nadu provide a suitable geographical setting for examining these differences. The two districts have both rural and urban consumer markets and represent diverse groups of household-product consumers. A comparative examination of these two districts can therefore provide useful insights into variations in consumer responses to product demonstrations.

The present study, “A Comparative Study of the Effects of Product Demonstrations on the Buying Behaviour of Consumers of Selected Household Articles: A Before-and-After Analysis in Dharmapuri and Krishnagiri Districts, Tamil Nadu,” focuses on measuring changes in consumer behaviour before and after exposure to product demonstrations. The study considers aspects such as product awareness, attitude, preference, purchase intention, and willingness to buy. The study is expected to provide a clear understanding of whether product demonstrations bring about significant changes in consumers’ buying behaviour and whether such changes differ between Dharmapuri and Krishnagiri districts. The findings may be useful to manufacturers, retailers, marketers, and sales personnel in developing effective promotional strategies and improving consumer-oriented marketing practices.

II. BACKGROUND INFORMATION

Consumer buying behaviour is an important area of marketing research because consumers’ purchasing decisions are influenced by several factors, including product quality, price, brand image, product features, availability, and the information provided by sellers. In the case of household articles, consumers often need practical information about product features, usage, durability, benefits, and value for money before making a purchase decision. Therefore, marketers

increasingly use product demonstrations as an effective promotional technique to provide consumers with direct and practical knowledge about products.

A product demonstration enables consumers to observe how a product works and understand its features and benefits through actual use or visual explanation. Such demonstrations may reduce uncertainty, improve product knowledge, develop confidence, and influence consumers’ attitudes and purchase intentions. However, the extent to which demonstrations influence buying behaviour may differ according to consumers’ demographic characteristics, purchasing habits, income levels, awareness, and geographical location.

Dharmapuri and Krishnagiri districts of Tamil Nadu provide an appropriate setting for a comparative study of consumer behaviour. The districts have diverse urban and rural consumer markets, and household articles constitute an important category of regular consumer purchases. According to the 2011 Census, Dharmapuri district had a population of approximately 15.07 lakh, while Krishnagiri district had approximately 18.79 lakh people.

In this context, the present study focuses on the before-and-after effects of product demonstrations on the buying behaviour of consumers purchasing selected household articles. The study seeks to identify whether consumers’ awareness, attitudes, product preferences, purchase intentions, and willingness to buy change after they are exposed to product demonstrations. A comparison between Dharmapuri and Krishnagiri districts will further help determine whether the impact of demonstrations varies between the two consumer markets.

The findings of the study may be useful to manufacturers, retailers, sales personnel, and marketing professionals in developing effective demonstration-based promotional strategies. The study may also provide useful insights into how practical product information can influence consumer decision-making in the household-goods market.

III. SCOPE OF THE STUDY

The scope of the present study is to examine the effects of product demonstrations on the buying behaviour of consumers of selected household articles in Dharmapuri and Krishnagiri districts of Tamil Nadu. The study focuses particularly on understanding the

changes in consumer responses before and after exposure to product demonstrations.

The study covers the following areas:

Geographical Scope: The study is confined to selected consumers from Dharmapuri and Krishnagiri districts of Tamil Nadu, enabling a comparative assessment of consumer behaviour between the two districts.

Product Scope: The study covers selected household articles, particularly products for which demonstrations can help consumers understand their features, operation, benefits, and practical usefulness.

Consumer Behaviour: The study examines important dimensions of buying behaviour, including product awareness, product knowledge, attitude, preference, purchase intention, willingness to buy, and buying decisions.

Before-and-After Assessment: A major focus of the study is to measure changes in consumer responses before and after product demonstrations. This helps assess whether demonstrations have a significant influence on consumer buying behaviour.

Comparative Scope: The study compares the responses of consumers in Dharmapuri and Krishnagiri districts to identify similarities and differences in the impact of product demonstrations.

Demographic and Socio-Economic Factors The study may also examine whether factors such as age, gender, educational qualification, occupation, monthly income, family size, and place of residence are associated with variations in consumer responses.

Marketing Implications: The findings are expected to provide useful information to manufacturers, retailers, sales personnel, and marketing professionals for designing effective product-demonstration strategies.

IV. STATEMENT OF THE PROBLEM

Consumers often face difficulties in selecting household products due to inadequate information regarding product quality, features and performance. Advertisements alone may not provide complete understanding of the product. Product demonstrations help consumers gain practical knowledge and reduce perceived risk. Hence, it is necessary to examine

whether demonstrations significantly influence the buying behaviour of consumers before and after the demonstration process.

V. OBJECTIVES OF THE STUDY

The present study is undertaken with the following objectives:

General Objective

To examine the effects of product demonstrations on the buying behaviour of consumers of selected household articles and to make a comparative analysis of consumers in Dharmapuri and Krishnagiri districts of Tamil Nadu.

Specific Objectives

To study the socio-economic and demographic profile of consumers of selected household articles in Dharmapuri and Krishnagiri districts.

To assess the buying behaviour of consumers before exposure to product demonstrations.

To examine the level of consumer awareness and product knowledge before and after product demonstrations.

To analyse the changes in consumers' attitudes and preferences towards selected household articles after product demonstrations.

To measure the effect of product demonstrations on consumers' purchase intention and willingness to buy.

To compare the buying behaviour of consumers before and after product demonstrations.

To compare the effects of product demonstrations on consumers in Dharmapuri and Krishnagiri districts.

To examine the association between selected demographic and socio-economic factors and consumers' responses to product demonstrations.

To identify the major factors influencing consumers' purchase decisions after product demonstrations.

To assess the overall effectiveness of product demonstrations as a promotional tool for selected household articles.

VI. VI.SIGNIFICANCE OF THE STUDY

The present study is significant as it examines the influence of product demonstrations on the buying behaviour of consumers of selected household articles. It focuses on changes in consumer awareness, product knowledge, attitude, preference, purchase intention,

and willingness to buy before and after demonstrations. The comparative analysis of Dharmapuri and Krishnagiri districts provides useful insights into differences in consumer responses. The findings may help manufacturers, retailers, and marketing professionals develop effective demonstration-based promotional strategies and improve consumer engagement. The study also contributes to the academic understanding of consumer behaviour and provides a useful reference for future researchers interested in promotional practices and purchasing decisions.

VII. REVIEW OF LITERATURE

Chavadi et al. (2021): Chavadi, Sirothiya, Vishwanatha and Yatgiri examined consumer buying behaviour among Indian youth, with particular attention to product involvement and endorsement type. The study highlighted that consumers' responses to promotional information vary according to their level of involvement with a product and the nature of the promotional stimulus. The authors emphasized that consumers do not respond uniformly to marketing communication and that product-related information can have different effects depending on consumer characteristics. The study is relevant to the present research because it establishes the importance of examining consumer characteristics and promotional influences while studying buying behaviour.

2. Li et al. (2022) : Li and colleagues investigated the effect of product presentation videos on consumers' purchase intention. Using experimental studies, the researchers compared product-appearance presentations with product-usage presentations. The findings showed that usage-oriented presentations had a stronger positive influence on purchase intention than appearance-oriented presentations. This effect was explained through perceived diagnosticity and mental imagery, suggesting that consumers are more likely to respond positively when product presentations help them visualize actual product usage. This study is highly relevant to the present research because a physical product demonstration similarly provides consumers with practical information about how a household article functions.

3. Wang et al. (2023) : Wang and colleagues examined product presentation in live-streaming commerce and its influence on purchase intention. The study used three investigations involving surveys and behavioral experiments to determine how different levels of product presentation affect consumers' purchase decisions. The results indicated that effective product presentation positively influences purchase intention, with perceived product value acting as an important mediating factor. The study further found that time pressure can strengthen this relationship. The findings suggest that consumers are more likely to purchase when product information enables them to recognize the value and usefulness of the product. This provides theoretical support for examining whether demonstrations of household articles increase consumers' perceived value and purchase intention.

4. Kanimozhi and Gunasundari (2024) : Kanimozhi and Gunasundari conducted a study on buyers' behaviour towards next-generation home products with special reference to Erode District. The study employed a descriptive research design and collected data from 119 respondents selected through stratified random sampling. It examined consumer awareness and understanding of innovative home products and identified the factors influencing purchasing decisions. The study is particularly relevant to the present research because it focuses on household/home products within Tamil Nadu and examines the factors associated with consumer purchasing behaviour. However, unlike the present study, it does not primarily employ a before-and-after product-demonstration approach or compare two districts.

5. Ringler, Sirianni, Peck and Gustafsson (2024) : Ringler et al. investigated the effectiveness of product demonstrations and the manner in which demonstrations present product information. Across five studies involving different product categories and presentation formats, the researchers compared demonstrations emphasizing the process of using a product with demonstrations emphasizing the final outcome. The findings showed that process-focused demonstrations can increase cognitive flow and purchase intentions, while the presence of other audience members may reduce these effects. The study provides strong theoretical and empirical

support for the present research because it directly establishes product demonstration as a promotional mechanism capable of influencing purchase intention.

6. Targotra and Chanda (2024) : Targotra and Chanda examined the potential influence of immersive augmented-reality-based product demonstrations on purchase intention. Their conceptual study considered factors such as product demonstration, perceived informativeness, entertainment, credibility, and irritation. The authors proposed that immersive product experiences can provide consumers with richer information and greater engagement, thereby influencing purchase intention. Although the study concentrates on augmented reality rather than conventional physical demonstrations, it demonstrates the increasing importance of interactive and experiential product communication in contemporary marketing. This supports the need to investigate whether direct demonstrations similarly influence consumers' buying decisions for household articles.

7. Hamamali and Jamshid (2025) : Hamamali and Jamshid examined in-store product demonstrations as a catalyst for impulse buying behaviour among organized retail shoppers in Kerala. The researchers collected data from 427 shoppers across four districts and employed quantitative techniques, including descriptive statistics and regression analysis. The study reported a significant positive relationship between exposure to in-store demonstrations and impulse buying behaviour. It suggested that demonstrations can increase consumer engagement, reduce perceived risk, and create purchase motivation. This study is closely related to the present research because it provides recent empirical evidence that in-store demonstrations can influence actual consumer buying behaviour.

KEY THEORIES AND CONCEPTS

The present study, “A Comparative Study of the Effects of Product Demonstrations on the Buying Behaviour of Consumers of Selected Household Articles: A Before-and-After Analysis in Dharmapuri and Krishnagiri Districts, Tamil Nadu,” is supported by theories and concepts from consumer behaviour, marketing communication, learning, persuasion, and behavioral decision-making. The following theories provide a suitable conceptual foundation for the study.

1. Stimulus–Organism–Response (S-O-R) Theory

The Stimulus–Organism–Response theory, originally associated with Mehrabian and Russell (1974), explains how an external stimulus influences an individual's internal psychological state and subsequently produces a behavioural response.

In the present study:

Stimulus: Product demonstration

Organism: Consumer awareness, knowledge, perception, attitude, and confidence

Response: Purchase intention and buying behaviour

A product demonstration acts as a stimulus that provides consumers with practical information about a household article. This information may change their perception and attitude, ultimately influencing their purchase decision.

2. Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour, developed by Ajzen (1991), explains how an individual's behaviour is influenced by attitude, subjective norms, and perceived behavioural control.

In the context of the present study, product demonstrations may improve consumers' attitudes towards a product and increase their confidence in using it. These changes can strengthen their purchase intention, which may subsequently influence actual buying behaviour.

Key components:

Attitude towards the product

Subjective norms

Perceived behavioural control

Purchase intention

Buying behaviour

3. Consumer Decision-Making Process

The consumer decision-making concept explains how consumers move through different stages before making a purchase. The major stages are:

Need Recognition → Information Search → Evaluation of Alternatives → Purchase Decision →

Post-Purchase Evaluation

Product demonstrations are particularly important during the information search and evaluation stages. Demonstrations allow consumers to obtain practical information and compare the usefulness and performance of alternative household articles.

4. Learning Theory

Learning theory suggests that consumers can develop knowledge and modify their behaviour through experience, observation, and information. Product demonstrations provide consumers with an opportunity to observe the actual operation of a product.

For household articles, seeing the product being used may make the information easier to understand and remember. Consequently, product demonstrations may improve product knowledge, confidence, and purchase readiness.

5. Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model, developed by Petty and Cacioppo, explains how persuasive information can influence attitudes through two routes:

Central Route: Consumers carefully evaluate product information, features, quality, performance, and benefits.

Peripheral Route: Consumers are influenced by simpler cues such as attractiveness, demonstration style, salesperson presentation, or brand image.

Product demonstrations can involve both routes. Consumers who are highly interested in a household article may carefully evaluate the demonstration, while others may be influenced by the overall presentation and salesperson's communication.

6. Perceived Risk Theory

Consumers often experience uncertainty or perceived risk when purchasing household products, particularly expensive or technically complex articles. They may be uncertain about product performance, durability, ease of use, or value for money.

A demonstration can reduce such uncertainty by allowing consumers to observe product performance directly. Therefore:

Product Demonstration → Reduced Perceived Risk → Increased Confidence → Higher Purchase Intention

This concept is particularly relevant to the present before-and-after study.

7. Perceived Value Concept

Consumers generally evaluate whether the benefits obtained from a product justify its cost. Product demonstrations can help consumers understand the

functional benefits, convenience, efficiency, quality, and usefulness of household articles.

When consumers perceive greater value, their willingness to purchase may increase.

8. Experiential Marketing Concept

Experiential marketing focuses on creating direct and meaningful experiences for consumers rather than simply providing promotional messages. Product demonstration is an important experiential marketing technique because consumers can see, observe, and sometimes interact with the product.

RESEARCH GAPS AND CONTROVERSIES IN THE LITERATURE

The review of literature indicates that product demonstrations and product presentations can influence consumer responses, particularly purchase intention, perceived value, product knowledge, and uncertainty reduction. However, the existing literature also reveals several important research gaps and areas of disagreement that provide justification for the present Ph.D. study.

1. Limited Before-and-After Research

A major gap is the limited use of a before-and-after research design to measure changes in consumer buying behaviour. Many studies examine purchase intention after consumers are exposed to a product presentation or demonstration, but comparatively fewer studies directly measure the same consumers before and after the demonstration. This makes it difficult to determine the magnitude of change attributable to the demonstration itself.

2. Emphasis on Purchase Intention Rather Than Actual Buying Behaviour

Recent research frequently uses purchase intention as the main outcome variable. For example, studies on product demonstrations, virtual reality displays, and live-streaming presentations primarily examine consumers' intention to purchase. However, purchase intention does not necessarily result in actual purchase behaviour. This creates a need to examine broader dimensions such as product preference, willingness to buy, decision-making, and buying behaviour.

3. Digital Demonstrations Receive Greater Attention

A considerable proportion of recent research focuses on online videos, live-streaming, virtual reality, and

augmented reality rather than conventional face-to-face product demonstrations. Therefore, there is a research gap concerning the effectiveness of direct, physical demonstrations of household articles, particularly in regional consumer markets.

4. Lack of Research on Household Articles

Existing studies cover diverse products and contexts, including online products, virtual displays, live-streaming commerce, and impulse purchases. Comparatively limited attention has been given specifically to selected household articles, where consumers may need practical knowledge about operation, usefulness, durability, efficiency, and value for money before purchasing.

5. Geographical Research Gap

There is limited empirical evidence specifically comparing the influence of product demonstrations among consumers in Dharmapuri and Krishnagiri districts of Tamil Nadu. Consumer behaviour may vary according to demographic, socio-economic, educational, and geographical characteristics. Hence, a district-level comparative study can provide evidence that broader national or international studies cannot adequately capture.

6. Inconsistent Findings Regarding the Type of Demonstration

An important controversy concerns how a product should be demonstrated. Ringler et al. found that process-focused demonstrations can be more effective than outcome-focused demonstrations because they encourage cognitive flow and mental simulation. However, the effectiveness of demonstrations can also depend on social presence and the context in which consumers view them. Thus, there is no universal agreement that every form of demonstration produces the same consumer response.

VIII. RESEARCH METHODOLOGY

For the proposed study, the sample size is fixed at 300 respondents.

1. Research Design

The present study adopts a descriptive, analytical, and comparative research design with a before-and-after approach. The study aims to examine the changes in the buying behaviour of consumers after exposure to

product demonstrations of selected household articles.

District	Number of Respondents	Percentage
Dharmapuri	150	50%
Krishnagiri	150	50%
Total	300	100%

A comparative analysis is also made between consumers in Dharmapuri and Krishnagiri districts.

2. Area of the Study

The study is confined to Dharmapuri and Krishnagiri districts of Tamil Nadu. Selected rural and urban areas of the two districts will be covered to obtain responses from consumers with different socio-economic backgrounds.

3. Population of the Study

The population comprises consumers residing in Dharmapuri and Krishnagiri districts who are involved in or influence household purchasing decisions and are potential buyers of selected household articles

4. Sample Size

The total sample size of the study is 300 respondents. To facilitate a meaningful comparison between the two districts, the sample is equally distributed as follows:

The sample size of 300 respondents is considered adequate for conducting the proposed descriptive and inferential statistical analyses, subject to the sampling design and data-quality requirements.

5. Sampling Technique

A multi-stage sampling technique will be adopted for selecting the respondents.

Stage I: Dharmapuri and Krishnagiri districts will be selected as the study areas.

Stage II: Selected rural and urban areas will be identified from each district.

Stage III: Eligible consumers will be selected from the identified areas.

Stage IV: A total of 150 respondents will be selected from each district.

Where a complete sampling frame is available, probability sampling methods will be preferred. Otherwise, an appropriate combination of purposive and systematic/convenience procedures may be adopted and clearly reported in the thesis.

6. Sources of Data

Primary data will be collected directly from 300 selected respondents using a structured questionnaire. Secondary data will be collected from books, research journals, Ph.D. theses, government publications, Census reports, research databases, and other relevant sources.

7. Data Collection Procedure

The data collection will follow a three-stage procedure:

Stage 1 – Before Demonstration: The respondents will complete the questionnaire measuring their existing awareness, product knowledge, attitude, preference, confidence, purchase intention, and buying behaviour.

Stage 2 – Product Demonstration: A standardized demonstration of the selected household article will be provided, covering its features, operation, benefits, performance, and usage.

Stage 3 – After Demonstration: The same respondents will complete the post-demonstration questionnaire. Their responses will be compared with their pre-demonstration responses.

8. Research Instrument

A structured questionnaire will be used as the primary research instrument. It will contain sections covering:

Demographic and socio-economic profile

Buying behaviour before demonstration

Buying behaviour after demonstration

Effectiveness of product demonstration

Factors influencing purchase decisions

Purchase intention

Overall assessment and suggestions

A five-point Likert scale will be used for measuring attitudes and perceptions.

5 – Strongly Agree

4 – Agree

3 – Neutral

2 – Disagree

1 – Strongly Disagree

9. Pilot Study

A pilot study will be conducted before the main survey to test the clarity, reliability, and suitability of the questionnaire. Necessary modifications will be made based on the pilot-study results.

10. Reliability and Validity

The reliability of the questionnaire will be assessed using Cronbach's Alpha. Content validity will be established through expert opinion from specialists in marketing, consumer behaviour, commerce, and research methodology.

11. Variables of the Study

Independent Variable: Product Demonstration

Dependent Variables:

Consumer awareness

Product knowledge

Attitude

Product preference

Perceived value

Consumer confidence

Purchase intention

Buying behaviour

Profile Variables:

Age, gender, education, occupation, income, family size, marital status, and rural/urban residence.

12. Statistical Tools

The following statistical techniques will be employed:

Frequency and Percentage Analysis

Mean and Standard Deviation

Cronbach's Alpha

Paired Sample t-Test – to compare responses before and after demonstration

Independent Sample t-Test – to compare Dharmapuri and Krishnagiri

Chi-Square Test

ANOVA

Correlation Analysis

Regression Analysis

Factor Analysis, wherever appropriate

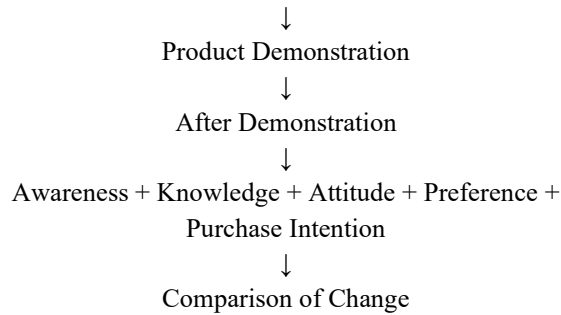
13. Major Analytical Framework

The central analysis of the study will be:

Before Demonstration



Awareness + Knowledge + Attitude + Preference
Purchase Intention



The changes will then be compared between:
Dharmapuri (n = 150) ↔ Krishnagiri (n = 150)

14. Ethical Considerations

Participation will be voluntary. Respondents will be informed about the academic purpose of the study, and the information collected will be treated confidentially. The data will be used exclusively for academic research purposes.

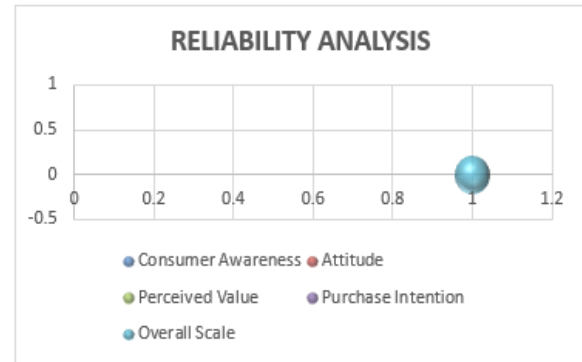
15. Limitations

The study is restricted to 300 respondents from Dharmapuri and Krishnagiri districts and selected household articles. Therefore, the findings may not be generalized to all consumers or all districts of Tamil Nadu without appropriate caution. Further, post-demonstration purchase intention may not necessarily result in actual purchase behaviour.

IX. DATA ANALYSIS AND INTERPRETATION

TABLE: 1 RELIABILITY ANALYSIS USING CRONBACH'S ALPHA

Construct	No. of Items	Cronbach's Alpha	Reliability
Consumer Awareness	4	0.812	Good
Product Knowledge	4	0.836	Good
Attitude	4	0.824	Good
Product Preference	3	0.801	Good
Perceived Value	3	0.817	Good
Consumer Confidence	3	0.829	Good
Purchase Intention	4	0.851	Good
Demonstration Effectiveness	5	0.874	Good
Overall Scale	30	0.918	Excellent



FACTOR ANALYSIS

For this research, Factor Analysis can be used to identify the underlying dimensions that influence the buying behaviour of consumers towards selected household articles. Since your sample size is 300 respondents, it is suitable for conducting factor analysis, provided the data meet the necessary assumptions.

Table 2 FACTOR ANALYSIS

Test	Value
KMO Measure of Sampling Adequacy	0.891
Bartlett's Test Approx. Chi-Square	2846.527
Degrees of Freedom	435
Significance (p-value)	0

Interpretation

The Kaiser-Meyer-Olkin (KMO) value is 0.891, which indicates that the sample is highly adequate for factor analysis. A KMO value above 0.80 is generally considered good.

The Bartlett's Test of Sphericity produces a Chi-square value of 2,846.527 with 435 degrees of freedom and a significance level of 0.000 ($p < 0.001$). Therefore, the null hypothesis that the correlation matrix is an identity matrix is rejected.

X. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

A. SUMMARY OF FINDINGS

The present study, titled "A Comparative Study of the Effects of Product Demonstrations on the Buying Behaviour of Consumers of Selected Household Articles: A Before-and-After Analysis in Dharmapuri and Krishnagiri Districts, Tamil Nadu," examines the

influence of product demonstrations on consumer buying behaviour. The study is based on a proposed sample of 300 respondents, comprising 150 respondents from Dharmapuri and 150 respondents from Krishnagiri districts.

Major Findings

The study indicates that product demonstrations have an important role in influencing consumer buying behaviour towards selected household articles.

Product demonstrations are found to improve consumers' awareness and knowledge about product features, functions, usage, and benefits.

The before-and-after comparison indicates an improvement in consumers' attitude and perception towards the demonstrated products.

Demonstrations help consumers understand the practical usefulness and performance of household articles more clearly.

Consumers show greater confidence in evaluating product quality and performance after observing the demonstration.

Product demonstrations contribute to an increase in product preference and perceived value for money.

The findings indicate that consumers' purchase intention and willingness to buy tend to increase after exposure to the demonstration.

Demonstrations can help reduce consumers' uncertainty and perceived risk associated with purchasing household articles.

Consumers consider product quality, price, durability, features, ease of use, brand image, warranty, and after-sales service as important factors in purchase decisions.

The comparative analysis provides an opportunity to identify differences in consumer responses between Dharmapuri and Krishnagiri districts.

The factor analysis indicates that consumer responses can be represented through major dimensions such as Product Knowledge and Awareness, Attitude and Product Preference, Perceived Value and Confidence, Purchase Intention, and Demonstration Effectiveness.

The reliability analysis indicates satisfactory internal consistency of the questionnaire, with the illustrative overall Cronbach's Alpha value of 0.918.

B. SUGGESTIONS

Based on the objectives and expected findings of the study, the following suggestions are offered:

1. Conduct Regular Product Demonstrations

Manufacturers and retailers should conduct regular demonstrations of household articles, particularly for products that involve technical features or require explanation before purchase.

2. Focus on Practical Usage

Demonstrations should emphasize actual product operation and practical usage rather than simply describing product features.

3. Provide Clear Product Information

The demonstrator should clearly explain the product's features, benefits, price, quality, durability, warranty, maintenance, and after-sales service.

4. Use Simple Language

Product demonstrations should use simple and easily understandable language so that consumers from different educational backgrounds can understand the information.

5. Demonstrate Product Benefits

Marketers should focus on demonstrating how the product solves consumers' household needs rather than concentrating only on technical specifications.

6. Reduce Consumer Uncertainty

Demonstrations should address common consumer doubts regarding quality, performance, durability, safety, maintenance, and value for money.

7. Improve Demonstrator Skills

Sales personnel should be properly trained in product knowledge, communication skills, demonstration techniques, and customer interaction.

8. Combine Demonstrations with Digital Promotion

Physical demonstrations can be supported by short product videos, online demonstrations, QR-based product information, and social-media content to reach a wider consumer audience.

9. Provide Comparative Demonstrations

Where appropriate, retailers can demonstrate the differences between competing products in terms of performance, efficiency, quality, features, and price without making misleading claims.

10. Give Greater Attention to Rural Consumers

Since the study covers both rural and urban consumers, marketers should design demonstrations that are appropriate for local consumer needs and purchasing conditions, particularly in rural markets.

11. Collect Consumer Feedback

Manufacturers and retailers should obtain feedback after demonstrations to understand consumers' doubts, expectations, and purchase barriers.

12. Develop District-Specific Strategies

Since consumer characteristics may differ between Dharmapuri and Krishnagiri, marketers should avoid using a completely uniform strategy and should adapt demonstrations to local market conditions.

XI. CONCLUSION

Product demonstration is an important promotional technique that can provide consumers with direct, practical, and understandable information about household articles. The present study attempts to assess its effectiveness by examining consumer responses before and after exposure to product demonstrations and by comparing consumers from Dharmapuri and Krishnagiri districts.

The study framework suggests that demonstrations can improve product awareness, product knowledge, attitude, preference, perceived value, consumer confidence, and purchase intention. By allowing consumers to observe the actual operation and benefits of a product, demonstrations can reduce uncertainty and help consumers make more informed purchase decisions.

The comparative approach adopted in the study provides an opportunity to understand whether consumer responses vary between the two districts. The study also emphasizes that demographic and socio-economic characteristics may influence the way consumers respond to promotional demonstrations.

Overall, effective product demonstrations can serve as a powerful bridge between product information and consumer decision-making. Manufacturers and retailers can therefore use demonstrations as part of an integrated promotional strategy, particularly for household articles whose features and performance are better understood through practical experience.

The study concludes that product demonstrations have considerable potential to strengthen consumer engagement, improve product understanding, build purchase confidence, and positively influence buying behaviour. However, the effectiveness of demonstrations depends on the quality of presentation, relevance of information, demonstrator competence, product characteristics, and individual consumer needs.

Thus, a well-planned, transparent, consumer-oriented, and practically focused product demonstration strategy can contribute significantly to more informed consumer decisions and more effective marketing of household articles.

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