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Attitudes and purchasing behavior towards consumer durable goods

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Abstract

The introduction of different types of durables has also brought out many significant changes in the tastes and preferences of ultimate consumers in recent years. About two-thirds of India's consumer durables are currently sold in urban markets. Now a day's marketers concentrate the rural consumers also. The most popular consumer electronics are color television sets, electric fans and air conditioners are popular due to India's hot climate. Other top consumer durables include refrigerators and washing machines. Consumer behavior is a complex and multidimensional process that reflects the totality of consumer decisions with respect to acquisition, consumption, and disposal of goods and services. The study of consumer behavior helps in understanding how individuals make decisions to spend their available resources like time, money, and effort while purchasing goods and services. Hence this study focused on the purchasing behavior of durable goods among consumers.

Keywords: Durable good, purchasing decision, rural consumer, buying behavior

Introduction

A durable goods or a hard good is a good that does not quickly wear out, or more specifically, one that yields utility over time rather than being completely consumed in one use. Items like could be considered perfectly durable goods because they should theoretically never wear out. Highly durable goods such as refrigerators, cars, or mobile phones usually continue to be useful for three or more years of use, so durable goods are typically characterized by long periods between successive purchases. Examples of consumer durable goods include automobiles, books, household goods (home appliances, consumer electronics, furniture, tools.), sports equipment, jewelry, medical equipment, firearms, and toys. India is expected to become the fifth largest consumer durables market in the world by 2025. The Government of India has increased liberalization which has favored foreign direct investments (FDI). Also, policies such as, National Electronics Mission and digitization of television and setting up of Electronic Hardware Technology Parks (EHTPs) is expected to boost the growth of this sector. Consumer durables can be categories in to two segments: consumer electronics (brown goods) – such as televisions, laptops, cameras, computers, and audio systems and consumer appliances (white goods) –washing machines, kitchen appliances, microwave ovens, cleaning equipment, air conditioners, and fans.

Review of Literature

Bhattacharjee (2005) ^[6] found that the packaging, labeling, sample has strong influence on consumer buying behavior of durable goods. Sehwet and Subhash (2007) ^[8] found that ease of carriage, package weight, simplicity, transparency and similarity of packaging have comparatively less impact on purchase decisions of rural consumers than urban ones. Rajarajan, and Priyanga, (2012) ^[7], concluded about the relation of the customer's value-ratio and satisfaction, it can be claimed that customers are satisfied if their experience of the value received corresponds to the value expected, and delight is reached when the gain considerably exceeds the expectations. Abdul Brosekhan and Muthu (2013) ^[5], lifestyle characteristics have a great impact on the consumer buying behavior of the clusters.

Objectives of the Study

To analyze the factors that influences the purchasing pattern of consumer durables and to assess the satisfaction level and problems faced by customers on purchase of consumer durables.

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Statement of the Problem

The market for consumer durables is becoming more competitive now days. Hence, the producer of durable products should understand consumer to find higher sale of their products. Generally it has been seen that consumers face some problems for buying durable goods. They don't know how to operate and handle the durable goods so that it can work more efficiently for long years. The consumer tends to visit nearest market place to purchase the product. They don't want to buy the product from the place far away from their home, as it will cost much of the transportation cost and also consume much of the valuable time. Hence herewith the data of some determinants like price, brand, mode of payment, location and purchasing power and purchasing decision, after sales services were taken to analyse their influence on purchase decision. This research is based on consumers of durable goods in different age group as well as different background.

Research Methodology

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. A total of 150 samples from different parts of Coimbatore city comprising of both urban and rural places are taken for the study. Survey method is employed to collect the data from the respondents and the data are collected with the help of questionnaires. Secondary data collected through various journals, books and internet which is restricted to the conceptual frame work of the paper only. To arrange the collected data following statistical tools were used like Percentage Method, Chi-Square Analysis, Weighted Average Method and Ranking.

Table 1: Association between Occupation and Purchase of Durables Goods

Occupation	Frequency of Purchase of Durables Goods			
	Monthly	During Offers	Festivals	Total
Government employee	24	18	21	63
Self employed	3	15	6	24
Salaried	9	33	21	63
Total	36	66	48	150

Source: Primary Data

H₀: There is no association between occupation and purchase of durables goods. The Pearson chi-square value is 15.733^A with the df 4, p-value .003. H₀ is rejected. Hence it is clear that it is statistically significant at 5% level. Hence there is relationship between occupation and purchase of durables goods.

Table 2: Associations between Income and Purchase of Durables Goods

Income	Frequency of Purchase of Durables Goods			
	Monthly	During	Festivals	Total
Below	6	12	3	21
10001-	24	39	27	90
20001-	0	12	12	24
Above	6	3	6	15
Total	36	66	48	150

Source: Primary Data

H₀: There is no association between income and purchase of durables goods.

The Pearson chi-square value is 15.705^a with the df 6, p value 0.15. H₀ is rejected. Hence is clear that it is statistically significant at 5% level. Hence there is relationship between the income and purchase of durables.

Table 3: Factors Influencing for Purchase of Consumer Durable Goods

S. No.	Factors	Weighted Average Score	Rank
1	Variety of Goods	378	6
2	Social Status	395	4
3	Price	429	2
4	Quality	494	1
5	Attraction	379	5
6	Customer	425	3

Source: Primary Data

From the above table it is inferred that quality has obtained 1st rank with weighted average score of 494, price has obtained 2nd rank with weighted average score of 429, customer service has obtained 3rd rank with weighted average score of 425, social status has obtained 4th rank with weighted average score of 395, attraction has obtained 5th rank with weighted average score of 379 and variety of goods has obtained 6th rank with weighted average score of 378.

Table 4: Satisfaction Level of Purchasing of Durable Goods

S. No.	Factor	Weighted Average	Rank
1	Price	249	6
2	Availability	321	4
3	Quality	351	3
4	Customer Service	386	1
5	Branded Products	312	5
6	Offers and Discounts	360	2

Source: Primary Data

From the above table it is inferred that customer service has obtained 1st rank with weighted average score of 386, offers and discount has obtained 2nd rank with weighted average score of 360, quality has obtained 3rd rank with weighted average score of 351, availability has obtained 4th rank with weighted average score of 321, branded products has obtained 5th rank with weighted average score of 312 and price has obtained 6th rank with weighted average score of 249.

Table 5: Problem Faced by Consumers while Purchasing of Durable Goods

S. No.	Problems	No of Respondents	Percentage
1	High Price	60	40
2	Poor Customer Service	45	30
3	Non-Availability of goods	25	17
4	Others	20	13
Total		150	100

Source: Primary Data

The above table shows that 40 per cent of the respondents are feeling that high price is the main problem of purchasing of durables and 30 per cent of the respondents are feeling that poor customer service and 17 per cent of the respondents are feeling that non-availability of goods and 13 per cent of the respondents are feeling that other factors are the problem of purchasing of durables.

Conclusion

Consumer behavior covers a broad variety of consumers based on diversity in age, sex, culture, taste, preference, educational level, income level, etc. The factors that influence this buying decision are commonly price, quality, advertisement, recommendation from near and dear etc. This research work finds that the 150 consumers' perception on buying color television is mostly affected by the factors such as durability, reliability of brands available in the market and products extensions available in a market place. Through the study it is strongly believed that marketing managers could gather information on consumer psychology as they are interested not only in the product but also the behavior of the consumers because it gives them the right orientations for product development and positioning. The level of consumer's satisfaction provides the scope for repeated purchases and brand loyalty that lead to optimum profitability.

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