

**A Study Of Consumer Behaviour On Consumer Durables With Reference To
Tirunelveli District**

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Abstract

Consumer durables have arisen as one of the fastest-growing sectors in India. The purposes of this paper are to comprehend the satisfaction of buying behaviour of consumer durable goods in Tirunelveli District. The study has the following goals.

1. To study the socio-economic characteristics of sample consumers in Tirunelveli District.
2. To find out durable products influenced by the consumers in their home.
3. To analyse the sources of influence on consumers in respect of purchase decision on durables
4. To understand the problems while purchasing consumer durables.
5. To examine the satisfaction of buying behaviour of consumer durables

Total of 180 consumers was selected based on a convenience sampling for study. The averages, standard deviation, t-test, Garret ranking method, and chi-square test are done. By using Garrett's score, the first rank assigned to the lower quality of the products followed by faulty products. The third and fourth prioritised problems were non-availability of the anticipated outcomes and warranty is given by sellers. The fifth rank given more time consumption followed the lower quality of the products, respectively. The study reveals that the association between the factors influencing consumers in the decision making the process and socio-economic variables namely ease of operation, special discount/gift, warranty, lower price, brand popularity and easy instalments is significant at 5 per cent level as the P-value is less than 0.05. Hence, the null hypothesis rejected for these variables. The rest of the variables namely, Appearance, style, colour, immediate availability of spares/services, technical features and dealer reputation not significantly associated at 5 per cent level with the factors influencing consumers in the decision making process on the effect of socioeconomic characteristics. Hence, the null hypothesis has accepted for these variables.

Keywords: consumer durables, new technology, aspirations, expectations, warranty, lower price, brand popularity.

INTRODUCTION

The India consumers today are highly aware of the product, price, quality and the options available with them. The purchasing is complete by keeping all these features in mind. Today, price is not the only deliberation as it was a few years back when prices played a significant role in purchasing. The buying behaviour of the consumer has become many necessities in the modern marketing system because success or failure eventually depends upon the buying behaviour of the target consumers considered individually or a group.

Consumer durables industry is rising very fast because of some factors like upsurge in living standards, income levels, easy access to consumer finance, increase in consumer awareness, the introduction of new technology, models etc., (Kumar, 2010). A considerable change has been witnessed by the Indian consumer durables industry over the last few years. India is the second-fastest-growing economy having a vast consumer class.

Indian urban consumers are the young, energetic and good earners in the family; that's why it automatically increases the demand for durable consumer earner (Buvaneshwari, Babu, 2014). Family influences on consumer's behaviour have a greater extent while purchasing the branded products (Sarvanan 2010).

The Indian marketing conditions, in particular, the role of the government and the steadily emerging consumer perception and movement necessitates that markets in India must understand the buying behaviour of consumers their needs, aspirations, expectations and problems (R.P.Gopinath, M., and Nyer, P.U, 1999).

As all consumers are not comparable and their shopping patterns and preferences are constantly changing, they prefer varieties of products which reflect their own needs, personalities and lifestyles (Alba, Joseph W. and Wesley Hutchinson, 2000). The study of consumers' behavioural aspects is of prime importance for retail marketers, and this knowledge is functional to find out the consumers wants and needs (Velavan.A, 2009).

Globally, women control nearly \$20 trillion in annual consumer spending, and that figure would move to \$28 trillion in the next five years [<http://www.ncrdsims.edu.in/NBR-e-journal>]. It is tough to ignore women consumers, especially since their numbers are so high and also due to their influence on the buying behaviour of other primary segments. The present paper deals with the consumer purchase pattern and brand preferences of consumer durable goods Tirunelveli District.

OBJECTIVES OF THE STUDY

The study has the following goals

1. To study the socio-economic characteristics of sample consumers in Tirunelveli District.
2. To find out durable products influenced by the consumers in their home.
3. To analyse the sources of influence on consumers in respect of purchase decision on durables
4. To understand the problems while purchasing consumer durables.
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RESEARCH METHODOLOGY

The study is based on primary data collected through a sample survey using a questionnaire. The questionnaire was designed with close-ended questions consisting of a Likert scale, constant sum scale, checklist, dichotomous scale and Rank method. The sample chosen for the study covers a different area of Tirunelveli District. Total 180 consumers were selected based on a convenience sampling for study representing consumers of various age groups across various income groups as the purpose was to have representation from all. The field survey was led by personal interview method during the period from March 2019 to July 2019. The averages, standard deviation, t-test, Garret ranking method, and chi-square test are done to inspect the difference between the socioeconomic status of consumers and their perception towards durable goods.

LITERATURE REVIEW

Puri and Sanghera (1989) conducted a study to know the consumption pattern of processed products in Chandigarh. The jam was found to be the most popular, notwithstanding of revenue. Orange squash consumption was maximum in high and middle-income families. Pineapple juice drinking increased with a rise in income.

Shivkumar (2004) showed that the consumer, nevertheless of income groups, was mainly prejudiced by the opinions of their family members to purchase. Consumers were also harmed by the dealers' recommendation, followed by advertisement.

Ramasamy et al. (2005) reported that buying behaviour is greatly influenced by awareness and attitude towards the product. Commercial advertisements over television were said to be the essential source of information, followed by displays in retail outlets. Consumers build an opinion about a brand by various product features.

Usha V. (2007) concluded that significant factor considered by the consumers while consuming the Dosa/Idli mix (Instant products) were ready availability and time saved by them in preparation. From the study, it was also originated that in case of Sambar masala retail shop was the primary source of information followed by TV/radio advertisements while

in fact of Dosa/Idli mix Newspaper/magazine was the source for getting information. Homemakers were the primary decision-makers in all the income groups as the housewives set the consumption pattern of food products in the family.

Renuka Hirekenchanagoudar (2008) found that significant factors for the purchase of biscuits were convenience as snacks followed by the liking of the family members and ready availability while in case of chips and fruit juice. The taste was the major influencing factor for ice-cream, and it was found that consumers buy ice creams because of the satisfaction and influence of friends or relatives.

Venkateswara and Reddy (1997) studied that, in most cases, the head of a household and his wife acted as a decision-maker. There was no Influence on wealth, income, education and savings, but the influence of advertisement was found higher in the study.

ANALYSIS AND INTERPRETATION

AGE WISE CLASSIFICATION OF THE SAMPLE CONSUMERS

Sl. No.	Age (in years)	No. of Consumers	Percentage
1.	Below 20	38	21.12
2.	20 –30	49	27.22
3.	30 – 40	42	23.33
4.	40 – 50	31	17.22
5.	50 and above	20	11.11
	Total	180	100.0

Source: Primary Data.

The above table shows that out of 180 sample consumers maximum of 49 (27.22per cent) of the consumers go to the age group of 20 –30 years followed by 42 (23.33 per cent), 38 (21.12 per cent) 31 (17.22 per cent) and 20 (11.11 per cent) of the consumers who belong to the age group of 30 – 40 years, below 20 years 40 – 50 years, and 50 years and above respectively.

SEX-WISE CLASSIFICATION OF THE SAMPLE CONSUMERS

Sl. No.	Sex	No. of Consumers	Percentage
1.	Male	104	57.78
2.	Female	76	42.22
	Total	180	100.0

Source: Primary data.

The above Table reveals that out of 180 sample consumers maximum of 104 (57.78 per cent) of the consumers are male and remaining 76 (42.22 per cent) of them are female.

EDUCATIONAL STATUS OF THE SAMPLE CONSUMERS

Sl. No.	Education	No. of Consumers	Percentage
1.	Illiterate	21	11.67
2.	Primary	38	21.11
3.	Secondary	77	42.78
4.	College / Technical	44	24.44
	Total	180	100.0

Source: Primary data.

It is exposed from the above Table that out of 180 sample consumers the majority of 77 (42.78 per cent) of them have secondary level education followed by 44 (24.44 per cent), 38 (21.11 per cent) and 21 (11.67 per cent) of them who have college/technical level, primary level education along with illiterates respectively.

OCCUPATION OF THE SAMPLE CONSUMERS

Sl. No.	Occupation	No. of Consumers	Percentage
1.	Government employees	12	6.67
2.	Own business	29	16.11
3.	Self-employed professionals	56	31.11
4.	Working private concern	19	10.56
5.	Housewife/Unemployed/Retired	26	14.44
6.	Students	38	21.11
	Total	180	100.0

Source: Primary Data.

It is inferred from Table that out of 180 sample consumers majority of 56 (31.11 per cent) of the rural consumers are Self-employed professional, followed by 38(21.11 per cent), 29 (16.11 per cent), 26 (14.44 per cent) 19 (10.56 per cent), and 12 (6.67 per cent) of the rural consumers who are students, own business, Housewife/unemployed/retired, worker in private concerns and government employees respectively.

FAMILY SIZE OF THE SAMPLE CONSUMERS

Sl. No.	Family Size	No. of Consumers	Percentage
1.	Below 2	18	10.00
2.	2 - 4	80	44.44
3.	4 - 6	43	23.89
4.	6 and above	39	21.67
	Total	180	100.0

Source: Primary data.

As shown in Table that out of the 180 consumers majority of 80 (44.44 per cent) of the rural consumers have family size between 2 – 4 members followed by 43 (23.89 per cent) 39 (21.67 per cent) and 18 (10.00 per cent) of the consumers who have family size of 4 – 6 members, 6 and above and below 2 members respectively.

MONTHLY INCOME OF THE SAMPLE CONSUMERS

Sl. No.	Monthly Income (in Rs.)	No. of Consumers	Percentage
1.	Less than Rs.5,000	27	15.00
2.	Rs.5,001 – Rs.10,000	38	21.11
3.	Rs.10,001 – Rs.15,000	69	38.33
4.	Rs.15,001 and above	46	25.56
	Total	180	100.0

Source: Primary data.

It is clearly detected from the above Table that out of 180 consumers maximum of 69 (38.33 per cent) of the rural consumers have their monthly income of Rs.10001 – 15000 followed by 46 (25.56 per cent) 38 (21.11 per cent) and 27 (15.00 per cent) of the rural consumers who have their monthly income between, Rs.15001 and above, Rs.5001 – 10000, and below Rs.5000 respectively.

PRODUCTS INFLUENCED BY THE CONSUMERS IN THEIR HOME

Sl. No.	Products Influenced	No. of Consumers	Percentage
1.	Mixie	165	91.67
2.	Grinder	136	75.56
3.	Washing Machines	98	54.44

4.	Refrigerator	104	57.78
5.	TV	172	95.56
6.	Laptop/PC	41	22.78
7.	Mobile Phones	176	97.78
8.	Water purifier	59	32.78
9.	Microwave Oven	36	20.00
10.	Air conditioner	41	22.78

Source: Primary Data.

Note: Multiple responses

The above table indicates that 91.67% of the consumers own Mixer, 75.56% of the consumers own Grinder, 54.44% of the consumers own Washing Machines, 57.78% of the consumers own Refrigerator, 95.56% of the consumers own TV, 22.78% of the consumers own Laptop/PC, 97.78% of the consumers own Mobile Phones, 32.78% of the consumers own Water purifier, 20% of the consumers own Microwave oven and the remaining 22.78% of the consumers own Air conditioner.

SOURCES OF INFLUENCE ON CONSUMERS IN RESPECT OF PURCHASE DECISION

Sl. No.	Sources of Influence	No. of Consumers	Percentage
1.	Spouse	29	16.11
2.	Family members	62	34.44
3.	Friends	42	23.33
4.	Relatives	19	10.56
5.	Self	28	15.56
	Total	180	100.0

Source: Primary data.

The table shows that 34.44% of the consumers were influenced by the family members, 23.33% of the consumers were affected by the friends, 16.11% of the consumers were influenced by their spouse, 15.56% of the consumers were influenced by self, and 10.56% of the consumers were affected by the relatives. Hence it is decided that the majority of the consumers were influenced by the family members.

GARRETT'S SCORE FOR PROBLEMS WHILE PURCHASE

Sl.No.	Problems	Average Score	Rank
1.	Non-availability of the anticipated products	54.37	III
2.	After-sales service	41.54	VI
3.	Lower quality of the products	63.41	I
4.	More time consumption	46.22	V
5.	Faulty products	58.69	II
6.	The warranty is given by sellers	50.84	IV

Source: Computed from Primary data

The above table records the priority problems while purchasing for the consumer durable goods by the sample consumers. By using Garrett’s score, the first rank assigned to the lower quality of the products followed by faulty products. The third and fourth prioritised problems were non-availability of the anticipated outcomes and warranty is given by sellers. The fifth rank given more time consumption followed the lower quality of the products, respectively.

Factors Influencing Consumers in the Decision Making Process on the effect of socioeconomic characteristics using the chi-square test

Sl.No.	Factors	Chi-Square values	P Values	Significance
1.	Ease of operation	15.37	0.001*	Significant
2.	Special discount/gift	21.64	0.001*	Significant
3.	Warranty	32.59	0.001*	Significant
4.	Appearance, style, colour	9.37	0.387	Not Significant
5.	Lower Price	23.58	0.001*	Significant
6.	Immediate availability of Spares/Services	6.84	0.412	Not Significant
7.	Brand Popularity	18.57	0.001*	Significant
8.	Easy Installments	27.09	0.001*	Significant
9.	Technical Features	5.38	0.216	Not Significant
10.	Dealer Reputation	9.18	0.309	Not Significant

* Significant level of 5 per cent.

The above table reveals that the association between the factors influencing consumers in the decision making the process and socio-economic variables namely ease of operation, special discount/gift, warranty, lower price, brand popularity and easy instalments

is significant at 5 per cent level as the P-value is less than 0.05. Hence, the null hypothesis rejected for these variables. The rest of the variables namely, Appearance, style, colour, immediate availability of spares/services, technical features and dealer reputation not significantly associated at 5 per cent level with the factors influencing consumers in the decision making process on the effect of socioeconomic characteristics. Hence, the null hypothesis has accepted for these variables.

Significant differences in satisfaction of buying behaviour of durable goods based on sex

Sex	N	Mean	S.D	't' Value	Interpretation
Male	104	38.29	14.09	0.3816	Not Significant
Female	76	12.54	4.82		

Source: Computed from Primary Data

To find out the critical difference in satisfaction of buying behaviour of durable goods among the sample consumers based on sex, the 't' value calculated, and the calculated 't' value was found to be 0.3816 which is lower than the table value 1.97 which is significant at 0.05 level. Consequently, the null hypothesis is accepted and concluded that there is no significant difference in satisfaction of buying behaviour of durable goods among the consumers between sexes.

CONCLUSION

It is settled from this study that the consumer durable goods sector is growing and will continue to grow very fast. The futures for the buying behaviour of consumer durable goods sector look incredibly encouraging. The industry is having undergone a structural change is all set to emerge stronger in future. The manufacturer of the durable goods should concentrate on the excellent quality of the products and side by side try to minimise the costs to the extent possible as the maximum purchase decision-makers for durable goods are professional and highly qualified to compare between quality and the price of different products. At the same time, advertisers for durable goods should concentrate more on male consumers as they are more involved in the purchase decision making the process.

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