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PURCHASE BEHAVIOR OF CONSUMER DURABLEGOODS

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Abstract

India is the second largest consumer market in the world. The Indian consumer profile has been developed and changed in terms of education, income, occupation, and reference group and media habits. There is a shift in consumer brand preference for durables products for the past decade with the influx of modern technology. The consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. The consumer durable goods industry is operating in a highly competitive, complex and rapidly changing business environment. Business leaders of consumer durable white goods organizations know their importance of having ready to access timely, accurate, consistent information and data for the purpose of establishing, nurturing and managing customer relationships across divisions. The research paper deals with the study on purchase behavior of consumer durable goods in Tirunelveli district.

Keywords: Buying Behavior, Durable Goods and Purchase Behavior

Introduction

With growth in disposable incomes, the demand for high-end products such as television, washing machine, refrigerator, and air conditioners has increased considerably. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Increase in demand for consumer durable in the market and the fall in prices as Indian consumers continue to attach a high degree of importance to value for money. The consumer is brand-conscious, but not necessarily brand-loyal, and might even pick up a reliable private label if it offers good price and quality values. The country is witnessing the creation of many new markets and a further expansion of the existing ones. The Consumer durable products purchased by consumers that are manufactured for long-term use, as conflict too many goods that are proposed for use in the short term. Consumer durables are intended to tolerate regular usage for several years or longer before replacing the required consumer product. Every household contains at least a few items that may be properly considered to be of a consumer durable nature. A combination of consumer depends upon lifestyles; income, product awareness and pricing have been instrumental in changing the pattern and amount of consumer expenditure leading to strong growth of consumer durables industry. Demographic socio -economic and cultural status impact the buying behavior of consumers. It is a fact that in these aspects, the differences are decreasing progressively. Till these differences remain, the groups require different treatments. These allied questions call for scientific enquiry to find out the prospects of consumer behavior towards durable goods. Against this background, a humble attempt is made in this study with reference to Tirunelveli District of Tamil Nadu state in India. The study aims at focusing on consumer behavior of durable goods in Tirunelveli district. Researcher limits its scope to selected consumer durables such as Air conditioners, Refrigerator, Television, Washing machine and, Computer. Hence, it is necessary to concentrate on consumers' perception, consumers' pre-purchase and post-purchase behavioural activities. There are many sides of consumer behaviour that possibly need elaboration and how ever this study concentrates on individual consumer purchase behaviour regarding the purchase of consumer durable goods already stated. The main objective of the study is analyse the factors influencing consumers perception towards purchase behaviour of consumer durable goods.

Methodology

Total 500 respondents of Tirunelveli district of Tamil Nadu has been chosen for the study, This district comprises of three revenue divisions namely, Tirunelveli, Cheranmadavi and Tenkasi. There are 15 taluks in this district. Out of the 15 taluks five taluks have been selected for this study. The study is basically a field survey of the customers in Tirunelveli district. A structured questionnaire was administered to obtain relevant information. The data of the questionnaire survey was supplemented by data obtained by other methods of data collection such as formal and informal discussions with relevant government officers and Personal Data Base (PDB) and field sample collections.

Purposive sampling technique was used to select the respondents. 100 samples were selected from each taluk in Tirunelveli district area.

Analysis and Discussion

TABLE: 1
SOURCES INFORMATION

Sources of Information	Frequency	Percentage
Print Media	85	17.00
Broadcasting media	110	22.00
Peer group	122	24.40
Reference group	133	26.60
Sales people	50	10.00
Total	500	100.00

The table no. 1 shows that 26.60% of the respondents have collected the information about selected durable goods from the reference group like friends and relatives and 24.40% of the respondents have collected the information about the products and place of purchase through peer group. Broadcasting media (22 %) and print media (17%) were the next sources of information and 10% of respondents have collected the information through sales people.

The results indicate that the major influencing sources of information in the purchase of selected durable goods are reference group and peer group.

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TABLE: 2
PURCHASE DECISION MAKING

Product		Type of Decision		Total
		Own Decision	Combined	
Television	Freq.	129	343	472
	Per.	27.33	72.67	100
Refrigerator	Freq.	147	240	387
	Per.	37.98	62.02	100
Washing Machine	Freq.	101	204	305
	Per.	33.11	66.89	100
Air Conditioner	Freq.	73	133	206
	Per.	35.44	64.56	100
Computer	Freq.	35	122	157
	Per.	22.29	77.71	100

From the above table it is understood that, in all the five products majority (77.71per cent, 72.67per cent, 66.89per cent, 64.56per cent, 62.02per cent) of the purchase decision made by the respondents were combined decisions respectively.

TABLE: 3
INFLUENCERS IN COMBINED DECISION MAKING

Product	Influencers in Combined Decision Making					Total
	Source of influence	Family members	Friends/ Relatives/ Neighbors	Peer group	Sales people	
Television	Freq.	152	104	50	37	343
	Per.	44.31	30.32	14.58	10.79	100
Refrigerator	Freq.	105	78	35	22	240
	Per.	43.75	32.50	14.58	9.17	100
Washing Machine	Freq.	82	36	34	52	204
	Per.	40.19	17.65	16.67	25.49	100
Air Conditioner	Freq.	43	40	32	18	133
	Per.	32.33	30.08	24.06	13.53	100
Computer	Freq.	49	32	21	20	122
	Per.	40.17	26.23	17.21	16.39	100

From the above table it is understood that in the purchase of selected durable goods, majority of the respondents made combined decisions. In the combined decision, most (44.31per cent, 43.75per cent,40.19per cent, 32.33per cent, 40.17per cent) of the respondents were influenced by their family members.. The role of different family members can be different and they behave very differently according to product type. The next influencing source was the sales people. Friends/ Relatives and neighbours also influenced the purchase decisions of the consumers. Compared with other influencing sources, the influence by the peer group is low.

The following Table 4 indicates the media of advertisements, which influence the respondents in the purchase of selected durable goods.

TABLE: 4
NFLUENCE OF ADVERTISEMENT IN THE PURCHASE OF SELECTED DURABLE GOODS

Products / Media		Television	Radio	News papers	Magazines and Journals	Posters, Banners, Hoardings	Notices, Leaflets, Pamphlets	Internet
Television	Freq.	198	20	112	26	40	24	52
	Per.	41.95	4.24	23.73	5.51	8.47	5.08	11.02
Refrigerator	Freq.	196	10	82	18	19	10	52
	Per.	50.65	2.58	21.19	4.65	4.91	2.58	13.44
Washing Machine	Freq.	121	13	58	9	33	25	46
	Per.	39.67	4.26	19.02	2.95	10.82	8.20	15.08
Air conditioner	Freq.	86	11	22	9	18	21	39
	Per.	42	5	11	4	9	10	19
Computer	Freq.	75	8	21	9	10	12	22
	Per.	47.77	5.10	13.38	5.73	6.37	7.64	14.01

From the above table it is found that in all the five cases, the major influencing media of advertisement was television and the next influencing media were newspaper and internet.

TABLE: 5
TIME OF PURCHASE OF SELECTED DURABLE GOODS

Particulars	**Frequency**	**%**
New products in the market	65	13.00
General festival season	74	14.80
Functions at home	88	17.60
Need of the products	176	35.20
To gain offers provided	97	19.40
Total	500	100.00

From the above table it is found that majority (35.20%) of the respondents purchased the selected durable goods when there is a need for the product.The table indicates that most of respondents are purchasing the selected products, when there is a need for the product.

TABLE: 6
PLACE OF PURCHASE FOR SELECTED DURABLE GOODS

Particulars	Frequency	%
Multi branded showroom	268	53.60
Exclusive showroom	180	36.00
Departmental store	18	3.60
Online purchase	11	2.20
Trade shows and Exhibitions	23	4.60
Total	500	100.00

The table 6 shows that majority (53.60%) of the respondents purchased their durable goods at a multi branded showroom, 36 per cent of the respondents purchased from exclusive showrooms.This indicates that maximum of the respondents prefer to purchase their durable goods at a multi brand showroom, because various brands and models of products can be purchased at a single place and the customers can also compare the features and prices.

TABLE: 7
MODE OF PAYMENT

Particulars	Frequency	%
Cash payment	276	55.20
Instalment payment	224	44.80
Total	500	100.00

From the above table it is understood that most (55.20%) of the respondents in the study area, purchased their durable goods for cash payment and the remaining 44.80 per cent of the respondents purchased through installments.

TABLE: 8
RESPONSE AT PREFERRED BRAND'S UNAVAILABILITY IN THE RETAIL OUTLET

Particulars	Freq.	Per.
Purchase the available brand at their selected retail outlet	95	19.00
Postpone the purchase	121	24.20
Drop the purchase	29	5.80
Visit other shops in search of same brand	255	51.00
Total	500	100.00

This table indicates that maximum of the respondents 51 per cent and 24.20 per cent are brand loyal customers and they will purchase the brand what they decided already and they will not switch to some other brands.

TABLE: 9
REASON FOR REPLACEMENT

Particulars	Freq.	%
For excess capacity of the products	52	10.40
To improve the status	90	18.00
Update the technology	121	24.20
To get benefit from seasonal offers	110	22.00
Existing one not functioning effectively	80	16.00
Demand from family members	47	9.40
Total	500	100.00

The results indicate that maximum of the respondents have replaced the existing durable goods with the products which are technically advanced and the second reason is that if the existing products are to gain the benefits from seasonal offer.

TABLE-10
FREQUENCY OF VISIT TO SHOWROOM

No.of times	No. of Respondents	Percentage
Once	126	25.20
Twice	202	40.40
Thrice	106	21.20
More than Thrice	66	13.20
Total	500	100.00

The above table shows that out of 500 respondents 25.20 percent of respondents have visited the showroom once, 40.40 percent of the respondents twice, 21.20 per cent of the respondents thrice and remaining 13.20 percent of the respondents have visited the showroom more than thrice. Majority 40.40 percent of the respondents have visited the showroom twice before making a purchase decision.

The warranty Period of Durable goods is an important factor and it is being measured. The following table shows the distribution of sample respondents on the basis of warranty Period of Durable goods.

TABLE: 11
WARRANTY PERIOD OF DURABLE GOODS

Warranty Period	No. of Respondents	%
One	92	18.40
Two	166	33.20
Three	153	30.60
More than Three	89	17.80
Total	500	100.00

The above table shows that out of 500 respondents majority 33.20% of the respondents prefer Two years of warranty period.

TABLE: 12
UNIQUE FEATURES OF BRANDED DURABLE GOODS

Features of Brand Durable Goods	No. of Respondents	%
Technology	161	32.20
Cost	268	53.60
Availability Spare parts	71	14.20
Total	500	100.00

The above table shows that out of 500 respondents Majority 53.60 Percent of the respondents prefer cost of durable goods as an unique feature of specify branded durable goods.

TABLE: 13
REASONS FOR BUYING CONSUMER GOODS IN A PARTICULAR SHOP

Particulars	Freq.	%
Nearness	80	16.00
Availability of credit facilities	108	21.60
Standard price and quality	175	35.00
Courteous treatment	25	5.00
Relative or friend's shop	50	10.00
Sufficient stock	40	8.00
Timely Sales service	22	4.40
Total	500	100.00

Out of 500 consumers, 35 per cent of the consumers expressed that the reason for buying consumer goods in a particular shop is standard price and quality, 21.60 per cent of the consumers expressed that the reason for buying consumer goods in particular shop is availability of credit facilities, 16 per cent of the consumers expressed that the reason for buying consumer goods in particular shop is nearness, 10 per cent of the consumers expressed that the reason for buying consumer goods in particular shop is relative or friend's shop, 8.00 per cent of the consumers expressed that the reason for buying consumer goods in particular shop is sufficient stock, five per cent of the consumers expressed that the reason for buying consumer goods in particular shop is courteous treatment and 4.40 per cent of the consumers expressed that the reason for buying consumer goods in particular shop is timely sales service.

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