

A STUDY ON CONSUMERS PREFERENCE OF HOUSEHOLD DURABLES IN NAMAKKAL TOWN

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Abstract

The Indian consumer durables industry has witnessed a considerable change over the last few years. Changing lifestyle and higher disposable income coupled with boom in the real estate and housing industry and a surge in advertising have been instrumental in bringing about a sea change in the consumer behaviour pattern. Consumer durables involve any type of product purchased by consumers that is manufactured for long-term use. As opposed to many goods that are intended for consumption in short term, consumer durables are intended to endure regular usage for several years or longer before their replacement is required. Just about every household contains at least a few items that may be considered to be of consumer durable nature. With India being the second fastest growing economy having a huge consumer class, consumer durables have emerged as one of the fastest growing industries in India.

Keywords: Consumer durable goods.

1.1 INTRODUCTION

Consumer preferences create changes in the activities of the manufacturing firms. Consumer's attitudes towards the durable goods has been changing in recent days. There are many reasons behind it. An attempt is made in this study to analyze changes in the consumers' preferences on consumer durable goods. The whole economy can be divided into three categories namely agricultural sector, manufacturing sector and the service sector. As far as manufacturing sector

is concerned, it serves the people with a lot of products as they want. The manufacturing sector plays an important role in an economy. It gives employment opportunities and indirectly helps to the economic development of the country by giving income to the people.

All the preference of human beings during the purchase may be termed as “buyer behavior”. The process whereby individual decided where, what, when, and are whom to purchase goods and services can be termed as customer’s are the buyer’s behavior. Buyer make a purchase of a particular product or a particular brand and this can be termed “product buying motives”. And the reason behind the purchase from the particular seller is patronage motives.

Some purchase situation involve at lease one person in each of these roles, while in other circumstances a single individual can take several roles at the same time. The study of any subject is made is a by examining it in an organized fashion. It should determine the general classes of variables influencing consumer behaviours, understand the nature of these variables, and learn how to make interferences based on this knowledge.

1.2 STATEMENT OF THE PROBLEM

Electronic goods are one of the common products used by the public. The development of Electronic industry plays a significant role in the economic and social development of India. There are various manufacturers producing durable goods. Such as washing maching, Tv, and refrigerators, in India and they are playing an important role in fulfilling the needs of the consumers.

Many new companies which have an established name in the field of business also engage in manufacture of new brands of durable products. At present, the consumers are dynamic and their taste and preference are ever changing. Considering this, it is necessary to pay due attention to consumers expectations.

1.3 OBJECTIVES OF THE STUDY

- To study the profile of the study area
- To identify the socio-economic characteristics of the respondents.

- To analyze the respondent's preferences on household durable products in terms of product, price, place and promotion.
- To find out the buying attitudes of the respondents.
- To understand the satisfaction level of customers of household durable products.
- To give some useful suggestions to improve the customers satisfaction on household durable products.

1.4 METHODOLOGY

a) Sample Size

For this purpose of the study 150 respondents are selected, and data were collected using the questionnaire. For the purpose of selection of respondents convenient sampling method is used.

b) Primary Data

This study is mainly based on primary data. The primary data have been collected from the respondents through interview schedule. Every respondent was given an interview schedule to be answered and then collected from the respondents. The interview schedule consists of number of questions with multiple choices so that the respondents can easily understand the questions and put their opinion without any difficulty.

c) Secondary Data

The secondary data are those which have already been collected by someone else and passed through statistical process. Secondary data is collected from Books, Journal, Net and articles.

d) Tools Used

For the purpose of present study simple statistical tool like percentage analysis and advanced statistical tool like chi-square test, was used to analyze the data.

2. LIMITATIONS OF THE STUDY

1. This study deals with the consumers preferences of selected household durable products only.

2. The period of study is confined to a shorter period of time at the disposal of the researcher.
3. Taste and preference of the consumers of this study period may differ from the taste and preference of the same consumers in another period.
4. The respondents chosen were busy and they found little time to answer the questionnaires.
5. The respondents comprised more of home makers.

3. REVIEW OF LITERATURE

1. Aryaa Arunkumar, (2014) determined in the study the brand equity was a term most of them were familiar and even use from time to time. Brand equity was the value of the brand in the market place. The objective of this research article was to determine the impact of brand equity of LG television on customer satisfaction. The sample size of 115 respondents was considered in this study on the basis of convenience sampling technique in Mysore city. The data collected was analysed using SPSS application and the statistical technique used was ANOVA. The various dimensions considered were brand awareness, brand loyalty, brand association and perceived quality. The results show all the dimensions had a significant association with customer satisfaction.

2. ShenbhagaVadivu, (2015) examined that the “Customer Satisfaction towards Washing machine in Tirupur district” the sample size for this research was only 100 respondents and convenience sampling method was adopted to conduct the survey. The main aim of this study was to find out the level of customer satisfaction. The researcher concluded from the analysis that the companies should concentrate on improving on to understand buying behavior, demonstration provision, delivery of product.

3. Nabirasool and Prabhakar (2015) identified that the “Influence and impact of television advertisements on buying decisions on consumer durable goods” this study was carried out by using a questionnaire and the collected data were analyzed by using simple statistical tools like percentage analysis and regression. The researcher adopted convenience sampling technique of non-probability sampling technique and the sample size was 175 respondents. Among the ten attributes considered for the study, brand name, financial assistance and post purchase expenses

shown negative impact on the overall satisfaction level while purchasing the durable goods on their television advertisements. The researchers concluded that the service quality showed the more impact on the consumer buying decisions and it was the dominating attribute among the ten attributes.

4. Shuchi Mittal (2016) made an attempt to study the factor influencing buying behaviour in the white goods industry the aim of the study was to identify the factors influencing consumer buying behaviour towards durables as well the element in consumer durable process. The findings of the study revealed that independent variables were weakly linked to the dependent variables. However factors like product features, family and social status, brand awareness and substitutes of brands available in the market influenced the buying decisions of consumers.

5. Mayuri Jonathan Farmer (2016) examined the changing demand for consumer durables with reference to rural consumer behaviour. The results show that demand for television was high with the second being refrigerator, at the time of making purchase decisions the respondents collected adequate information. It was also found that consumption pattern and behaviour of rural consumers differs with family size.

6. R.Dharmaraj (2017) studied consumer buying behaviour towards durables. The author conducted a survey of 100 male and female respondents in Arni a district of Tamilnadu. The author concluded that three products namely television, mobile phones and electric fans were taken under consideration for the study as it is important for daily life. The findings of the study revealed that price and quality are the most important features that consumers looks for while making purchases. Advertisement plays an important role for consumers to collect information about products. Factors like brand loyalty revealed that the consumers are brand loyal and are contented in the purchases of these three products.

4. DATA ANALYSIS AND INTERPRETATION

Table No-4.1

Table Showing the Decision Makers of the Respondents

Decision Makers	No. of Respondents	Percentage (%)
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Husband	40	27
Wife	45	30
Both Husband and Wife	35	23
Children & Others	30	20
Total	150	100

Source : Primary data

Interpretation:

The above table shows the house hold durables possessed by the respondents, from the table it is inferred that out of 150 respondents 45(30%) of the respondents family decision maker are wife, 40(27%) of the respondents family decision maker are husband, 35(23%) respondents family decision maker are both husband and wife, and 30(20%) of the respondents family decision maker are children and others.

The majority 45(30%) of the respondents decision maker are Wife.

Chart No-4.1

Chart Showing the Decision Makers of the Respondents

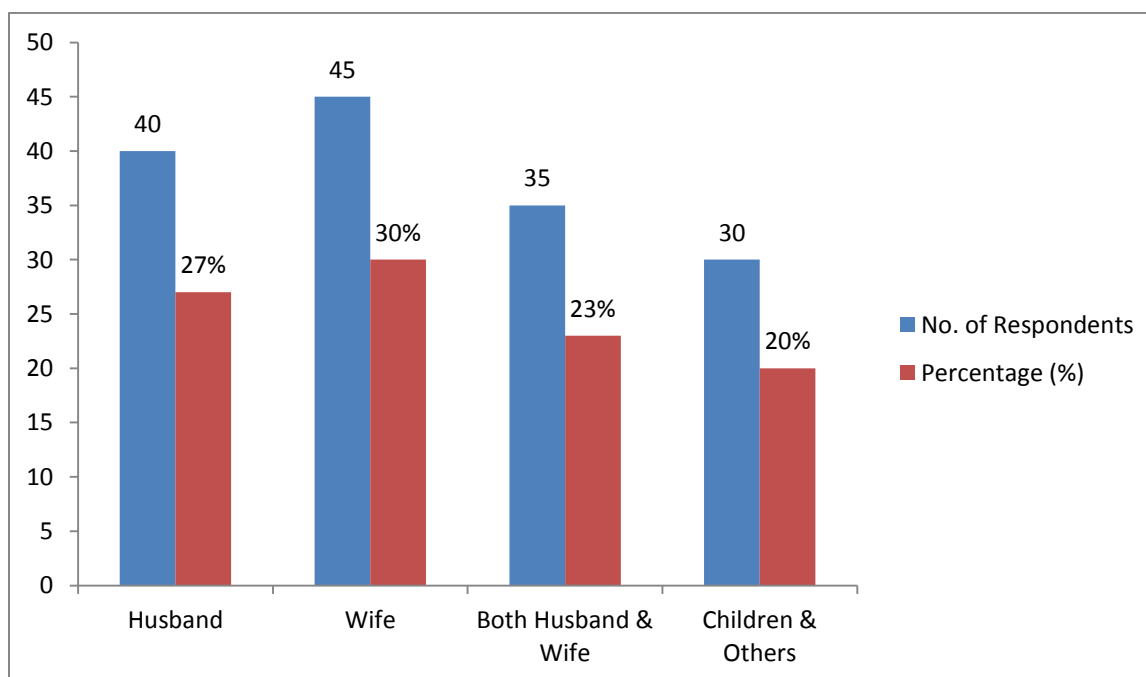


Table No-4.2

Table Showing the Occasions to buy household durables

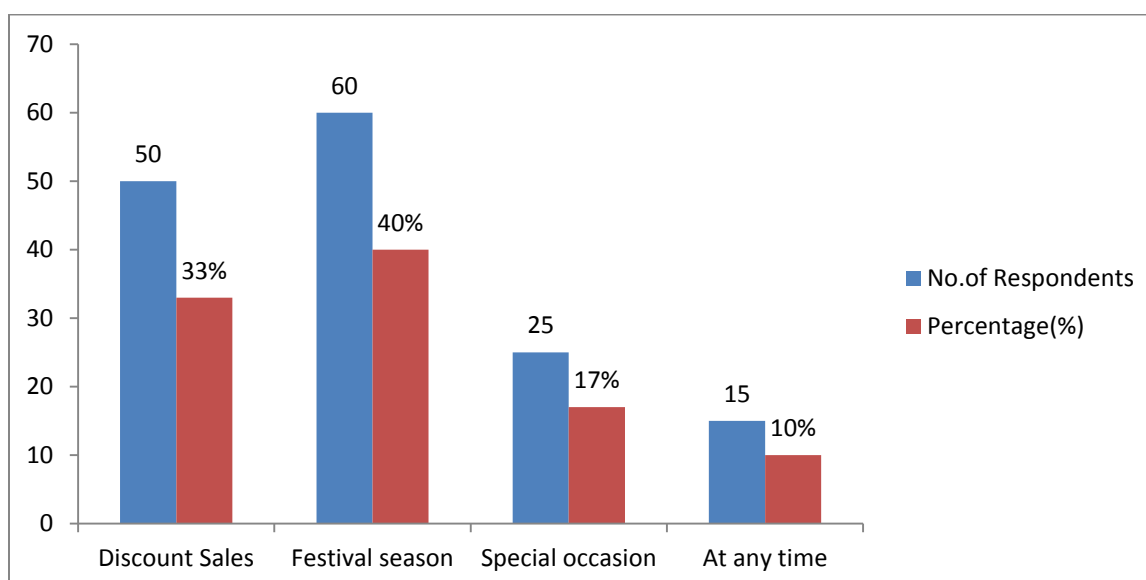
Occasions	No. of Respondents	Percentage (%)
Discount sales	50	33
Festival season	60	40
Special occasion	25	17
At any time	15	10
Total	150	100

Source: Primary data

Interpretation: The above table shows the occasions to buy household durables of the respondents, from the table it is inferred that out of 150 respondents 60(40%) respondents buy it on festival season, 50(33%) respondents buy it during discount sales, 25(17%) respondents buy it on special season, and 15(10%) respondents buy any time. The majority 60(40%) respondents buy during Festival season.

Chart No-4.2

Chart Showing the Occasions to buy household durables



CHI SQUARE TESTING

Table No-4.3

GENDER AND HOUSEHOLD DURABLES OF THE RESPONDENTS

Null Hypothesis (H₀):

There is no significant relationship between Gender and Household durables possessed of the respondents.

Alternative Hypothesis (H₁):

There is significant relationship between Gender and Household durables possessed of the respondents.

Gender/Household durables	Male		Female		Total
Television	15	(14)	20	(21)	35
Grinder	17	(16)	23	(24)	40
Refrigerator	13	(12)	17	(18)	30
Air conditioner	3	(10)	22	(15)	25
Washing machine	12	(8)	8	(12)	20
Total	60		90		150

Source: Primary data

The above table reveals that out 35 respondents possessed has television, 15 respondents are male, and 20 respondents are female.

Out of 40 respondents possessed grinder, 17 respondents are male, and 23 respondents are female.

Out of 30 respondents possessed has refrigerator, 13 respondents are male, and 17 respondents are female.

Out of 25 respondents possessed air conditioner, 3 respondents are male, and 22 respondents are female.

Out of 20 respondents possessed has washing machine, 12 respondents are male, and 8 respondents are female.

Factor	Calculated chi-square value	Table value at 5% level	Degree of freedom	Remark
Gender and house hold durables of the respondent	11.8615	9.488	4	Rejected

Degree of freedom @ 5% level:

$$= (R-1) (C-1)$$

$$= (5-1) (2-1)$$

$$= 4 \times 1$$

$$= 4$$

Calculated Value = 11.8615

Table Value = 9.488

Inference:

The calculated value (11.8615) is less than the table value (9.488). So, the Null hypothesis is Rejected. Hence, there is significant relationship between Gender and Household durables possessed of the respondents.

Table No-4.4

AGE AND DECISION MAKERS OF THE RESPONDENTS

Null Hypothesis (Ho):

There is no significant relationship between Age and Decision Makers of the respondents.

Alternate Hypothesis (H1):

There is significant relationship between Age and Decision Makers of the respondents.

Age/Decision Makers	Below 20 years	21-40 years	41-60years	Above 61 years	Total
Husband	7 (6.93)	13 (14.4)	12 (9.06)	10 (9.6)	40
Wife	10 (7.8)	18 (16.2)	9 (10.2)	8 (10.8)	45
Both husband and wife	6 (6.6)	13 (12.6)	7 (7.93)	9 (8.4)	35
Children and others	3 (5.2)	10 (10.8)	6 (6.8)	9 (7.2)	30
Total	26	54	34	36	150

Source: Primary data

The above table reveals that out of 40 respondents are husband, 7 respondents in below 20 years, 13 respondents in 21-40 years, 12 respondents in 41-60 years, and 10 respondents in above 61 years.

Out of 45 respondents are wife, 10 respondents in below 20 years, 18 respondents in 21-40 years, 9 respondents in 41-60 years and 8 respondents in above 61 years.

Out of 35 respondents are both husband and wife, 6 respondents in below 20 years, 13 respondents in 21-40 years, 7 respondents in 41-60 years and 9 respondents in above 61 years.

Out of 30 respondents are children and others, 3 respondents in below 20 years, 10 respondents in 21-40 years, 6 respondents in 41-60 years and 9 respondents in above 61 years.

Factors	Calculated Chi-square value	Table value at 5% level	Degree of freedom	Remark
Age and Decision makers of the respondents	4.4931	16.919	9	Accepted

Degree of freedom @ 5% level:

$$= (R-1) (C-1)$$

$$= (4-1) (4-1)$$

$$= 3 \times 3$$

$$= 9$$

Calculated Value = 4.4931

Table Value = 16.919

Inference:

The calculated value (4.4931) is less than the table value (16.919). So, the Null hypothesis is accepted. Hence, there is no significant relationship between Age and Decision makers of the respondents.

5. SUMMARY OF FINDINGS SUGGESTIONS AND CONCLUSION**5.1 FINDINGS**

1. The majority 90(60%) respondents are Female.
2. The majority 54(36%) respondents are 21-40 years.
3. The maximum 50(33%) respondents are Graduates.
4. The maximum 40(27%) respondents are Grinder.
5. The majority 45(30%) respondents family decision maker are wife.

5.2 SUGGESTIONS

- The marketers should concentrate more on price and brand of the products.
- Products should create necessity and social status among consumers.
- The marketers should provide more credit facility to its consumers.
- Price of the products should induce all the users regardless their age, education and occupation.
- The producers should advertise more in the newspapers and others.

5.3 CONCLUSION

In the study area, majority of the consumers (respondents) were female, graduates and their age is between 21-40 years. They needed the household durables only for saving their time. Price is the major influencing factors. The market for consumer durables is becoming more competitive now a day. Therefore, the producer of durable products should understand consumer interest much to find higher sale of their products. The study which focuses on the understanding consumer preference towards household durables reinforced the belief that there is a growing household durables this modern area.

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