

CONSUMER BEHAVIOUR TOWARDS SELECT DURABLE GOODS IN RASIPURAM TALUK OF NAMAKKAL DISTRICT

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Abstract : Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographics or personality and behavior variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups, and society in general.

IndexTerms – Objectives, research design, interpretation, finding, suggestion and conclusion.

I. INTRODUCTION

There are different processes involved in the consumer behavior. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices commodities and takes the decision about the commodities he should consume.

1.1 IMPORTANCE OF THE STUDY :

Purchase decision is complex in nature. There are many factors marketing buying behaviors. We all are consumers, daily we use many products that we buy from the market according to our needs, wants, preferences, and purchasing power. What we buy, how we buy, when we buy, from where we buy, in what quantity we buy depends on various factors like our needs, preferences, beliefs, values, motivation, perception, attitude, personality, age, sex, family, social and cultural background, and many other factors. These factors determine our consumer behavior. Developing an effective marketing strategy requires in-depth knowledge of target consumers and how they behave and make their buying decision. Proper study of consumer behavior. Such as price, quality and visibility, durability, brand images etc. price perception plays a major role in the decision process. A brand loyal consumer is committed to a particular brand.

1.2.1 PRE-PURCHASE BEHAVIOUR

When a consumer realizes the needs, he goes for an information search. He does the same, so that he can make the right decision. He gathers the information about the following –

- Product Brands
- Products Variations
- Product Quality

- Product Alternatives.

The consumer can gather information about a product depending on his age, gender, education and product's price, risk and acceptance.

1.2.2 PRE-PURCHASE STAGE PURCHASE DECISION

- ❖ When possible alternatives have been compared and evaluated, the best option is selected
- ❖ Can be quite simple if perceived risks are low and alternatives are clear
- ❖ Very often, trade-offs are involved. The more complex the decision, the more trade-offs need to be made
- ❖ Price is often a key factor in the purchase decision

REVIEW OF EARLIER STUDIES:

1.2 SIGNIFICANCE OF THE STUDIES

The results of the study would help the consumers, producers and governments.

- ❖ The consumer may know the information and knowledge about the various brand and models of various durable goods available in the market.
- ❖ The producers of consumer durable goods may understand the consumers interest and nature of consumer behavior. This may also help the producers to implement new technique in marketing the products.
- ❖ The government may use the findings of the study for easy implementation of tax reforms particular GST.

1.3 LIMITATIONS OF THE STUDY

- ❖ The study was conducted only in Rasipuram taluk, hence the result arrived from the study may not extended to the other parts.
- ❖ The data collection is based on the questionnaire and the results would be varying according to the opinion of the individual.
- ❖ The study is based on the present buying behavior of the consumers, but behaviors is frequent changes, because of changes in technological development and style of living.
- ❖ The sample size is limited to 200 respondents only and the sample selected for convenient sampling.

1.4 STATEMENT OF THE PROBLEM

Consumer is never centre of the modern marketing. India is the second largest consumer market in the world. The use of durable goods is becoming increasingly popular in recent years. Consumers profile has been developed and changed in terms of education, income, occupation, reference groups and media habits. An understanding of purchase behavior of consumers towards durable goods is essential as it reflects the influence of price, quality, quantity, durability, advanced features, etc., the success of the market or the failure depends on the purchase behavior of consumers.

1.5 OBJECTIVES OF THE STUDY

- ❖ To Study the socio-economic profile of the consumers.
- ❖ To analyse the purchase behavior of the consumers.
- ❖ To Bring out the attributes that influences the purchase behavior of consumer on durable goods.
- ❖ To identify the various factors that influences the purchase behavior of consumer on durable goods.

1.6 METHODOLOGY

1.6.1 SOURCE OF DATA

Both Primary and Secondary data from the basics of the study. Primary data was collected with the help of Interview Schedule. Secondary data was obtained from articles, web collections, reference books and newspapers.

1.6.2 SAMPLING

The study area covers Rasipuram Taluk of Namakkal District. 200 consumers were selected to express their views by adopting convenient sampling technique.

1.6.3 PILOT STUDY

A Pilot study was carried out on 20 consumers in order to standardize the questions. Therby a well structured interview schedule was framed.

1.6.4 FRAMEWORK OF ANALYSIS

Data collected from the respondents were classified and presented in the form of Tables and Charts as per the requirements of the study. The data was analyzed using Simple Percentage Analysis, Chi-Square Test.

1.7 LIMITATIONS OF THE STUDY

- i. The present study is mainly based on primary data collected from the sample respondents and hence there is possibility for sampling errors which in evitable.
- ii. The results of the study are applicable only to the study area and now here else.

1.8 HYPOTHEISIS

Ho: There is no significant difference between area of residence and consumer behavior.

Ho: There is no significant association between gender and consumer behavior.

Ho: There is no significant difference between occupation and consumer behavior.

Ho: There is no significant difference between monthly income and consumer behavior.

DATA ANALYSIS AND INTERPRETATION CHI-SQUARE TEST

II FACTORS INFLUENCING CONSUMER BEHAVIOR ON DURABLE GOODS

In order to find out the association between the monthly family income and level of consumer behavior on the durable goods, the following hypothesis is formulated.

TABLE 1

RESPONDENTS FAMILY INCOME AND LEVEL OF CONSUMER BEHAVIOUR

Respondents Family income (Rs)	Level of Consumer Behaviour			Total	df	X ²	'P' Value	Ho
	Low	Medium	High					
Up to 40,000	16 (22.20)	47 (65.30)	9 (12.50)	72 (100.00)	6	26.02	0.00*	Rejected
41,000-70,000	8 (12.10)	38 (57.60)	20 (30.30)	66 (100.00)				
71,000-1,00,000	12 (37.50)	17 (53.10)	3 (9.40)	32 (100.00)				

Above 1,00,000	0 (0.00)	26 (86.70)	4 (13.30)	30 (100.00)				
Total	36	128	36	200				

Source: Primary Data

**Significant at one percent level

Among 200 consumers, 72 respondents of earning monthly family income up to Rs.40, 000 and the majority of 47 (65.30percent) respondents are with medium level of consumer behaviour, 16 (22.20 percent) respondents are with low level of consumer behaviour and 9 (12.50 percent) respondents are with high level of consumer behaviour.

Out of 66 respondents having family income Rs.41, 000 – 70,000, the majority of 38 (57.60 percent) respondents are with medium level of consumer behaviour, 20 (30.30 percent) respondents are with high level of consumer behaviour and 8 (12.10 percent) respondents are with low level of consumer behaviour.

Among 32 respondents of earning monthly family income Rs.71, 000 – 1, 00,000 and the majority of 17 (53.10 percent) respondents are with medium level of consumer behaviour, 12 (37.50 percent) respondents are with low level of consumer behaviour and 3 (9.40 percent) respondents are with high level of consumer behaviour.

The calculated chi-square value is 26.02 and the ‘P’ value is 0.00. Since the calculated ‘P’ value is less than the 0.05, the null hypothesis has been rejected. Hence it is inferred that there is significant association between family income and consumer behaviour.

In order to find out the association between the area of residence and the level of consumer behavior on the durable goods, the following hypothesis is formulated.

TABLE 2
AREA OF RESIDENCE AND LEVEL OF CONSUMER BEHAVIOUR

Area of Residence	Level of Consumer Behaviour			Total	df	X ²	‘P’ Value	Ho
	Low	Medium	High					
Rural	16 (30.80)	32 (61.50)	4 (7.70)	52 (100.00)	4	31.735	0.00**	Rejected
Semi-urban	12 (17.60)	52 (76.50)	4 (5.90)	68 (100.00)				
Urban	8 (10.00)	44 (55.00)	28 (35.00)	80 (100.00)				
Total	36	128	36	200				

Among 200 consumers, 52 of them are residing in rural and among them majority of 32 (61.5 percent) consumers are with medium level of consumer behaviour, 16 (30.8 percent) respondents are with low level of consumer behavior and 4 (7.0 percent)of the consumers are with high level of consumer behavior.

Out of 68 respondents residing in semi-urban area, the majority of 52 (76.5 percent) consumers are with medium level of consumer behaviour, 12 (17.6 percent) respondents are with low level of consumer behaviour, 4 (5.9 percent) are with high level of consumer behaviour.

Among 80 respondents residing in ruban area, the majority of 44 (55.0 percent) consumers are have medium level of consumer behaviour, 28 (35.0 percent) consumers are have high level of behaviour, 8 (10.0 percent) consumers have low level of behaviour.

The calculated chi-square value is 31.73 and the 'P' value is 0.00. Since the calculated 'P' value is less than the 0.05, the null hypothesis has been rejected. Hence it is inferred that there is a significant association between area of residence and level of consumer behaviour.

In order to find out the association between the gender and the level of consumer behaviour on the durable goods, the following hypothesis is formulated.

TABLE 3
GENDER AND LEVEL OF CONSUMER BEHAVIOUR

Gender	Level of Consumer Behaviour			Total	df	X ²	'P' Value	Ho
	Low	Medium	High					
Male	28 (23.30)	64 (53.30)	28 (23.30)	120 (100.00)	2	14.81	0.00**	Rejected
Female	8 (10.00)	64 (80.00)	8 (10.00)	80 (100.00)				
Total	36	128	36	200				

Source: Primary Data

**Significant at one percent level

Among 200 consumers, 120 respondents are male, Out of them the majority of 64 (53.30 percent) respondents have medium level of behaviour, and 28 (23.30 percent) respondents each have high and low level of behaviour.

Out of 80 female respondents, the majority of 64 (80.00 percent) respondents each have high and low level of behaviour.

The calculated chi-square value is 14.81 and the 'P' value is 0.00. Since the calculated 'P' value is less than the 0.05, the null hypothesis is rejected. Hence it is inferred that there is a significant association between gender and consumer behaviour.

CONCLUSION

In consumption environment a person chooses a product or a brand which seems to possess a maximum possibility of the elaboration of his life style. The consumer behavior has a great impact on the survival of the company. The study revealed that area of residence, gender, age, educational qualification, occupation, number of members in the family, earning members in the family, respondents monthly income, family income of the respondents have influenced in consumer behavior on durable goods.

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