

# CONSUMER PURCHASE OF CONSUMER DURABLES

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## ABSTRACT

Many things that were considered as luxuries till about 5 years ago have become necessities for most people today." This has happened in the in case of household goods consumption also. A Bike was a luxury at one point of time becomes a necessity now. The present study is focused on a study of important factors and sources of information in purchase of consumer durables. This is an exploratory study using primary data collected through purposive sampling method with an adequate sample size of 50 household respondents of Gwalior city. It reveals that company or brand name, guarantee / warrantee, price, and after sales service are the important factors in purchase of durables. Sources of information regarding authorized dealers' and shops, and technical expert advice through, media and influence of friends, relatives and neighbors were found important factors influencing in purchase of durables by respondents.

## INTRODUCTION

Product conveys different meanings to different people, consumers from differing attachments to them. Unique consumer product relationships develop specific to the individual and the situation, but the nature of the product is also highly relevant. The meaning of products may ultimately depend more on the nature of products (Martin, 1998, Rochberg-Halton, 1981)

Marketing is seen as the whole business from the point of view of its final result, that is, from the customer's point of view (Peter Drucker, 1986). The consumer is king in age of consumerism (McGuire, 2000). The term consumer behaviour defines as, state "the behavior of consumers in deciding to buy or use or not to buy or use or dispose or not to dispose of the products which satisfy their needs"( Schiffman and Kanuk, 1995, Chunawalla, 2000, Solomon and others, 2001). Moreover one of the key analyses under the heading "consumer behavior" refers to the interaction between price changes of products and consumer demand too (<http://www.bized.ac.uk/fme>). It reflects in their search for different products of different level of their involvement required to purchase & consume. High involvement only requires in those products, which are of high price, complex features, large difference between options, high perceived risk, reflect the self-concept of the buyer. Looking at this classification of products the consumption patterns, buying of the durable goods needs higher attention of consumers. While, durables goods are expected to last longer than three years ([www.wisecon.org/OnlineGuide](http://www.wisecon.org/OnlineGuide)). So, it is a product of high involvement for consumers. This

characteristics of the consumer's behavior for durable goods, makes it a more suitable and appropriate behavior to study.

## **CONCEPT OF MARKETING**

The term —Marketing suggest different meanings to different people; to some it is shopping, to others it is selling and still others understanding it is the activity undertaken by the companies to make an exchange transaction, a accomplish and adding one bring out greater output at a minimum cost. Marketing in its most general definition, — it is the directing of the flow of goods and services from the producer to consumer or users.

## **CONSUMER BUYING BEHAVIOR**

Consumer buying behavior involves a long process where the buyer has to identify the product, study well its features, the pros and the cons and lastly deciding on whether to purchase it or not. Consumer buying behavior would make a certain buyer to purchase product A as opposed to product B or whether to purchase a certain product or leave it alone and all that is as a result of the buying decisions made by the buyer as to whether the product suits his/her needs and requirements. The Consumers of goods and services may possess different types of consumer buying behavior that are unique to themselves. The buying behavior of consumer A may be different from those of consumer B and the difference may vary buying decision made by a consumer. To understand more on this let us give a definition to each of the different types of consumer buying behavior that are associated with different buyers and consumers of products. Indian consumer durable market is well known by the foreign firms who coverage foreign products and technology as per preference of Indian consumer.

## **CONSUMER DURABLE GOODS**

Consumer durable goods refer to various devices used in a household kitchen to reduce manual human labor content and to remove the drudgery in working place and to make household activities speedy, tidy and enjoyable. There is, in the present day, a large number and a variety of such household appliances like Air conditioners, Refrigerator, Television, Washing machine and, Wet Grinder. To make life more enjoyable and entertaining, people also own audio and video players, home theatres and music systems. The researcher selected durable goods like Air conditioners, Refrigerators, Television, Washing machine and Wet grinder for the present study.

The share of gold ornaments in durables expenditure was estimated at nearly 24% in rural India compared to about 20% in urban India. Refrigerator had a share of over 21% in urban India, compared to 9% in rural

India. The share of motorized two-wheelers was about 12-14% in both sectors. Household Consumption of Various Goods and Services in India

## LITERATURE REVIEW

Paul Harrison and Robin Shaw, 2014 have contributed —Consumer Satisfaction and Post-Purchase Intentions. An Exploratory Study of Museum Visitors This paper examines the relationship between consumer satisfaction and subsequent intentions in the museum context as well as the moderating influence of demographic characteristics such as gender, age and education in that relationship. The relationship between satisfaction and a range of service elements, overall satisfaction with the experience and intentions was investigated. Museum marketers can profit by examining the "Value chain" of museum experience outlined in the model presented, especially the greater likelihood of consumers recommending the experience to others than making a repeat visit themselves, and by investigating segment differences beyond those reported here.

Sudarshan R. And Sridhar, 2013 have conducted —Impact of Consumer Involvement of Buying Decision - A Conceptual Frame-Work. Consumer involvement refers to the intensity of interest with which consumers approach the market place. It is related to the consumers' values and self-concept which influence the degree of personal importance ascribed to a product or situation consumer involvement varies across different individuals, product, brands and situations.

Alet C. Erasmus, Meriam M. 2012 has focused on the —The Paradox of Progress: Inexperienced Consumers' Choice of Major Household Appliances. The results supported the initial notion that limited consumer socialization may result in, and even necessitate inexperienced consumers' reliance on surrogate indicators of quality, such as price, brand name and store image, as compensation for lack of appropriate product knowledge unfortunately the use of surrogate indicators of quality.

Christopher P. Blocker, Daniel J. Flint, 2007 has analyzed that —The Relationship between Satisfaction, Loyalty and Buying Intention Perceived by Spanish Consumers. Scale development was based on the review of the most relevant literature regarding food marketing and agribusiness. Data were collected through a structured questionnaire. A structural equations model was applied to analyze the relationships among consumer satisfaction, loyalty and buying intention. The results show that a higher satisfaction leads to greater levels of loyalty and buying intention of the consumers.

Bayus (1991) studied “The consumer durable replacement buyer”, and found that replacements account for a substantial portion of the sale of consumer durables in the U S. Results of replacement of automobiles indicate that “early” replacement buyers are more concerned with styling and image and less concerned with costs than “late” replacement buyers. Moreover, early replacements have higher income but lower levels of academic achievement and occupational status than late replacement.

Mujahid-Mukhtar E, Mukhtar H (1991) has studied role of decision making for household durables: good measure of women's power within a household in Pakistan. It is their influence in the purchase of new home improvement technology good (cars, appliances, etc.), who's expense and life-long nature makes their purchase an important decision. The study identified various cultural and economic factors that affect women's decision making power: urban women, women in nuclear families, educated women, and working women generally have more decision making power than rural women, women in extended families, illiterate women, and unemployed women.

SRI – IMRB (2000) evaluated a comparison of the education and income levels of different clusters, and it indicated that those who give higher priority to consumer electronic products are more educated and affluent. The study also revealed that transportation durables preceded consumer electronic products in the acquisition hierarchy, suggesting a tactical approach.

Gupta & Verma (2000) have done a study under convenience sampling of 50 household of New Delhi by questionnaire. It indicates that husband's influence is considerably higher than the wives. Children also play an active role in brand selection of CTV. Moreover educated and workingwomen influence more than non-working and less educated.

## **OBJECTIVES OF THE STUDY**

In these study important factors in purchase of consumer durables, Main objective of this study is that to analyze the important sources of information in purchase of consumer durables.

## **HYPOTHESES OF THE STUDY**

H1: There is no significance difference in possession of consumer durables remains the same irrespective of different groups of Occupation, Education and Income.

## RESEARCH METHODOLOGY

**TABLE 1**

Type Of Research	Exploratory Research
Data Collection	Primary Data (Gwalior City)
Sample Size	100
Tests	T – test, Two-way ANOVA (F - test) etc
Validity of the scale	Construct Validity

## RESULTS AND DISCUSSIONS

Construct Validity of the scale is found 0.638, significant, by the Kaiser-Meyer-Olkin Measurement. Bartlett's Test of Sphericity for sampling adequacy at 3810.562 Chi-Square and at 2017 degree of freedom is also found significant in the graph of the Scree Plot. Reliability of Scale is found 94.78 as alpha in Guttman-Splithalf method. SPSS has used for data analysis for simplified interpretation. The Collected primary data was classified, tabulated and cross-tabulated, to study the relationships between different variables. Mean analysis, Standard Deviation,

The study found that according to the responses decision maker's role is played by male (87.22%) and by female (75.21%). It also found that Female's role is more powerful in purchasing in consumer durable goods; this result is relevant with Manke (2015). While, it differs with Sikarwar (2010), and Singh and others (1999) Moreover study of Sudheer Singh (1999) found that these decision is taken jointly by husbands and wives. While, "purchasing of consumer durable goods in off-seasons", "consumer's purchase of consumer durable goods, only when need arises", "effects of festival seasons", "the role of credit facility", and "use of bonus income in purchasing consumer durable goods" ranked in descending order respectively. This clearly indicates a preference of purchasing the consumer durable goods during off-seasons and that too with well defined needs identification. The importance of credit facility and bonus incomes is comparatively lower.

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