

Factors Influencing the Purchase Behaviour of Consumers Towards Durable Products in Erode District

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ABSTRACT

An attempt has been made to know the experiences while purchasing consumer durables of the respondents. For the purpose of this study, it has been classified into twenty seven categories viz., always buy the brands which already decided in advance, given the same quality, prefer to buy store brand than costlier national brand, feel usually national brands do not offer much discount, feel no difference while shopping from a store or somewhere else, look for the benefit of the product for the price pay, many times, go to a store and see the product, if liked buy it, it is mainly the price of the store brand that influences me to buy them, visit a store as it is a one stop shopping place, buy all items from stores only, enjoy shopping at a store, came to know about the store from friends / relatives, think store provides better quality product, feel that store brands are reasonably priced, during discount period, usually try new store brands, if brand is not available at the store go for another brand, like self-selection while shopping, always look for compare of different brands in a store, prefer to visit the store nearest to place, believe “high price means high quality, usually compare the quality of brands while purchasing from a store, always go to store with family or friends, visit stores as a number of varieties are available there, visit stores for the store brands of choice, the store’s advertisement encourages to visit the store, prefer to visit store as it saves time and energy, feel shopping at stores is a status symbol these days and friends / relatives usually suggest to try the store brands.

KEYWORDS

consumer durables,National brands,Shopping Place,Stores,Advertisements and Status Symbol.

INTRODUCTION

Buying behaviour includes mental and physical activities of a consumer at the time of purchasing goods and services to fulfill the needs. It includes both visible and invisible behaviour of purchaser. The visible activities denote physical activity like really going to the market place, purchasing the goods and consuming them. The invisible activities on the other hand, refer to mental activities like thoughts about the product, deciding to purchase or not to purchase the product, to purchase one brand instead of another, etc.

Buying behaviour is a very complex and energetic. It is continuously altering requirement though convinced adjustment. The marketing organization which fails to make such adjustments, would certainly lose its market. An individual buying behaviour is also unfair by interior factors such as needs, habits, instincts, motives, attitudes, etc and also by outside or ecological factors such as family, social groups, culture, status, positions, economic and business circumstances. In narrow sense, consumer behaviour is the act of a consumer when he is engaged in purchasing and consuming goods or services.

NEED FOR THE STUDY

Most products in the long run wind up in private family units despite the fact that they will go through various strides on their way from producer to end user. Producers and traders shape vertical chains or systems, called value chains, at the end of which are the consumer. Understanding consumer behaviour isn't essential for the maker however for the various performing artists in the chain. The esteem that the consumer puts on the products or administration set a limit on what every other person can get from the esteem chain. In order to comprehend the purchasing behaviour of rural consumers, the factors that impact their decision, buying behaviour and the basic leadership have to be considered. The factors namely: Social Environment, Cultural Environment, Education, Occupation, Media and involvement of the clients which induce and electrify the purchasing conduct of rural consumer and aides in basic leadership also.

LITERATURE REVIEW

Bhagaban Das, et al., (2008)¹ noted in their research that the consumers' behaviour of television included physical structure, technical aspects, quality, price etc. The sample size of 80 consumers was selected at random by using simple random sampling technique from the Balasore town of Orissa called as Sand City of India. The multivariate technique, simple percentage analysis and factor analysis by using SPSS 11.0 were applied for analysis. The Principal Component Method was considered appropriate, as the primary purpose was to determine the minimum number of factors that would account for the maximum variance in the data collected. The factor analysis revealed that the consumers considered various aspects of Technical features, Durability and Ground reality.

Joseph and Vishnu Khannal, (2011)² reported in their research, the buying behaviour of Nepali teenagers towards mobile phones and to compare the behaviour between urban, semirural and rural teenagers of Nepal. A random sample of 100 school children each from Kathmandu, Deonia and Maheshpur locality in Nepal were taken. The respondents' answers were codified and tabulated and entered in Microsoft excel sheet. The findings were represented graphically or in tabular form wherever appropriate. It was found from the analysis that there was no published literature on consumer behaviour of Nepali teenagers towards mobile phone. This study assessed the buying behaviour of Nepali teenagers and compared and contrasted the same among teenagers of urban, semirural and rural teenagers. This was held in reality of today's situation of marketing in Nepal. The study assessed the youth behaviour. Youth were the country's future, moreover they constituted a significant chunk of Nepal's population. Since Nepal was moving toward the free and open markets, such studies are significant.

Gowri, (2012)³ had made an attempt to study the impact of brand factors namely brand heuristics, brand knowledge, brand trust, brand loyalty, perceived quality, brand association and brand equity on the purchase of specific brands of television. This research was an empirical analysis of assessing the influence of brand factors on the purchase of different brands of television. The study was descriptive in nature. 500 samples were selected from Coimbatore city by adopting Snow ball sampling method. Tools like descriptive analysis, simple percentage method and discriminant factor analysis were used for analysis.

The researcher found that brand preference was understood as a measure of brand loyalty in which a consumer exercise his decision to choose a particular brand in the presence of competing brands. In conclusion, the study had increased the understanding of how brand factors affected the purchase of specific brands of television based on empirical research. By recognizing that marketing activity can potentially enhance or maintain consumers' awareness on the brand or the favourability, the strength and uniqueness of various types of brand associations, this study might provide a perspective that would enable the marketers to take better short-term and long term marketing actions.

OBJECTIVES OF THE STUDY

1. To understand the socio-economic profile of the selected consumers of Erode district.
2. To study the factors influencing the buying behaviour of consumers towards durable products in Erode district.

HYPOTHESES FOR THE STUDY

- The selected respondents are having equal perception in purchasing durable goods with respect to their demographic factors.
- The selected respondents are having equal learning attribute in purchasing durable goods with respect to their demographic factors.
- The selected respondents are having equal attitude in purchasing durable goods with respect to their demographic factors.
- The selected respondents are having equal motivation in purchasing durable goods with respect to their demographic factors.

SAMPLING METHODS AND SIZE

- For the present study, the universe comprises of the consumers, who are utilizing durable products in Erode district. The sampling units have been selected by covering all the nine taluks of Erode district. The size of sample is 770 respondents. Both primary and secondary data were used in the study for the purpose of analysis. For collecting primary data, field survey technique was employed. Factor Analysis is used to study a complex product or service in order to identify the major characteristics or factors considered important by the respondent. The purpose of factor analysis is to determine the responses to the several statements, which are significantly correlated. Factor analysis is applied to assess the significance of the factors that are responsible for purchase behaviour of the consumers in the area of the study.

PURCHASE BEHAVIOUR (FACTOR ANALYSIS)

Factor analysis is a multivariate analysis procedure that efforts to identify any underlying 'factors' that are responsible for the co-variation among group independent variables. The goal of factor analysis is typically to reduce the number of variables used to explain a relationship or to determine which variables show a relationship. The variables must represent indicators of some common underlying dimension or concept such that they can be grouped together theoretically as well as mathematically.

The consumer purchase behaviour towards consumer durable products is discussed with the factor analysis technique. However, before applying factor analysis, the data have been tested for its appropriateness. For this purpose, twenty seven variables are selected and listed below.

Variable No.	Factors
Var 1	Always buy the brands which already decided in advance.
Var 2	Given the same quality, prefer to buy store brand than costlier national brand
Var 3	Feel usually national brands do not offer much discount.
Var 4	Feel no difference while shopping from a store or somewhere else.
Var 5	Look for the benefit of the product for the price I pay
Var 6	Many times, go to a store, see the product, if liked buy it.
Var 7	It is mainly the price of the store brand that influences to buy them.
Var 8	Visit a store as it is a one stop shopping place.
Var 9	Buy all items from stores only.
Var 10	Enjoy shopping at a store
Var 11	Came to know about the store from my friends / relatives
Var 12	Think store provides better quality product.
Var 13	Feel that store brands are reasonably priced
Var 14	During discount period, usually try new store brands.
Var 15	If my brand is not available at the store go for another brand.
Var 16	Like self-selection while shopping
Var 17	Always look for compare of different brands in a store.
Var 18	Prefer to visit the store nearest to my place.
Var 19	Believe "High price means high quality"
Var 20	Usually compare the quality of brands while purchasing from a store.
Var 21	Always go to store with family or friends.
Var 22	Visit stores as a number of varieties are available there.
Var 23	Visit stores for the store brands of my choice.
Var 24	The store's advertisement encourages to visit the store
Var 25	Prefer to visit store as it saves time and energy
Var 26	Feel shopping at stores is a status symbol these days.
Var 27	Friends / relatives usually suggest me to try the store brands.

All the 27 factors were selected for factor analysis by using principal component extraction with an orthogonal (Varimax) rotation. The factor matrix is a matrix of loading and correlations between the variables and the factors.

TABLE NO. 1
COMMUNALITIES

Variable	Initial	Extraction	Variable	Initial	Extraction
Var 1	1.000	0.714	Var 15	1.000	0.681
Var 2	1.000	0.814	Var 16	1.000	0.793
Var 3	1.000	0.750	Var 17	1.000	0.822
Var 4	1.000	0.532	Var 18	1.000	0.645
Var 5	1.000	0.743	Var 19	1.000	0.572
Var 6	1.000	0.816	Var 20	1.000	0.755
Var 7	1.000	0.608	Var 21	1.000	0.519
Var 8	1.000	0.580	Var 22	1.000	0.538
Var 9	1.000	0.820	Var 23	1.000	0.799
Var 10	1.000	0.803	Var 24	1.000	0.516
Var 11	1.000	0.853	Var 25	1.000	0.707
Var 12	1.000	0.740	Var 26	1.000	0.666
Var 13	1.000	0.515	Var 27	1.000	0.739
Var 14	1.000	0.770			
Cronbach's Alpha (α) = 0.928					

The table 1 enumerates that the communalities of the select 27 variables have good reliability 0.928, and are keenly checked that no one variable has low loading, ie., less than 0.5. Thus finally, all the 27 variables are selected for factor analysis. The appropriateness of the data for factor analysis is discussed in the following KMO and Bartlett's test.

TABLE NO. 2
KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.912
Bartlett's Test of Sphericity	Approx. Chi-Square	14274.36
	DF	351
	Sig.	0.000**

Source : Computed; Note : * - Sig. at 1% level

The Kaiser-Meyer-Oklin (KMO) Measure of Sampling Adequacy and Bartlett's test of Sphericity are applied to verify the adequacy or appropriateness of the data for factor analysis. In this study, the value of KMO for overall matrix is found to be good (0.912) and Bartlett's test of Sphericity is highly significant ($p < 0.001$). The results thus indicate that the samples taken are appropriate to proceed with the factor analysis. Also, the Bartlett's Test of Sphericity, the KMO Measure of Sampling Adequacy and Communality values of all the variables are observed.

Further, to define the factors clearly, it has been decided to delete any variable that had loading below ± 0.50 . With this criterion, a series of factor analysis are performed on the data.

Following each analysis, items which did not meet the criteria are deleted from the analysis. After this preliminary step, factor analysis with principal component analysis as an extraction method is performed on the remaining items.

TABLE NO. 3
TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.850	32.779	32.779	8.850	32.779	32.779	7.351	27.224	27.224
2	3.684	13.646	46.425	3.684	13.646	46.425	4.988	18.474	45.698
3	2.412	8.935	55.360	2.412	8.935	55.360	2.289	8.480	54.178
4	1.387	5.137	60.497	1.387	5.137	60.497	1.645	6.092	60.270
5	1.078	3.993	64.490	1.078	3.993	64.490	1.139	4.220	64.490
6	0.962	3.565	68.054						
7	0.910	3.371	71.426						
8	0.843	3.124	74.550						
9	0.771	2.857	77.407						
10	0.749	2.776	80.183						
11	0.707	2.620	82.802						
12	0.669	2.479	85.281						
13	0.537	1.988	87.269						
14	0.466	1.725	88.994						
15	0.367	1.360	90.354						
16	0.357	1.322	91.675						
17	0.343	1.271	92.946						
18	0.319	1.182	94.128						
19	0.277	1.027	95.155						
20	0.250	0.928	96.082						
21	0.213	0.788	96.870						
22	0.204	0.756	97.626						
23	0.197	0.730	98.356						
24	0.135	0.499	98.856						
25	0.122	0.451	99.307						
26	0.117	0.434	99.741						
27	0.070	0.259	100.000						

Extraction Method : Principal Component Analysis.

Total Variance Explained

The following table depicts the total variance explained with rotation. The Eigen values for the factors 1, 2, 3, 4 and 5 are 8.850, 3.684, 2.412, 1.387 and 1.078 respectively. The Percentage of variance after rotation for the factors 1, 2, 3, 4 and 5 are 27.224, 18.474, 8.480, 6.092 and 4.220 respectively. The Cumulative percentage for the factors 1, 2, 3, 4 and 5 after rotation are 27.224, 45.698, 54.178, 60.270 and 64.490 respectively. It indicates that the 5 factors extracted from the total of 27 variables have a cumulative percentage of up to 64.490 per cent of the total variance.

Rotated Component Matrix

After obtaining the factor solutions, in which all the variables have a significant loading on a factor, the researcher attempted to assign meanings to the pattern of factor loadings. Variables with higher loadings are considered more important and have a greater influence on the name or the label selected to represent a factor. The researcher has already examined all the underlined variables for a particular factor and placed greater emphasis on those variables with higher loadings to assign a name or a label to a factor that accurately reflects the variables' loading on that factor. The names or labels are not derived or assigned by the factor analysis computer programme, rather, the label is intuitively developed by the factor analyst based on its appropriateness for representing the underlying dimension of a particular factor. All the 5 factors are given appropriate names on the basis of the variables represented in each case.

TABLE NO. 4

ROTATED COMPONENT MATRIX

FACTOR 1

Variable Name	Loading Value
Always buy the brands which already decided in advance.	0.904
Feel no difference while shopping from a store or somewhere else.	0.896
Feel usually national brands do not offer much discount.	0.890
Look for the benefit of the product for the price I pay	0.882
Given the same quality, prefer to buy store brand than costlier national brand	0.870

FACTOR 2

Variable Name	Loading Value
Many times, go to a store, see the product, if liked buy it.	0.861
Came to know about the store from my friends / relatives	0.839
Think store provides better quality product.	0.828
It is mainly the price of the store brand that influences to buy them.	0.809
Visit a store as it is a one stop shopping place.	0.793
Feel that store brands are reasonably priced	0.792
Buy all items from stores only.	0.759
Enjoy shopping at a store	0.715

FACTOR 3

Variable Name	Loading Value
During discount period, usually try new store brands.	0.850
If my brand is not available at the store go for another brand.	0.849
Like self-selection while shopping	0.842
Always look for compare of different brands in a store.	0.699
Prefer to visit the store nearest to my place.	0.697
Usually compare the quality of brands while purchasing from a store.	0.592
Always go to store with family or friends.	0.570

FACTOR 4

Variable Name	Loading Value
Friends / relatives usually suggest me to try the store brands.	0.774
Prefer to visit store as it saves time and energy	0.740
Visit stores as a number of varieties are available there.	0.736
Visit stores for the store brands of my choice.	0.719
The store's advertisement encourages to visit the store	0.563
Feel shopping at stores is a status symbol these days.	0.543

FACTOR 5

Variable Name	Loading Value
Believe “High price means high quality”	0.591

Extraction Method : Principal Component Analysis.

Rotation Method : Varimax with Kaiser Normalization.

Rotation converged in 10 iterations.

The table 4 explains the rotated component matrix, in which the extracted factors are assigned a new name related together. Based on the fixing criteria, it is noted that no variable is having the loading value less than 0.5 and so no variable has been removed from this analysis. Further, single variable factor is removed from the analysis and so Factor 5 is removed from the analysis. Finally 4 factors have been taken for naming of new variables.

- a). Factor 1 is the most important factor which explains 27.224 per cent of the variation and it consists of 5 variables. These variables reflect the perception of the consumers towards consumer durable goods. Hence, the researcher found that this segment of the consumer is experiencing the ‘**Perception**’ on consumer durable goods. The reliability of these five variables is measured by using Cronbach’s Alpha and its value is 0.891.
- b). Factor 2 explains 18.474 per cent of the variation and consist of 8 variables. These variables expose the learning attribute of consumers towards consumer durable goods. Hence, the researcher identifies this segment of the consumers are ‘**Learning Experiencing**’ while buying consumer durable goods. The reliability of these 8 variables is measured by using Cronbach’s Alpha and its value is 0.891.
- c). Factor 3 explains 8.480 per cent of the variation and consist of 7 variables. These seven variables are highly related with each other. Hence, the researcher identifies this segment of the respondents expose their ‘**Attitude**’ towards buying consumer durable goods. The reliability of these 7 variables is measured by using Cronbach’s Alpha and its value is 0.879.
- d). Factor 4 explains 6.092 per cent of the variation and consist of 6 variables. These variables are highly inter-correlated with one another. These six variables reveal the motivation of the consumer towards consumer durable goods. Hence, the researcher names this factors as ‘**Motivation**’ since the respondents are motivated while searching and buying consumer durable goods. The reliability of these 6 variables is measured by using Cronbach’s Alpha and its value is 0.819.
- e). Factor 5 explains 4.220 per cent of the variation and consist of only one variable. So, the factor is removed from the analysis.

FINDINGS

- It is evaluated from the analysis that majority of the respondents strongly agree towards the experience of ‘the store’s advertisement encourages to visit the store’ while purchasing consumer durables.
- It is noted from the analysis that the majority of the respondents opined for replacing the damaged products.
- From the mean score analysis, it is observed that majority of the respondents prefer to buy store brands than other costlier national brands when the store brand have the same quality.
- It is determined from the mean score analysis that maximum of the respondents have opined the price of the store brand has highly influenced them to buy.

- It is obtained from the mean score analysis that most of the respondents always go to store with family or friends.
- From the mean score analysis, it is inferred that maximum of the respondents have visited the store by the influence of store advertisement.

CONCLUSION

Consumers' buying behaviour on consumer durable goods in the present study thus composes of four factors, namely **Perception, Learning, Attitude** and **Motivation**. The initial instrument which is having 27 variables is thus adjusted to account for 4 factors. It is the need of hour to focus on the role of a brand which influences the respondents in selecting a particular product. The companies have opportunity to grow up faster with the industry growth. This study explores the influence of brand, which is the main factor while purchasing and it leads to satisfaction. Therefore, companies need to focus on these factors to improve their quality of durable goods and satisfy their customers.

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