

# Factors Affecting Consumer Attitude Towards Durable Goods

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## Abstract:

Examination of factors affecting consumer attitude is interesting area of area of research for the academicians and researchers. Understanding of consumer attitude and the factors which affect the attitude is very important for marketer and researcher that how consumer react towards durable goods. The objective of this study is to investigate demographic factors which may affect consumer intention. This study is based upon primary data collected from the help of questionnaire. Sample of 314 respondent living in different geographical area of Madhya Pradesh has been taken for the purpose of analysis. Questionnaire with seven point Likert scale and well-structured used to collect the data. Our finding indicated that significant impact of various demographical factors on the purchase intention of consumer.

Keywords: Consumer Behaviour, Decision Making, Purchase Intention, Likert Scale

**Introduction:** Indian economy is rapidly growing economy around the world and contribute a large portion in the world GDP. Indian economy will grow faster than China in near future (Ghate and Robertson 2016). All these kind of news and projections always attracts foreign player towards Indian market. India is rapid growing market of the durable goods including electronic goods, Motor vehicles and many more. Indian government also promoting its various schemes to attract manufacturing and sales (Khan, 2015). Durable goods accounts for 40% of total spending of consumer. Now companies cannot be dependent upon push strategy. They have to apply pull strategy which mean consumer has to be attracted towards the product of companies. Companies need to understand consumer demand and need (Robertson, 2016). Preference of consumer dependent upon various psychological and demographical factors. Consumer prefer to purchase product according to their age, sex, income and education (Prakash 2011). Consumer behaviour consist of acquiring, use of goods and service which leaded by a particular decision making process (Engel et al. 1986). Study of consumer attitude towards the product is very important to every marketer to make the marketing strategy. Demographical factors always influence the behaviour of consumer and plays an important role in decision making regarding choice of product. Attitude is considered to be highly related with the buyer intention and thereby the intention of buyer can be predicted (Ajzen and Fishbein, 1980).

Demographic factors such as income, age, gender, occupation always highly influence the buying behaviour of consumer (Bhatia, Ali & Mehdi, 2014). Remaining part of the study consist of brief review of literature followed by hypothesis, methodology adopted for the purpose of analysis, second last part is of analysis and interpretation while last part concludes the study.

### **Review of Literature:**

It is very important to know the various factor which may influence consumer behaviour towards the product because all the business and marketing strategy depends upon the various outcomes of the research done by the marketers. Companies are now also focusing upon pull strategy rather than push strategies. To understand the factors influencing consumer behaviour brief review of literature is as follow:

Coelho, Meneses & Moreira (2013) concluded that consumer behaviour towards the product is influenced by seven factors including quality, price, risk etc. study conducted by Wollenberg & Thuong (2014) indicated that there is no. of factors which influences the consumer behaviour towards the electronic product including brand loyalty, price, quality, durability, perceived risk. Kim et al. (2002) concluded that the income level of an individual always influences purchase decision of consumer, when income is low the consumer least bother about the quality and price while as income increases they started to bother about price and quality of product. Siva Kumar & Kamraj (2014) conducted a study and found strong influence of gender differences on consumer decision making regarding any product and service.

Venkateswaralu and Rao (2000) conducted a remarkable study and found that in case of durable goods generally no differences in the opinion of male and female but in case of non-durable goods wife's decision found to be last decision. Vyas (2010) concluded in his study that education and income has strong relationship with demand of durable goods. He said that those people who are intended to buy or give high priority to durable goods are generally affluent and less educated. He found the correlation among income, education and occupation. According to Jaafar et al. (2012) perceived risk and quality has important role in consumer decision making. Based on the review of literature it has been found that there is significant relationship between demographic factors and consumer decision making. Following hypothesis can be formed to check the statement:

**Ho1:** There is no significant relationship of demographic factors with consumer decision making.

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### **Research Methodology:**

Based on the above review of literature demographical factors such as age, gender, income, occupation and education are identified to study the impact on consumer decision making. This study is descriptive in nature and based upon primary data collected through the questionnaire.

### Population of the study:

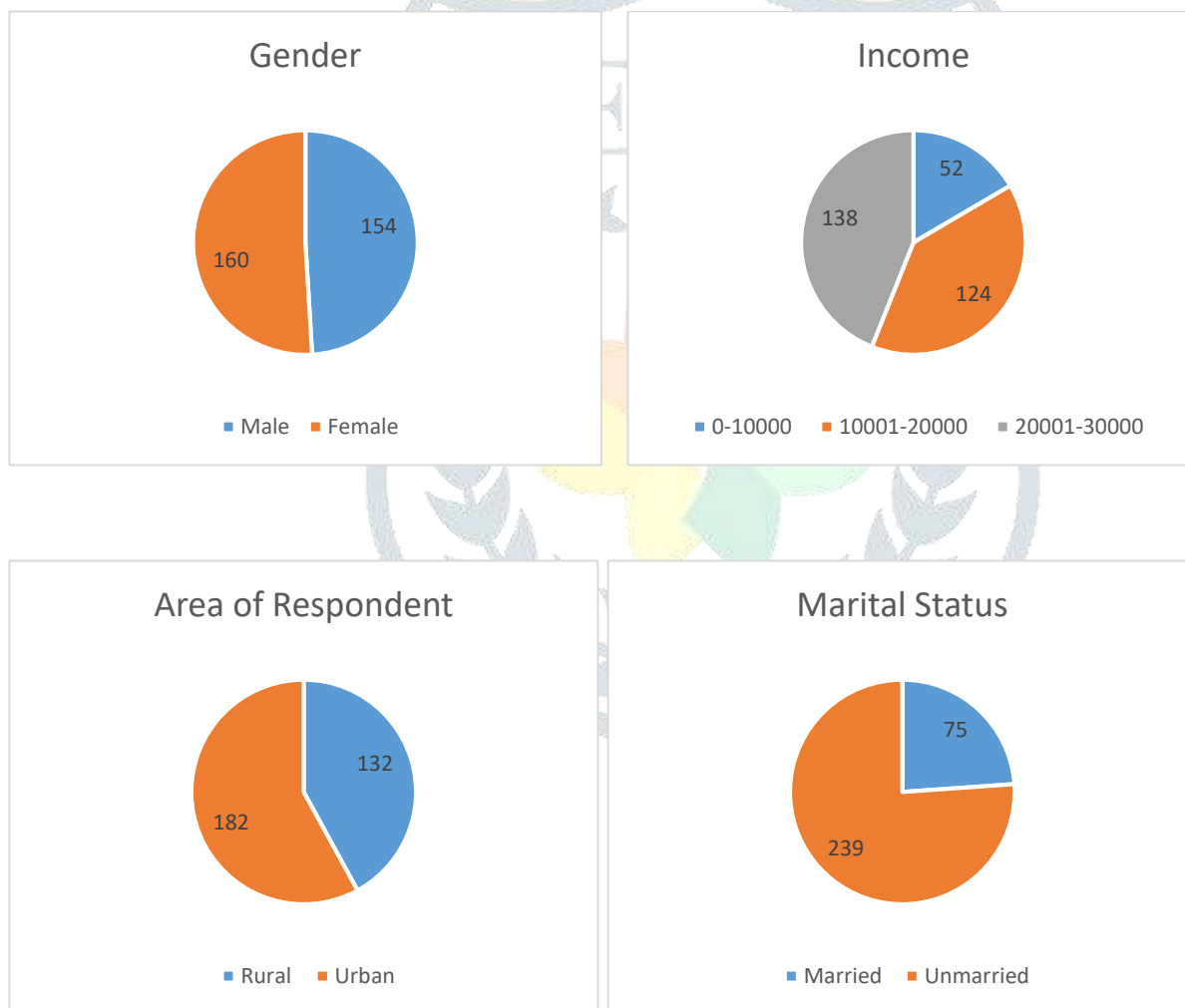
To check the impact of demographical factors on consumer durable goods 314 respondent of Madhya Pradesh have been approached using convenience sampling to give their views regarding the durable goods.

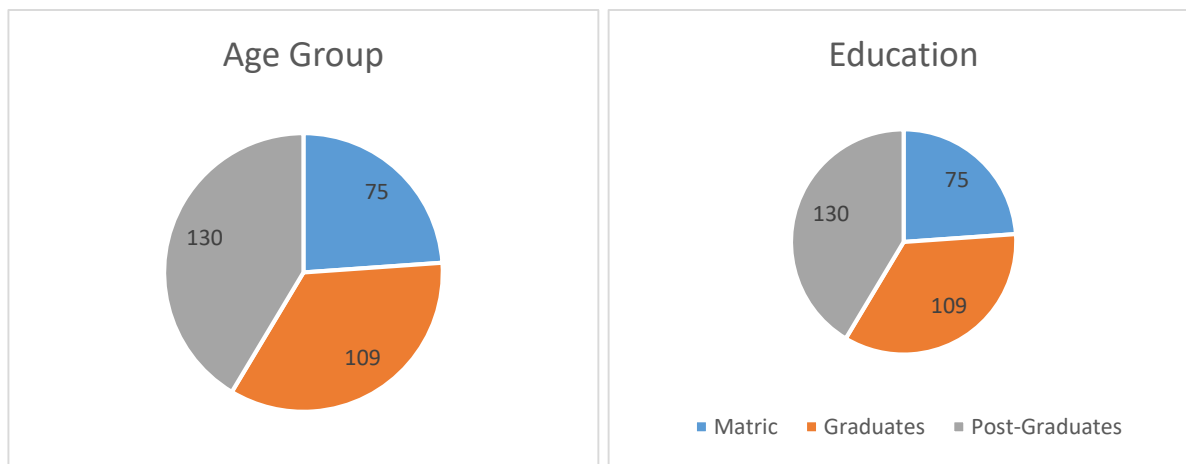
### Statistical tools:

To examine the hypothesis of the study various tools have been applied. Regression analysis has been used to examine the impact of various demographical factors on consumer attitude.

### Demographic Attributes:

**Gender:** Gender always a key factor in consumer decision making. In the review of previous studies, it has been found that female is less concerned about the durable goods while male are less concerned about the non-durable goods.





**Income:** For the purpose of study we have taken opinion on purchasing of durable goods from the respondent of Madhya Pradesh. Income bracket up to 30,000 has been used for this purpose.

**Area of Living:** Large portion of population of Madhya Pradesh lives in rural areas. We have asked opinion from the respondent of both areas, rural and urban.

**Marital Status:** it is very important to know the opinion of married and unmarried respondent about the durable product. Out of total respondent 75 are married while others are unmarried.

**Age:** for the purpose of analysis respondent are classified in three age groups. One group consist of 130 respondents of 30-39, second group is of 20-29 and last group of 40-49 of 109 respondents.

**Education:** Three group of education level have been made of those who are Matric, graduates and post graduates.

**Table 1 Relationship of Price, Quality, Brand Image with Demographic Variables**

		Price		Quality		Brand Image	
		Beta	Sig.	Beta	Sig.	Beta	Sig.
Gender	Male	0.400	0.04	0.231	0.01	0.412	0.05
	Female	0.118	0.02	0.015	0.02	0.121	0.01
Income	0-10000	0.110	0.05	0.110	0.04	0.031	0.05
	10001-20000	0.001	0.04	0.001	0.08	0.012	0.02
	20001-30000	0.038	0.03	0.038	0.03	0.031	0.03
Area	Rural	0.007	0.01	0.007	0.02	0.015	0.03
	Urban	0.073	0.02	0.073	0.03	0.078	0.02
Marital Status	Married	0.032	0.04	0.032	0.09	0.030	0.05
	Unmarried	0.328	0.03	0.312	0.01	0.321	0.03
Age	20-29	0.213	0.01	0.213	0.02	0.214	0.01
	30-39	0.002	0.04	0.021	0.06	0.002	0.06
	40-49	0.179	0.03	0.014	0.04	0.171	0.03
Education	Matric	0.052	0.02	0.512	0.02	0.001	0.02

	Graduate	0.501	0.03	0.402	0.03	0.504	0.03
	Post graduate	0.328	0.01	0.312	0.02	0.326	0.04

(Author's Compilation)

**Table 2 Regression analysis**

	SE	T-stat.	Sig.
Constant	0.041	105.21	.000
Price	0.051	3.950	.000
Quality	0.043	6.251	.000
Brand image	0.042	5.213	.000

(Author's Compilation)

Discussion:

Major objective of the study is to examine the impact demographic variables on the consumer decision making process regarding the durable goods. During study we found strong relationship of demographic variables over the consumer decision making. All the demographic variable found to be significant and impacting the consumer decision making. Gender, age, income, marital status, education and area from where the respondent belongs to are significant at 5% level. Our null hypothesis that there is no significance influence of demographic variables over the consumer decision making has been rejected. Results of regression analysis in table 2 also indicated that all the variables are significant and influences the consumer behaviour.

**Conclusion:**

This is very important to know the factors influencing consumer behaviour regarding any product because it helps in formulating the marketing strategy. There are many factors which may influence the consumer behaviour, demographic factors are one of them. Demographic factors such age, income, sex, education are very important. Our study also aimed to analyse the impact of demographic factors on the consumer behaviour. We found that all the selected variables are significantly influencing the consumer behaviour.

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