A Study of Influence on the Family Members by Purchasing Durable Goods in K.K.Nagar, Trichy

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ABSTRACT

Everyone who spends money to buy goods and services from the market is a buyer, but a buyer who makes use of goods and services for his/her living to maintain a good physical and mental health is a consumer. A common man as a consumer has a wide range of expectations such as price, correct weight and measurement, purity packaging, service during and service after the sale. Buys any goods for consideration which has been paid or promised, or partly paid and partly promised or under any system of deferred payment and includes any use of such goods other than the person who buys such goods for consideration paid or promised or partly promised, or under any system of deferred payment when such use is made with the approval of such person, but does not include a person who obtains such goods for resale or for any commercial purpose. The modern market is highly competitive and transitional. The prominence gained by an individual consumer in marketing decision making compels the marketer to look at the organize the component of the marketing mix through the customer’s eyes. The project is expected to throw light into various factors which affect consumers purchase decisions, while buying consumer durables and demographic profile of customers in Trichy. This study can play a major role for organizations while planning its marketing activities and decide on the promotions for the same.

Keywords: Consumer, Brand Preference, Consumer durables.

INTRODUCTION

Consumers are the pillars of the economy. The philosophy of marketing is based on the consumer. The consumer is not only the heart of marketing but also the controller of marketing functions. A consumer is completely dependent on the market to meet his/her needs. Hence, purchasing becomes an inevitable activity in every family. Purchasing is a dynamic science and most important function of every family and a homemaker must devote time, attention and energy for it.

As per the Consumer Protection Act (CPA) No. 68 of 1986 for the purpose of goods and services, “consumer” means any person who spends money to buy goods and services from the market is a buyer, but a buyer who makes use of goods and services for his/her living to maintain a good physical and mental health is a consumer. Consumers in India are very heterogeneous in composition, following different religions, speaking different languages, using different products and services and adhering closely to their tradition. However, studies conducted on rural consumerism are very few and scantly. Hence, the present study has been taken up with the aim of studying the purchasing habits and source of information for purchasing of consumable goods and consumer durables by farm families of different landholdings.

Consumers today are relatively price sensitive than few years earlier. Some of the key factors behind this change are growing number of double income households, a decrease in the average size of...
the family and higher media exposure. With the rise in the disposable income level, the consumer is willing to spend more on personal needs and indulgences, leading to propensity to consume rather than in modern days, more and more middle and upper middle class people have started liking towards the following. They are,

(i) Refrigerator,
(ii) Television,
(iii) Washing Machine
(iv) Air Conditioner and
(v) Computer.

BUYER’S PREFERENCES/CHOICES

1. Income level
2. Quality
3. Warranty
4. After sales service
5. Brand image
6. Decision making

The above caters to the needs of the consumer’s preferences/choices.

RELIABILITY OF HUSBAND/WIFE INFLUENCE

Advertising managers are particularly interested in knowing which spouse has greater influence while making buying decisions, so that promotional strategy can be oriented accordingly and the ways and means devised to arouse hopes and expectations. Research on husband/wife decision making consistently indicates that relative influence of a spouse depends on the part of the product or service being studied. For instance, some early studies revealed that the purchase of an automobile was strongly husband dominated, while food and some other minor financial decisions was wife dominated. For other products or services example, the selection of a home or land, vacations and savings, it is obvious that husbands and wives tended to contribute equally.

DECISION MAKING CAPACITY OF WIVES IN DIFFERENT TYPES OF HOUSEHOLDS

Every decision of consumer behavior has some idea or conceptualization of the variables and factors underlying both motivation and action. Though there may be many decision variables, four major ones can be mentioned those relating to work conditions, family maintenance including household expenditure, leisure and recreation and those relating to health, education, travel and others.

Changes in employment seeking and working conditions will have an impact on the income structure of the household. Decisions in this regard may center on whether to seek work or not the choice of work, the nature of involvement of working members of a family and other variables relating to working conditions. Usually the head of the household might take the major decisions individually or jointly along with other working or non-working members.

STATEMENT OF THE PROBLEM:

Durable goods have become part and parcel of our day-to-day life. In fact, it is impossible for majority of us to imagine doing our day-to-day household chores without Air conditioner, Refrigerator, Washing Machine, Television and Computer. These durable goods, which were considered luxuries a decade ago, have become a necessity today. In fact, everyone feels that there is a need for owning these durable goods. This thirst on the part of the consumer market and try their fortune in it. The market is a changing complex of buyers and sellers of commodities and services of comparative forces. All these, naturally affect demand and price at a given time in a given area. Obviously this is a challenging job for the marketers of consumer products. In the market for Home appliance the consumer is confused about the existence of different products with different brand names. In the case of Refrigerator, whirlpool was the only refrigerator popular in the Indian market. There is a keen competition among Godrej, LG, Voltas etc., But in the case of Television almost all
leading manufacturers are competing to make the consumers to buy their products. Technically all Televisions are using more or less same technology. Only the external appearance and the additional facilities provided are different from Television to Television. With reference to the Washing Machine, Whirlpool brand is fastly picking up. Washing Machine is available in the market with drier and without drier. In addition to the Washing Machine marketed by leading well established companies, local firms in Srirangam Town are also marketing their products. Today Air Conditioner has entered the Indian Market in durable goods list. Air conditioner is costlier and its utility has not reached majority of the people in India. The aim of the present study is to understand the consumer’s preferences for selected durable goods in Trichy.

SCOPE OF THE STUDY:

The present research study has a very wide scope. It covers various aspects; it is useful in several ways to various people. It helps to find out the expectation of consumers about the different durable goods. It shows the various reasons for selecting a particular brand of durable goods. It shows as, which is the leading durable goods brand in Trichy. It helps the manufacturers to know the current trend, what are the tastes and preferences of consumers so that they could make changes in their products. Presenting a synoptic review of the preferences, brand equity and other factors regarding electrical appliance purchase in Trichy.

OBJECTIVES OF THE STUDY:

1. To study the brand awareness of the buyers.
2. To know the income level of the buyers.
3. To know the buyers preference of branded products.
4. To determine the decision maker.
5. To identify the factors influencing in the purchase of branded products.
6. To know the level of satisfaction of the branded products.
7. To offer suitable suggestions.

NEED OF THE STUDY:

Durable goods have become an essential one among the different working class people. The researcher wants to know which durable goods are widely used by the people, what are the reasons behind it, in the selected area.

METHODOLOGY:

IDENTIFYING THE PROBLEM

1) A pilot survey was done by informally interviewing few individuals who had purchased consumer durables recently.
2) Inputs about the basic factors that they consider purchasing consumer durables are gathered.
3) Various materials published in similar studies are consulted.
4) Key factors and the kind of data required for successful implosion are being identified.

COLLECTING SUITABLE DATA: The study is based on both primary and secondary data.

PREPARATION OF QUESTIONNAIRE SCHEDULE AND PRE –TEST

The study is based on the primary data collected from respondents through questionnaire and interview schedule given in the appendix. A pre-test was conducted with 10 respondents in order to check the validity of the questions in the interview schedule and necessary changes were incorporated, in the places where found necessary, thereby enabling the respondents to give clear cut information, relevant for the purpose. In the light of the pretest the interview schedule was modified and has taken the present shape. The first part deals with the personal data of the respondents like occupation, income, size of the family, type of the family, etc. The second part deals with regarding the product related details and possession of durables. The third part tries to find out the nature and influence of
shopping behavior of family members. The last part aims at identifying the decision process of spouse with regard to the consumer durables.

THE SAMPLE SIZE
A sample of 150 respondents was selected at random in K.K.Nagar, Trichy. The sampling techniques for this study is, simple random sampling.

PERIOD OF STUDY
The data were collected from 150 respondents during the month of June 2013 to September 2013.

STATISTICAL TOOLS:
The collected data were edited, analyzed and presented in the form of tables through MICROSOFT EXCEL WORK SHEET and also to analyze the SPSS PACKAGE 11 VERSION. For easy analysis percentages have been worked out and also Chi –Square Tests , One Way ANOVA, Mean, Standard Deviation, T-test etc. So that comparison of figures is possible. For easy understanding diagrammatic representation has been made.

HYPOTHESIS OF THE STUDY
- There is no significant difference between gender of the respondents and their level of satisfaction for refrigerators
- There is no significant difference between gender of the respondents and their level of satisfaction for televisions
- There is no significant difference between gender of the respondents and their level of satisfaction for air-conditioner
- There is no significant difference between gender of the respondents and their level of satisfaction for washing machines

LIMITATIONS OF THE STUDY:
The study is made only in K.K.Nagar, Trichy.
The biasness of respondents while responding cannot be eliminated.
The conclusion derived from the study cannot be generalized. Since the consumer trend would differ in different areas.
The availability of literature in this study is very limited. Hence the researcher relies up on the primary sources of information which have been collected from the sample consumers.
Owing to financial constraints, the number of sample consumers chosen for the study has been limited to one fifty only.

PRODUCT CHOSEN:
The selection of Durable goods for this study has been based on the reasonably wide use. Among various Durable goods only specific products were selected for this study. They are Refrigerator, Washing Machine, Television, Air Conditioner and Computer.

TABLE NO.1

RESEARCH HYPOTHESIS
There is a significant difference between gender of the respondents and their level of satisfaction for Refrigerators
DIFFERENCE BETWEEN GENDER OF THE RESPONDENTS AND THEIR LEVEL OF SATISFACTION FOR REFRIGERATORS

<table>
<thead>
<tr>
<th>Level of satisfaction for refrigerators</th>
<th>Mean</th>
<th>S.d</th>
<th>Statistical inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>REFRIGERATOR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male (n=111)</td>
<td>2.09</td>
<td>1.116</td>
<td>T = -.060 P &gt; 0.05</td>
</tr>
<tr>
<td>Female (n=39)</td>
<td>2.10</td>
<td>1.095</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

The table no. 1 shows that there is no significant difference between gender of the respondents and their level of satisfaction for refrigerators. Hence the calculated value greater than the table value (0.952>0.05)

NULL HYPOTHESIS: There is no significant difference between gender of the respondents and their level of satisfaction for refrigerators

STATISTICAL TEST: T- test was used the above hypothesis

TABLE NO 2

RESEARCH HYPOTHESIS

There is a significant difference between gender of the respondents and their level of satisfaction for Televisions

DIFFERENCE BETWEEN GENDER OF THE RESPONDENTS AND THEIR LEVEL OF SATISFACTION FOR TELEVISIONS

<table>
<thead>
<tr>
<th>Level of satisfaction for televisions</th>
<th>Mean</th>
<th>S.D</th>
<th>Statistical inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>TELEVISION</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male (n=111)</td>
<td>2.65</td>
<td>.498</td>
<td>T = .619 P &gt; 0.05</td>
</tr>
<tr>
<td>Female (n=39)</td>
<td>2.59</td>
<td>.549</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

The table no.2 shows that there is no significant difference between gender of the respondents and their level of satisfaction for Televisions. Hence the calculated value greater than the table value (0.537>0.05)

NULL HYPOTHESIS: There is no significant difference between gender of the respondents and their level of satisfaction for televisions

STATISTICAL TEST: T- test was used the above hypothesis

TABLE NO 3

RESEARCH HYPOTHESIS

There is a significant difference between gender of the respondents and their level of satisfaction for Air-Conditioner

DIFFERENCE BETWEEN GENDER OF THE RESPONDENTS AND THEIR LEVEL OF SATISFACTION FOR AIR-CONDITIONER

<table>
<thead>
<tr>
<th>Level of satisfaction for air-conditioner</th>
<th>Mean</th>
<th>S.D</th>
<th>Statistical inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIR-CONDITIONER</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male (n=111)</td>
<td>0.82</td>
<td>1.266</td>
<td>T = -1.798 P &gt; 0.05</td>
</tr>
<tr>
<td>Female (n=39)</td>
<td>1.26</td>
<td>1.409</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>
The table no. 3 shows that there is no significant difference between gender of the respondents and their level of satisfaction for Air-Conditioner. Hence the calculated value greater than the table value (0.074>0.05)

**NULL HYPOTHESIS:** There is no significant difference between gender of the respondents and their level of satisfaction for Air-Conditioner

**STATISTICAL TEST:** T- test was used the above hypothesis

**TABLE NO. 4**

**RESEARCH HYPOTHESIS**

There is a significant difference between gender of the respondents and their level of satisfaction for Washing Machines

**DIFFERENCE BETWEEN GENDER OF THE RESPONDENTS AND THEIR LEVEL OF SATISFACTION FOR WASHING MACHINES**

<table>
<thead>
<tr>
<th>Level of satisfaction for washing machines</th>
<th>Mean</th>
<th>S.D</th>
<th>Statistical inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>WASHING MACHINE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male (n=111)</td>
<td>1.36</td>
<td>1.313</td>
<td>T = -1.803</td>
</tr>
<tr>
<td>Female (n=39)</td>
<td>1.79</td>
<td>1.239</td>
<td>P &gt; 0.05</td>
</tr>
</tbody>
</table>

The table no.4 shows that there is no significant difference between gender of the respondents and level of satisfaction for Washing Machines. Hence the calculated value greater than the table value (0.073>0.05)

**NULL HYPOTHESIS:** There is no significant difference between gender of the respondents and their level of satisfaction for Washing Machines

**STATISTICAL TEST:** T- test was used the above hypothesis

**TABLE NO 5**

**RESEARCH HYPOTHESIS**

There is a significant difference between gender of the respondents and their level of satisfaction for computers

**DIFFERENCE BETWEEN GENDER OF THE RESPONDENTS AND THEIR LEVEL OF SATISFACTION FOR COMPUTERS**

<table>
<thead>
<tr>
<th>Level Of Satisfaction For Computers</th>
<th>MEAN</th>
<th>S.D</th>
<th>Statistical inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPUTER</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male (n=111)</td>
<td>1.34</td>
<td>1.318</td>
<td>T = -.894</td>
</tr>
<tr>
<td>Female (n=39)</td>
<td>1.56</td>
<td>1.373</td>
<td>P &gt; 0.05</td>
</tr>
</tbody>
</table>

\[ DF = 148 \]

The table no.5 shows that there is no significant difference between gender of the respondents and their level of satisfaction for computers. Hence the calculated value greater than the table value (0.373>0.05)

**NULL HYPOTHESIS:** There is no significant difference between gender of the respondents and their level of satisfaction for computers

**STATISTICAL TEST:** T- Test was used the above hypothesis
FINDINGS OF THE STUDY

- Vast majority (93.3 percent) of the respondents are using new products.
- Vast majority (81.3 percent) of the respondents are having Refrigerators
- All the (100 percent) respondents are having Televisions.
- Majority (65.3 percent) of the respondents are not having Air-Conditioners
- More than half (58 percent) of the respondents are having Washing Machine
- More than half (55.3 percent) of the respondents are having Computers
- One fourth (15.3 percent) of the respondents are having BLUE STAR, CARRIER, HITACHI, HAIER, KENSTAR, NATIONAL, O’ GENERAL, SYMPHONY, VOLTAS and WHIRLPOOL Air-Conditioners
- One fourth (14 percent) of the respondents are having WHIRLPOOL Washing Machines
- One fourth (18.7 percent) of the respondents are using ACER, AOC, ASSEMBLED, HB, IBM INNOVA, LENOVO, PENTIUM IV, Sony computers
- Vast majority (97.3 percent) of the respondents are aware about Indian Standard Institution (ISI)
- There is no significant difference between gender of the respondents and their level of satisfaction for refrigerators. Hence the calculated value is greater than the table value (0.952>0.05). So the research hypothesis rejected and the null hypothesis accepted.
- There is no significant difference between gender of the respondents and their level of satisfaction for Televisions. Hence the calculated value is greater than the table value (0.537>0.05). So the research hypothesis rejected and the null hypothesis accepted.
- There is no significant difference between gender of the respondents and their level of satisfaction for Air-Conditioner. Hence the calculated value is greater than the table value (0.074>0.05). So the research hypothesis rejected and the null hypothesis accepted.
- There is no significant difference between gender of the respondents and their level of satisfaction for Washing Machines. Hence the calculated value is greater than the table value (0.073>0.05). So the research hypothesis rejected and the null hypothesis accepted.
- There is no significant difference between gender of the respondents and their level of satisfaction for Computers. Hence the calculated value is greater than the table value (0.373>0.05). So the research hypothesis rejected and the null hypothesis accepted.
- There is no significant difference between gender of the respondents and their opinion about after sales service. Hence the calculated value is greater than the table value (0.185>0.05). So the research hypothesis rejected and the null hypothesis accepted.

SUGGESTIONS

TO CONSUMERS
- Since the purchasers care more for quality than the cost of products, the manufacturers can produce only warranted goods that may in turn help them to be successful in marketing.
- The sellers sell the durable goods at a fixed price without any necessity for the purchasers to bargain. At the same time, there should be no flexibility in the price of a home appliance among the sellers which will help them to gain the confidence of the shoppers.
- Low income group consumers to save their earnings and it enables them to purchase certain durable goods like Washing machine and Air-conditioner of which it helps them to prevail in equal status with high income group and middle income group and above that it also minimizes their strains.

TO MANUFACTURERS
- Most of the shoppers of consumer durable commodities discuss and decide their prospective purchases at home. So, it is suggested that manufacturers in addition to advertisement can concentrate more on printed literature with relevant operational techniques involved, low
power consumption, quality, process of operation, availability of spare parts, after sales service, etc.

A manufacturer may prudently aim at capturing all income groups. This may be achieved through the production of a range of items in particular durable goods. The single range durable goods producer has to leave the market gradually.

To compete with the multi nations the Indian manufacturers how to get technological tie-up and venture for improved qualitative composite durable goods. This will attract multi-range consumers to serve their purpose.

In a country like India, the Air-Conditioner market can make marvelous trade. But due to high pricing of branded products and high duty structure they are not profit earning in a hot country like India the advertisements should be make to reach the ordinary man about necessity for and the facility of air-conditioners. The manufacturing companies have to revise their pricing policies and their promotional programmes during seasons.

The manufacturers are encourage the consumer for aware of the necessity of Washing Machine and Air-Conditioner through visual advertisements, demonstrations giving credit facilities.

The rural mass may be convicted and educated about the necessity and use of durable goods, so that there may be an increase in the number of buyers by 2000 A.D.

The domestic companies can aim at getting International Standard Organization (ISO) certificate to enter the world market and this will induce Indians to buy Indian products.

The durable goods manufacturers must give warrant / guarantee periods at least for three years.

The manufacturers should advise the retailers/dealers to give correct and relevant information, geniuses of the dealership and brand to the purchase before the purchase is made.

TO GOVERNMENT

Consumer awareness and consumer protection are the two pillars in consumerism. The government and state sponsored agencies can concentrate more on consumer awareness and implementation of consumer protection act in letter and spirit. This may help to drive out the inferior, low, sub standard, durable goods from the market. Durable goods are the internationally used consumer’s durable items. So the international standard quality control method may be evolved to protect the consumers.

The government can give some more relaxation and concession to home appliances manufacturing which may enable the low income group people to purchase the necessities of modern life style.

Popularization of refrigerator, washing machine and may minimize the laborious job women and it facilitates them to concentrate on other allied activities. So those government interested in women’s welfare, have to popularize the necessity of domestic appliances.

A motive is a need that is sufficiently pressing to drive the person to act satisfying the need reduces the felt tension. “Perception” can be defined as the process by which an individual reacts, organizes and interprets information, to create a meaningful picture of the world.

People can emerge with different perceptions of the stimulus object because of three perceptual processes selective attention, selective distortion, and selective retention.

CONCLUSION

The modern market is highly competitive and transitional. The prominence gained by an individual consumer in marketing decision making compels the marketer to look at organize the component of the marketing mix through the customer’s eyes. Hence, the consumer behavior research has come into existence. In the present era, whole family taking purchase decisions for durable goods.
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