

A Study on Purchase Behaviour of Consumer Durable Goods

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AUTHORS CONTRIBUTION

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Conceived the concept,
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ABSTRACT

Consumer goods play a significant role in the everyday life of the human being. These are the goods that make our daily activities easy. The present study was conducted with an objective to study the factors influencing the consumer while purchasing consumer durables in Dharwad city during the year 2021-22. An exploratory research method was followed for the present investigation. The purposive random sampling method was used to select the 120 women who were using the consumer durables viz., washing machine and mixer grinder. The data was collected by personal interview method using the self-structured questionnaire. The results revealed that majority of the respondents were home makers and belonged to middle age group. Durability, price and quality were the influencing factors on purchasing behaviour of the consumer. Among majority of the sample, the decision to purchase the appliances was made by both husband and wife. The majority of the respondents were satisfied with the design of the consumer durables.

Keywords : Purchase behaviour, Consumer durables, Influencing factors, Satisfaction level

ACCORDING to the Consumer Protection Act, 1986, a consumer is one who buys goods for consumption and not for the resale or commercial purpose and he/she hires service for consideration. The role of a consumer (or of consumers in general) is important in an economic system because it is the consumers who demand goods and services. The study of consumer behaviour is useful not only for the company alone but also to know the knowledge of consumer behaviour for middlemen and salesmen to perform their tasks effectively in meeting the consumer's needs. Consumer behaviour, thus, improves the performance of the entire distribution system. Hence it is important for marketers to study the consumer behaviour.

Product design as a verb is to create a new product to be sold by a business to its customers. A very broad coefficient and effective generation and development of ideas through a process that leads to new products. Consumer products, also referred to as final goods,

are products that are bought by individuals or households for personal use. In other words, consumer products are goods that are bought for consumption by the average consumer.

The advancement of technology has introduced thousands of gadgets in the market. The introduction of improved gadgets in the kitchen has helped the home maker to save time and labour and as well improve work efficiency.

The consumer durable -Mixer grinder is the common and must equipment in the kitchen. The home maker cannot imagine her life in kitchen as it is convenient to use, easy to operate and saves time. It also eliminates the laborious work of manual grinding. Now a days, selection of mixer grinder or grinder in the market as every company is introducing mixer grinder with more features and with a best performance which is more important for creating a good name in the market.

Similarly, washing machines are commonly used in almost every home worldwide. These appliances make it easy to clean clothing; a process that time ago was heavy and unpleasant. Different types of washing machines are entering the market with new features. The addition of new technologies is giving wide options for the consumer to select the gadget. The consumer has to compare the gadgets with price, new features, guarantee/warranty etc. The other factors like advertisements, word of mouth, etc., also influence the purchase of gadgets (Suganthi and Mohan, 2014). Hence, to study the influencing factors and consumer satisfaction, the present study was conducted with the following objectives.

1. To study the factors influencing the consumers while purchasing consumer durables
2. To assess satisfaction level of the consumers towards the design of selected consumer durables

METHODOLOGY

The present study was conducted in Dharwad city of Karnataka during the year 2021-22. The purposive random sampling method was used to select the sample. The total sample of the study comprised of 120 women. The pre structured questionnaire was the research tool used to collect the required information from the sample under the study. The socio economic scale of Agarwal (2005) was used to assess the socio-economic status of the selected families. Percentage, mean, standard deviations and garret ranking were used to represent the data.

RESULTS AND DISCUSSION

Socio Demographic Characteristics of the Respondents

The socio demographic characteristics of the respondents is depicted in Table 1.

Age: Majority of the selected women (56.66%) were between the age group of 31-50 years followed by 23.34 per cent of them belonged to the age group of 18-30 years and only 20 per cent of them were more than 50 years of age.

TABLE 1
Demographic back ground of the respondents n = 120

Particulars	Frequency	Percentage
<i>Age</i>		
18-30 (Young)	28	23.34
31-50 (Middle)	68	56.66
Old (More than 50)	24	20.00
<i>Education</i>		
literate	-	-
Pre school	-	-
High school	18	15.00
PUC	30	25.00
Degree	72	60.00
<i>Occupation</i>		
Home maker	86	71.66
Agriculture	-	-
Other	34	28.34
<i>Family type</i>		
Nuclear	64	53.34
Joint	54	45.00
Extend	02	1.66
<i>Family Income/month (Rs./-)</i>		
Below 20,000	20	16.67
21,000-50,000	68	56.67
50,000 above	32	26.66
<i>Type of home</i>		
Own	39	32.50
Rented	81	67.50

Education: The majority of female respondents were degree holders (60%) followed by 25 per cent of them had studied upto PUC. Only 15 per cent of them had studied up to high school.

Occupation: The majority of respondents (71.66%) were homemakers and only 28.34 per cent of them were employed.

Family type: More than half of the sample (53.34%) belonged to nuclear type of family followed by joint family system (45%).

Family income: With regard to income level of the selected families, the majority of the respondents' (56.67%) monthly income level ranged between Rs.21,000/- to Rs.50,000/- followed by 26.66 per cent of the respondents' family income was above Rs.50,000/-.

Type of house: Majority of the respondents were living in the rented house (67.50%) and 32.50 per cent of them were living in their own house.

Usage of Selected Consumer Durables- Washing Machine and Mixer Grinder

The usage of most essential and frequently used consumer durables at home *viz.*, washing machine and mixer grinder was studied. The results revealed that 41.67 per cent of the respondents were using the washing machine for more than two years followed by 33.33 per cent of the respondents were using it from past one year and only 25 per cent of the respondents were using from less than one year. Majority of the respondents (58.33 %) were using the washing machine on alternative days followed by

TABLE 2

Possession and usage pattern of consumer durables- washing machine and mixer grinder

<i>Possession of washing machine since</i>		
>2 years	50	41.67
1-2 years	40	33.33
<1 year	30	25.00
<i>Usage of washing machine</i>		
Daily	40	33.33
Alternate days	70	58.33
Occasionally	10	8.34
<i>Possession of Mixer grinder since</i>		
>2 years	120	100
1-2 years	-	-
<1 year	-	-
<i>Usage of washing machine</i>		
Daily	120	100
Alternate days	-	-
Occasionally	-	-

33.33 per cent of them were using regularly. Only 8.34 per cent of respondents were using washing machine occasionally. Further the results revealed that all the selected respondents owned mixer grinder and were using it regularly. Similar results were found by David Ward (2003), where cent per cent the respondents were using mixer grinder for more than 10 years regularly on daily basis (Table 2).

Source of Awareness and Involvement of Family Members in Decision Making Regarding Purchase of Consumer Durables

With regard to source of awareness about durable consumer durables *viz.*, washing machine and mixer grinder, slightly higher than one fourth of the sample (26.66%) were aware of these consumer goods through advertisement followed by through representatives and relatives/friends (25%) and exhibitions (23.33%). These results are on par with results of the study conducted by Kulkarni and Murali (1996) in Parbhani. They revealed that majority of consumers were seeking the information from television regarding the availability of products and this was followed by neighbours and newspapers. Alex and Maria Selvi (2016) revealed from their study that majority of the respondents were influenced by family friends and newspaper while buying washing machine (Table 3).

With respect to decision making pattern while purchasing selected consumer durables, among nearly half of the sample (45%) both husband and wife were involved in decision making followed by 16.66 per cent of female respondents' husband took the decision alone (Table 2). Only 10 per cent of the respondents took decision alone (Table 2). On contrary, Chandrasekar and Vinay Raj (2013) in their study found that husbands have more influence in the selection of family consumption choices.

Reasons for the Purchase of Selected Consumer Products

Garret rankings were used to know the reasons for purchase of consumer products. Mainly four reasons *viz.*, time saving, reduce workload, easy to use and

TABLE 3
Awareness and family members involvement in decision making while purchasing consumer durables n=120

Particulars	Frequency	Percentage
a. Sources of awareness about consumer products		
Advertisement	32	26.66
Representatives	30	25.00
Exhibitions	28	23.33
Relatives/ friends	30	25.00
b. Family members involved in decision making		
Husband	20	16.66
Wife	26	10.00
Both	54	45.00
Entire family	20	16.66

labour saving were mentioned for the purchase of consumer durables. Further, it was revealed that the major reason for purchase of mixer grinder was reduces work load followed by time saving, easy to use and labour saving. In another study conducted by Beemkumar and Mathews (2015) labour saving, reduces workload, easy to use and time savings were reasons for purchase of washing machine and the rankings were given accordingly. Mehrotra and Kaur (2004) also reported that the opinion of the respondents towards electrical kitchen equipments was ‘time and energy saver’ and ‘easy to use’. The reasons to purchase washing machine as per Garret’s ranking were labour saving, reduces workload, easy to use and time saving (Table 4).

TABLE 4
Reasons for purchase of selected consumer durables n=120

Reasons	Mixer grinder		Washing machine	
	Garret Score	Rank	Garret Score	Rank
Reduces work load	62.80	I	64.56	II
Time saving	56.40	II	50.78	IV
Easy to use	42.44	III	53.24	III
Labour saving	13.40	IV	72.10	I

Factors Influencing on Purchase of Consumer Durables

Many factors like price, quality, design, utility, durability, price, brand image and advertisements had influence on the purchase pattern of consumer durables. The major factors *viz.*, durability, price and quality were influencing while purchase of mixer grinder. The brand image, price and quality were the major influencing factors while purchasing washing machine (Table 5). Similar results were found in the research study conducted by Suganthi and Mohan (2014) which revealed that factors like brand loyalty followed by price, quality, guaranty and durability were influencing the consumer buying behaviour towards purchase of washing machine. Price was also a main influencing factor on purchase of consumer products as reported by Revathi (2016) and Rajeshwari *et al.* (2019). Mehrotra and Kaur (2004) also found that price was the prime factor which affected the purchase towards electrical kitchen equipment. On contrary in the studies conducted by Kotler & Armstrong (2007) and Ahmad & Kuldeep (2020), there were different factors that influenced on the purchases of consumer like civil components, cultural components, personal components and psychological components.

TABLE 5
Factors influencing the purchase of selected consumer durables according to Garrett rankings n=120

Consumer products	Mixer grinder		Washing machine	
	Garret Score	Rank	Garret Score	Rank
Price	64.76	II	76.30	II
Quality	58.83	III	66.13	III
Design	45.56	VI	51.43	VI
Utility	30.80	VII	53.90	V
Durability	76.20	I	42.90	VII
Price	53.40	IV	63.46	IV
Brand image	48.56	V	76.80	I
Advertisement	10.00	VIII	36.79	VIII

TABLE 6

Satisfaction of the users towards the design of the consumer durables n=120

Satisfaction with present design	Washing machine		Mixer grinder	
	Frequency	Percentage	Frequency	Percentage
Yes	120	100	120	100
No	—	—	—	—
<i>Changes in design of products</i>				
Yes	120	100	92	76.66
No	—	—	28	23.34

Design of the Consumer Products

The data clearly indicate that all the selected respondents were satisfied with the existing design of washing machine and mixer grinder. But in case of mixer grinder, though the majority of the consumers were satisfied, 23.34 per cent of them suggested few changes in the design of the mixer grinder. The respondents opined that the design of mixer grinder jars of all brands have to be designed in such a way that they can be used on any mixer grinder machine. Further, the respondents suggested that handles of the jars have to be stronger and convenient. If possible the design of stone grinder can be adopted for the mixer grinder also, which will be easy to use and handle.

On the basis of above findings it can be concluded that various factors play an important role in consumer buying behavior. The consumers are most influenced by price and quality further followed by design and utility. The marketers should focus on factors influencing consumer buying behavior. So the main mantra for the companies to be successful is to satisfy the consumers and develop brand image and brand loyalty amongst them. Therefore it is necessary for the companies to meet the customer's requirement to convert them into highly profitable marketing opportunities.

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