A Study on the Inducing Factors of Purchase Decision of Select Consumer Durables with Special Reference to Coimbatore City

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ABSTRACT *The world of today is changing fast. India is no exception. Especially after the opening up of the economy, the pace of change that India and its people are experiencing in their socio-cultural milieu is mind boggling. India, with its wide diversity, offers a fascinating scope to study the host of changes which developmental activities have brought about in its social & economic frame work. Consumer durables involve any type of product purchased by consumers that is manufactured for long-term use. As opposed to many goods that are intended for consumption in short term, consumer durables are intended to endure regular usage for several years or longer before their replacement is required. The prime reason for a paradigm shift in the shopping attitude of the Indian consumer is the change in their preferences and tastes. Due to the increasing use of IT and telecom, Indian consumers have become aware of brands and shops for lifestyle and value brands according to the need and occasion.. The spending on essential commodities has been steadily falling over the years, whereas the consumption of discretionary products has been growing at a healthy pace. But the consumer has enough competitors to serve the same product at different prices, with good quality and various promotion strategies. Hence the consumer has the power to prefer, and select a particular brand.*

1.1 INTRODUCTION

Today in a competitive market, the problem is about the survival of the marketers in the market. The marketers in order to survive in the market offer good price, quality, packaging, design, distribution channel, and proper brand image strategy which are needed to achieve revenue, sales, and market share. A good brand image strategy differentiates company brand from other competitors brand in consumer mind. In this study, brand image is considered as important cues, which leads consumer durable product category, within a highly competitive and brand conscious market in India. In the case of more expensive consumer goods, such as refrigerators, washing machines, color televisions and personal computers, retailers are marketing their products more aggressively by providing easy financing options to the consumers by partnering with banks.

1.2 OBJECTIVES OF THE STUDY

- To study the importance of brand in marketing of consumer durables and awareness towards various brands.
- To ascertain the level of preference of consumer and the factor influencing the purchase decisions in selecting the brand of consumer durables.
- To offer suggestions and to improve strategies creating better loyalty towards consumers on purchase of consumer durable.

1.3 SAMPLING DESIGN

The present study proposes to cover the Consumer Perception of Durable Goods in Coimbatore City. As census method is not feasible, the researcher has proposed to follow sampling. Two stage sampling technique has been used in the study to select the respondents.500 respondents were selected on the basis of zone viz Coimbatore North, South, Central, and west.

1.4 RESEARCH METHODLOGY

Stage 1 : This state of the research was pure exploratory in nature. This was done in two phase. The initial phase was to undertake detailed secondary search about consumer durable industry in India, its characteristics, major players in the market, market segmentation and buyer's preferences, buying pattern etc.,.

Stage 2: The second stage was carried on the basis for preparing the interview schedule for the next stage. A descriptive research was carried out at the first stage by applying a survey method. Data for the study were collected from the users in Coimbatore city.

1.5 PERIOD OF STUDY

The field work for the study was conducted during the period between December2010 and July 2011. Personal interview by the researcher was the major tool of data collection. Questionnaire was used during the interviews. The data were recorded by the researcher in the questionnaire.

1.6 STATISTICAL TOOLS APPLIED

The following tools have been applied in the study: Summary Statistics (Mean, Standard Deviation) and Co-efficient of Variance (CV), Frequency Distribution, Likerts Scaling, Weighted Average, Reliability Analysis, Rotation Factor Analysis, ANOVA and Cluster Analysis.

1.7 HYPOTHESIS OF THE STUDY

- **Ho:** There is no association between the Gender of the respondents and the Product purchased under different brands
- **Ho:** There is no association between the Monthly income of the respondents and the Media of information for purchasing various brands.
- **Ho**: There is no association between the Occupation of the respondents and the products purchased under various brands.

1.8 LIMITATIONS OF THE STUDY

Different limitations are found in this study and they should be addressed to encourage more sound research in future.

- A study of a representative sample of general users can vary the findings of this study that are applicable to the general people. Only 500 customers were taken as respondents for the study from Coimbatore city. Other cat-

egories of various customers in different region of Tamilnadu have expressed different perceptions, attitudes, and behaviours concerning the issues presented in this study. This is considered as the major limitation of the study.

2.1 REVIEW OF LITERATURE

Alvin J. Silk and Glen L (1978), has made an attempt to study, "Pre-Test-Market Evaluation of New Packaged Goods". The substantial failure rate of new packaged goods in test markets has stimulated firms to seek improved methods of pre-test-market evaluation. The author has found that the evaluation of new packaged goods had a greater impact on sales.

Dawn Dobni, University of Houston (1990) in a research article on "In search of brand image "The author stated that a brand image has been an important concept in consumer behavior research since the early 1950s. The analysis of 28 prior studies indicated that the definition of brand image has not necessarily remained stable over a 35 year time period. Similarly, there exists a little consensus concerning how the construct should be operationalized.

Fareena Sultan (1993) in a research work on "Time preferences for products and attributes and the adoption of technology driven consumer durable innovations" has stated that the time preference for products and product attributes were relating to several propositions related to the constructs were empirically tested.

SmritiSood and Praveen Kasthuria (2009) attempted to find out the reasons responsible for retention and ideas of consumers. They were interested in finding the determinants of consumer Behaviour in switching service providers.

John Milewicz; Paul Herbig (2010) made a research to see whether a brand's reputation be transferred successfully to other products and to know the importance of a firm's reputation to the success or failure of its brand and what is the effect on the firm's brands when a firm's reputation, through either acquisition or restricting, decays.

Leif Hem and Nina Iversin (2011) have attempted to study the decomposed similarity measures in brand extension. The research was mainly focused on the judgmental effects of similarity between an established brand and a brand extension. They extended the research by investigation the effects of decomposed similarity.

3.1 FACTORS INFLUENCING CONSUMER BEHAVIOR

The major factors influencing consumer behavior completely depend on their cultural, social personal, and physiological.

3.1.1 CULTURAL FACTORS

Cultural factors exert the broadest and deepest influence on consumer behavior. Culture, Sub Culture.

3.2.2 SOCIAL FACTORS

Reference Group, Family ,Roles and status.

3.2.3 PERSONAL FACTORS

The consumers purchase behaviour is also influenced by the following factors such as,

Age and Lifecycle Stage, Occupation, Economic Circumstances, Lifestyle

3.2.4 PSYCHOLOGICAL FACTORS

A person's buying behavior is influenced by psychological factors such as follows:

Learning, Attitude, Motives, Perception, Beliefs.
4.1.1. OCCUPATIONAL STATUS OF THE RESPONDENTS
TABLE 1

S.No	Occupation	Frequency	Percent
1	Agriculture	108	21.6
2	Business	188	37.6
3	Employed	71	14.2
4	Professional	133	26.6
	Total	500	100.0

Source: Primary Data

The above table depicts the occupational level of the respondents. It was revealed from the table that, 37.6% of them were involved in business, 26.6% of the respondents were professionals, 21.6% of the respondents were engaged in agriculture and 14.2% of the respondents were employed in organizations.

4.2.2 TYPE OF BRAND
TABLE 2

S.No	Brand	Frequency	Percent
1	BPL	100	20.0
2	Videocon	100	20.0
3	Samsung	100	20.0
4	LG	100	20.0
5	Kenstar	100	20.0
	Total	500	100.0

Source: Primary Data

The various brands which were taken for analysis has been classified under the table-13, for the matter of convenience equal distribution of 20 percent respondents were taken.

ANOVA
4.3.3 Ho: There is no association between the Gender of the respondents and the Product purchased under different brands.

Table - 3

Brands		Sum of Squares	df	Mean Square	F	Sig.
BPL	Between Groups	.361	1	.361	.115	.735
	Within Groups	307.639	98	3.139		
	Total	308.000	99			
Videocon	Between Groups	.021	1	.021	.007	.931
	Within Groups	271.769	98	2.773		
	Total	271.790	99			
Samsung	Between Groups	.271	1	.271	.077	.783
	Within Groups	346.479	98	3.536		
	Total	346.750	99			
LG	Between Groups	.011	1	.011	.006	.941
	Within Groups	190.229	98	1.941		
	Total	190.240	99			

Kenstar	Between Groups	.201	1	.201	.094	.760
	Within Groups	210.359	98	2.147		
	Total	210.560	99			

Level of significance: 5%

From the above table it was understood that the F value is at lesser than 5% level of significance hence the hypothesis is accepted and it was proved that There is no association between the Gender of the respondents and the Product purchased under different brands.

4.4.4 Ho: There is no association between the Gender of the respondents and the factors influencing purchase of various brands.

TABLE 4

Brands		Sum of Squares	df	Mean Square	F	Sig.
BPL	Between Groups	.119	1	.119	.057	.812
	Within Groups	204.921	98	2.091		
	Total	205.040	99			
Videocon	Between Groups	.002	1	.002	.001	.973
	Within Groups	132.748	98	1.355		
	Total	132.750	99			
Samsung	Between Groups	.002	1	.002	.001	.979
	Within Groups	232.748	98	2.375		
	Total	232.750	99			
LG	Between Groups	.013	1	.013	.007	.932
	Within Groups	166.147	98	1.695		
	Total	166.160	99			
Kenstar	Between Groups	.734	1	.734	.331	.566
	Within Groups	217.056	98	2.215		
	Total	217.790	99			

Level of significance: 5%

From the above table it was understood that the F value is at lesser than 5% level of significance hence the hypothesis is accepted and it was proved that there is no association between the Gender of the respondents and the factors influencing purchase of various brands.

5.1 SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION
LEVEL OF AWARENESS TOWARDS VARIOUS BRANDS OF CONSUMER DURABLES

• There exists a lot of brands on purchase of consumer durable goods, the major brands which has unique product umbrella has been taken and accounted for study. When analyzing the products purchased under various brands, majority of respondents (35) have purchased BPL washing machine, majority of respondents (36) have purchased Videocon audio system, majority of respondents (36) have purchased Samsung television, majority of respondents (26) have purchased LG micro wave oven, majority of respondents (30) have purchased Kenstar Air conditioner.

5.2.1 FACTORS INFLUENCING THE PURCHASE DECISION OF CONSUMERS
• **RELIABILITY OF ADVERTISEMENT**
The study revealed that consumers feel the advertisements are reliable only to a certain extent. Hence manufacturers of the branded products should consider this aspect and all possible measures to ensure advertisements are reliable.

• **CONSUMER AWARENESS**
The awareness being the first element of purchase process, the manufacturers need to focus on consumer awareness in a better way for achieving the results.

• **QUALITY**
The study clearly indicates that consumers believe that branding ensures quality. Hence the manufacturers need to take proper steps and ensure quality not only in manufacturing process but also in the distribution process.

6.1 SUGGESTIONS
The branded durable products have excellent market opportunities in India and in other developing countries, and they enjoy competitive advantage worldwide, so the branded companies should concentrate on the technology and product adoption towards potential markets.

The brand owners should adopt better consumer motivation technique, as the consumer prefer to keep premium brand, the manufacturer should concentrate on exploring this opportunity.

Unbranded goods are least considered by the consumers and the study revealed that brand has influence on the purchases decision of consumers. Branding facilitate the business to market their products by helping the consumer to identify products that might benefit them. Hence, the manufacturer should understand the value and power of brand so that confidence can be created in the minds of the consumers.

7.1 SCOPE FOR FURTHER RESEARCH
As the brand value rules the market and determines the sales of any product, the potentiality of implementing brand name is picking up as a trend nowadays.

Further Research can be made on focusing the below dimensions

• Customer attitude, preference towards branded durable goods.
• Indifference in service quality and its effect on buying behavior.
• Analyzing the brand image, extension towards branded durable goods.

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