



Consumer Behavior and Purchase Decision Durable Products In Salem District

KEYWORDS

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1.1 Introduction

The Common thought of consumer situation is that of an individual making purchase with little or no influence from others. However in some case, a number of people can be join involved in purchases decision. For example, planning a vacation or deciding on a new car can involve an entire family.

The most of study of consumer behavior would be in complete, if it treated only one consumer. However, emphasizing one role, while still devoting adequate treatment to others can simplify our study in many cases.

1.2 Basic concepts

1.2.1 Consumer behavior

Consumer behavior may be defined as the interplay of forces that takes place during a consumption process, within a consumer's self and his environment.

1.2.2 Purchases decision

In many purchases situation the consumer is confronted with complex set of alternatives. He has to chose among a variety of products. From a variety of products he makes selection, based on size, colour, style, models and brands. Also, the consumer can make decision about when and where to buy a certain products, how much he wants to pay how he will pay for it.

1.2.3 Consumer Durables

The sample respondents are those who have different financial and educational backgrounds besides being different in the size of the family.

1.2.4 Significance of the study

This study deals with certain aspects of the pre-purchase behavior of selected Indian consumer of four consumer durables fan, vacuum cleaner, water heater and home theater. It is concerned with the search for and use of product information, as a part of purchase decision making, which concerns, consumer reaction to alternate product information sources. The study indentifies and analyses the factors that influence purchases decision.

1.2.5 Statement of the problem

In the late eighties and early nineties, India got a whiff of liberalization, which is turn to user in a new era of consumerism. A whole range of consumer durable started flooding through markets in Electric Fan, Vacuum Cleaner, Water Heater and Home Theater etc.. Which were the preserve of upper class during the seventies, have suddenly started throughing the middle income group households.

1.2.6 Objectives of the Study

1. To find out differences between the Users and Non-users of the particular sources of information in the search process and the dependency of certain selected variables,
2. To identify the factors influencing the consumers in the decision-making process regarding the purchased of selected durable products.

1.2.7 Conclusion

- a good majority of the respondents 24.46%
- In regards to the brand awareness towards consumer durables, majority of respondents 25.38%
- The consumer durable through internet/mail, advertisements in radio, publicity, notices etc.,
- The consumer behavior purchase decision for basic income earn after that product purchase

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Website Address

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