

A Study on Women Consumer Behavior Towards Durable Goods with Special Reference to Pudukkottai Town



Commerce

KEYWORDS : Consumer behaviour, Durable goods, women Consumer.

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ABSTRACT

Consumer behaviour or buyer behaviour has gained increased importance in a consumer oriented marketing planning and management. The study of consumer behaviour is an attempt to understand what the consumer want, why they want. Consumer behaviour reflects the totality of consumer behaviour with respect to acquisition, consumption and disposition of goods, services, time and idea by human decision making. It also includes whether, why, when, where, how, how much and how often and how long consumer will use or dispose of an offering. The buying behaviour of consumer has become a great necessity in modern marketing system, because success or failure ultimately depends upon the buying behaviour of the target customers considered individually or a group.

Introduction

They way in which consumers choose how to spend their incomes. One theory of consumer behavior views consumers as having utility functions showing the level of satisfaction they will derive from every possible set of goods and services. They choose their expenditure to maximize their utility subject to the constraints imposed by their incomes and prices facing them.

Long -lives goods bought for final consumption. Their services are expected to be enjoyed over a period longer than that (normally a year) used in national income accounting. They include private vehicles and domestic items such as furniture, television, video recorders, washing machines, refrigerators, hone freezer and vacuum cleaners, footwear and clothing are not normally treated as consumer durable, although they are frequently made to set several years. House purchase in normally treated as investment and not as spending on consumer durable.

Statement of the problem

An understanding of consumer behaviour towards durable goods is essential as it reflects the influence of brands, price, quality, quantity, mode of purchase, etc. The success of the market or the failure depends on the consumer's behaviour. Consumer is nerve centre of the modern marketing, understanding his behaviour is quite essential for efficient and effective marketing management. Customers may state their needs, wants but act otherwise. They may not be in touch with their deeper motivations. India consumer market is riding the crest of the country economic boom. Driven by a young population with access to disposable incomes and easy finance options, the consumer market has been throwing up staggering figures. Marketing problems confronted from the consumer's behaviour has a greater degree of similarity with behavioural problems. The use of durable goods is becoming increasingly popular in recent years in India. The introduction of different types of durables has also brought out many significant changes in the tastes and preferences of ultimate consumers in recent years. Hence, the present study has been chosen to identify the various factors influencing the consumer behaviour on the of durables in Pudukkottai Town.

Review of Literature

Rajeswari.R and Pirakatheeswari.P (2014) made an attempt in their study, "A Study on Consumer Behaviour and Factors Influencing the Purchase Decision of Durable Goods with Reference to Salem District". A total of 50 respondents, result on the respondents while they purchase the consumer durable goods, the factor "Price" ranked first. It was followed by "Quality". The factor "Brand Image" got third rank and the factor "Model/Design"

got fourth rank.

Dr.Uma.K and Sasikala.P (2014), Study on "Consumer's Perceptions and Buying Behaviour towards Selected Home Appliances Products in Madurai District", sample size on 300 respondents. This study concluded that Maximum of the respondents of urban area uses home appliances than the rural area. So the home appliances companies have to find the consumers preferences regarding promotion scheme in the rural area.

Lakshmi.G and Dr.Rengarajan.P (2013) while evaluating, "A study on women consumer decision making behaviour with special reference to purchase of durable goods in Udumalpet town". The number of sample respondents 125. The specific objectives results as, in majority of the respondent's family, women play a major role in purchase decision and they prefer to prepare item list before purchasing. The involvement each one has on the family matters influences their behaviour to a greater extent. The post purchase behaviour of the sample respondents reveals the fact that, the decision process is not a satisfactory affair. The pressure of negative attitudes mounts up in certain families and is overcome by convincing, compromising, augmenting, etc.

Marichamy.K (2013) studied, "A Study on consumer behaviour of Women with special reference to durable goods in Madurai city" 300 samples collected from Madurai Municipal Corporation. The study concludes that the competitive market provides opportunity on one hand and threats on the other hand to both the consumer segment of women and products of the product. It is quite important to improve core product with value addition to enrich customer satisfaction more in the similar price range. Not only quality improvements but improvement in after sales service can develop and replace demand for consumer durables as well as for replacement of the products. The dealers / producers and the retailers must understand the importance of the consumers and their change attitude in the process of marketing. Only then the companies can withstand and survive in the sale of consumer durables.

Dr. K. Mubarak Ali (2007) submitted thesis "A study the influence of family members in the purchase decision of durable goods (with special reference to durable goods)". The aim of the study was to find out the role played by the husband and wife in the process of need identification and fulfilment with respect to the purchase of consumer durables. The respondents chosen for the study were in the age group of 21 to 51 years and above, their family monthly income ranged from 20,000 to 70,000 and above. The study revealed that all the families owned variety of durables like television, motor car, two-wheeler, washing ma-

chine, vacuum cleaner, etc. The study asserted that majority of the respondents gave importance to their friends opinion and suggestions based on their earlier purchase behaviour. The study concluded that to bring about lasting happiness in „one time purchase decision should be a joint decision.

Objectives of the Study

1. To Identify the Product Quality on Women Consumer.
2. To Identify the Factors Influencing the Women Consumers in the Selection of Home Appliance.

Methodology

In the beginning of the research, on pilot work to identify major areas of Women Consumer behavior towards consumer Durable goods carried out. It helps to take a lead to Women Consumer behavior towards consumer Durable goods in the study area. The present study has been collected through primary data. Primary data has been collected through structured questionnaire.

Area of the Study:

The study was undertaken in Pudukkottai down.

Sample Size:

Total number of respondents 50 residing in the Pudukkottai down.

Sampling Procedure:

For the purpose of the study the respondents were selected from different places of the Pudukkottai down from different occupations, educational level, income and age groups. Convenience sampling technique was followed for collecting response from the respondents.

Tools for Analysis:

The statistical tools used for the purpose of this study are simple Percentages, Mean, Standard Deviation and Mean Rank.

RESULT AND DISCUSSION

TABLE-1: PROFILE OF THE SAMPLE RESPONDENTS

From Table 1, it is evident that 30% of the sample women respondents belonged to the age group of 36 -45 years, 28 women respondents were graduates, 52% of the respondents were house wife, 17women respondents monthly income was above than Rs. 20,001, 78 % of the respondents were married, 39 respondents belong to medium size family. 58% of the respondents belong to own house.

S. No	DEMOGRAPHIC VARIABLES	No. OF RESPONDENTS	%	
1	Age (Years)	Below 25	12	24.0
		26-35	12	24.0
		36-45	15	30.0
		46-55	5	10.0
		56 And above	6	12.0
2	Educational Qualification	Secondary	8	16.0
		Higher Secondary	13	26.0
		Degree or Diploma	28	56.0
		Professional	1	2.0
3	Occupation	House wife	26	52.0
		Government job	8	16.0
		Private job	16	32.0
4	Monthly Income	Below 5000	5	10.0
		5001-10000	8	16.0
		10001-15000	11	22.0
		15001-20000	9	18.0
		20001 and above	17	34.0
5	Marital Status	Single	4	8.0
		Married	39	78.0
		Widow	7	14.0

4	Family Size	Up to 3	11	22.0
		4-6	39	78.0
5	House Type	Own house	29	58.0
		Rental house	21	42.0

TABLE-2: IDENTIFY THE PRODUCT QUALITY OF WOMEN CONSUMER

Women respondents' opinion on following table provides which factors of influenced by the determinations on quality of durable goods

Table-2 IDENTIFY THE PRODUCT QUALITY OF WOMEN CONSUMER

FACTOR	FREQUENCY	%
Early experience	5	10.0
Durability	16	32.0
Warranty	9	18.0
Brand name	7	14.0
Better after service	11	22.0
Advertisement	2	4.0
Total	50	100.0

From the above table reveals that 32% of the respondents were identifying to product quality based on durability and the 18 % of the respondents were identifying mode on Warranty.

Table-3 IDENTIFY THE FACTORS INFLUENCING THE WOMEN CONSUMER IN THE SELECTION OF HOME APPLIANCE

FACTOR	FREQUENCY	%
Price	7	14.0
Offer/ Discounts	5	10.0
Features	14	28.0
Brand image	7	14.0
Model/ Design	17	34.0
Total	50	100.0

Above table is clear that 34 % of the sample respondent's selection of home appliance is model or design based and 28% of the respondent's opinion on feature based.

Table-4: Identify the factors influencing the women consumer in purchase of durable goods

Factors influencing consumers consider another individual to be credible for a variety of reasons. Those with access to the media may use this access in an attempt to influence the public. An attempt was made to find out if the respondents are influenced by factors.

Table-4 Identify the factors influencing the women consumer in purchase of durable goods

FACTOR	FREQUENCY	%
Company Advertising	1	2.0
Company Reputations	8	16.0
Friends Advice	22	44.0
Relative Advice	5	10.0
Joint Decision of Family	14	28.0
Total	50	100.0

From the above table, it is evident that among the factors that influence the respondents while they purchase the consumer durable goods. There are 44 % of the respondent's friend advice and the 28 percentage of the respondent's opinion joint decision of family.

Overall Statistical Result

Statistics	To identify the product quality on women consumer	To identify the factors influencing the women consumers in the selection of home appliance	Factors influencing the purchase of durable goods
Mean	3.18	3.44	3.74
Std. Error of Mean	.205	.200	.217
Median	3.00	3.00	3.00
Mode	2	5	3
Std. Deviation	1.453	1.417	1.536
Variance	2.110	2.007	2.360
Range	5	4	5
Minimum	1	1	1
Maximum	6	5	6
Sum	159	172	187

Conclusion

This present study concluded that, the women consumer behaviour and preference have a great impact on the home appliance products. The women consumers' behaviour owns a good degree of consciousness of the change taking place in their situation. Women grow in education level and the growth in the media has contributed to their development. Women are not only cost conscious but also a quality conscious customer. The sales promotional activities sometimes may help women consumers to purchase more but it cannot remain same.

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