

A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED CONSUMER DURABLE (WHITE) PRODUCTS (WITH SPECIAL REFERENCE TO DELHI NCR)

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ABSTRACT

Consumer durables industry is growing very fast because of some factors like increase in income levels, living standards, easy access to consumer finance, increase in consumer awareness, the introduction of new technology, models etc. 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. The objectives of this paper is to understand the concept of consumer durable (white) products, to study the socio-economic profile of the selected consumers, to identify the important attributes impacting consumer buying behaviour in the purchase of consumer durable (white) products. The data for the purpose of the present study have been collected through primary and secondary data. Primary data has been collected through structured questionnaire. The sources of secondary data include published data such as data from books, journals, periodicals, brochures, reports, etc. The study was undertaken in Delhi NCR. A total of 150 respondents residing in the Delhi National Capital region form the sample. Convenience sampling technique was followed for collecting response from the respondents. The statistical tools used for the purpose of this study are simple percentages, and t-test. The results shows that for some respondents, show- room location is not at all important in case of all five products and they also do not give any importance to credit facility as they believe in cash purchases. For some of the respondents, features, model, brand name, advance features & durability, size of products & maintenance facility are important attribute for them. For some of the respondents, price, energy saving, guarantee and after sale service are very important attribute while purchasing durable products.

Keywords: Durable Products, Buying Behaviour, White Products, Delhi NCR

INTRODUCTION

Consumer durables industry is growing very fast because of some factors like increase in income levels, living standards, easy access to consumer finance, increase in consumer awareness, the introduction of new technology, models etc (kumar, 2010). The industry is depicted by major local and international players such as Whirlpool, LG, Samsung, Godrej, Onida, Voltas, Videocon, Kelvinator, IFB, Hitachi, Bluestar etc. A considerable change has been witnessed by the Indian consumer durables industry over the last few years. India is the second fastest growing economy having a huge consumer class. Consumer durables have emerged as one of the fastest growing industries in India. Indian urban consumers are the young, energetic and good earners in the family that's why it automatically increases the demand of consumer durable earner. (Buvaneshwari, Babu, 2014)

The consumer durable products can broadly be classified as shown below:-

Classification of Consumer Durables

White Goods	Kitchen Appliances / Brown Goods	Consumer Electronics
<ul style="list-style-type: none"> • Refrigerator • Washing Machine • Air-Conditioners • Speakers and Audio Equipments • Microwave Oven • Color Television 	<ul style="list-style-type: none"> • Mixers • Grinders • Microwave Ovens • Iron • Electric Fans • Cooking Range • Chimneys 	<ul style="list-style-type: none"> • Mobile Phones • Televisions • MP3 Players • VCD Players • DVD Players

Source: - CorporateCatalystIndia

White Products

White products were typically painted or enamelled white, and many of the still are white. Back in the days, the color white represented such values as cleanliness, warmth, grace, and perfection. And the original manufacturers wanted their products that are mostly used in the kitchen or the living room to portray those qualities.

Consumer Buying Behavior

Consumer Behavior is about the behavior of consumers in different situations. The behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products, services, and ideas.

Buying Behavior Process

Consumer Buying Behaviour tends to determine what it exactly drives consumers when making buying decisions. Buyer behaviour involves a mental process as well as physical activity. The buying behaviour and purchase decisions need to be studied thoroughly to understand and analyze critical market variations. Buyer is a riddle, a highly complex entity who wants to satisfy his innumerable needs and desires. The five steps involved in the buying process as stated by Solomon et al (2010) are described briefly.



REVIEW OF LITERATURE

A study on consumer behaviour of woman with special reference to durable goods in Coimbatore city has been conducted in Tamil Nadu. The researcher suggested that education plays an important role in shopping behaviour and higher income group respondents shop as and when they like. Family influences on consumer's behaviour have a greater extent while purchasing the branded products (Sarvana 2010). Mukhtar H (1991) has studied the role of decision making for household durables: good measure of women's power within a household in Pakistan. It is their influence in the purchase of new home improvement technology good (cars, appliances, etc.), who's expense and life-long nature makes their purchase an important decision. The study identified various cultural and economic factors that affect women's decision making power. Aradhana Krishna (2003) concluded that buyers' purchase behaviours can be influenced not only by the current prices of a product but also by those prices expect in the future. Bhawani prasad and Kumari (1987) have analysed that a very positive impact of advertising is found on the consumer durables market. Judith Chevalier and Goolsbec (2009) studied that the consumers think about the future when they make durable goods purchase. Venkateswara and Reddy(1997) studied that, in most of the cases head of a household and his wife acted as a decision maker. There were no Influence of wealth, income, education and savings, but influence of advertisement was found higher in the study.

OBJECTIVE OF THE STUDY

1. To study the socio-economic profile of the selected respondents.
2. To find out consumer awareness of various brands in consumer durable (white) products.

- To identify important attributes impacting consumer buying behaviour in the purchase of consumer durable (white) products.

RESEARCH METHODOLOGY

The data for the purpose of the present study have been collected through primary and secondary data. Primary data has been collected through structured questionnaire. The sources of secondary data include published data such as data from books, journals, periodicals, brochures, reports, etc.

Area of the Study: The study was undertaken in Delhi NCR.

Sample Size: A total of 150 respondents residing in the Delhi National Capital region form the sample.

Sampling Procedure: For the purpose of the study the respondents were selected from Faridabad, Noida, Gurgaon, Ghaziabad and Delhi. 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, and t-test.

RESULTS AND DISCUSSION

S.No	Respondents'Profile	Particulars	Respondents	Percentage
1.	Gender	Male	86	57.3
		Female	64	42.7
2.	MaritalStatus	Married	104	69.3
		Unmarried	46	30.7
3.	Agegroup	Lessthan30years	60	40.0
		31 to 40years	62	41.3
		41 to 50years	20	13.3
		51 years and above	8	5.3
4.	Educational Qualification	Under Graduate	14	9.3
		Graduate	60	40.0
		Post Graduate	55	36.7
		Professional	21	14.0
5.	Occupation	Home Maker	7	4.7
		Business	30	20.0
		Professional	33	22.0
		Employed	80	53.3
6.	Type of Family	Joint Family	92	61.3
		Nuclear Family	58	38.0
7.	No. of Members	Upto 3 Members	17	11.3
		Four Members	36	24.0
		Five Members	27	18.0
		Six Members	24	16.0
		Above 6 Members	46	30.7
8.	Monthly Income (Rs.)	20,000 – 40,000	38	25.3
		40,001 – 60,000	54	36.0

		60,001 – 80,000	32	21.3
		Above 80,000	26	17.3
9.	Location	Delhi	30	20.0
		Faridabad	30	20.0
		Gurgaon	30	20.0
		Noida	30	20.0
		Ghaziabad	30	20.0

From the above table 1, it is evident that 57.3% of the respondents were male, 41.3% of the respondents belonged to the age group of 31-40 years, 40% of respondents were graduate, 53.3% of the respondents were employed, 36% of the respondents' family income was Rs. 40,001-60,000, 69.3% of the respondents were married, 61.3% of the respondents were belonged to joint family.

Table 2: Products Possession of the Respondents

S. No.	Product	Frequency	Percentage
1.	Refrigerator	150	100
2.	Washing Machine	150	100
3.	Air-Conditioner	140	93.3
4.	LCD/LED TV	149	99.3
5.	Microwave Oven	145	96.7

The above table indicates that all of the respondents have refrigerator and washing machine.93.3% of the respondents possess air-conditioner while 99.3% and 99.3% of the respondents possess LCD/LED TVs and microwave oven respectively.

Table3: Purchase Initiator of Selected White Products

Product	Initiator of purchase						Total
		Own Decision	Family Members	Friends/ Relatives/ Neighbours	Sales People	Peer Group	
Refrigerator	Freq.	29	116	4	1	---	212
	%	19.3	77.3	2.7	0.7	---	80.7
Washing	Freq.	28	113	5	3	1	122
	%	18.7	75.3	3.3	2.0	0.7	81.3
Airconditioner	Freq.	33	97	16	1	2	116
	%	22.0	64.7	10.7	0.7	1.3	77.4
LCD/ LED TV	Freq.	34	99	16	---	---	115
	%	22.7	66.0	10.7	---	---	76.7
Microwave Oven	Freq.	34	101	14	---	---	115
	%	22.7	67.3	9.3	---	---	76.7

From the above table, it is understood that in the purchase of selected white products, majority of the respondents made combined decision. In the combined decision, most (77.3%, 75.3%, 64.7%, 66.0%, 67.3%) of the respondents were influenced by their family members.

Table 4: Search Information by the Respondents		
Search Information	Frequency	Percentage
Myself	71	35.0
Spouse	28	13.8
Family Members	87	42.9
Friends	7	3.4
Relatives	10	4.9
Total	203	100

From the above table, it is understood that 42.9% of the respondents search the information for selected durable (white) products by their family members.

Table 5: Sources of Information for the Purchase of Selected White Goods		
Sources of Information	Frequency	Percentage
E-Media	53	21.2
Reference Groups	3	1.2
Work Groups	11	4.4
TV Ad	80	32.0
Newspaper	27	10.8
Word of Mouth	6	2.4
Print Media	2	0.8
Family and Friends	71	28.4
Total	253	100

The above table shows that information about the selected collected the information about media (0.8%), and Family and Friends (28.4%) purchase of selected white goods through word of mouth.

Table 6: Influence of Advertisement in the Purchase of Selected White Products									
Products	Media	TV	Radio	News Papers	Magazines & Journals	Posters, Banners, Hoardings	Notices, Leaflets, Pamphlet	Internet	Total
	Percentage	40.9	0.9	17.4	3.3	0.9	0.9	35.7	100
Washing Machine	Frequency	89	3	35	6	1	1	71	206
	Percentage	43.2	1.5	17.0	2.9	0.5	0.5	34.4	100
Air Conditioner	Frequency	75	4	29	3	6	1	92	210
	Percentage	35.7	1.9	13.8	1.4	2.9	0.5	43.8	100
LCD/LED TV	Frequency	75	3	25	4	3	5	40	155
	Percentage	48.5	1.9	16.1	2.6	1.9	3.2	25.8	100
Microwave Oven	Frequency	69	4	29	7	3	2	94	208
	Percentage	33.2	1.9	14.0	3.4	1.4	0.9	45.2	100

From the above table, it is found that in all the five cases, the major influencing media of advertisement was television and the next influencing media were internet and newspaper.

Importance of Attributes while purchasing the selected white products

There are so many important attributes related to any product. The following table depicts the importance of some attributes while purchasing the selected white goods by respondents.

Table 6: Importance of Attributes while purchasing the selected white products												
Attributes	Not at all Important		Slightly Important		Neither Important nor Unimportant		Important		Very Important		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Brand Name	1	0.7	3	2.0	2	1.3	72	48.0	72	48.0	150	100
Model	5	3.3	8	5.3	15	10.0	77	51.3	45	30.0	150	100
Advance Features	3	2.0	4	2.7	14	9.3	70	46.7	59	39.3	150	100
Durability	--	--	8	5.3	9	6.0	70	46.7	63	42.0	150	100
Comfortable Size	4	2.7	9	6.0	17	11.3	67	44.7	53	35.3	150	100
Features	--	--	10	6.7	7	4.7	92	61.3	41	27.3	150	100
Color	2	1.3	22	14.7	22	14.7	59	39.3	45	30.0	150	100
Price	2	1.3	4	2.7	5	3.3	43	28.7	96	64.0	150	100

Energy Saving	--	--	9	6.0	13	8.7	41	27.3	87	58.0	150	100
Show room location	17	11.3	21	14.0	47	31.3	44	29.3	21	14.0	150	100
Offers & Schemes	6	4.0	17	11.3	36	24.0	42	28.0	49	32.7	150	100
Guarantee	--	--	4	2.7	17	11.3	51	34.0	78	52.0	150	100
Credit Facility	9	6.0	16	10.7	33	22.0	48	32.0	44	29.3	150	100
Maintenance	4	2.7	17	11.3	11	7.3	67	44.7	51	34.0	150	100
After Sales Service	1	0.7	7	4.7	17	11.3	37	24.7	88	58.7	150	100

From the table, it is understood that for 11.3% of the respondents, show room location is not at all important in case of all five products. 6% of the respondents do not give any importance to credit facility as they believe in cash purchases. For only 0.7% of the respondents has no importance of brand & after sale service. For 4% of the respondents, offers & schemes are not at all important. Other attributes such as advance features, color, price, size, and guarantee have also not at all important for rest of respondents.

For 14.7% of the respondents, color is slightly important. Show room location is slightly important for 14.0% of the respondents. Offers & Schemes and maintenance are considered slightly important by 11.3% of the respondents. For 6% of the respondents, energy saving and comfortable size are slightly important. Other attributes like model, durability, features, price and after sale services are also slightly important for rest of the respondents.

For 31.3% of the respondents give neither important nor unimportant attribute of show room location. 24% of the respondents do not give any importance to offers and schemes. For 14.7% of the respondents, color has no importance. Credit facility is neither important nor unimportant for 33% of the respondents.

For 61.3% of the respondents, features are an important attribute for them. 51.9% of the respondents give importance to model of the products, 48% of the respondents give importance to brand name, 46.7% of the respondents give importance to advance features & durability. For 44.7% of the respondents, size of products & maintenance facility are important attributes. 39.5% of the respondents give importance to color and rest of the respondents give importance to other attributes such as price, energy saving, show room location, offers & schemes, after sale service and credit facility.

For 64.0% of the respondents, price is a very important attribute while purchasing durable products. 58% of the respondents give energy saving attribute as very important attribute, for 52.0% of the respondents, guarantee is very important attribute, and 58.7% of the respondents give very much importance to after sale service attribute. For 48.0% of the respondents, brand name is very important attribute for them. For 42.0% of the respondents, durability is very important attribute for them. For rest of the respondents, model, features, color, show room location, credit facility, maintenance is very important attributes for them when they purchase consumer durable (white) products.

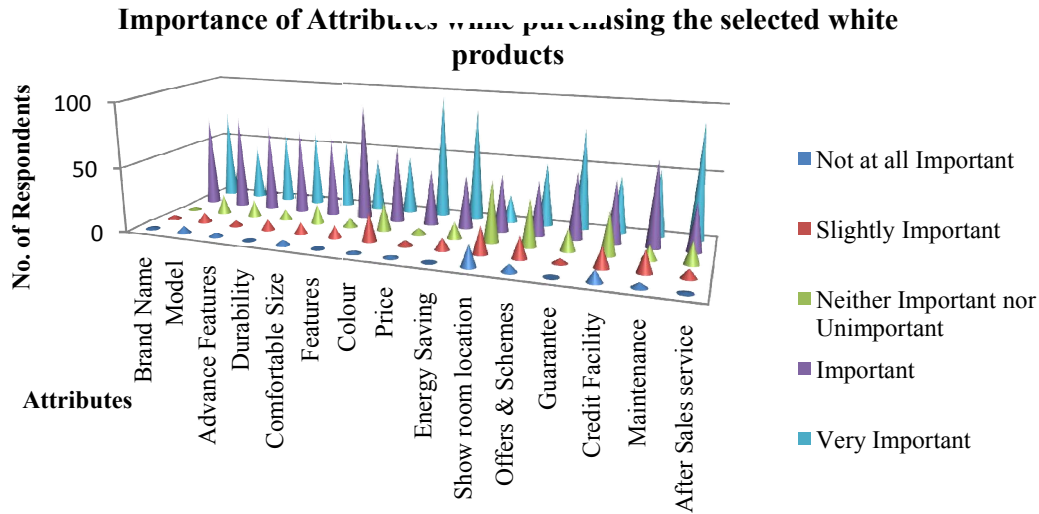


Table 7: Mean, Median and Standard Deviation of the Attributes while purchasing the selected white products

Attributes	Mean	Median	Std. Deviation
Brand Name	4.41	4.00	0.686
Model	3.99	4.00	0.959
Advance Features	4.19	4.00	0.862
Durability	4.25	4.00	0.796
Comfortable Size	4.04	4.00	0.975
Features	4.09	4.00	0.763
Color	3.82	4.00	1.062
Price	4.51	5.00	0.800
Energy Saving	4.37	5.00	0.879
Show room location	3.21	3.00	1.189
Offers & Schemes	3.74	4.00	1.149
Guarantee	4.35	5.00	0.787
Credit Facility	3.68	4.00	1.178
Maintenance	3.96	4.00	1.055
After Sales service	4.36	5.00	0.907

CONCLUSION

It is concluded from the study that for some respondents, show room location is not at all important in case of all five products and they also do not give any importance to credit facility as they believe in cash purchases. For some of the respondents, features, model, brand name, advance features& durability, size of products & maintenance facility are an important attribute for them. For some of the respondents, price, energy saving, guarantee and after sale service are very important attribute while purchasing durable products.

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