

“An empirical study on Purchase decision of durable products in Pune City”.

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Abstract

Purchase decision and consumer behaviour are deals with individual or group along with activities related with purchase, consumption of products and services, with consumer's psychological responses enable the consumer to take purchase decision. Consumer behaviour does not remain same for each product. It gets changed with each scenario. Sometime this gets affected by the type of product and some time it gets affected with the individual characteristics. Type of products like convenience products, shopping products durable products etc. Individual characteristics like respondents demographic attribute, social and psychological attributes etc.

Current study focuses on purchase decision of consumer durable products and factors influencing them. Consumer durable products are those products that reduce the human efforts, time as well as give the convenience. Influencing factors and five steps of purchase decision process related to durable products has been studied in the research process.

A Survey was conducted with a structured questionnaire. Total 125 respondents were approached and data was collected. Study concludes that need of the product and income of the respondents plays an important role in buying decision of durable products.

Key Words: -Durable Products, Buying Behaviour, Home appliances, White Goods, Brown Goods.

Introduction:-

Consumer durable products are those products which are costly and do not have to be purchased frequently. Involvement of the buyer in buying durable product is more as compare to other products. Since last two decades purchasing parity of Indian middle class consumer is increasing day by day. Now India is world's 5th largest consumer market. It is becoming world's fastest growing economy. Indian consumers are having huge potential where consumers buying parity is increasing day by day. So the demand of durable product is also increasing with tough competition from the

competitors. Hence to sustain in the competition it becomes essential to know the factors that consumers thinks and get influenced during his purchase decision of durable products.

Consumer durable products are of three types. White goods, Brown goods and consumer electronics etc. White goods and Brown goods are home appliances goods. This study focuses on the factors that influence the customers while buying home appliances durable products. Buying decision process passes through five stages namely Need Recognition, Information

search, Selection of alternatives, Purchase decision, and Post purchase decision etc.

Current study assesses the influencing factors at various stages of buying decision process with reference to selected durable products.

Objectives

Following are the objectives of the study.

- To analyze buying behaviour of consumers towards durable products.
- To identify influencing factors on purchase decision of durable products.
- To understand the role of demographic factors in purchasing durable products.
- To provide suitable suggestions and recommendations on the basis of the study.

Hypothesis

H0:- “Need of the product and Income does not influence the buying decision of durable products.”

H1:- “Need of the product and Income influences the buying decision of durable products.”

Literature Review

1) Mir Javeed Iqbal (2018):- Researcher conducted a study on purchase decision of durable products. It was a case based study in Bhopal city. Study classifies influencers into internal and external categories. Internal influencers were consisting with decision maker's traits like age, gender, income, life style etc. External influencers were like advertising, sales executive, friends, relatives, neighbors etc. Research inferred that there is a correlation between

income and need of the buyer with purchase decision of the durable products.

2) Rakesh Kumar (2019) Study was related with electronic durable products. Electronic products come under white goods products. According to researcher consumer buying behavior does not remain same in fact it gets changed and varies from place to place and time to time. Researcher found that marital status; financial background had influence on durable products purchase decision. Researcher studied demographical, psychological as well as geographical factors were studied by the researcher.

3) P.Sathya (2018) Current study was conducted in Tiruvavur district to identify the buying behavior of consumers while buying durable products. According to researcher durable products are those products that reduce human labour efforts and bring convenience, ease of use and speed of work. Television, Refrigerator, a washing machine were the durable products taken into consideration. Study was survey based and data analysis was done using T-test.

4) Dr.Eswari.M (2015) Buying behavior and purchase decision in durable products by women consumer was studied in the current study. According to researcher most of the durable products related to home appliances purchase decision either influence or taken by the women in the family. Study observed that convenience, Quality of the product, cost and warranty were the factors that influence the women in buying of durable products.

Research Methodology

Research is a tool of systematic investigation of facts that helps the

marketing manager in planning and implementation of marketing activities. Current research study consist of following research design.

Descriptive Research Design was used in the study that aims to describe the characteristics of the population and shows the relation between various traits and factors taken under consideration.

Sampling Design consisted with convenience sampling as there were indefinite population exists. Total **150 respondents** were taken as sample size for data collection.

Products Considered in the study were

Sr. No.	Consumer Durable Products
1	Television (LED, Smart TV)
2	Refrigerator
3	Washing Machine
4	Microwave Oven
5	AC

In consumer durable products there are various types of products are available. For the convenience of the study, scope of the research has kept limited. Above mentioned five products were taken in to consideration for the study.

Demographic Factors	Variables	Frequency	Percentage
Gender	Male	89	71%
	Female	36	29%
Age	Up to 20	9	7%
	20 to 30	34	27%
	30 to 40	64	51%
	40 & above	18	14%
Occupation	Service	63	50%
	Business	34	28%
	Students	14	11%
	Other	14	11%
Income	Up to 5 Lakhs	72	58%
	5 to 7 Lakhs	32	25%
	7 to 9 Lakhs	12	10%

Data Collection was done using both primary and secondary data. Primary data was collected through survey using questionnaire as an instrument of data collection. Secondary data was collected through various books, magazines, earlier conducted research and thesis etc.

Data Analysis was done using Microsoft excel and SPSS software using various statistical tools like Mean, Mode, Charts, Graphs, T-test and chi-square test.

Data Analysis

	More than 9 Lakhs	9	7%
Marital Status	Married	111	89%
	Unmarried	14	11%
No. Of Dependent	Up to 2	34	27%
	3 to 4	62	50%
	More than 4	29	23%

From the above table it has been observed that most of the respondents in the study were male respondents as 71% were male. In age factor age 20 to 30 and age 30 to 40 had the frequency 34 and 64 respectively. Among the respondents 50% were servicemen followed by 28% of the business

respondents. Average respondents income group was up to 5 lakhs. This depicts that most of the respondents were from the middle and upper middle class family. Almost 90% were married respondents and in an average 3 dependents were observed in their family

Hypothesis Testing:-

H0:- “Need of the product and Income does not influence the buying decision of durable products.”

H1:- “Need of the product and Income influences the buying decision of durable products.”

Factor	Chi-squared Value	Degree of freedom	p-value	Result
Need of the product*Influence in Purchase Decision	27.65	8	0.006	The result is significant at $p < .05$
Income of the respondents*Influence in Purchase Decision	34.37	12	0.00059	The result is significant at $p < .05$

From the table it has been observed that two factors i.e. need of the product and Income of the respondents were associated with influence in purchase decision of durable products. For both the factors p-value found less than 0.05 and hence supports the alternative hypothesis. Therefore here null hypothesis is rejected and alternative hypothesis i.e. “Need of the product and

Income influences the buying decision of durable products.” is accepted.

Findings:-

1. Family members like spouse, son and daughters had a role of initiator and influencer in consumer durable products.
2. Income, age, occupation also had significant association

with purchase decision of durable products.

3. Among business respondents brand name had significant impact while they purchase the durable products.
4. Advertisement plays a key role in first two stages of purchase decision process.
5. Television advertising found most effective media to influence the consumer durable products.
6. Family members plays important role in the final decision of buying the products.

Suggestion:-

1. Study suggests that sales executive in the showroom should educate about the product, it's operation so he can give in detail information of the durable products.
2. Social media can be used effectively in association with traditional media of promotion to reach the masses.
3. As family members have the major role in influencing hence promotional activity at home, pre store promotion and in store promotion should be focussed more accordingly.

Conclusion:-

In the study an attempt has been made to understand the purchase decision process for consumer durable products and factors

influencing them. Buying decision of consumer durable products like television, refrigerator and washing machine involves deeply the decision maker. These are the products that consumers buy very rarely. Study observes that unless and until need arises consumers don't buy the product. Income of the respondents also found important factor that stimulus the desire of buying the products and enable the consumers to buy the durable products. Family members had a initiator and influencing role in purchase decision process. Especially spouse plays a role of initiator in buying home appliances durable products. Current study helps to give more conclusive insights in the purchase decision of durable products by focussing how the consumers search the information, analyse the alternatives, influencers of the buying decision etc.

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i